

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

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN OF SWING WITH BENNY GOODMAN - PROGRAM NO. 47

TUESDAY, AUGUST 16, 1938 - 9:30-10:00 P.M.

SEYMOUR: Tobacco planters say: "We know tobacco because we grow it -- we smoke CAMELS because we know tobacco."  
(BAND: THEME FADE FOR ANNOUNCER)

SEYMOUR: The CAMEL Caravan of Swing with Benny Goodman, the King of Swing, the world's greatest Swing Band, the Goodman Instrumental Trio and Quartette, and our Swing Sweetheart, Martha Tilton. This program is presented as a compliment to the men behind the tobacco counters of America. It is made possible by the millions of CAMEL smokers whose appreciation of costlier tobaccos makes CAMEL the largest-selling cigarette in the world. Most smokers know that C-A-M-E-L spells true smoking pleasure.  
(BAND: THEME UP AND OUT)

GOODMAN:

This is Benny Goodman saying hello for the CAMEL Caravan of Swing...Tonight we're playing from Atlantic City's Steel Pier, half a mile out in the ocean...The wild waves are beating out the rhythm outside...and right now we're going to see if we can cut 'em...It's a tune that always makes it seem like homegrounds...Down South Camp Meeting.

(BAND: "DOWN SOUTH CAMP MEETING")

(APPLAUSE)

TILTON:

Benny, that sounded fine...guess that salt air's doing things for the gang.

GOODMAN:

Yep...I always say, there's nothing like a little salt air...

TILTON:

Is that what you always say?...

GOODMAN:

Yeah...I always say...there's nothing like a little salt air... what do you always say, Dan Seymour?...

SEYMOUR:

I always say, when Martha's ready to sing "I Let A Song Go Out Of My Heart"...it's time to stop talking...

GOODMAN:

Absolutely correct Mr. Seymour, I always say...

("I LET A SONG GO OUT OF MY HEART" - TILTON VOCAL)

(APPLAUSE)

SEYMOUR:

The Report of the CAMEL Crop Service:

VOICE:

(FILTERED MICROPHONE) North Carolina -- Tabor City district:

Approximately ninety percent of the crop in this area is already cured. Color is good, quality excellent. Oxford area: Over

half of the crop in the Oxford district has been banded by now.

Curing proceeding rapidly, with good color. Tennessee -- Gallatin District: Weather now ideal for harvesting -- crop maturing early.

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SEYMOUR:

The CAMEL Crop Service keeps a close check on crop conditions in the tobacco-growing country. And when the choice tobacco moves to market the CAMEL leaf tobacco buyers are right on hand. Naturally they have to pay more to get the finer grades -- the choicer tobaccos that add so much to smoking enjoyment. Next time you are down south in the tobacco country, just inquire among the planters themselves as to which cigarette buys their finer, more expensive tobaccos. You'll find that men who know tobacco because they grow it line up with Mr. John T. Caraway, an experienced planter of North Carolina, who says:

VOICE:

I've seen CAMEL buy my very best grades of tobacco time and time again. Is it any wonder I smoke CAMELS and that most other tobacco planters I know prefer CAMELS for their smoking too? Mr. Caraway chooses his cigarette on quality -- costlier tobaccos.

SEYMOUR:

It is a fact long known in the tobacco trade, that CAMELS are made from finer, MORE EXPENSIVE TOBACCO - Turkish and Domestic.

(BAND: "DON'T BE THAT WAY")

(FADE FOR ANNOUNCEMENT)

GOODMAN:

Time for one of our own tunes, one that we haven't played for some time, and kids -- it's more than a killer diller. This one's ready for gangbusters -- "Don't Be That Way."

(BAND: "DON'T BE THAT WAY")

(APPLAUSE)

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SEYMOUR:

One of the grandest tunes George Gershwin ever wrote was that very early success - "S'Wonderful" -- the Goodman Quartet's version of --S' Marvellous.

(QUARTET: "S' WONDERFUL")

(APPLAUSE)

GOODMAN:

Martha, you've been swimming out in the ocean on your own. I saw you riding a bicycle no-handed. You ought to be able to do your own announcing.

TILTON:

Okay. "My Walking Stick" from Alexander's Ragtime Band."

GOODMAN:

Very good...Now you can sing it.

("MY WALKING STICK" - TILTON VOCAL)

(APPLAUSE)

GOODMAN:

Dan, what interesting CAMEL smoker gets the spotlight on this program?

SEYMOUR:

Well, Benny, he's a real he-man with plenty of nerve and courage. He hunts down bad-acting killers.

GOODMAN:

A g-man?

SEYMOUR:

No, Benny, and get this -- he does his hunting with a bow and arrow.

GOODMAN:

I know -- Robin Hood.

SEYMOUR:

Wrong again, Benny, but you're warm, it's Dan Brennan of St. Louis, one of the best known bow and arrow hunters in America -- and one of the best shots. Mountain lions, bob cats, and other savage raiders, have fallen before Dan Brennan's steady aim. Just imagine the nerve it takes to face a mountain lion with nothing more than a bow and arrow. Believe me, Dan Brennan's superb nerve control entitles him to speak on the subject of healthy nerves and smoking. Here is what he says:

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VOICE:

I've found that CAMELS don't roughen my nerves or jangle them -- and what's more, CAMELS give me what I want in flavor, taste, and mildness. "I'd walk a mile for a CAMEL."

SEYMOUR:

Thank you, Dan Brennan. Champions like CAMELS -- women like CAMELS -- tobacco planters prefer 'em -- why, many, many millions must find a new smoking enjoyment in CAMEL's costlier tobaccos, for -- CAMELS are the largest-selling cigarette in America...of the world.

(QUARTET: "RUNNIN' WILD")

(FADE FOR ANNOUNCER)

SEYMOUR:

It's the CAMEL Caravan Advance Guard...the Benny Goodman Quartet, and once again Lionel and Teddy and Benny and Dave are showing an old song new licks...They get going on "Runnin' Wild."

(TRIO: "RUNNIN' WILD")

(APPLAUSE)

SEYMOUR:

This week we present the second episode in that mighty drama of gold, greed and fley dey...the CAMEL Caravan Drama Department's stirring epic...Tilton meets Goodman.

GOODMAN:

What's your song, Martha?

TILTON:

I've got a pocketful of dreams, Benny.

GOODMAN:

Shall we skip the pun, Martha?

TILTON RADIO

Yeah, man!

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(BAND: "I'VE GOT A POCKETFUL OF DREAMS" - TILTON VOCAL)

(APPLAUSE)

GOODMAN:

Yesterday I thought I'd ask all the kids down here to pitch in and help me put tonight's show together -- so I left this spot open for Atlantic City to choose -- matter of fact, they not only chose it, but, they're going to ~~announce~~ it too -- Let's have it, kids.

CROWD:

Three little words.

(BAND: "THREE LITTLE WORDS")

(APPLAUSE)

(BAND: THEME FADE FOR ANNOUNCEMENT)

GOODMAN:

Well, kids...there it is...hope you liked it...see you next Tuesday...till then, this is Benny Goodman saying goodnight for CAMELS and all the gang...

SEYMOUR:

Remember, you've got a vacation date every Tuesday at this same time when the CAMEL Caravan rolls in with Benny Goodman and the world's greatest swing band, the Goodman Instrumental Trio and Quartette and your Swing Sweetheart, Martha Tilton...all brought to you by the makers of CAMEL Cigarettes...and remember...CAMELS set you right...."I've Got A Pocket Full of Dreams" is from the picture "Sing You Sinners," Dan Seymour...speaking....

(BAND: THEME AND APPLAUSE UP AND FADE)

ANNOUNCER:

Watch a man's eyes light up with joy, when he touches the match to his first pipeful of PRINCE ALBERT Smoking Tobacco. There's a ~~grand~~ tobacco, men -- smooth-smokin', rich-tastin', mild, mellow, and cool. And say -- you'll get around fifty fragrant pipefuls of extra-tasty joy smokin', in every big two-ounce red tin. It's America's favorite pipe tobacco...the National Joy Smoke...PRINCE ALBERT

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(THEME AND APPLAUSE UP AND OUT)

This is the Columbia Broadcasting System.