

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

NATIONAL BROADCASTING COMPANY

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 101

SAUNDAY, SEPTEMBER 9, 1939 - 10:00-10:50 P.M.

**PAKES:** The Saturday night Camel Caravan rolls in on the music of Benny Goodman...America Swings!  
(BAND: THEME)  
(APPLAUSE)

**PAKES:** The makers of Camel cigarettes bring you a half hour of music by the talented young artist who brought swing from the back rooms of musicians' haunts along the Mississippi water front to the citadel of American Music...Carnegie Hall; the man whose skill and leadership pioneered the way to a new era in American music...and here he is with the greatest assembly of swing musicians ever gathered in a single band...Benny Goodman!  
(APPLAUSE)

**BENNY:** Good evening and welcome to the Saturday night Camel Caravan. The band's back in New York again and tonight we're broadcasting from Radio City....  
(PIANO UP WITH "SPRING SONG")

**SOUND:** (BIRD CHIRPING)

PARKS: Hey Benny! What goes with the music?

BENNY: Shh...shh...you'll frighten the birds away Bert Parks.

PARKS: Birds? Say...isn't this the Camel Caravan?

BENNY: That's right.

PARKS: And aren't you Benny Goodman?

BENNY: Take it easy Bert. What you heard was just a little prelude to our version of Felix Mendelssohn's "Spring Song," one of the tunes we're getting ready for the Broadway musical, "Mid-Summer Night's Dream."

PARKS: Mid-Summer Night's Dream?...but Shakespeare wrote that.

BENNY: Right again, Bert...Old Shaky's going to sing on Broadway in a month or two...

PARKS: Dig...Hamlet...Dig...the "Spring Song."

(BAND: "SPRING SONG")

(APPLAUSE)

PARKS: Those of you who have seen the Technicolor picture the "Wizard of Oz" will recall the film's hit song, "Over The Rainbow." Benny Goodman couldn't get technicolor into his arrangement of the song, but he did manage to get some boogie woogie chords into it, so here Louise Tobin sings..."Over the Rainbow."

(BAND: "OVER THE RAINBOW" LOUISE TOBIN VOCAL)

(APPLAUSE)

RADIO  
WILLIAM ESTY  
AND COMPANY

BENNY:

PARKS:

And here is Bert Parks with some facts about Camels. Bert Parks...

Camels are the cigarette of long-burning costlier tobaccos.

Any way you figure it -- from the extra smoking per pack of Camel's long-burning qualities -- to the supreme enjoyment of smoking pleasure at its best -- Camels are penny for penny your best cigarette buy.

The extra smoking? 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.

The extra pleasure? Slow-burning Camels smoke cooler, naturally. Milder, too, as steady Camel smokers know so well. A cooler, milder smoke -- topped off with the delicate flavor and fragrant aroma of Camel's matchless blend of finer, more costly tobaccos. Yes, that's smoking pleasure at its best -- and there's more of it in every pack of Camels. Camels are America's Number One Cigarette. They are penny for penny your best cigarette buy.

(PIANO UP WITH "JUMPIN' AT THE WOODSIDE")

(PAUSE FOR ANNOUNCER)

PARKS:

(OVER MUSIC) While Benny was playing the San Francisco Exposition, the Hollywood Bowl, and points West a few weeks ago, he found time to make some recordings. They're under a new label and cost less. And the first releases went on sale yesterday morning. We thought you'd like to hear one of them, so the band's going to play

RADIO  
WILLIAM ESTY  
AND COMPANY

PLEASE (Cont'd)

"Jumpin' At The Woodside," one of the numbers just recorded. The solos go to Toots Mondello on the sax, and Chris Griffin, trumpet... "Jumpin' At The Woodside."

(BAND: "JUMPIN' AT THE WOODSIDE")

(APPLAUSE)

BENNY:

"It Ain't What You Do, It's The Way You Do It" is especially true in music. A band can often become famous, simply by the way it happens to play a certain tune. Everyone remembers Paul Whiteman's recording of "Whispering" ... Guy Lombardo's "Sweethearts On Parade," ... and Artie Shaw's "Fog in the Bigone." Currently, Glen Miller, a boy I used to play with some ten years ago, is winning recognition with his recording of "Moonlight Serenade." Tonight with Fletcher Henderson's arrangement, we're going to give you our version of it, which features solos by Ziggy Elman on the trumpet, Toots Mondello on saxophone and myself... "Moonlight Serenade."

(BAND: "MOONLIGHT SERENADE")

(APPLAUSE)

(SEXTETTE UP WITH "FLYIN' HOME")

(FADE FOR)

PLEASE:

And that's the new group within the band... the sextette... with Lionel Hampton at the vibraharp, Fletcher Henderson at Piano, Arthur Bernstein at Bass, Rick Patool at the drums, Charles Christian at the guitar and Benny at Clarinet... The selection is one we've been asked to repeat since its debut three weeks ago... "Flyin' Home."

**RADIO  
WILLIAM ESTY  
AND COMPANY**

(SEXTETTE: "FLYIN' HOME")

(APPLAUSE)

PARKS:

Just a minute, mister, you can't break in here...

MAN:

I'm here ain't I...you just get that guy Bob Crosby for me,  
Sonny.

PARKS:

Bob Crosby isn't here. He broadcasts for Camels on Tuesday nights.  
This is Benny Goodman's program.

MAN:

I don't care if it's Charlie McCarthy's program. I'm only the  
express man and the box in my truck says Bob Crosby, Studio G,  
Radio City, Saturday ten P.M....Now get him before I get  
a ticket for parkin'.

BENNY:

Take it easy boys...the box is for me.

MAN:

You're the guy then?....You're Crosby?

BENNY:

No I'm Goodman. Benny Goodman.

MAN:

Oh...A nom de Ploom...I get you...

BENNY:

No, the box is a present I bought for Bob Crosby and his boys...  
he was going to be here, but he couldn't make it.

PARKS:

A present for Crosby and his boys...What's the idea, Benny?

BENNY:

Bob's done a great job on that Tuesday night show for Camels,  
so I bought him a little token.

PARKS:

But what is it? What did you get him?

MAN:

Say listen you guys...My truck's waitin' on the street....

RADIO

WILLIAM ESTY  
AND COMPANY

BENNY:

Take care of the express man will you Bert?

PAKES:

But the box...What'll I do with it...And the program...I've got...  
a number to announce.

BENNY:

Leave the box downstairs...Go ahead I'll announce the next number...

PAKES:

Okay...

BENNY:

And now we're going to play Harry Warren's new song "Put That  
Down In Writing....Louise Tobin sings one of the choruses.

(BAND: "PUT THAT DOWN IN WRITING")

(APPLAUSE)

PAKES:

I got rid of the express man Benny....He left the box down in  
the lobby.

BENNY:

Thanks Bert.

PAKES:

But what about that box...Aren't you going to tell us what the  
present is?

BENNY:

I tell you Bert...You listen to the Bob Crosby show next Tuesday  
night and you'll find out what's in the box...Right now I believe  
you have a message from the makers of Camels.

PAKES:

Let's stop and figure just what that extra smoking in Camels  
can mean -- in terms of the day by day cost of your smoking.  
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.

RADIO

WILLIAM ESTY  
AND COMPANY

(continued)

PARKS (Cont'd)

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 there are no added taxes on cigarettes, the savings are all yours.

You get economy -- and all the extra enjoyment of cooler, milder smoking -- the fragrance and delicate taste of finer, more costly tobaccos. You get more pleasure per puff and more puffs per pack. Penny for penny, Camels are your best cigarette buy. All right, Benny.

BENNY:

And now comes the swing classic department. The composer, Alec Templeton, who gave us "Bach Goes to Town," has written a sequel to it, called "Mozart Matriculates," orchestrated by Henry Frant. This second work, he told me, was his conception of the way the great composer Mozart would have written for a swing band. "Mozart Matriculates."

(BAND: "MOZART MATRICULATES")

(APPLAUSE)

PARKS:

A great arrangement can often make an important tune out of an obscure song. Fletcher Henderson's orchestration of Fats Waller's "Stealing Apples" made this little known tune, one of the most popular numbers Benny has introduced in recent months... Fletcher, Benny and Chris Griffin each take a chorus of "Stealing Apples."

RADIO  
WILLIAM ESTY  
AND COMPANY

(BAND: "STEALING APPLIS")

(APPLAUSE)

PARKS:

Remember, the makers of Camel cigarettes present the world's greatest swing band every Saturday night so be back with us next week...and don't forget 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: THEM: AND APPLAUSE UP AND OUT)

ANNOUNCEMENT:

A word to you pipe-smokers. Have you ever tried Prince Albert? Prince Albert is the National Joy Smoke, you know, and more men prefer it than any other brand. P. A. is a grand-tasting smoke, with all the marvelous aroma of choice tobaccos. And Prince Albert is extra mild, cool, in your pipe. Because it's "no-bite" treated to remove harshness. P. A. is "crimp cut," too, to pack right and smoke slow and even. Yes, there's a big treat in store for you when you smoke your first pipeful of Prince Albert. Try Prince Albert. There's no other tobacco like it.

This is the National Broadcasting Company.

RADIO  
WILLIAM ESTY  
AND COMPANY