

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN OF SWING WITH BENNY GOODMAN - PROGRAM NO. 49

TUESDAY, AUGUST 30, 1938 - 9:50-10:00 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: Here comes 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, who appreciate costlier tobaccos, and who have made 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)

BENNY: This is Benny Goodman saying hello for the CAMEL Caravan of Swing. Tonight the Caravan has come -- but not to rest -- at the Coliseum on the Michigan State Fair Grounds right outside Detroit. So, hy'a, Detroit, and on with the show. We

BENNY: (Cont'd)

lead off with a brand new Caravan specialty... "The March of the Swing Parade."

(BAND: "MARCH OF THE SWING PARADE")

(APPLAUSE)

SEYMOUR:

The CAMEL Caravan Drama Department. Tonight we present another episode in that soul-stirring drama, "Tilton Meets Goodman." Will Benny pass his geometry final in time to play in the big game against Fenvesny University? Will Martha find peace and comfort in the care and raising of bees? Will Joe, the newsboy -- but stop, enough, the curtain rises.

BENNY:

What is on your mind, Martha?

MARTHA:

That man Berlin is here again, Benny.

BENNY:

What has he done now, Martha?

MARTHA:

He has written another song, Benny. It is called "I Used To Be Color Blind."

BENNY:

What are you going to do, Martha?

MARTHA:

Man, I'm gonna sing it!

(BAND: "I USED TO BE COLOR BLIND" - TILTON VOCAL)

(APPLAUSE)

SEYMOUR:

The CAMEL Crop Service reporting:

VOICE:

(FILTERED MICROPHONE) Springfield, Kentucky -- Growth here has been rapid. Crop has matured early. Farmers now cutting, and hope for dry weather. Carrollton, Kentucky -- Heavy rains have been followed

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VOICE: (Cont'd)

by bright weather, good breezes, and lower humidity. Tobacco cutting now in full swing. Lexington -- Expert opinion is that 1958 crop of burley will yield smaller quantity of high-grade leaf than last year.

SEYMOUR:

Fragrant aroma rises from countless curing barns these days as the tobacco planters continue to cure the 1958 crop for market. And now, as at all other times throughout the year, the CAMEL Crop Service is busy throughout the tobacco-growing section of the South studying conditions -- soil, rain, sunshine, heat, cold, and the other factors that contribute to plant growth and to the smoking quality of the leaf tobacco. The CAMEL tobacco buyers know when and where the extra quality tobaccos will be sold. These mild, aromatic tobaccos, of good color, cost more to buy, naturally. Who buys them -- and for what cigarette? Ask the tobacco planters next time you get down South -- make your own check-up. You will find that Mr. Edward S. Dail speaks the sentiments of planters all over the South when he says:

VOICE:

My own best lets have been sold to the CAMEL people for some time. Tobacco growers like me who really know tobacco most always smoke CAMELS. I've been smoking CAMELS for twenty-three years just because I know there's real quality tobacco in them.

SEYMOUR:

Thank you, Mr. Dail. On the point of costlier tobaccos Mr. and Mrs. America respect your judgment and that of your fellow tobacco planters... Costlier tobaccos have made CAMEL the largest-selling cigarette in America.

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(BAND: MUSIC UP "AT SUNDOWN" FADE FOR ANNOUNCER)

SEYMOUR:

(OVER MUSIC) I don't know what Walter Donaldson thought would happen to a very pleasant song he wrote years ago. I'm sure he never thought it would turn out to be one of the classics of American popular music. Whatever he thought, we all know that one very swell melody is ... "At Sundown."

(BAND: "AT SUNDOWN")

(APPLAUSE)

SEYMOUR:

Benny, I understand from now on you're going to save a spot on the program for something special every week.

BENNY:

That's right, Dan. We're going to throw the spotlight on various members of the band. Now, take the sax section, Noni Bernardi, Dave Mathews, Arthur Rollini, and Bud Freeman. Those fellows play a lot of horn, and since I used to fool around on the alto some myself, we've worked up a five-sax special on that swell old tune "Lisa." So, spotlight on the saxes!

(SAX QUINTET: "LIZA")

(APPLAUSE)

BENNY:

The other day I remembered an old Irving Berlin song most of us have forgotten. I know it's a long time since I heard it, so we get out a new arrangement of it. Time for a lullaby, one that really rocks...

"Russian Lullaby."

(BAND: "RUSSIAN LULLABY")

(APPLAUSE)

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SEYMOUR:

Next Saturday night the National Air Races open in Cleveland, as U.S. aviation puts on its annual big parade. Loops, rolls, spins, stalls, dives, and thrilling races will be the features of a three-day carnival of the world's finest fliers. Colonel Roscoe Turner will be there -- one of the greatest personalities in flying today! He recently gave this statement to an interviewer:

1st VOICES:

Colonel Turner, as a leading aviator, what's your slant on cigarettes?

2nd VOICES:

I guess you've noticed that fliers are great smokers. Speaking for myself, I smoke CAMELS. To me CAMEL cigarettes are distinctly different -- they give me more enjoyment. A flier needs healthy nerves, and CAMELS are really mild -- don't fransle my nerves.

SEYMOUR:

Our best wishes to you, Colonel Turner, as you go into this year's strenuous competition in the National Air Races. You are one of many aces in all lines of sport and daring endeavor -- adventure -- who says "CAMELS never get on your nerves." And for that there is good reason. CAMELS are made from finer, MORE EXPENSIVE TOBACCOS -- Turkish and Domestic.

(QUARTET: MUSIC OF "FIDDLE FIDDLE")

(FADE FOR ANNOUNCER)

SEYMOUR:

(OVER MUSIC) Last week, while Benny and the gang were rehearsing, Lionel Hampton was over in a corner noodling around on the vibraphone. He came out with a swell tune for the quartet, and once we heard it, we know there was only one title for it. The notes just spelled out... "Fiddle Fiddle."

(QUARTET: "FIDDLE FIDDLE")

(APPLAUSE)

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BENNY:

Dem, Martha, c'mon over here. I've got an idea for an announcement. I think it's brand new. It goes like this. (BUSINESS OF WHISPERING)

SEYMOUR:

You can't do that!

MARTHA:

I never heard of such a thing! You mean just say it right out like that! Why, Benny!

BENNY:

Well, I'm still going to do it.

SEYMOUR:

Okay, Benny. If you want to take it on yourself. But just to come right out in the open and announce a number in one sentence. It'll revolutionize radio.

BENNY:

Never let it be said that a Goodman faltered. I still insist. Martha Tilton will sing, "When I Go A Dreaming."

(BAND: "WHEN I GO A DREAMING" - TILTON VOCAL)

(APPLAUSE)

BENNY:

This is the spot in our program that our audience chooses for us. Our CAMEL Caravan Advance Scouts have been finding out what the kids out here tonight want us to play, and once again... them that chooses it, announces it. Gang, tell 'em the Detroit choice...

AUDIENCE:

"THE YAM"

(BAND: "THE YAM")

(APPLAUSE)

(BAND: THEME FADE FOR ANNOUNCEMENT)

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BENNY:

Well, kids...there it is. I 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 date every Tuesday night 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. "The Yan" and "I Used To Be Color Blind" are from the picture "Carefree." Dan Seymour speaking.

(THEME UP AND FADE)

ANNOUNCER:

America's princely smoking tobacco sure has an appropriate name -- PRINCE ALBERT. That name, PRINCE ALBERT, stands for a lot. It means a cool, slow-burning smoke, the kind that brings out the mellow, rich-tasting goodness of this choice tobacco. P.A. means mildness, too, and smooth smoking from first puff to last. From any angle that you judge pipe tobacco PRINCE ALBERT stands for an extra lot of smoking joy. It's the National Joy Smoke, men -- there's no other tobacco like it. This is the Columbia...Broadcasting System.

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