

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

THE CAMEL CARAVAN OF SWING

TUESDAY, AUGUST 2, 1938

9:30-10:00 P. M.

Program No. 45

SEYMOUR: Tobacco planters say: "We know tobacco because we grow it -- we smoke CAMELS because we know tobacco."

(Band: THEME FADE FOR ANNOUNCER)

SEYMOUR: 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 whose appreciation of costlier tobaccos makes 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)

(THEME AND OPENING)

STAYCURE

It's New York...it's the CAMEL Caravan of Swing...
and from there on it takes only three little words
to wind up my introduction...those three little
words...Benny Goodman's beck...

(APPLAUSE)

GOODMAN

Thank you, Dan...thank you, gang I had a swell
vacation...Paris was fine...but when it's time to let
the rhythm loose...the CAMEL Caravan's still the
place for me...I've missed it...and more than anything
else...I've missed giving the old downbeat that means
the Caravan is on its way. Right now I'm beatin' off
for the first number...a grand old tune...**"Hallelujah"**

~~BRASS BAND~~ **CHANGES**

(RAID: ~~BRASS BAND~~ **CHANGES**) **"HALLELUJAH"**

(APPLAUSE)

RADIO
WILLIAM ESTY
AND COMPANY

-3-

TILTON: Benny....

BENNY: Yes, Martha....

TILTON: They've gone and put rhythm to another nursery rhyme while you've been havin' a time in France...

GOODMAN: You mean set es that they have a new what you call set in America a keeler-deeler....What am I saying?

TILTON: You've got me...drop that French jive and come back home..all is forgiven...

GOODMAN: Okay, Martha....kids, what it all adds up to is this ...Martha's going to sing..."STOP BEATIN' AROUND THE MULBERRY BUSH"

(TILTON VOCAL -- "STOP BEATIN' AROUND THE MULBERRY BUSH"

(APPLAUSE)

51456 4114

RADIO
WILLIAM ESTY
AND COMPANY

-4-

SEYMOUR:

CAMEL Crop Service reporting:

VOICE:

(FILTERED MICROPHONE) Danville, Virginia -- steady sun during closing week of July brought splendid improvement in tobacco crop prospects here. Louisville reports predict early crop of fine quality. Virginia-Carolina-Georgia brights -- poundage slightly under 1937. South Carolina flue-cured, -- markets open day after tomorrow, August fourth.

SEYMOUR:

Wide variations in the quality of leaf tobacco are to be expected. But the uniform high quality of CAMEL cigarette tobacco is watched by the CAMEL Crop Service whose experts are in the field checking growth conditions from early spring right through to when the last leaves are cured. The CAMEL buyers know where the choice grades of leaf tobacco are -- the high quality grades, of excellent color, full-bodied, that cure up nicely. They buy -- the tobaccos that are finer, and, of course, more expensive. This fact is recognized by the planters themselves. Mr. Lee Hason, well-known North Carolina planter, says:

51456 4115

RADIO
WILLIAM ESTY
AND COMPANY

-5-

VOICE:

This last crop, I sold my best grade tobacco to CAMEL.
I smoke CAMELS myself. Most planters smoke CAMELS,
too, judging from what I see.

SEYMOUR:

Thank you, Mr. Mason. Your cigarette choice is a
preference with a reason -- costlier tobaccos. ~~Over~~
~~the years~~ It has come to be a recognized fact in the
tobacco trade that CAMELS are a matchless blend of
finer, MORE EXPENSIVE TOBACCOS -- Turkish and
Domestic.

(QUARTET MUSIC UP -- "~~XXXXXXXXXX~~") "LAMBETH WALK")

RADIO
WILLIAM ESTY
AND COMPANY

-6-

DAN: (OVER MUSIC) Benny, you may find Davie Tough and Lionel Hampton and Teddy Wilson a little demoralized tonight...you know Ben Bernie sneaked a fiddle solo in the quartet last week.

BENNY: I certainly do...I was right there listening to it and now the French are more convinced than ever that all Americans are crazy.....But from the way the English are going in for the "Lambeth Walk"...they're going to give us a good fight....

DAN: The "Lambeth Walk"....what's that?

BENNY: It's a new dance craze...Over in England it's all you see and hear...the music goes like this...and I think it's the first time on the air...

DAN: Well, walk Benny, walk!

(QUARTETTE "LAMBETH WALK")

RADIO
WILLIAM ESTY
AND COMPANY

-7-

DAN: Benny, I think the kids kind of went for that...it was American style...and home-cookin'.....

BENNY: Good....then the fans ought to go for the one coming up...this week, all over America, the musicians are paying tribute to a man who's as much responsible for today's songs as anyone in the world...Irving Berlin... and I think it's a great thing to give recognition to a man while he's still around....The boys and myself want to pay our respects to Irving right now...we're going to do it with a tune that led the field when swing was still ragtime...That's right...it's "ALEXANDER'S RAGTIME BAND"

(BAND: "ALEXANDER'S RAGTIME BAND")

(APPLAUSE)

RADIO
WILLIAM ESTY
AND COMPANY

-8-

BENNY: Martha, remember I told the kids one thing I really missed on vacation was giving the cue for that first number...

MARTHA: Yeah, Benny I remember....

BENNY: Well, one of the other things I missed was giving a downbeat for your vocals.....

MARTHA: Thank you, Mr. Goodman....and for all the band and all the fans, I want you to know we missed you too...

BENNY: Okay...fine...now the Goodman-Tilton Mutual Compliment Society is gonna declare a dividend...Martha sings...
"I'VE GOT A DATE WITH A DREAM"
(TILTON VOCAL -- "I'VE GOT A DATE WITH A DREAM")
(APPLAUSE)

51456 4119

RADIO
WILLIAM ESTY
AND COMPANY

-9-

GOODMAN: Well, Dan Seymour, have you run across any CAMEL smokers with extra-tough jobs while I was away?

SEYMOUR: Benny -- Here's a real prize. You've heard of Ernie Gesell, the midget auto racing champion?

GOODMAN: Sure -- he races those little half-size autos -- what do you call 'em, "doodlebugs"?

SEYMOUR: That's right, they call 'em "doodlebugs", but driving them is tough, dangerous sport. Somersaults, jams, and sensational hurdles are an old story to Gesell. His nerve control is amazing, and listen to what he says about smoking and his nerves:

VOICE: My nerves have got to be dependable. So, naturally, CAMEL cigarettes are my smoke. CAMELS are mild. They never ruffle my nerves. Most racing drivers I know prefer CAMELS.

SEYMOUR: It's a great tribute to the mildness and quality of CAMEL'S finer, MORE EXPENSIVE TOBACCOS that Ernie Gesell smokes them steadily without upset nerves. People smoke more CAMELS than any other cigarette in America.

(TRIO MUSIC UP)

RADIO
WILLIAM ESTY
AND COMPANY

-10-

SEYMOUR:

(OVER MUSIC) And now it's the CAMEL Caravan Advance
Guard the Benny Goodman trio with another one of those
songs that just never grows old...it always was, always
is and always will be just the time for a couple of
choruses of..."ALL THE WORLD IS WAITING FOR THE SUNRISE"

(TRIO -- "ALL THE WORLD IS WAITING FOR THE SUNRISE"

(APPLAUSE)

51456 4121

RADIO
WILLIAM ESTY
AND COMPANY

-11-

BENNY:

A couple of minutes ago we played you one of Irving Berlin's old tunes....Just to show you the old master hasn't lost his touch...here's one of his latest.... Martha sings...."MY WALKING STICK"

(BAND & VOCAL -- "MY WALKING STICK")

(APPLAUSE)

51456 4122

RADIO
WILLIAM ESTY
AND COMPANY

-12-

DAN: I'm taking this announcement because Benny's going to be plenty busy for the next three minutes... the band's going to play an old specialty that busts right through the roof and doesn't stop...everybody starts at the same time...but from then on....it's every man for himself...Are you ready, Mr. Goodman...

BENNY: I am ready!...I am right; Mr. Seymour!

DAN: Then what are we waiting for...let's have a side order of..."CLARINET MARMALADE"

(BAND: "CLARINET MARMALADE")

(APPLAUSE)

(BAND -- THEME --)

(FADE FOR ANNOUNCEMENT)

51456 4123

RADIO
WILLIAM ESTY
AND COMPANY

-13-

GOODMAN:

Well, kids, there it is...it's swell to be back...
Thanks to Guy Lombardo and Ben Bernie for pinch-
hitting while I was away...see you next Tuesday...
till then...this is Benny Goodman saying goodnight
for CAMELS and all the gang...

SEYMOUR:

Remember, you've got a vacation date every Tuesday 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...

(BAND: THEME UP AND OUT)

RADIO
WILLIAM ESTY
AND COMPANY

-14-

STAND-BY ANN.:

There's a smokin' tobacco that give a cool, smooth, biteless smoke in any man's pipe, and its name is PRINCE ALBERT. The tobacco used for PRINCE ALBERT is selected from the ^{CHOICE} high grades. The handy 2-ounce pocket size figures out at around 50 pipefuls of fragrant smokin' -- which is a lot! For more pipe joy, just load up your pipe with the National Joy Smoke -- PRINCE ALBERT.

This is the Columbia...Broadcasting System.