

(REVISED)

WEAF

BENNY GOODMAN'S CAMEL CARAVAN

PROGRAM #114

() ()
10:00 - 10:30 P.M.

DECEMBER 9, 1939

SATURDAY

PEARSON: D'ya like...Swing?

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

PEARSON: D'ya like to Smoke?

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

(BAND: 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 on the Caravan tonight Benny again brings you the first lady of swing, Mildred Bailey....

(BAND: THEME UP AND OUT)

BRYAN: And here is the King of Swing.. Benny Goodman.

(APPLAUSE)

BENNY: GOOD EVENING AND WELCOME TO THE SATURDAY NIGHT CAMEL CARAVAN. AS MANY OF YOU KNOW, WE GET A LOT OF SUGGESTIONS ABOUT THE KIND OF TUNES WE SHOULD PLAY ON THIS PROGRAM. SOME WANT TO HEAR MORE OLD SONGS, SOME WANT MORE NEW SONGS AND STILL OTHERS RATHER HEAR THE SEXTETTE. WELL, A HALF HOUR WILL ONLY HOLD SO MANY NUMBERS, SO TONIGHT WE'VE TRIED TO SATISFY EVERYONE WITH A LITTLE OF EVERY KIND OF MUSIC IN IT. TED PEARSON HAD A HAND IN CONCOCTING THE MIXTURE, SO SOUND OFF TED --

PEARSON: Well Benny, I'd call the program tonight a shot-gun prescription, 'cause there's everything in it from a ^{solid} ~~real~~ ^{killer} screamer to a bit of imported concert-music .. And Benny uncorks ^{this potion} ~~the bottle~~ with a Vince Youmans' famous cure-all ... "Hallelujah".

("HALLELUJAH" BAND)

(APPLAUSE)

PEARSON: And now comes a moment of real beauty. It's the Bailey spot. And Mildred really comes-on in this one. It's one of her biggest recordings, and to top it all - her favorite song.. "More Than You Know."

("MORE THAN YOU KNOW" BAILEY)

(APPLAUSE)

PEARSON: And here's the head man - Benny Goodman.

BENNY: AS YOU ALL KNOW RAVEL WROTE THE BOLERO FOR A FAMOUS DANCER. THE CONCERT VERSION WAS SO POPULAR THAT FLETCHER HENDERSON SCORED IT FOR OUR BAND. WE PLAYED IT FIRST AT A CONCERT IN SAN FRANCISCO. THEN A FEW WEEKS AGO WE PUT IT ON A CAMEL SHOW AND YOU ALL SEEMED TO LIKE IT SO WELL WE'RE GOING TO REPEAT IT TONIGHT ... RAVEL'S BOLERO.

(BOLERO BAND)

(APPLAUSE)

BRYAN: Here's a saying that is familiar to smokers everywhere -

MACHARRIE: More pleasure per puff and more puffs per pack.

BRYAN: That means cigarettes - slower-burning Camel cigarettes.

MACHARRIE: What's the advantage to the smoker of Camel's slower-burning?

BRYAN: It's easy to see that a fast-burning cigarette will not smoke comfortably. Camels are slow-burning...mild, easy on the throat. Camels give you extra mildness.

MACHARRIE: What about coolness?

BRYAN: It's only reasonable that the slower a cigarette burns, the cooler it will smoke. Camels give you extra coolness.

MACHARRIE: How about flavor and aroma?

BRYAN: Nothing dulls tobacco flavor and aroma like the excess heat of too-fast burning. Slow burning lets the flavor come through. Camels give you extra flavor.

MACHARRIE: So "more pleasure per puff" means Camels give smokers more mildness, more coolness, more flavor, and - "more puffs per pack."

BRYAN: Yes... In recent impartial laboratory tests, Camels burned twenty-five per cent slower than the average of the fifteen other of the largest-selling brands tested - slower than any of them. That means Camels give a smoking plus equal, on the average to FIVE EXTRA SMOKES PER PACK. Camels are the slow-burning cigarette of costlier tobaccos. Penny for penny, Camels are your best cigarette buy.

(BAND INTRO: "SMOKEHOUSE")

PEARSON: Out in the back yard now we catch a little whiff of
Hickory ^{smoke} as Benny and the boys ^{burn} break up a "ham-^{bone}burner" ...
"Smokehouse".

("SMOKEHOUSE" BAND)

(APPLAUSE)

PEARSON: And now Benny and Bailey move into the spot, with a tune
Benny picked as a hit before it even came off the presses.
Here it is - with Mildred Bailey on the vocal.
I Didn't Know What Time It Was.

("I DIDN'T KNOW WHAT TIME IT WAS" BAND . . . BAILEY)

(APPLAUSE)

PEARSON: Here's the microphone Mr. G.

BENNY: YOU ALL KNOW LIONEL HAMPTON, AS A VIBRAHARP PLAYER AND
A DRUMMER BUT YOU DIDN'T KNOW HE'S ALSO A COMPOSER ...
WELL HE IS!

ANOTHER THING YOU DIDN'T KNOW IS THAT I HAVE A BROTHER
NAMED HARRY WHO RUNS A RIB JOINT ON 52ND STREET ...
WELL I HAVE!

LIONEL: ~~Well all right, pepsi~~

BENNY: WHEN LIONEL WROTE HIS TUNE FOR THE SEXTETTE HE NAMED IT
AFTER MY BROTHER'S RESTAURANT ... "PICK-A-RIB".

("PICK-A-RIB" SEXTETTE)

(APPLAUSE)

PEARSON: Well lookie here - here comes George Bryan in a long white beard and a stockin' cap. What's you say Santa?

BRYAN: When it comes to Christmas, Ted you like to feel that the gifts you give are the right gifts - that they please. That's why so many people are giving Camel cigarettes for Christmas. When you give Camels you're giving the cigarette of costlier tobaccos - smoking pleasure insured by real tobacco quality. This Christmas your dealer has the regular Camel carton, containing two-hundred cigarettes, specially wrapped in gay Christmas design, all ready for giving. Or you can get the same number of Camels in an attractive package containing four "Flat fifties". Choose either one - but be sure you get Camels. More smokers prefer Camels than any other cigarette. Camels are slower burning .. you know. That means more pleasure per puff and more puffs per pack.

("OH JOHNNY OH" BAND INTRO)

PEARSON: No one can touch "La Bailey" in the way she sings this
one . . . ^{Jt} that virtuous ballad - "Oh, Johnny, Oh."

("OH, JOHNNY, OH" BAILEY BAND)

(APPLAUSE)

PEARSON: Everyone but Pee-Wee, the baggage-man, gets in on this one
... Ziggie's trumpet kicks it off .. Lionel plays piano
along with Fletcher and then the sextette moves in.
So take another notch in that straight-jacket ... it's
"Madhouse"...

("MAD-HOUSE" BAND)

(APPLAUSE)

BENNY: AND THAT'S ANOTHER ONE, BOYS AND GIRLS .. THANKS TO ALL YOU FOR LISTENING AND THANKS TO ALL YOU CAMEL SMOKERS WHO MAKE THESE BROADCASTS POSSIBLE .. GOODNIGHT..

PEARSON: We'll all be with you next Saturday night when the Camel Caravan comes rolling 'round again .. Benny Goodman, Mildred Bailey and the whole gang .. This is Ted Pearson saying, "See You Saturday Night"...

BRYAN: The makers of Camel cigarettes present three great radio programs each week. On Monday nights the radio version of "Blondie" (starring Penny Singleton and Arthur Lake) .. on Tuesday nights the Dixieland Music Shop (with Bob Crosby, Helen Ward and Johnny Mercer) and on Saturday nights, the King of Swing, Benny Goodman, with Mildred Bailey ... This is George Bryan saying that for cooler, milder smoking all the time, it's Camels .. Penny for penny, Camels are your best cigarette buy ...

(THEME UP)

(APPLAUSE)

SWENSON:

If you want to say "Merry Christmas" to a man who smokes a pipe, there's no other tobacco like Prince Albert. You'll find Prince Albert at any tobacco counter. Ask for the pound tin. It's Christmas-wrapped -- all ready to give. Believe me, a pound of cool-smoking Prince Albert is a grand gift. It's the National Joy Smoke - the biggest-selling pipe tobacco in the land. So, for Christmas, give Prince Albert.

12/9/39
sk