

**RADIO**  
**WILLIAM ESTY AND COMPANY**  
INCORPORATED

NATIONAL BROADCASTING COMPANY

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 98

SATURDAY, AUGUST 5, 1939 - 10:00-10:30 P.M.

**PAIKS:** The Camel Caravan rolls in on the music of Benny Goodman!  
America Swings!

(THEME OP)

**PAIKS:** Out of the heart of America, from the shores of the Mississippi came a new music, a music whose rhythm and freedom captured the hearts of a hundred and thirty million people to become the new music of America...Swing! Tonight the makers of Camel Cigarettes are happy to present the young musician whose daring conception of style and brilliant clarinet technique blazed the way to this new era in American music... and here he is leading the greatest array of swing artists ever gathered in a single band...Benny Goodman.

(APPLAUSE)

**BENNY:** Good evening and welcome to the fifth of our new series of programs for the makers of Camels.

PARKE: Pardon me for interrupting, Benny, but wasn't this supposed to be the night....

BENNY: Wait a minute, Bert...I don't know what you're suggesting, but we've got enough to do tonight...with a program for Camels... a concert two hours later at the Hollywood Bowl and then the band's regular engagement at the Victor Hugo.

PARKE: Then you won't have time for the Bolero?....

BENNY: Oh the Bolero...Why didn't you say that?...Of course we're going to play it...but later Bert...Right now it's time for the overture..."Sweet Sue."

(BAND: "SWEET SUE")

(APPLAUSE)

BENNY: We happened to be up in Boston a few weeks ago when Lew Brown was trying to find out what the undergraduates at Harvard thought of his new show "Yokel Boy." The future presidents and United States Supreme Court Judges not only gave their stamp of approval, but their enthusiasm for one song almost resulted in a demonstration. The tune was "Comes Love" and Louise Tobin sings the vocal.

(BAND: "COMES LOVE" LOUISE TOBIN VOCAL)

(APPLAUSE)

BENNY: And now Bert Parke has something to tell you from our sponsors, the makers of Camels...Bert Parke...

PARAS:

It's well-recognized that more smokers prefer Camels than any other cigarette. Miss Elsie McKenzie, salesgirl, says that to her, Camel's long-burning costlier tobaccos mean:

WOMAN'S VOICE:

A more delicate taste...and mildness too. Camels put a lot more enjoyment into my smoking.

PARAS:

Heese Gibson, house painter, says:

MAN'S VOICE:

For mildness and good taste Camels can't be beat. You bet I'd walk a mile for a Camel!

PARAS:

Mrs. James Lyle Phillips, housewife, says this about long-burning Camels:

WOMAN'S VOICE:

I like getting extra smoking when it has the grand fragrance and flavor of Camels. To me Camels are milder and cooler.

PARAS:

Yes, cooler, milder smoking...fragrant aroma and delicate taste. All these luxury qualities Camels give you -- with extra smoking too. Recent impartial laboratory tests 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. Camels are penny for penny your best cigarette buy!

(PIANO UP WITH "STEALING APPLES")

(FADE FOR)

BENNY:

The few bars of music you just heard were the introduction to Fats Waller's song, "Stealing Apples" ....We introduced the tune on the Camel show a few weeks ago, and there have been so many requests for it, we are repeating it tonight... Chris Griffin, Fletcher Henderson and myself...will take choruses...

(BAND: "STEALING APPLES")

(APPLAUSE)

BENNY:

As you probably know we're back in Los Angeles where just three years ago this month, one of the most successful features in the band was formed...the Quartette. I ran across Lionel Hampton about that time playing the vibraharp and drumming in a local night club down on Main Street./ You remember that night I came into the Paradise Club, Lionel...

LIONEL:

I sure do, Pops...

LENNY:

What was it you were playing...I've forgotten.

LIONEL:

I don't remember either...but it was solid...

BENNY:

Do you remember the first tune the Quartette recorded?

LIONEL:

I remember that, Pops...It was Dinah...

BENNY:

All right then...Let's celebrate the Quartette's birthday by playing "Dinah".....Take it Lionel...

(QUARTETTE: "DINAH")

(APPLAUSE)

BENNY:

Nearly everyone has sung and danced to the tunes, "Nagasaki," "September in the Rain," "42nd Street," "Cheerful Little Earful," "Beautiful Baby," "Shuffle Off To Buffalo," and "Jeepers Creepers" ... These and many other hit songs are the work of one man...a man who I believe to be one of the greatest of contemporary American composers. You all know his music, so tonight I'd like to have you meet him...May I present...Harry Warren...

(APPLAUSE)

WARREN:

Thanks Benny...And now you want me to tell you how to write a successful song, I suppose?

BENNY:

No...we all know about your successful songs..they were great. But now about those that weren't so successful?

WARREN:

You mean the flops?

BENNY:

I wouldn't call them that...Some of them were fine tunes.

WARREN:

A couple of them broke my heart...In fact one or two of my so called "flops" were pieces I liked better than some of my biggest hits.

BENNY:

There's one of your songs, "One Sweet Letter From You," that in my opinion should have been a hit...It's a great melody and has a fine lyric...

WARREN:

That's what I thought...but still no one has ever heard of it.

BENNY:

But why, Harry?...I can't figure that out.

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WARREN:

You've got me there, Benny...When I wrote it, Nora Bayes, one of the best singers of the time, liked it well enough to introduce it.

BENNY:

Was it ever recorded?

WARREN:

The original recording of "One Sweet Letter From You" was made by the Memphis five, one of the best recording groups of the day.

BENNY:

When did you write "One Sweet Letter From You?"

WARREN:

About twelve years ago...1927, I think...Of course that was before commercial radio.

BENNY:

Maybe radio had something to do with it, Harry. Anyway, I'd like to find out. We all think the song should be a hit and with your blessing we're going to give it a fresh start tonight.

WARREN:

Help yourself, Benny. Just reach right down into the bottom of the trunk.

BENNY:

All right Harry and thanks for coming up to the second christening..

WARREN:

Good luck!

BENNY:

Fletcher Henderson's arrangement, of the song Harry Warren wrote twelve years ago, "One Sweet Letter From You"....

Louise Tobin sings the vocal chorus.

(BAND: "ONE SWEET LETTER FROM YOU" LOUISE TOBIN VOCAL)

(APPLAUSE)

PAKES:

Here's what the extra smoking in Camels can mean in the cost of your smoking:

By burning twenty-five percent slower than the average of the fifteen other of the largest-selling brands tested -- slower than

PARKE: (Cont'd)

any of them -- Camels give a smoking plus equal to FIVE EXTRA  
SMOKES PER PACK.

Now 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. If you live in a  
community where cigarettes are not taxed, the savings of  
Camel's extra smoking are all yours -- plus the added enjoyment  
of cooler, milder, tastier smoking of Camel's unrivalled blend  
of long-burning costlier tobaccos. So buy your cigarettes  
shrewdly. Ask for Camels. They are the quality cigarette  
every smoker can afford. Penny for penny Camels are your best  
cigarette buy....

All right, Penny - it's yours.

BERT:

Without Bert Parks having to ask for it, we're going to play  
Favel's Bolero...

PARKE:

I don't believe it.

BENNY:

No fooling...we're actually going to play it, Bert...But first  
I'd like to explain to everyone that we did have a little  
trouble getting it to jump. We had several different arrangements  
made before we could get one that really seemed to go. In this  
version of Favel's composition, the band opens by playing the  
Bolero in its original form...After the theme has been  
established, anything can happen...You may lift the curtain,  
now Bert...

(BAND: "THE BOLERO")

(APPLAUSE)

HENRY:

And that's another session of "America Swings." Thanks to all you people for listening in...and thanks to all you Camel smokers who make these broadcasts possible.

(BAND: THEME)

PAUL:

Be with us next Saturday night for more of the "World's Greatest Swing Band"...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 Helen Ward. And for cooler, milder smoking try Camels. Penny for penny Camels are your best cigarette buy. Bert Parks saying... see you next Saturday.

(BAND: THEME UP AND OUT)

ANNOUNCER:

Well, there's one tobacco that gives more pipe-joy to more pipe-smokers than any other brand. The name is Prince Albert. Prince Albert's choice, ripe tobaccos -- "crimp cut" and "no-bite" treated -- taste so grand, smoke so mild and mellow -- that P.A. is known as the National Joy Smoke. If you're not smoking it already, get acquainted with real pipe-joy now. Get Prince Albert. There's no other tobacco like it!

STANLEY ANNOUNCER: The Camel Caravan came to you from Hollywood's Radio City. This is the National Broadcasting Company.