

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

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

TUESDAY, SEPTEMBER 27, 1938 - 9:30-10:00 P.M.

ANNOUNCER: We wish to advise our listeners that in the event the Columbia Broadcasting System receives any news bulletins of vital interest on the European crisis, the makers of CAMEL Cigarettes have offered to interrupt their program to make those bulletins available to our audience.

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.... Take it Benny.

(BAND: "ROSE OF THE RIO GRANDE")

(APPLAUSE)

GOODMAN: This is Benny Goodman saying helle for the CAMEL Caravan of Swing. The number we just played was "Rose of the Rio Grande," a little tune that had everybody humming just about fifteen years ago. We're back in Chicago ---

SEYMOUR: I'm back too, Benny.

GOODMAN: Well, h'ya, Dan. How do you feel?

SEYMOUR: Feel fine, Benny.

GOODMAN: Well, wacha know good, Dan?

SEYMOUR: I know it's a long time since you played "Lullaby in Rhythm," Benny, and it's your tune.

GOODMAN: Quit the jive, Mr. Seymour, we're ready.

(BAND: "LULLABY IN RHYTHM")

(APPLAUSE)

SEYMOUR: Have you ever realized that as the human race has progressed people have gotten farther and farther away from the protection of their instincts? At the same time their actions have become more completely controlled by their will power and determination to carry on. Now take for example, the way a dog treats his nerves, and the way most humans treat theirs. The dog has a nervous system very much like your own, but he lives almost wholly from instinct. He runs awhile...rests awhile...allows his nerves to relax. But you probably go right on all day, driving yourself by sheer will power which rides over your instinctive urge to ease up when the nerve tension gets too great. Now, of course, we can't step out of our world and live the

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SEYMOUR:(Cont'd)

completely instinctive, natural life that the dog lives. But we can protect, soothe and calm our nerves. Try smoking a CAMEL Cigarette to ease nerve strain. Yes...Let up...light up a CAMEL. Millions of other people are doing it...giving their nerves relief...enjoying a pleasant intermission as they smoke CAMELS. CAMELS are made from finer, more expensive tobaccos, Turkish and Domestic. Smokers find CAMEL's costlier tobaccos soothing to the nerves. So...Let up...light up a CAMEL.

(BAND: MUSIC UP FOR "THE YAM")

(FADE FOR ANNOUNCER)

SEYMOUR:

Martha Tilton's still on the sick list, so Benny and the boys all chip in to send -- and I do mean send -- a real swing bouquet..."The Yam."

(BAND: "THE YAM")

(APPLAUSE)

GOODMAN:

Teddy and Lionel and myself were noodling around the other day, and after a while, one of us started off on a tune we'd all forgotten. It seemed just right for a slow trio number and that's what's coming up next. "You're Blase."

(TRIO: "YOU'RE BLASE")

(APPLAUSE)

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GOODMAN:

And now, the CAMEL Caravan spotlight swings to Mr. H. James and his silver cornet. Mr. James will present his solo tonight in three parts. First --

SEYMOUR:

The molto con troppo ricky-tick, or skating rink style swing.

GOODMAN:

Second, Mr. James will demonstrate --

SEYMOUR:

The allegro section, in tempo di town band swing.

GOODMAN:

And third --

SEYMOUR:

Swing! Mr. H. James, his cornet, and "Ciribiribin."

(BAND: "CIRIBIRIBIN")

(APPLAUSE)

SEYMOUR:

Elliott Wisbrod makes bullet proof vests -- and to prove their effectiveness, he allows marksmen to shoot at him with pistols, revolvers, and sub-machine guns at short range. That's nerve-straining work -- and Mr. Wisbrod has stated that he has his own special way of licking nervous tension.

VOICE:

All through the day, I let up and light up a CAMEL to ease nervous tension. A pause...A CAMEL...and my nerves feel soothed. Then I'm ready to go back to my job of being the most shot-at man alive.

SEYMOUR:

Thank you, Mr. Wisbrod...that's some job you have. You find CAMELS soothing to your nerves...just like so many other smokers. And so, folks, whatever your job in life, just keep it in mind that your nerves need relief from strain every now and then. So...let up...

Light up a CAMEL.

(PIANO MUSIC UP FOR: "THE SHIEK OF ARABY")

(FADE FOR ANNOUNCER)

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SEYMOUR:

(OVER MUSIC) And what better guest for the Goodman quartette to bring to the CAMEL Caravan than... "The Shick of Araby."

(QUARTETTE: "THE SHICK OF ARABY")

(APPLAUSE)

SEYMOUR:

Henny, I know that last week in Kansas City when you answered all those requests for a full version of the theme, you made a lot of fans happy.

GOODMAN:

I hope so, Dan.

SEYMOUR:

Well, I know another old Goodman standard that a lot of people are waiting to hear. "Sometimes I'm Happy." Here it is for all of you.

(BAND: "SOMETIMES I'M HAPPY")

(APPLAUSE)

GOODMAN:

This is the third show we've done in Chicago, and tonight's killer has got to top the other two. So we've dug out the daddy of them all... Chicago, name it.

AUDIENCE:

"THE ONE O'CLOCK JUMP"

(BAND: "ONE O'CLOCK JUMP")

(APPLAUSE)

(THEME UP AND FADE FOR GOODMAN)

GOODMAN:

Well kids, there it is..hope you liked it...We'll be back again next week and for you fans around Minnesota, we'll be seeing you at the Orpheus Theatre. This is Benny Goodman saying goodnight for CAMELS and all the gang.

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SEYMOUR:

And so...the Caravan rolls on until next Tuesday with Penny Goodman and the world's greatest swing band, the Goodman Instrumental Trio and Quartette, and our Swing Sweetheart, Martha Tilton.....And don't forget to tune in next Monday night, over these same stations, when Eddie Cantor's CAMEL Caravan returns. His guest star will be none other than Baby Snooks herself...Fanny Brice. Consult your local newspaper for correct broadcast time of Eddie Cantor's CAMEL Caravan next Monday night....And in the meantime....Let up... Light up a CAMEL.

"The Yag" is from the picture "Carefree." Dan Seymour speaking.

(THREE UP AND FADE)

ANNOUNCER:

Any way you look at it, PRINCE ALBERT is the National Joy Smoke for pipe-smokers. Its special cut assures a slow, cool, even-burning smoke. It's mellow too -- full of good, ripe tastiness, with no tongue bite. And P.A. has a grand fragrance and aroma that says right out -- "Mister, I'm a pipe's best pal." Yes sir, PRINCE ALBERT sure rates its title of "the National Joy Smoke" -- there's no other tobacco like PRINCE ALBERT.

This is the Columbia Broadcasting System.

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