

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

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NATIONAL BROADCASTING COMPANY

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 98

SATURDAY, AUGUST 19, 1939 - 10:00-10:30 P.M.

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

(BAND: THEME)

PAKES: Out of the heart of America...from the shores of the  
Mississippi, came a new music....a music whose freedom  
and rhythm captured the hearts of a hundred and thirty  
million people to become the new music of America....  
Swing! Tonight the makers of Camel cigarettes present  
the young musician whose daring conception of style and  
brilliant clarinet technique pioneered the way to this new  
era in American music....And here he is leading the most  
outstanding array of swing artists ever gathered in a  
single land....Benny Goodman.

(APPLAUSE)

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

PARKS: Before you start the show tonight Benny, suppose you tell us what's coming up.

BENNY: All right Bert Parks....Here's a blue print of tonight's proceedings. We've a couple of new popular tunes that we're playing for the first time. Then we've a little musical fun written especially for the band called "T'Ain't What You Do." A Fletcher Henderson swing collaboration with Felix Mendelssohn, and then we're introducing a great new guitar player who's just joined the band.

PARKS: And the overture, Benny?

BENNY: Cole Porter's "Night and Day."

(BAND: "NIGHT AND DAY")

(APPLAUSE)

PARKS: About a year ago Bob Crosby introduced a tune called "I'm Free" written by his bass player, Bobby Haggart. The song had a good melody, but there were no words for it. A few weeks ago Johnny Burke jacked up the melody and slipped a set of words under it. Now it's called, "What's New" and we hear Louise Tobin sing the second chorus.

(BAND: "WHAT'S NEW" LOUISE TOBIN VOCAL)

(APPLAUSE)

BENNY:

And now Bert Parks has some news for you from the makers of  
Camels... Bert Parks...

PARKS:

Among smokers everywhere, Camel is known as the cigarette of  
long-burning costlier tobaccos. What does long-burning have to  
do with the pleasure you get from a cigarette? The best answer  
to that is: Try Camels. In the first few puffs you'll notice  
a fragrance and a delicate taste that only these long-burning  
costlier tobaccos can give. Camels are cooler, milder, too.  
Your tongue and your throat will tell you that. From the first  
mellow Camel of the day, down to the last extra puff at night --  
we believe you'll find this remarkable combination of finer, more  
expensive tobaccos and longer burning will give you smoking  
pleasure at its best...with a good measure of extra smoking, too.  
Recent impartial laboratory tests show that by burning twenty-five  
per cent 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. Penny  
for penny Camels are your best cigarette buy!  
(PIANO UP WITH "SPRING SONG")

PARKS:

Fletcher Henderson's not kidding, is he Benny?

BENNY:

What's wrong Bert?

PARKS:

Fletcher knows this is the Camel program and we're supposed to  
play swing music?

BENNY:

You didn't like the little introduction he just played?

PAKES:

It was great...Sounded just like the old days of vaudeville when the orchestra brought on the trick ballet number.

BENNY:

Take it easy, Bert and listen to the rest of it...This is Fletcher Henderson's new arrangement of Felix Mendelssohn's "Spring Song."

(BAND: "SPRING SONG")

(APPLAUSE)

BENNY:

Several weeks ago we heard about a young guitar player working in a little night spot in Oklahoma City. After listening to the enthusiastic reports, we sent for him. We heard him play for the first time a couple of days ago, and decided the reports were true. He's a Texan by the way of Oklahoma City and now....I want you to meet Charles Christian.

(APPLAUSE)

After we heard Charles play the guitar we got an idea about a new group within the band. A group consisting of the piano, bass, vibraharp, drums, guitar and clarinet. The tune we'll play is "Flying Home" -- a number we made up at rehearsal yesterday.

(SEXTET: "FLYING HOME")

(APPLAUSE)

PAKES: To the imposing list of famous singers heard this summer at the Hollywood Bowl, opera stars such as Lawrence Tibbett, Kirsten Flagstad and Lily Pons...was added another name, the other day... It was Goodman...our own Benny Goodman, who, in the words of the Los Angeles music critics, "wowed 'em"....

BENNY: What are you trying to do, rib me, Bert?

PAKES: You did sing in the Hollywood Bowl, didn't you, Benny?

BENNY: Sure, but I wasn't singing opera.

PAKES: I didn't say you were. I said...

BENNY: How about letting me explain how it happened...You see we had a special number written for the band with a vocal that Johnny Mercer used to sing.

PAKES: And Johnny left the program to join the Tuesday night Camel show with Bob Crosby...

BENNY: That's right...and we still had the song...You wouldn't expect us to throw it away.

PAKES: Well, I don't know...Maybe we ought to let the radio listener decide that...

BENNY: Okay, Bert.

PAKES: The song is, "Tain't What You Do" featuring the Hollywood Bowl coloratura...Benny Goodman.

(BAND: "TAIN'T WHAT YOU DO" GOODMAN VOCAL)

(APPLAUSE)

PARKS:

Wherever you live, wherever you buy your cigarettes, whatever price you're accustomed to paying -- penny for penny Camels are your best cigarette buy.

By burning twenty-five per cent 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.

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 -- plus the extra pleasure you get in every puff of Camel's finer, more expensive tobacco. Don't deny yourself the luxury of smoking pleasure at its best. Smoke the cigarette of long-burning costlier tobacco. It's America's Number One cigarette. It's Camel!

All right Benny.

BENNY:

And now the band is going to play a new popular tune, "Crazy Moon." I might explain that at this point in the program we usually have a quartette number. Tonight, however, Lionel's vibraharp had to be dismantled in time to catch the plane that's flying the whole band to Atlantic City.

LIONEL: You don't have to change the program on account of me, Pops. I'm not flying anywhere.

BENNY: Oh yes you are, Lionel...You're flying with the rest of us.

LIONEL: Not me...the train's fast enough for me.

BENNY: You're flying, Lionel... Just take a look at your contract.

LIONEL: I looked at my contract, Pops. But I'm stayin' right on the ground.

BENNY: Now look. The quartette's playing in Atlantic City Monday afternoon. You be at that plane tonight, or I'll send Fletcher and Nick Fatool after you.

LIONEL: I wouldn't do that, Pops. 'Cause if you send Fletcher and Nick after me, that first quartette number in Atlantic City's going to be a clarinet solo...  
(BAND UP WITH "CRAZY MOON")

PARKS: (OVER MUSIC) "Crazy Moon" ... with Louise Tobin singing the vocal.  
(BAND: "CRAZY MOON" LOUISE TOBIN VOCAL)  
(APPLAUSE)  
(PIANO UP WITH "JUMPIN' AT THE WOODSIDE")

PARKS: Those bass chords identify one of the "jumpinist" tunes in the whole Goodman library...Count Basie's "Jumpin' At The Woodside."  
(BAND: "JUMPIN' AT THE WOODSIDE")  
(APPLAUSE)

BENNY: 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 makes these broadcasts possible...Goodnight.  
(BAND: THEME)

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 and on Tuesday nights Bob Crosby's Dixieland Band with Johnny Mercer and Helen Ward... And for cooler, milder smoking, remember Camels....Penny for penny Camels are your best cigarette buy....Bert Parks saying... see you next Saturday.

(BAND: THREE UP AND OUT)

ANNOUNCER:

Pipe-smokers! The way a tobacco packs in your pipe can make a big difference in the pleasure you get out of your pipe. That's the beauty of Prince Albert. The choice tobaccos in Prince Albert are "crisp cut" to pack right...to burn slow and even...to smoke cool and mellow. Prince Albert is "no-bite" treated too. Extra mild. Grand flavor...marvelous aroma. There's no other tobacco like it. Maybe that's why smokers call it "The National Joy Smoke." Try Prince Albert, men.

STUDIO ANNOUNCER:

The Camel Caravan has come to you from Hollywood's Radio City. This is the National Broadcasting Company.

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