

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN OF SWING WITH BENNY GOODMAN - PROGRAM NO. 58

TUESDAY, NOVEMBER 1, 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 ANNOUNCEMENT)

Here comes the Camel Caravan of Swing with Benny
Goodman, and the world's greatest Swing Band, the
Goodman Instrumental Trio, and our Swing Sweetheart,
Martha Tilton. As Benny's special guests - Rubinoﬀ
and his Violin, and Benny's new find, Sister Tharpe.
You smokers who recognize costlier tobaccos have
made Camel the largest-selling cigarette in the world.
You've made this program possible. It's your show.
Let up -- light up a Camel, folks. Most smokers know
that C-A-M-E-L spells true smoking pleasure.

(BAND: THEME UP AND OUT - Additional 8 bars)

Okay, Benny, Take it!

(BAND: "MAKIN' WHOOPEE")

(APPLAUSE)

SEYMOUR:

This is Dan Seymour speaking. Here's where Benny Goodman usually comes in to say 'hi' to all you out there. But tonight Benny finds himself in a rather embarrassing position. He's lost his voice. It's nothing serious, and as you saw from the opening number, "Makin' Whoopee," it doesn't affect his clarinet playing at all. By next Tuesday, we know he'll sound like himself again, but if he started to talk tonight, everybody would think he was really Donald Duck. So I'll do the talking for Benny, leading off with the guest list. Martha Tilton, the Trio, and Benny's ever-lovin' 602'ers are all present and accounted for. Dave Rubinoff's got his fiddle all tuned, and I know I'm not the only one who's tickled to death to have him back on the airwaves. And kids, we've got a gal sittin' in named Sister Tharpe, who's gonna bring you some real kicks. Just wait. Right now, here comes Martha Tilton, here comes the downbeat, and the title, "Have You Forgotten So Soon."

(TILTON VOCAL: "HAVE YOU FORGOTTEN SO SOON")

(APPLAUSE)

RADIO
WILLIAM ESTY
AND COMPANY

SEYMOUR:

Now Benny Goodman's saxophones are going to show us what they mean by harmony. (BIZ: SAXOPHONES IN HARMONY) Yes sir, that's harmony! But what's this? (BIZ: SAXOPHONES IN DISCORD) Well, there's no doubt about it -- that's discord! It's like that with nerves too. Our nerves can be in tune at one time and out of tune at another. When you're under pressure -- when you hurry and worry too much, and drive yourself without a let-up, that's when nerves begin to get jangled. That's a good time to follow the famous suggestion, "let up -- light up a Camel!" It is a well-known fact that Camels are made from finer, more expensive tobaccos -- Turkish and Domestic. Smokers find that Camel's costlier tobaccos are soothing to the nerves. Letting up, ..lighting up Camels can help ease the nervous tensions of daily life. Camels are so mild and good-tasting. See if you, too, don't find -- as millions of other smokers do -- that Camel's costlier tobaccos are soothing to the nerves.

(MUSIC UP: RUBINOFF'S THEME)

(FADE FOR ANN.)

(MUSIC: RUBINOFF VIOLIN - GIVE ME A MOMENT PLEASE)

(OVER MUSIC) And that's a theme song we haven't heard for a long time. It's Rubinoff and his violin!

(APPLAUSE)

(MUSIC OUT)

SEYMOUR:
RADIO
WILLIAM ESTY
AND COMPANY

SEYMOUR:

Dave, speaking for Benny Goodman and myself, it's a pleasure to have you back on Broadway. We're all happy to see you well again, and we know your long illness hasn't hurt that fine fiddle playing a bit.

RUBINOFF:

Thank you, Dan. I feel fine now. I feel ---

SEYMOUR:

I know you feel...

RUBINOFF:)
SEYMOUR:)

Fit as a fiddle.

SEYMOUR:

Well, we got through that pun all right. Seriously, Dave, the Camel Caravan is proud to be the first to have you on the air since your return.

RUBINOFF:

Thanks again.

SEYMOUR:

Dave, it was only a couple of years ago that Benny used to play clarinet in your band, isn't that so?

RUBINOFF:

That's right, Dan, and even then he played a swell clarinet.

SEYMOUR:

Well, that makes you Benny's old boss -- and remember, Dave, tonight he can't talk back. You're still boss. You play your composition "The Dance of the Russian Peasant" and have Benny and the band accompany you.

RUBINOFF:

Okay. Goodman, I'm ready. Let's get to work.

(RUBINOFF & BAND: "DANCE OF THE RUSSIAN PEASANT")

(APPLAUSE)

RADIO
WILLIAM ESTY
AND COMPANY

51456 4235

SEYMOUR:

Thank you, Dave. That was swell. Stick around, because we want more.

RUBINOFF:

You bet I will. But, Dan, what I'd like more of right now is that Goodman swing.

SEYMOUR:

That's just what you're gonna get, Dave. I see Teddy Wilson's at the piano, Lionel Hampton's all set up at the drums, and there's Benny with 'em. That means the Goodman Trio. My program says... "I Must Have That Man."

(TRIO: "I MUST HAVE THAT MAN")

(APPLAUSE)

SEYMOUR:

If you look around at the busy, successful people you know, you'll find that so many of them "let up and light up a Camel." Carl Dossey, all-around champion cowboy of Phoenix, Arizona, makes this typical statement. He says:

MAN'S VOICE
#DNR:

A cowpuncher leads plenty of strain on to his nerves all right, but here's my recipe for beatin' nerve tension to the draw. Every now and then I take it easy and smoke a Camel cigarette. You see, I find Camels are soothin' to my nerves.

SEYMOUR:

Then there's the comment of pilot E. H. Parker, of Eastern Airlines. He knows the value of keeping calm, all right, and guarding his nerves too!

RADIO
WILLIAM ESTY
AND COMPANY

MAN'S VOICE
#2:

Letting up and lighting up a Camel is a grand comfort when you're tired and have to keep on working. They soothe my nerves.

SEYMOUR:

And now, how about you? Do you protect your nerves from tension frequently? It pays to pause and give your nerves a break. Try it this way -- let up -- light up a Camel. Smokers find that Camel's coastlier tobaccos are soothing to the nerves. And when you change to Camels, you'll find a taste worth cheering about, because you'll be enjoying a matchless blend of finer, more expensive tobaccos -- Turkish and Domestic.

(MUSIC UP FOR "ALEXANDER'S RAGTIME BAND")

(FADE FOR ANNOUNCEMENT)

SEYMOUR:

(OVER MUSIC) It's the Benny Goodman band getting to work on the story of another band that sort of got around...

"Alexander's Ragtime Band."

(BAND: "ALEXANDER'S RAGTIME BAND")

(APPLAUSE)

SEYMOUR:

Last Tuesday, during rehearsal, we had an audition for a gal from the Cotton Club named Sister Therps. She got out her guitar and started to sing, and everybody - including all the boys in the band, just stopped and listened. Benny told me

RADIO
WILLIAM ESTY
AND COMPANY

SEYMOUR: (Cont'd)

she's terrific, and we think you'll agree when you hear her. There's no sense talking about it, when Sister can show you. Sister, give 'em a load of.. "Rock Me."

(SISTER THARPE: "ROCK ME")

(APPLAUSE)

SEYMOUR:

Sister, that rocked. Really solid. Thanks a lot. Dave Rubinoff, I understand you got an idea at rehearsal last week too.

ROBINOFF:

Yes. Last week I heard Martha Tilton sing "My Reverie" and I thought I'd like to try that song as a violin solo. But no swing. I'm going to play it straight. And see that the band plays it straight too.

SEYMOUR:

Not even a little swing?

ROBINOFF:

I said straight.

SEYMOUR:

Well, I know Benny will try -- but I'm not promising. Cross your fingers, Dave. There's the downbeat.

(ROBINOFF: "MY REVERIE")

(APPLAUSE)

SEYMOUR:

Hey, that's all right, Dave. I think Benny had you swinging just a little. Anyhow, it's been swell to have you on.... Great to see you again, and lots of luck to you.... And I know I'm speaking for Benny too.

RADIO
ROBINOFF:
WILLIAM ESTY
AND COMPANY

Thank you, Dan. I had a fine time.

SEYMOUR:

Goodnight, Dave Rubinoff.

(APPLAUSE)

SEYMOUR:

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

(DRUMS)

SEYMOUR:

The other day Benny got a letter from the Hot Club up
at Princeton.

SEYMOUR:

It goes like this: "Benny, we want to register a protest.
It's been such too long since you took down one of the
swellest arrangements in the book. We've been waiting
for it, and we know a lot of others have been waiting too.
What's happened to 'Three Little Words'?"
Well, Princeton, here's Benny's answer.

(BAND: "THREE LITTLE WORDS")

(APPLAUSE)

RADIO
WILLIAM ESTY
AND COMPANY

SEYMOUR:

Well, Benny. There's another part of that letter from Princeton I forgot to read. Remember last week you were made Honorary President of the International Hot Record Society? Well...this week the Princeton Hot Club has elected you their Honorary President too. Congratulations!

(APPLAUSE)

BENNY:

Thank you, Dan, and thank you Princeton. Hope you liked "Three Little Words" as much as I like being president of your Hot Club. I'll be able to talk next week without this booming bass voice, but for now, I'm saying goodnight.

(APPLAUSE AND THEME)

SEYMOUR:

Goodnight, Benny, and as for talking, you did plenty with clarinet. Well, there goes another Camel Caravan. We'll see you next Tuesday. As Benny's guests, Hannah Williams and Jack Dempsey. Hannah's going to sing, and Jack's got a couple of ideas about swing that -- well, he'll tell you about it next week. This is Dan Seymour speaking for Benny Goodman and saying goodnight for Camels and all the gang. Next Monday night over these same stations, Eddie Cantor's Camel Caravan rolls in with Giovanni Martinelli as Eddie's special guest, so make it a Monday night date too.

"Alexander's Ragtime Band" is from the picture of the same name.

(THEME UP AND FADE)

RADIO
WILLIAM ESTY
AND COMPANY

ANNOUNCER:

There's a swell surprise waiting for all you pipe-smokers who haven't tried the National Joy Smoke. Yes sir, I mean Prince Albert -- the choice, ripe tobacco that's so full of rich, tasty goodness. Prince Albert's specially cut to smoke slow and cool and mellow. And it's extra mild because the "bite" is taken out. There's joy in every pipeload when you get Prince Albert -- the National Joy Smoke. This is the Columbia Broadcasting System.

**RADIO
WILLIAM ESTY
AND COMPANY**

51456 4241