

W E A F

BENNY GOODMAN'S CAMEL CARAVAN

(REVISED)

( ) ( )  
10:00 - 10:30 PM

DECEMBER 30, 1939

SATURDAY

(ON CUE:)

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 again on the Caravan tonight rides the first lady of swing...Mildred Bailey.

(THEME...UP AND OUT)

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

(APPLAUS\$)

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BENNY: GOOD EVENING AND WELCOME TO THE SATURDAY NIGHT CAMEL CARAVAN WITH A SPECIAL "HELLO" TO YOU PEOPLE WHO ARE STAGING NEW YEARS EVE CELEBRATIONS. TONIGHT WE'RE GOING TO REVERSE THE USUAL ORDER OF THINGS. USUALLY WE INVITE YOU TO SIT AROUND THE MICROPHONE. TONIGHT WE'RE GOING TO ASK YOU TO INVITE US TO YOUR PARTY. HOW ABOUT IT?  
(PAUSE)

DO YOU HEAR ANY ANSWERS TED PEARSON?

TED: Yeah, boy. I hear a lot of them Benny. And now that we're all guests at parties from Coast to Coast, Benny and the boys start their contribution to the fun with a Fletcher Henderson arrangement of Irving Berlin's "Blue Skies".

(BAND: . . . . . "BLUE SKIES")

(APPLAUSE)

PEARSON: Of course when we moved in on your party tonight we brought <sup>along</sup> our sweeter than sweet Mildred Bailey. ~~along~~. And in appreciation of your hospitality - Mildred sings a little biographical sketch, written especially for her.. It's called "Born to Swing."

(BAILEY AND BAND: "BORN TO SWING" . . .)

(APPLAUSE)

(PREVIOUSLY APPROVED FOR NOVEMBER 25 BUT NOT USED)

- BRYAN: : When a product becomes a favorite there must be some reason why it rates the number one position. Take the cigarette field, for example. Why do smokers prefer Camels to other cigarettes?
- LENNI: I think it's because Camels are milder.
- BRYAN: Well, a lot of people pick Camels for their extra mildness. Camels are mild to begin with and that mildness is preserved in smoking them because Camels are slow-burning. That's why smokers find Camels so mellow, so mild, no matter how many they smoke.
- MACHARRIE: I think I prefer Camels because of their extra coolness.
- BRYAN: True enough--- Camels are extra cool. And do you know why? The slower a cigarette burns, the cooler the smoking.
- BATES: I go for that extra-fine flavor I get every time I light a Camel.
- BRYAN: And that flavor in Camels is delivered to you by each Camel you smoke, because this slow-burning cigarette avoids the heat of fast burning which cancels out flavor.
- LENNI: Say, I guess there are three reasons why Camels are so popular-- extra mildness, extra coolness, and extra flavor.
- BRYAN: Well, I'd say there are many times three-- but mildness, coolness, and flavor are among the most important. Thrift has something to do with it, also, because there's actually extra smoking, too, in Camels-- cigarette by cigarette. We'll hear more about that later. Meanwhile you can just write it down that, penny for penny, Camels are your best cigarette buy.

PEARSON: Thank you, George Bryan. Next on <sup>our</sup> ~~the~~ party <sup>program</sup> tonight comes a little creation called "Board Meeting". Benny, you take the floor and tell us about it.

BENNY: NOT MUCH TO SAY, TED, EXCEPT THE NUMBER VERGES ON THE KILLER CLASSIFICATION. WE WROTE IT OURSELVES AND THERE'S A SPOT IN IT WHERE THERE'S SORT OF A MUSICAL VERSION OF SOMEONE POUNDING ON A TABLE -- SO WE CALLED IT "BOARD MEETING".

(BAND: . . . . . "BOARD MEETING")

(APPLAUSE)

PEARSON: After that rock-crusher Benny slips us gently into the Ballad department with a New Year's Eve Special called "Careless". Mildred Bailey gives us a taste of the lyrics in the second chorus.. "Careless".

(BAND .. "CARELESS" . . . BAILEY, VOCAL)

(APPLAUSE)

PEARSON: MISTER B.G.-- it's time you introduced the sextette to all those people who are giving parties tonight.

BENNY: THE BOYS ARE KINDA BASHFUL ABOUT TALKING, SO THE SEXTETTE WILL MAKE ITS BOW IN A MUSICAL WAY. BUT BEFORE WE PLAY I'D LIKE YOU TO MEET THEM:

LIONELL HAMPTON, ON THE VIBRAHARP

CHARLIE CHRISTIAN, GUITAR

NICK FATTOOL, DRUMS

ARTHUR BURNSTEIN, BASS

AND OUR NEW PIANIST, JOHNNY GUARNIERI.

OUR TUNE TONIGHT IS "<sup>Pick-A-Rit</sup>~~I GOT RHYTHM~~" -- TAKE IT CHARLES.

(SEXTETTE: "<sup>Pick-A-Rit</sup>~~I GOT RHYTHM~~" . . . . .)

(APPLAUSE)

BRYAN: The slower rate of burning of Camel cigarettes means extra mildness, extra coolness, extra flavor..and extra smoking, too...per cigarette...per pack. And that extra smoking is based on impartial laboratory tests in which 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. If you live in a community where certain state cigarette taxes are in effect, you can save the cost of the tax through smoking Camels. If there are no added taxes where you live, the savings are all yours. So -- for more pleasure per puff -- and more puffs per pack...turn to slow-burning Camel Cigarettes. Penny for penny, Camels are your best cigarette buy!

PEARSON: (OVER MUSIC) ~~Thank you George.~~ Mildred Bailey joins the party again and "what-d-ya-think" -- she's going to sing "Sleepy Time Down South".

(BAND: . . . "SLEEPY TIME DOWN SOUTH" . . . MILDRED BAILEY VOCAL)

(APPLAUSE)

PEARSON: <sup>ah</sup> ^ That was fine Mildred -- thank you -- Now Benny, before you get on with more music, don't you want to say "thanks" to all the people who voted for you in the "DownBeat Poll?"

BENNY: I CERTAINLY DO, TED.

PEARSON: You know, folks, each year "Down Beat" - a trade magazine for musicians has a popularity poll. The voting just finished a few days ago - and at the top of the list was Benny Goodman!

(APPLAUSE)

BENNY: AND MY MOST SINCERE THANKS TO ALL YOU FANS WHO VOTED FOR US. THE BOYS AND MYSELF SINCERELY APPRECIATE IT.

PEARSON: In fact, the Camel radio bands did very well in the voting. Benny Goodman placed first and Bob Crosby, third!

BENNY: MUSICALLY, WE'D LIKE TO EXPRESS OUR THANKS BY CLOSING WITH A SONG WHICH HAS ALWAYS BEEN ONE OF YOUR FAVORITES...

"THE ONE O'CLOCK JUMP" ..

(BAND: "ONE O'CLOCK JUMP" . . . .)

(APPLAUSE)

BENNY: THIS IS BENNY GOODMAN SAYING GOODBYE, AND BOYS AND GIRLS, THIS TIME IT REALLY IS "GOODBYE". TONIGHT'S <sup>show</sup> ~~BROADCAST~~ ENDS OUR PRESENT SERIES. WE'VE MADE 182 BROADCASTS FOR CAMEL CIGARETTES ... BEEN ON FOR OVER THREE AND A HALF YEARS.

WE'VE HAD A LOT OF FUN AND WE'VE MADE A LOT OF FRIENDS. THANKS FOR ALL YOU'VE DONE FOR US.

I'D LIKE TO WELCOME BOB CROSBY, WHO JOINS MILDRED BAILEY IN THIS SPOT NEXT SATURDAY AND I HOPE YOU'LL BE AS NICE TO HIM AS YOU HAVE BEEN TO ME, GOODBYE,

PEARSON:

<sup>S'long</sup> ~~Goodbye~~, Benny -- and the best of <sup>everything</sup> ~~best~~ to you! Thanks for the privilege of working with you. Remember folks -- Next Saturday, at this same time, listen to Bob Crosby and his band with Mildred Bailey. And Bob will have a guest -- none other than his brother Bing Crosby. This is Ted Pearson saying -- "Goodbye,"

BRYAN:

Next Monday night, listen to Blondie -- the Bumsteads are having a little party at their home and you're invited. And next Saturday, at this time, on this station, hear Bob Crosby and Mildred Bailey -- and Bob's special guest -- his brother Bing. <sup>This is George Bryan saying</sup> ~~And remember, too,~~ that for cooler, milder smoking -- it's Camels. Penny for penny, Camels are your best cigarette buy.

SWENSON:

Men, the last word in pipe-smoking comfort is Prince Albert. There's no other tobacco like it for coolness. In recent laboratory "smoking bowl" tests, Prince Albert burned eighty-six degrees cooler than the average of the thirty other of the largest-selling brands tested -- coolest of all! Yes, there's mildness -- good taste -- and cool comfort in Prince Albert, ~~man~~. It's the National Joy Smoke.

RFG  
12/30/39

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