

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

NATIONAL BROADCASTING COMPANY

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 104

SATURDAY, SEPTEMBER 30, 1939 - 10:00-10:15 P.M.

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

(THEME UP)

The makers of Camel cigarettes bring you a half hour of entertainment by Benny Goodman, the man who gave America and the world "Swing Music"...Again tonight Benny Goodman presents the music of the world's greatest swing band, played by the outstanding swing artists of our time including Toots Mondello, Fletcher Henderson, Arthur Bernstein, Lionel Hampton, Ziggy Elman, Louise Tobin, and here he is... the King of Swing himself...Benny Goodman!

(APPLAUSE)

BENNY: Good evening and welcome to the Saturday night Camel Caravan. Tonight finds us in Chicago on our way back to New York where we open next week at the Waldorf Astoria Hotel.

PARKS: How's for a little advance billing on what's coming up on tonight's show, Benny?

BENNY: Okay Bert Parks...We'll give a little blue print of the program. First, we've a guest, Harry James, one of our alumni who's giving the down beat on his own band now, at the College Inn here in Chicago.

PARKS: Then by request we're repeating Harold Rome's musical satire "Steel American First."

BENNY: Then we've two new Fletcher Henderson arrangements.

PARKS: And for an opener a brand new Rogers and Hart tune called, "Love Never Went To College."

(BAND: "LOVE NEVER WENT TO COLLEGE")

(APPLAUSE)

PARKS: The next number the band plays offers an unusual demonstration of the importance of an arranger's contribution to modern music. The tune is one you've all probably heard, "Melancholy Mood," but as orchestrated by Ed Sauter, one of Benny's arrangers, an ingenious use of instrumentation gives the song a strikingly different quality than you've ever heard before...the words to "Melancholy Mood" are sung by Louise Tobin.

(BAND: "MELANCHOLY MOOD" LOUISE TOBIN VOCAL)

(APPLAUSE)

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PAKES:

Benny, you know, there's going to be some swinging of a different kind in a few days.

BENNY:

I don't get you, Bert.

PAKES:

When the World Series opens next week, all eyes will be on Joe DiMaggio, considered one of the great ball players of all time by many baseball experts. Joe sure can pick 'em -- fast or slow -- and that goes for cigarettes too. Here's what Joe DiMaggio says about cigarettes:

MAN'S VOICE:

The brand that scores with me is the slow-burning brand -- that's Camels. Camels burn slower, smoke cooler and milder. Believe me, the first few puffs of a mild, tasty Camel set me up like getting a homer with the bases loaded. I like the extra smoking in Camels too.

PAKES:

Among those facing Joe from the pitching box -- will be William (Bucky) Walters, who also prefers long-burning Camels. Here's what he says:

MAN'S VOICE:

Yes, I'm a dyed-in-the-wool Camel fan. Camels burn slower and they're milder. They don't irritate my throat. They don't tire my taste for smoking. Any way I figure it -- for smoking pleasure or for the economy of Camel's extra-smoking -- Camels win hands down.

PAKES:

Folks, Joe DiMaggio, Bucky Walters -- all the other baseball players who prefer Camels -- are only a few of the millions who have found that penny for penny Camels are the best cigarette buy. Recent impartial laboratory tests show that by burning twenty-five per cent slower than the average of the fifteen other of the largest-selling cigarette brands tested -- slower than any of them --

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PARKS: (Cont'd)

Camels give a smoking plus equal to FIVE EXTRA SMOKES PER PACK.
Get smoking pleasure at its best -- and more of it for your money
in America's Number One Cigarette -- Camels!
All right, Benny.

BENNY:

You don't have to be a music critic, or even to have taken piano
lessons to recognize the fine hand of some of the great European
composers in many of our recent popular song hits. In fact, the
custom of American song writers taking their melodies from the
masters of Europe has become so common, that Harold Rome, a young
American composer, has used it as a subject for a little musical
satire. The band, Bert Parks and myself will try to give you the
idea of it.

(BAND: "STEAL AMERICAN FIRST" VOCALS BY PARKS AND BENNY)

(APPLAUSE)

BENNY:

The American public is unpredictable as far as its musical taste
is concerned. One day it's crazy for "Flat Foot Floogie" and "Jumpin'
Jive," and in the next breath it's cheering a song like "Sunrise
Serenade." Currently the public seems to be going overboard for
a popular tune that is practically chamber music...It's Raymond
Scott's "18th Century Drawing Room," which despite our advice to
Steal American, is based on a theme by Mozart. We've had Henry
Brent orchestrate it for us. All right boys...into the 18th
Century Drawing Room.

(BAND: "18TH CENTURY DRAWING ROOM")

(APPLAUSE)

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FALCON:

In the past twenty years two American band leaders have won renown for the discovery and development of new talent. One of these men is Paul Whiteman from whose band came such people as Mildred Bailey, Morton Downey, and Bing Crosby. The other is Benny Goodman who has discovered and developed such famous instrumentalists as Teddy Wilson, Harry James, and Gene Krupa... Benny, how do you account for Whiteman giving us singers and your developing band leaders?

BENNY:

Ten years ago vocalists were much more important to the public than instrumentalists. Today, I think, the reverse is true. All the boys you mentioned from my band happened to be great instrumentalists and at the same time capable of conducting bands of their own... Tonight one of these boys is back visiting us...He's a great trumpet player and now has his own band. Here he is...Harry James--
(APPLAUSE)

JAMES:

Thanks Benny...It feels good to be back with you and the boys.

BENNY:

It's good to see you around again, Harry...Kind of a homecoming... Tell me...how does it feel to be the boss, now?

JAMES:

Great, Benny...just great...Of course, I never knew there were so many headaches connected with running a band.

BENNY:

Headaches...I can't understand that Harry - we never have any trouble around here.

FALCON:

(MUSICAL HAZZBENNY)

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They're just kidding, Harry. What gives you the headaches...

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Not the musicians!

JAMES:

Yes, the musicians. I never knew the boys in a band could give the leader so much trouble...When I worked for you I never gave you any trouble.

BAND:

(LOUDER MUSICAL HAZZBERRY)

BENNY:

They're just kidding, Harry.

JAMES:

Yeh!..but maybe I'd better play something quick.

BENNY:

Okay, Harry...go ahead...Harry James, on trumpet, playing "Ciribiribin."

(BAND: "CIRIBIRIBIN" FEATURING HARRY JAMES)

(APPLAUSE)

PAUSE:

Whatever price you pay per pack for your cigarettes, this is important:

By burning twenty-five per cent slower than the average of the fifteen other of the largest-selling cigarette 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. The right kind of smoking -- cooler, milder, tastier -- smoking pleasure at its best -- and more of it per pack. Yes, penny for penny Camels are your best cigarette buy!

(PIANO UP WITH "STARDUST")

(FADE FOR)

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PAKES:

On the Camel program broadcast from Detroit a few weeks ago we introduced Charles Christian, a new guitar player. Playing with the sextette, that night, Charlie improvised a chorus of "Stardust" that listeners wrote in to say was one of the most spectacular guitar performances they'd ever heard. So tonight the sextette is going to play "Stardust" again and Charlie will repeat his chorus...

(SEXTETTE: "STARDUST")

(APPLAUSE)

PAKES:

Last night upon the stair,
I saw a man who wasn't there,
He wasn't there again today,
Oh, how I wish he'd go away.

If this little ditty doesn't seem to make sense, don't let it worry you. Just let up and light up a Camel, while the band plays one of the newest crazy tunes, "The Little Man Who Wasn't There." Louise Tobin sings one of the choruses, just in case you think you can make sense of them.

(BAND: "THE LITTLE MAN WHO WASN'T THERE" LOUISE TOBIN VOCAL)

(APPLAUSE)

(PIANO UP WITH: "JUMPIN' AT THE WOODSIDE" -- FADE FOR)

PAKES:

Fletcher Henderson's beating out the base chords, identifies one of the jumpiest tunes in all Swingdom, a number Benny has just recorded again. "Jumpin' At The Woodside."

(BAND: "JUMPIN' AT THE WOODSIDE")

(APPLAUSE)

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(BAND: THEME)

PARKE:

And next week Benny's got a big treat in store for every swing fan. The one and only Mildred Bailey, "The Old Rockin' Chair Lady," will be on the program, next Saturday night...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 Parke saying...See you next Saturday.

(BAND: THEME AND APPLAUSE UP AND OUT)

ANNOUNCER:

Men, for real pipe smoking comfort, there's no other tobacco like cooler-burning Prince Albert. In recent independent laboratory "smoking bowl" tests, Prince Albert tobaccos burned eighty-six degrees cooler than the average of the thirty other of the largest-selling brands tested -- coolest of all. Enjoy the rich, full-bodied flavor of choice tobaccos. Put Prince Albert in your pipe and smoke it!

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