

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

NATIONAL BROADCASTING COMPANY

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 97

SATURDAY, AUGUST 12, 1959 - 10:00-10:50 P.M.

PARKS: The Saturday Night Camel Caravan rolls in on the music of Benny Goodman...America Swings!
(THUMP UP)

PARKS: 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 collection of swing artists ever gathered in a single band...Benny Goodman!
(APPLAUSE)

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

PAKES:

Say Benny, the man with the stop watch says we'll have to hurry to get everything into our thirty minutes tonight.

BENNY:

All right Bert Parks...just one thing before we start...

Tonight we're presenting a special number written for us by Harold Rome, the composer and lyricist who wrote the Broadway revue "Pins and Needles," and the recent song hit, "Franklin D. Roosevelt Jones"....The number he wrote for us is coming later, though.

PAKES:

And the overture Benny...?

BENNY:

"Down South Camp Meeting"...Bert.

(BAND: "DOWN SOUTH CAMP MEETING")

(APPLAUSE)

PAKES:

Say Benny...this number you've got listed next is a tune you've already played on two Camel broadcasts, in this new series...What's the idea of playing it a third time?

BENNY:

Do you know what a command performance is, Bert?

PAKES:

Why certainly...A command performance is a....well it's kind of a....I mean...when a fellow...say maybe I was thinking of something else.

BENNY:

When an artist is invited to perform before the King and Queen of a country, it's called a 'command performance'....actually he doesn't have to appear before the Royal Family if he doesn't want to...but generally he does...

PAKES: Wait a second...What's that got to do with your repeating a tune three times?...We've got no king and queen to tell you what to do.

BENNY: No...but we've got radio listeners...and when they tell you they want to hear "Sunrise Serenade" again..Well...that's a command performance.

(BAND: "SUNRISE SERENADE")

(APPLAUSE)

BENNY: And now Bert Parks has some advice for every smoker who wants to save money...Bert Parks.

PAKES: Save money is right, for penny for penny, America's shrewdest cigarette buy is the cigarette that gives --

VOICE: ONE -- TWO -- THREE -- FOUR -- FIVE -- FIVE WHAT?

PAKES: Here's your answer straight from recent impartial laboratory tests: By burning twenty-five percent slower than the average of the fifteen other of the largest-selling brands tested -- slower than any of them Camel cigarettes give a smoking plus equal to FIVE EXTRA SMOKES PER PACK. Not only extra smoking per pack -- but extra pleasure too. A fragrance and a delicate taste that only Camel's matchless blend of long-burning costlier tobaccos can give. Cooler, milder smoking, of course. Yes, from the first mellow Camel of the day, down to the last extra puff at night -- Camels give smoking pleasure at its best... and more of it! The quality cigarette every smoker can afford! It's CAMEL!

All right, Benny.

BENNY: And now Fletcher Henderson, Lionel Hampton and...
LIONEL: Excuse me, Pops...
BENNY: What's wrong now, Lionel?
LIONEL: That old angel came down to see us again last night. She's worried.
BENNY: Is that the same angel you dreamed about, that came down and told you I should give you a raise?
LIONEL: That's right, Pops...the same angel.
BENNY: What's the angel worried about, Lionel?
LIONEL: She's worried that you forgot about the trio.
BENNY: You mean you'd like to play the drums a little?
LIONEL: The angel didn't say nothing about that...
BENNY: Okay, Lionel...Get behind the drums...and follow Fletcher into "Henderson Stomp."

(TRIO: "HENDERSON STOMP")

(APPLAUSE)

BENNY: Several times a year the American Society of Composers and Publishers award a prize to the author of the song it considers to be the best tune written during the quarter. This week Ziggy Elman, one of the band's trumpet players, received this award for his tune, "And The Angels Sing."

(APPLAUSE)

PARKS: Ziggy shared the twelve hundred and fifty dollar prize with Johnny Mercer who wrote the lyric. Johnny's in New York now with Bob Crosby and his Dixieland Band on the Tuesday night Carol show..

BENNY: Put Ziggy in here so we'll let him tell us about it...Here he is...
Ziggy Elman.

ZIGGY: Thanks Benny.

BENNY: Well Ziggy...how did it feel to get all that money at one time?

ZIGGY: The honor's the important thing.

BENNY: But the cash money didn't hurt anyway -- We're all proud of you Ziggy...and we'd like to show it...Maybe there's something nice we could do for you.

ZIGGY: Sure there's three, or four things, you could do.

BENNY: Wait a minute...I said something...one thing.

ZIGGY: You can't quibble with us composers...Benny...

BENNY: Okay Ziggy...What can we do for you besides letting you play "And The Angels Sing."

ZIGGY: Let me play it twice.

BENNY: All right Ziggy...once now with Louise Tobin singing the vocal and then late some night next week...Along.

(HARDY "AND THE ANGELS SING" LOUISE TOBIN VOCAL)

(APPLAUSE)

(PIANO UP WITH "OUR LOVE")

PAKES:

Our Love is like a melody,
I can hear it...etc...

BENNY:

Just a minute, Bert...

TOOTS:

What's the matter...Sounds good to me...

BENNY:

Wait a second...Mendello...I'm not picking on Bert's singing.
It's that song...What's the name of it?

PAKES:

"Our Love"...What's wrong with it?

BENNY:

Isn't that the tune the composer borrowed from Tschaiowsky's
Romeo and Juliet overture?

PAKES:

That's right.

BENNY:

We've had enough of this tune stealing from those Europeans.
We've got plenty of American classics to steal from and it's
about time Tin Pan Alley began stealing right here at home.

PAKES:

I don't get you Benny?

BENNY:

We talk American...don't we...we buy American...then why can't
our song writers steal American?

PAKES:

That's a great idea, Benny. And that's what Harold Rose had
in mind when he wrote this special number for us.

(MUSIC UP)

STEAL AMERICAN FIRST

PAKES:

Let's steal our tunes

Not from Brahms, but from the Bronx

Not from Debussy, but from Kentucky

Not from the Beethoven nine, but from Hollywood and Vine

Steal American First!

(FANFARE)

HENRY:

Now Bert Parks let's get to work
And the first thing on our roster
Is a ditty called "Our Love"
Taken straight from Stephen Foster.

(SHANE RIVER)

PARKE:

Our love is like the banjos ringing
Oh how I pine!
Our love is like the birdies singing
Below the Dixon line!
The melody my heart is strumming
Comes from Caroline
Our love is like the old folks humming
The old moonshine!

(TICKET) (UNDER)

HENRY:

Is it Schalkowski?

BARDE:

No! No! No! No!

HENRY:

Is it Debussy?

BARDE:

No! No! No! No!

HENRY:

Is it Stravinsky?

BARDE:

No! No! No! No!

HENRY:

Let's steal American first...Yeah

(INTERLUDE)

BENNY:

Next on our list what a song
It's a honey...oh yes men
Here's a new tune called Our Love
Stolen from How Dry I Am

(FULL INTRODUCTION)

PAKES:

Our love is like
A red red rose
It shines out like
Pinocchio's nose.
Our love's a rose
That blooms and swells
It haunts and taunts
And grows and swells.

(SINGING)

BENNY:

Is it Hayden?

BAND:

No! No! No! No!

BENNY:

Is it Chopin?

BAND:

No! No! No! No!

BENNY:

Is it Mozart?

BAND:

No! No! No! No!

ALL:

Let's steal American first!

(BAND)

BENNY:

Now we're going to go to town
With the next song from our noodle
It's a ballad called "Our Love"
Stolen straight from Yankee Doodle.

(YANKEE DOODLE)

PARKS: Our love's like a melody,
Singing everywhere
You take all the harmony
And then give to the air!

BAND: Our Lovel

PARKS: Is it just a moon love?

BAND: Our Lovel

PARKS: Is it just a June love?

BAND: Our Lovel

PARKS: Is it knife and spoon love?

BAND: I want some trout fish Mother

(INTO CHORUS OF YANKEE DOODLE)

BENNY: Is it Puccini?

BAND: No! No! No! No!

BENNY: Paganini?

BAND: No! No! No! No!

BENNY: Boccherini?

BAND: No! No! No! No!

ALL: Let's sing American first -- Hey!

(BAND: FIDE OUT: YANKEE DOODLE) (APPLAUSE)

PARKS: Whatever price you pay for a pack of cigarettes, this is
important!

51456 2850

PAKKS: (Cont'd)

By burning twenty-five percent slower than the average of the fifteen other of the largest-selling brands tested -- slower than any of them -- Camel cigarettes give a smoking plus equal to FIVE EXTRA SMOKES PER PACK!

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 there are no added taxes on cigarettes, the savings are all yours. So don't deny yourself smoking pleasure at its best. Enjoy the luxury of milder smoking... the fragrance and delicate taste of Camels -- and more actual smoking for your money. It all adds up to this -- more pleasure per puff, more puffs per pack. Camels are penny for penny your best cigarette buy.

All right Benny.

BENNY:

And now we've one of the sweetest ballads of recent years, "Rendezvous Time in Paris" from the musical revue, "Streets of Paris." Louise Tobin sings the vocal.

(BAND: "RENDEZVOUS TIME IN PARIS" LOUISE TOBIN VOCAL)

(APPLAUSE)

(BAND: UP WITH "SING SING SING")

PAKKS:

Lionel Hampton's beating that rhythm on the drums can mean only one thing... Benny Goodman's famous "Sing Sing Sing" is coming up with choruses by Toots Mondello and Benny.

(BAND: "SING SING SING")

(APPLAUSE)

HENNY:

And that's it...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..Goodnight.

(BANDS THEM)

PARKS:

Be with us next Saturday night for more of the World's greatest Swing Band...and for two more enjoyable half hours of radio listen to 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 is on Tuesday nights Bob Crosby's Dixieland Band with Johnny Hecar and Helen Ward... And for cooler, milder smoking, remember Camels...Penny for penny Camels are your best cigarette buy. Bert Parks says... see you next Saturday...

(THEME AND APPLAUSE UP AND OUT)

ANNOUNCER:

When it comes to pipe-smoking there's only one National Joy smoke. It's Prince Albert...the famous "no-bite" treated tobacco, that smokes so cool and so mild and mellow. Prince Albert is "crimp out," too...packs right...burns right...to give you all the grand flavor and aroma of choice tobaccos. Try Prince Albert, man. There's no other tobacco like it! The Camel Caravan comes to you from Hollywood's Radio City. This is the National Broadcasting Company.

STUDIO ANNOUNCER: