

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

NATIONAL BROADCASTING COMPANY

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 99

SATURDAY, AUGUST 26, 1939 - 10:00-10:30 P.M.

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

(BAND: WHEE UP)

**PAIAS:** East, West, North and South....In villages and cities one hundred and thirty million people are beating time to 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 greatest array of swing artists ever gathered in a single band...Benny Goodman.

(APPLAUSE)

BENNY:

Good evening and welcome to the eighth of our new series of programs for Camels... Tonight we're broadcasting from the Steel Pier, in Atlantic City. We're about a mile out over the water, so if you hear something that sounds like waves...it's waves.

PARKE:

And what's coming up on tonight's session, Benny. Just give us an idea.

BENNY:

All right, Bert Parks. I won't itemize the list, but here's the idea. First, we've a great new song by the man who wrote "Star dust." Then we've another presentation of the new group within the band, the sextette...and believe it or not, Bert, but for the first time in the band's history we're going to play a tango.

AS:

And the overture, Benny?

BENNY:

"Down by the Old Mill Stream"....

(BAND: "DOWN BY THE OLD MILL STREAM")

(APPLAUSE)

PARKE:

Since the first part of July, just before this new Camel series began, Benny Goodman's band has played to more than a million and a quarter people. This is the largest number of people the band has ever played for in any similar period in its history and to our knowledge establishes an all time record for popular orchestras. We didn't have Dr. Gallup take a poll to determine the tune this vast audience like best, but high on the list of their favorites was Lee Brown's new song, "Comes Love," from the show "Yokel Boy"... The band plays it for you now and we hear Louise Tobin sing the

PARKE: (Cont'd)

second chorus.

(BAND: "COMES LOVE" LOUISE TOBIN VOCAL)

(APPLAUSE)

HENRY:

And now Bert Parks has some facts about smoking Camels that should interest every smoker....Bert Parks....

PARKE:

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Straight from a series of impartial laboratory tests come this facts: 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 -- Camel cigarettes give a smoking plus equal to FIVE EXTRA SMOKES PER PACK. So you see, Camel's long-burning costlier tobaccos give you not only more actual smoking but, as Camel smoker Elsieboth McKennis, a sales girl, puts it --

Camels put a lot more enjoyment into my smoking. They have a delicate flavor that is simply grand -- and Camels are so mild!

John S. Dickerson, Junior, well-known yachtsman, is another smoker who picks his cigarettes for long-burning. He says:

MAN'S VOICE:

There's nothing like getting extra smoking when it's better smoking. And I like the extra smoking in Camels even more because it's the mild, mellow smoking that doesn't tire my taste.

PARKE:

Cooler, milder smoking...smoking pleasure at its best...and more of it for your money in the cigarette of long-burning costlier tobaccos. It's America's Number One Cigarette. It's penny for penny your best cigarette buy. It's Camel!

All right, Penny, what's coming up next?

\*

This commercial not broadcast due to dead mike on air.

BENNY: Just three years ago this month while we were playing Steel Pier in Atlantic City a new trumpet player joined the band. Since then he has written a very successful song, namely "And the Angels Sing" and come to be recognized as one of the greatest trumpet players in swing. So tonight, with the band back at Steel Pier, we thought we'd celebrate the anniversary of his joining the band. Here he is Ziggy Elman...

(APPLAUSE)

BENNY: Well, Ziggy, how about saying a few words.

ZIGGY: Okay Benny...Ladies and Gentlemen...members of the band...and Mr. Goodman...As I gaze back across the years....

BENNY: Hey...Hey...What are you doing?

ZIGGY: Reading my speech...what do you think...

BENNY: Not tonight, Ziggy....

ZIGGY: But the hall's full of my relatives...

BENNY: Forget the speech, Ziggy, and play something...

ZIGGY: Bublitchke...can I play Bublitchke?

BENNY: Bublitchke's fine...go ahead...

(BAND: "BUBLITCHKE")

(APPLAUSE)

PAKES: Last week on our Canal broadcast, Benny inaugurated a new group within the band, a sextette consisting of the piano, drums, bass, vibraharp, guitar and clarinet, featuring Fletcher Henderson, Rick Patool, Arty Bernstein, Lionel Hampton, Charles Christian and Benny. Last week we heard "Flyin' Home." Tonight we're

PAKKS: (Cont'd)

going to hear this same ensemble playing another new number called "Flyin' Back."

(BANDS: "FLYIN' BACK")

(APPLAUSE)

PAKKS:

Swing music was born in America and like America, much of swing's strength and freedom can be explained in the cosmopolitan origin of the artists engaged in it. In Benny Goodman's band alone, ten different nations are represented either by musicians who came from other countries, or whose parents were born abroad.

BENNY:

Just a minute, Bert...You'll have to add one more to our League of Nations...There's one of our new guitar players.

PAKKS:

I counted Arnold in the ten, Benny.

BENNY:

All right, then, Bert, but let me say a word about him, anyway.

He's a Mexican boy who's been working in California. We discovered him there at the San Francisco Exposition. His name is Arnold Covarrubias and I want you to meet him.

(APPLAUSE)

BENNY:

Arnold's going to play and sing a Mexican song called "Adios Muchachos" ....How's my Spanish, Arnold?

ARNOLD:

Pretty good Benny.

BENNY:

And what does the title mean in English.

ARNOLD:

"Goodbye Boys"...

BENNY:

Arnold Covarrubias playing the guitar and singing, "Adios Muchachos".... Our first tango....

(BAND: "ADIOS MUCHACHOS" VOCAL)

(APPLAUSE)

PAKES:

Here's something that may not have occurred to you  
Camel's long-burning costlier tobaccos give you not only  
cooler, milder smoking -- but real economy too. 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. So, for the luxury  
of smoking pleasure at its best....for day-by-day smoking  
economy...any way you figure it -- Camels are penny for  
penny your best cigarette buy!

All right, Benny.

PENNY:

Hoagy Carmichael, the composer who gave us "Stardust" has  
just written another beautiful ballad. We don't go in for  
predictions but we will say it has the earmarks of a big hit.  
The title is "Blue Orchids" and Louise Tobin sings the  
words...

(BAND: "BLUE ORCHIDS" LOUISE TOBIN VOCAL)

(APPLAUSE)

RADIO  
WILLIAM ESTY  
AND COMPANY

(PIANO UP WITH "ROLL 'EM")

PARKS:

Hold your hats, for Fletcher Henderson's sneaking up on that  
Boogie Woogie classic, "Roll 'Em."

(BAND: "ROLL 'EM")

(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 make 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: THEME UP AND OUT)

ANNOUNCER:

A word about Prince Albert Smoking Tobacco. "P.A." they call it, --  
the National Joy Smoke. Prince Albert is the famous tobacco  
that is "no-bite" treated for extra coolness and mildness. And it  
has a fragrance and flavor that adds joy to any pipe. Try Prince  
Albert, men. There's no other tobacco like it!  
This is the National Broadcasting Company.

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