

W E A F

(REVISED)

BENNY GOODMAN'S CAMEL CARAVAN

PROGRAM 108

( 10:00-10:30 ) PM

OCTOBER 28, 1939

SATURDAY

PEARSON: Do You Like Swing?

BRYAN: Listen to Benny Goodman, the King of Swing.

PEARSON: Do You Like to Smoke?

BRYAN: Penny for Penny, Camels are your best cigarette buy.

(THEME . . . . . FADE FOR:)

BRYAN: The makers of Camel Cigarettes present the Saturday Night Camel Caravan with Benny Goodman, and the greatest assembly of swing artists in the world today. And with them, Benny has as his guest tonight that singer you've all been asking for .. the one and only, Mildred Bailey.

(THEME: . . . . . UP AND OUT)

BRYAN: And here's the King of Swing - Benny Goodman!

(APPLAUSE)

BENNY: GOOD EVENING AND WELCOME TO THE SATURDAY NIGHT CAMEL CARAVAN.  
WE'RE BROADCASTING AGAIN FROM NEW YORK TONIGHT, BUT BEFORE  
WE BEGIN I'VE A SPECIAL ANNOUNCEMENT TO MAKE ...

PEARSON: Excuse me, Benny .. I hate to cut in on you, but that stop  
watch man is sure givin' you the ~~show~~<sup>glare</sup>.

BENNY: I KNOW WHAT'S ON HIS MIND, TED .. WE'VE A PACK OF MUSIC TO  
GRAM INTO THIRTY MINUTES .. AND HE'S WORRIED SO MAYBE I'D  
BETTER LET THE ANNOUNCEMENT GO FOR A WHILE AND PUSH OFF  
QUICK WITH "BACK HOME AGAIN IN INDIANA".

(BAND: "BACK HOME AGAIN IN INDIANA" . . . . .)

(APPLAUSE)

PEARSON: Back home again - in Indiana. That's where Hoagy Carmichael comes from. And some of these days, back there, they'll toss-up a monument to Hoagy for the great songs he's written .. songs like the one Benny plays next .. really a beautiful melody .. "Blue Orchids."

(BAND: "BLUE ORCHIDS" . . . . .)

(APPLAUSE)

BENNY: WHEN YOU FANS SAY YOU WANT MORE YOU REALLY MEAN YOU WANT MORE. YOU WROTE SO MANY LETTERS TO ME AND TO THE MAKERS OF CAMELS SAYING YOU WANTED MORE OF A CERTAIN YOUNG LADY THAT THERE WAS NOTHING ELSE TO DO BUT GIVE YOU MORE -- SO HERE SHE IS -- MILDRED BAILEY.

(APPLAUSE)

MILDRED: Thank you, Bens.

BENNY: I'M AFRAID THAT INTRODUCTION SOUNDED LIKE THIS WAS A MAIL ORDER COMMAND PERFORMANCE, MILDRED.

MILDRED: Did that guy Pearson write one of the letters?

PEARSON: Not me, Mildred. I wanna make my request in person. How about singing, "My Last Goodbye?"

MILDRED: O.K., Taddy. Here it is --

(BAILEY: "MY LAST GOODBYE" . . . . .)

(APPLAUSE)

PEARSON: Thank you, Mildred. And here's George Bryan with some extra special information on puffs and pennies. "Information Please!"

- FIRST COMMERCIAL -

BRYAN: There's extra value in Camel cigarettes - more actual smoking per pack. 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. Yes, you'll find Camels are a thrifty cigarette -- and a more enjoyable cigarette, too. For the slow-burning tobaccos in Camels are finer, more costly tobaccos .. matchlessly blended for a flavor that never tires your taste .. for a mildness that lets you smoke as many Camels as you like. Naturally, slow-burning Camels smoke cooler, too. Once you try them, you'll appreciate why more people prefer Camels. For, here is a cigarette that's different .. a cigarette that's more than just a smoke. Waiting for you in Camel's matchless blend of slow-burning costlier tobaccos is smoking pleasure at its best -- smoking that's really fun -- every delightful puff of it -- and extra value, too. Penny for penny, Camels are your best cigarette buy.

(BAND UP WITH "CHEROKEE" . . . . . FADE FOR:)

PEARSON:        If the Indians in this country start swingin' .. blame it  
                 all on an Englishman by the name of Ray Noble .. 'cause  
                 he's the one who whipped out this wigwam warmer ..  
                 "Cherokoo".

(BAND:        "CHEROKEE" . . . . . )

(APPLAUSE)

PEARSON: And now, Bonny, if you'll take off those Indian feathers  
we're ready to hear about the famous Goodman Sextette.

GOODMAN: OKAY, TED. YOU KNOW LAST WEEK LIONEL HAMPTON, OUR VIBRAHARP  
PLAYER, THOUGHT HE'D BE WITH MR. TOSCANINI'S ORCHESTRA BY  
THIS TIME. BUT I'M HAPPY TO REPORT THAT LIONEL'S STILL HERE,  
AND READY TO PLAY.

LIONEL: I'm here to stay too, Pops - but strictly, Incognito.

GOODMAN: TONIGHT THE SEXTETTE'S GOING TO PLAY A NUMBER, THAT IN ANY  
OPINION, IS ONE OF THE FINEST MELODIES THE LATE ART  
HICKMAN EVER WROTE - "ROSE ROOM".

(SEXTETTE: "ROSE ROOM" . . . . .)

(APPLAUSE)

PEARSON: Now it's about time to get a load of the Brass and Sax Department in this Goodman organization. So Benny cuts 'em loose, sorta easy like, on one of those early jobs that made him top man - Fletcher Henderson's arrangement of "Sometimes I'm Happy."

(BAND: "SOMETIMES I'M HAPPY" . . . . .)

(APPLAUSE)

PEARSON: That sax chorus was played by Toots Mondello, Bus Bassey, Jerry Jerome, and Buff Estes. And now here's a fella who's found a way to have fun and save money doing it. Let us in on your secret, George.

SECOND COMMERCIAL

BRYAN: Are you sure you're getting all the fun there is in your smoking? Can you actually say that every single puff is a pleasure? Try Camels and see. You'll like the hearty, cheering taste of Camel's costlier tobaccos - their cool, refreshing mildness - and your purse will welcome the savings of Camel's slower-burning.

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 cigarettes 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. Yes, by every yardstick of cigarette smoking pleasure - of cigarette value -- Camels are penny for penny your best cigarette buy!

*"Lover Come Back To Me"*

(SEXTETTE INTRO: ~~"HONEYBUCKLE ROSE"~~ . . . FADE FOR:)

PEARSON:           It's that ever lovin' dew-drop Mildred Bailey, and  
                      wait til' you hear what she's gonna sing --

("LOVER COME BACK TO ME" . . . MILDRED BAILEY AND BAND . . .)

(APPLAUSE)

BENNY:

THAT WAS GREAT, MILDRED... AND NOW HERE'S THAT  
ANNOUNCEMENT I TRIED TO MAKE AT THE OPENING OF THE  
SHOW.. YOUR APPLAUSE AND LETTERS HAVE SHOWN HOW MUCH  
YOU REALLY LIKED MILDRED BAILEY.. SO NOW IT'S OUR  
TURN TO SAY SOMETHING.. WELL, HERE IT IS,, STARTING  
NEXT SATURDAY, A WEEK FROM TONIGHT, THE CAMEL  
CARAVAN WILL HAVE MILDRED BAILEY AS ITS PERMANENT  
GUEST...

(APPLAUSE)

PEARSON:

Hold your hats <sup>now</sup> ~~kiddies~~ 'cause <sup>Here's a rock crusher. There are take offs</sup> Toots Mondello, Ziggy <sup>by</sup>  
 Eman and the King himself, ~~are gonna take off with~~  
 "Jumpin' at the Woodside."

(BAND: "JUMPIN' AT THE WOODSIDE" . . . . .)

(applause)

(BAND:           THEME . . . FADE FOR:)

BENNY:           AND THAT'S IT BOYS AND GIRLS.. TIL NEXT WEEK. THANKS  
TO ALL OF YOU FOR LISTENING AND THANKS TO ALL YOU CAMEL  
SMOKERS WHO MAKE THESE BROADCASTS POSSIBLE..GOOD NIGHT.

PEARSON:        When the Camel Caravan comes rolling in next Saturday,  
she'll be here again, ridin' right behind Benny on that  
lead Camel, 'cause from now on Mildred Bailey's going to  
<sup>be</sup>  
~~ride~~ with us every week.. See you Saturday night --

BRYAN:           The makers of Camel Cigarettes present three great radio  
shows each week. On Monday nights the radio version of  
"Blondie," (featuring Penny Singleton and Arthur Lake)..  
On Tuesday nights, "The Dixieland Music Show" (with  
Bob Crosby, Helen Ward and Johnny Mercer).. On Saturday  
nights, Benny Goodman, the King of Swing, with Mildred  
Bailey and Ted Pearson..And don't forget that for Cooler  
milder smoking all the time.. it's Camels. Penny for  
penny, Camels are your best cigarette buy ..

(THEME UP . . . . .)

(APPLAUSE)

(FADE THEME OUT FOR . . . . . !)

SWENSON: It stands to reason that a cooler-burning pipe tobacco is going to smoke a lot cooler in your pipe. So I think you'll be interested in knowing that in recent scientific "smoking bowl" tests -- Prince Albert, the world's largest-selling tobacco -burned eighty-six degrees cooler than the average of the thirty other of the largest-selling brands tested - coolest of all. For cooler smoking -- the mild pleasure of choice tobaccos - smoke Prince Albert, the National Joy Smoke!

NBC ANN: THIS IS THE NATIONAL BROADCASTING COMPANY.

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