

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

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN OF SWING WITH BENNY GOODMAN - PROGRAM NO. 56

TUESDAY, OCTOBER 18, 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  
and the world's greatest Swing Band, the Goodman  
Instrumental Trio and Quartette, and our Swing Sweetheart,  
Martha Filton. 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)

Take it away, Benny!

(BAND: "WHO'S SORRY NOW")

(APPLAUSE)

GOODMAN:

This is Benny Goodman saying hello for the Camel Caravan of Swing -- and stick around, because things are really going to jump tonight. That number we just took down was "Who's Sorry Now." We thought it was time to take that one out of the books and give it another whirl. The kids here in Milwaukee's Palace Theatre seem to think it was absolutely correct. Harry Holcombe, who's announcing for Dan Seymour tonight, was sort of ridin' right with us -- and that's all the talk I have time for now. Take it from there, Harry.

ANNOUNCER:

Okay Benny. Tonight Martha Tilton gets to sit in with the quartette, so it's a new line-up for the Chamber Music backfield. Benny on clarinet, Teddy on piano, Lionel on vibraphone, Dottie on drums, and Tilton replacing Hampton at left vocal. The tune's a brand new one -- "Have You Forgotten So Soon."

(QUARTETTE AND TILTON: "HAVE YOU FORGOTTEN SO SOON")

(APPLAUSE)

ANNOUNCER:

Benny Goodman's brass section plays like this - (BIZ: ORCHESTRA IN HARMONY TO) That's Harmony. But if they played like this - (BIZ: ORCHESTRA HOLDS NOTE IN DISCORD) That would be Discord. Makes you think of the way your nerves get, doesn't it? In tune -- out of tune. Because sometimes one's nerves are smooth and harmonious -- sometimes jangled and badly off key. Life moves at such a nerve-racking pace today -- so much pressure -- worry -- hurry -- and agitation. Nerves get frayed. They need rest...and frequent rest. So, as often

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ANNOUNCER: (Cont'd)

as you will...pause in your work or play...and break the tension. Try this method — Let up...light up a Camel. Rest your nerves, as you enjoy the pleasure of a mild, good-tasting Camel Cigarette. Smokers find that Camel's coastlier tobaccos are soothing to the nerves. Yes, indeed, millions of busy people find that the day is more enjoyable when one avoids ragged nerves. So, don't let tension "get" your nerves. Let up...light up a Camel.

(BAND: "I NEVER KNEW")

(FADE FOR ANNOUNCER)

ANNOUNCER:

(OVER MUSIC) It's a very solid standard in that very solid Goodman manner... "I Never Knew."

(BAND: "I NEVER KNEW")

(APPLAUSE)

GOODMAN:

When I took on this Camel job, I figured on playing the clarinet and leading the band. They found a couple of other/<sup>odd</sup> jobs for me, like announcing and sweeping out the studio, and about a month ago I found myself swinging a spotlight. I've swung that spotlight all around the band, and tonight's the payoff. I have to swing it on myself. But I'm not going to do it alone. So spotlight on Bud and his clarinet, Dave and his clarinet, Arthur and his clarinet, Noni and bass clarinet....and me on guess what?

ANNOUNCER:

It all adds up to.... "Alexander's Ragtime Band".....Clarinet.

(SAX SECTION: "ALEXANDER'S RAGTIME BAND")

(APPLAUSE)

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ANNOUNCER:

Take a Camel...light up a match...Now...take a puff...Tastes good, doesn't it? That's the rich flavor of mild, ripe tobacco -- Camel's finer, more expensive tobacco -- Turkish and Domestic. Next time you buy cigarettes, remember to say "Camels." Smoke six packs of Camels and you'll know why they are the largest-selling cigarette in America. So, start tomorrow to let up -- light up a Camel.

(MUSIC UP: "YOU'RE LOVELY MADAME")

(FADE FOR ANNOUNCER)

GOODMAN:

(OVER MUSIC) One swell chorus gone, and one to go. Here comes our sweetheart of swing, Martha Tilton, with the lyrics to an up and coming hit from Jack Benny's "Artists and Models," "You're Lovely Tonight Madame."

TILTON:

You're lovely too, Benny.

GOODMAN:

We're working here; now...sing.

(BAND: "YOU'RE LOVELY MADAME" - TILTON VOCAL)

(APPLAUSE)

ANNOUNCER:

The Goodman Quartet picks up where everybody else left off with that great man... "Ding Dong Daddy From Dumas.".....They've got him slowed down a little bit, but he's still jumpin'.

(QUARTETTE: "DING DONG DADDY" UP AND OUT)

(APPLAUSE)

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ANNOUNCER:

What do you do to favor your nerves? Here's a bit of experience from some busy, successful people who find that it pays to protect their nerves. James P. Gavin, highway engineer:

MALE VOICE #1:

My work is nerve straining, all right. But I don't wait for my nerves to get all tense and jerky. I try to live sensibly. I let up often during the day and take time for a Camel Cigarette. A pause for a Camel is a swell way of making daily life a heap more enjoyable.

ANNOUNCER:

Miss Elsie Ferril, adding machine operator:

WOMAN'S VOICE:

When my nerves begin to feel tense I smoke a Camel. I find that Camels are definitely soothing to my nerves.

ANNOUNCER:

Captain E. Erskine Loch, famous explorer:

MALE VOICE #2:

When my nerves begin to feel jittery, I let up and light up a Camel.

ANNOUNCER:

What an agreeable way to give your nerves a rest, to let up -- light up a Camel! Here's a cigarette made from Costlier tobaccos...a matchless blend of finer, more expensive tobaccos, Turkish and Domestic. Smokers find that Camel's costlier tobaccos are soothing to the nerves.

(BAND MUSIC UP: "WHAT GOES ON HERE IN MY HEART")

(FADE FOR ANNOUNCER)

ANNOUNCER:

(OVER MUSIC) When the Camel Caravan first started on the road, Martha Tilton had just introduced a swell ditty called "What Goes On Here In My Heart." Tonight, we're doing our last show on the road, and it's still a grand song..Okay, Martha...you're on...

(BAND: "WHAT GOES ON HERE IN MY HEART" - TILTON VOCAL)

(APPLAUSE)

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GOODMAN:

We've got two killers for you tonight. The first one is an announcement. Next Tuesday, be sure all you kids are on deck, because that's the night we think Kate Smith is finally going to get that moon over that mountain. We've got a hunch that what she needs is to get swingin', so we've asked her to sit in with us on the Camel Caravan. We know she does a swell ballad, but --

ANNOUNCER:

Can Kate Smith swing?

GOODMAN:

That's what we'll all find out next week. And I've also asked my friend Hugues Panassie, the great French swing critic, and author of the book, "Hot Jazz," to return the visit I paid him in France last summer. It looks like a big evening. Right now, tonight's second killer "Maggie" -- and we know this gal swings!

(BAND: "MAGGIE")

(APPLAUSE)

(THEME UP AND FADE FOR ANNOUNCER)

GOODMAN:

Well, kids, there it is. Hope you liked it. See you next week from New York. This is Benny Goodman saying goodnight for Camels and all the gang.

ANNOUNCER:

Goodnight, Benny. And so the Camel Caravan rolls on. Remember, you've got a date next Tuesday night with Benny Goodman and the world's greatest swing band, the Goodman Instrumental Trio and Quartette, and your Swing Sweetheart, Martha Tilton. As Benny's special guests, that grand singer of songs, Kate Smith, and the great French swing critic - Hugues Panassie. And remember the question of the hour -- Can Kate Smith swing?

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ANNOUNCER: (Cont'd)

Next Monday night Eddie Cantor's Camel Caravan rolls in over these same stations. So make it a Monday night date, too. "Have You Forgotten So Soon" was composed by Abner Silver, Edward Heyman, and Sam Coslow. Heard also was the title tune from "Alexander's Rag Time Band." "What Goes On Here In My Heart" is from "Give Me A Sailor." Harry Holcombe speaking for Dan Seymour.

(THEME UP AND FADE)

ANNOUNCER:

There is a name that stands for real princely pipe-smokin'. It's...."Prince Albert." That's grand tobacco, men -- rich and ripe in taste and cool, mellow smokin' in any pipe. You see, Prince Albert is better tobacco to begin with -- check-full of nature's tasty goodness. And to give P.A. even more mildness, this choice tobacco is "no-bite" treated. Then it's specially cut -- "crimp cut" they call it -- so as to pack right and draw easy. Prince Albert smokes slow and cool -- helps take your pipe up mellow and even all around too. There's only one National Joy Smoke, that's Prince Albert. There's no other tobacco like it. This is the Columbia Broadcasting System.

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