

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN OF SWING WITH BENNY GOODMAN - PROGRAM NO. 60

TUESDAY, SEPTEMBER 6, 1938 - 9:30-10:00 P.M.

SEYMOUR: Let up -- light up a CAMEL! Smokers find that CAMEL's costlier tobaccos are soothing to the nerves!

(BAND: THEME FADE FOR ANNOUNCER)

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)

GOODMAN: This is Benny Goodman saying hello for the CAMEL Caravan. Tonight we're in Chicago, and that means old home week for myself and a lot of the boys in the band. Chicago's a city that's had a whole lot to do with jazz, so here's a local boy saying it to the old home town with music --- hot music....

(BAND: "CHICAGO")

(APPLAUSE)

GOODMAN:

Martha, why don't you announce this next number?

TILTON:

Benny, I don't know just what to say about it.

GOODMAN:

Well, you know what it is, don't you?

TILTON:

Yes - "I've Got A Date With A Dream."

GOODMAN:

And you're going to sing it, aren't you?

TILTON:

Uh-Rep.

GOODMAN:

Well all right then, that's plenty announcement.

(BAND: "I'VE GOT A DATE WITH A DREAM")

(APPLAUSE)

SEYMOUR:

One remarkable difference between animals and humans is that an animal, like a dog for instance, can spring into instant action -- and then relax his nerves until action is called for again. How different it is with us. All too often we work too hard, worry too much, get our nerves all tired out from the strain of being keyed up so much. This is a condition to which everyone may well give thoughtful attention. Don't let your nerves get tired and jumpy. Give them a rest from time to time. Just let up -- light up a CAMEL. CAMELS are a mild and mellow cigarette, a supremely enjoyable cigarette, made from costlier tobaccos -- in fact, CAMELS are a matchless blend of finer, MORE EXPENSIVE TOBACCOS -- Turkish and Domestic. Smokers find that CAMEL's costlier tobaccos are soothing to the nerves. So join the vast army of smokers who have learned the value in daily living of the suggestion --

"Let up -- light up a CAMEL."

(BAND: MUSIC UP FOR "MARGIE" FADE FOR ANNOUNCER)

RADIO
WILLIAM ESTY
AND COMPANY

SLACKER:

(OVER MUSIC) It's a brand new arrangement of a very solid rhythm tune that speaks for itself...."Mergie."

(BAND: MARGIE)

(APPLAUSE)

GOODMAN:

A little while ago I was talking about Chicago being my hometown. Well, just about fifteen years ago, I used to play with a Chicago hot musician whom a lot of us think was just about king of them all. I mean that young man with a horn, Bix Beiderbecke. Bix played great cornet, and wrote some grand music for piano. Our pianist Jess Stacy played with Bix, and there's nobody better fitted to interpret those unusual solos. So, spotlight on Jess Stacy playing Bix Beiderbecke's "In A Mist."

(STACY: "IN A MIST")

(APPLAUSE)

GOODMAN:

Fine, Jess, fine.

TILTON:

Benny, you really called the turn on that British Big Apple, "The Lambeth Walk." I think it's well on its way right here in America.

GOODMAN:

Well, Martha, far be it from a Goodman to boast, but I think the quartet was the first to play it on the air.

TILTON:

That was a long time ago. I think it's ready for another whirl. A downbeat, Mr. Goodman, if you please.

(BAND: "LAMBETH WALK" - TILTON VOCAL)

(APPLAUSE)

RADIO
WILLIAM ESTY
AND COMPANY

SEYMOUR:

There is more joy in living when you "let up -- light up a CAMEL."
Here's what a successful young business woman says about that. She
is a New York office manager, Miss Olive Tucker

WOMAN'S VOICE:

In my strenuous day I can't afford to get nervously upset. My
method is to let up and light up a CAMEL. It's a grand way to
smooth out tense nerves. I smoke CAMELS a lot. They are so mild
and flavory, and I've learned from experience that CAMELS are
soothing to my nerves.

SEYMOUR:

Thank you, Miss Tucker. You are one of the millions of busy CAMEL
smokers who put into daily practice the suggestion, "let up --
light up a CAMEL," and find that CAMEL Cigarettes are soothing to
the nerves, and a more enjoyable cigarette, too, for steady smoking.
People are so apt to let tension "get" their nerves. Your nerves
need a rest every now and then. So, "let up -- light up a CAMEL."

(QUARTET: MUSIC UP "SHINE")

(FADE FOR ANNOUNCER)

SEYMOUR:

(OVER MUSIC) It's the Goodman Quartette... Benny, Teddy Wilson,
Lionel Hampton, and Davis Tough seeing what clarinet, piano,
vibraphone and drums do to that old rhythmic rebel... "Shine."

(QUARTETTE: "SHINE")

(APPLAUSE)

SEYMOUR:
RADIO
WILLIAM ESTY
AND COMPANY

Martha, after all that barrelhouse, I think what we need is something
light and polite in the romance department.

51456 4155

TILTON: Well, all this week we're featuring something very nice in the blues mood, medium tempo.

SEYMOUR: Is it tasty?

TILTON: Right!

SEYMOUR: Is it ready to go?

TILTON: Right!

SEYMOUR: What's it called?

TILTON: You go to My Head.

SEYMOUR: Right!

(BAND: "YOU GO TO MY HEAD" - TILTON VOCAL)

(APPLAUSE)

GOODMAN: Once again, it's the spot on our program that our audience chooses for us. The CAMEL Caravan advance scouts have covered the territory very carefully, and Chicago's decided what it wants us to play. Gang, it's your choice, and it's your announcement.

AUDIENCE: MADHOUSE.

GOODMAN: Okay. "Madhouse" it is!

(BAND: "MADHOUSE")

(APPLAUSE)

BAND: THEME UP AND FADE FOR ANNOUNCER)

GOODMAN: Well, kids, there it is. Hope you liked it. See you next Tuesday. This is Benny Goodman saying goodnight for CAMELS and all the gang.

RADIO
WILLIAM ESTY
AND COMPANY

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. Dan Seymour speaking.

(THEME UP AND FADE)

ANNOUNCER:

There's a load of pipe joy in every pipeload of PRINCE ALBERT, man. You'll notice that PRINCE ALBERT smokes slow and cool, and it's just chock-full of mellow, ripe tastiness. Pipe-smokers get around fifty mild and fragrant pipefuls from every two-ounce red tin of PRINCE ALBERT too. P. A. is the National for Smokers. There's no other tobacco like it.

This is the Columbia Broadcasting System.

(THEME AND APPLAUSE UP AND OUT)

RADIO
WILLIAM ESTY
AND COMPANY