

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

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN OF SWING WITH BENNY GOODMAN - PROGRAM NO. 62

TUESDAY, SEPTEMBER 20, 1938 - 9:30-10:00 P.M.

ANNOUNCER: 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 Kansas City, doing the show from the stage  
of the Tower Theatre. Kansas City is another town that knows  
about swing from way back, and we're going to see if we can

GOODMAN: (Cont'd)

get the place to jumpin'. I think we'll sort of start things rockin' right away. It's a lullaby, but don't let that fool you... it's ready for gangbusters. "Russian Lullaby!"

(BAND: RUSSIAN LULLABY)

(APPLAUSE)

GOODMAN:

Usually this spot in our program is marked out for the CAMEL Caravan Sweetheart, Martha Tilton. Tonight Martha's on the sick list, but we're going to play her song anyway. Martha, I know you're listening -- and that second chorus is waiting for you. We'll keep it warm till next week... "I've Got A Pocketfull of Dreams."

(BAND: "POCKETFULL OF DREAMS")

(APPLAUSE)

GOODMAN:

Besides Martha, another Caravan regular is missing tonight. That strange voice you heard on our opening announcement was our producer, Harry Holcombe, the Caravan's forgotten man, who's pinch-hitting for Dan Seymour. Come in, Harry.

ANNOUNCER:

Did you ever stop to think that dogs and people are the same in this way -- they both have complicated, high-strung nervous systems. But the dog is wiser than people are in the way he looks after his nerves. All day, when your nerves ask for rest, you say -- if you are like a lot of us -- "Not now...just as soon as I finish this housework...in a minute after I answer the doorbell...later when

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ANNOUNCER: (Cont'd)

this rush at the office has passed...in a minute, in an hour, in a day, in a week." Always some other time. And so, you get cross, irritable, blue -- your nerves tired and over-worked. Your nerves do need a rest every now and then. There's more joy in living when you "Let up -- light up a GAMEL." GAMELS are made from costlier tobaccos. They are so mild, so enjoyable. Smokers find that GAMEL's costlier tobaccos are soothing to the nerves. So..."Let up -- light up a GAMEL."

(TRIO MUSIC UP: "DON'T LET THAT MOON GET AWAY")

(FADE FOR ANNOUNCER)

ANNOUNCER:

(OVER MUSIC) When it comes to new tunes for the Benny Goodman trio, this one is a natural -- "Don't Let That Moon Get Away."

(TRIO: "DON'T LET THAT MOON GET AWAY")

(APPLAUSE)

GOODMAN:

Thank you, kids. Right here in Kansas City just six years ago, at a night club called the Cherry Blossom, the first great Kansas City band was making jazz history. That was Benny Moten's band, and the fellow who played piano was Count Basie, who happens to have a pretty swell band now. The customers used to go for a tune called Moten Swing...it went like this...

(BAND: "MOTEN SWING")

(APPLAUSE)

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ANNOUNCER:

A cigarette has got to be good to be as popular as CAMELS are. Give CAMELS a fair trial and see if you don't enjoy them too. Just smoke six packs of CAMELS -- and find out why they are the largest-selling cigarette in America. You'll find that there is more joy in smoking -- more joy in living -- when you "LET UP -- LIGHT UP A CAMEL!"

GOODMAN:

Harry, you did that so well, I'm going to let you swing the spotlight tonight.

ANNOUNCER:

Well, thank you, Benny. Tonight we're picking out a member of the rhythm section, a fellow whose steady, solid playing has so much to do with Goodman swing. His name is Benny Heller, he plays guitar, and right now he gets featured in... "Lady Be Good."

(BENNY HELLER: "LADY BE GOOD")

(APPLAUSE)

GOODMAN:

Here's our "Marge" back again with some new trimmings, and Harry James taking off on the last chorus.

(BAND: "MARGIE")

(APPLAUSE)

GOODMAN:

Thank you, Harry. And now, Harry Holcombe, I'm stuck. Everything there is to say about our next number has already been said.

ANNOUNCER:

All you need is one word, Benny. The title -- "Stardust."

(BAND: "STARDUST")

(APPLAUSE)

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J. Vincent Adams has an interesting occupation, but it is a big strain on his nerves. He is an aerial photographer, and as a part

ANNOUNCER: (Cont'd)

of his job he photographed the Queen Mary on her maiden voyage -- 45 miles out at sea. He finds that his nerves need a rest every now and then. And here is what he does, as he says himself:

VOICE:

I often have plenty of reason to feel keyed up. What I do then is to get out my pack of CAMELS and enjoy a smoke. I find that CAMELS are great at soothing my nerves. Whether I'm flying or on the ground, I often let up and light up a CAMEL. CAMELS sure are mild. The longer I smoke CAMELS, the friendlier I feel towards this grand cigarette!

ANNOUNCER:

Thank you, Mr. Adams, for reminding us that "Let up -- light up a CAMEL" is a good idea for making our daily life far more enjoyable, and also a good way to keep our nerves from getting tense. You are one of many smokers who find that CAMEL's gentler tobaccos are soothing to the nerves.

(PIANO MUSIC UP: "CHINA STOMP")

(FADE FOR ANNOUNCER)

COMMENTARY

The CAMEL Caravan spotlight swings again, this time to Lionel Hampton. He deserts the vibraphone and with the help of Jess Stacy on one side of the piano, Lionel's going to take his gloves off and give us his two finger version of "China Stomp."

(PIANO: "CHINA STOMP")

(APPLAUSE)

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GOODMAN:

A little while ago we played you a tune that started in Kansas City and went places. We've got a brand new killer that we'd like to give the same send-off. It's the first time on the air for...

"Humble Bee Stomp."

(BAND: "HUMBLE BEE STOMP")

(APPLAUSE)

(THEME FADE FOR ANNOUNCER)

ANNOUNCER:

Well, fans, you've been waiting for this for a long time. A lot of you have written in -- wanted to hear Benny Goodman's theme song entitled "Goodbye." Tonight, you're gonna get to hear it.

Here 'tis. All right, Benny, bring it on.

(BAND: "GOODBYE")

(APPLAUSE)

(FADE FOR BENNY)

GOODMAN:

Well, kids, there it is. Hope you liked it, and hope you'll be back next week. Till then, this is Benny Goodman saying goodnight for CAMELS and all the gang. Okay, Harry, come on in.

ANNOUNCER:

The CAMEL Caravan will come to you next week from Chicago. Until then, the Caravan rolls on, 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.

(THEME UP FADE FOR ANNOUNCER)

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ANNOUNCER:

Pipe-smokers know PRINCE ALBERT as the National Joy Smoke.  
And well they might! PRINCE ALBERT gives you full-flavored  
smoking -- yet it has the coolness and mildness -- that comes  
from choice tobaccos. There's no harsh tongue-bite, men.  
P. A.'s exclusive "no-bite" process sees to that. You're  
set for around fifty pipefuls of mellow, fragrant smoking when  
you get that big red PRINCE ALBERT tin. No other tobacco is  
like it!

Harry Holcombe speaking for Dan Seymour.

This is the Columbia Broadcasting System.

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