

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

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CIGARETTE OF SWING - PROGRAM NO. 46

TUESDAY, AUGUST 9, 1936 - 9:30-10:00 P.M.

**SYNOPSIS:** Tobacco planters say: "We know tobacco because we grow it -- we smoke CAMELS because we know tobacco."  
(BAND: THEME TUNE FOR INTRODUCE)

**SYNOPSIS:** The Camel Cigarette of Swing with JOHN COCHRAN, the King of Swing, the world's greatest Swing Band, the Cochran 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 tobacco 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)

GOODMAN:

This is Benny Goodman saying hello for the CAMEL Caravan of Swing. It's our last New York show before we hit the road for Atlantic City next week. We've got a lot of numbers we want to send up to those Playhouse rafters, because we aren't going to see 'em for a good long time. So without any more talk, we lead off with a grand tune. One that we like to play just as much as you want to hear...."Lullaby in Rhythm."

(BAND: "LULLABY IN RHYTHM")

(APPLAUSE)

TILTON:

Benny, you aren't fooling about "Lullaby in Rhythm"...no wonder the band likes to play it...that tune is really right...

GOODMAN:

Yeah, Martha...I saw you shaggin' in the wings....

TILTON:

Well, Mr. Goodman...I feel right...and I got a right tune.."You Go To My Head"...

GOODMAN:

Well, why are we talking...

("YOU GO TO MY HEAD" --- TILTON VOCAL)

(APPLAUSE)

SEYMOUR:

The report of the CAMEL Crop Service:

VOICES:

(FILIBED MICROPHONE) North Carolina -- Oxford Section -- crop smaller than last year's, but good in quality. Tobacco now in barns is curing with proper color. Henderson district -- weather more favorable. Curin; generally under way..Virginia -- South Hill section -- occasional showers and cool nights have helped crops greatly. Bulletin -- Eastern Carolina sales are scheduled to begin August 25.

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SEYMOUR:

Throughout the year the CAMEL Crop Service keeps in close touch with conditions prevailing wherever cigarette tobacco is grown. In this way, CAMEL buyers are forewarned as to tobacco quality in all sections. Wherever top quality tobacco is offered for sale, they'll be on hand to take the choice, high-quality grades -- the kinds that make mild and aromatic smoking. These finer grades make finer smoking -- naturally they cost more than ordinary tobacco. Is CAMEL willing to pay the price to get these finer, costlier tobaccos for your cigarette? Tobacco planters can answer that question best. Mr. S. J. Done, a grower of quality tobacco, says: I've seen and heard my very finest lots of tobacco bein' sold to CAMEL buyers at sale after sale. Better tobacco -- better cigarette -- that stands to reason, and that's why most planters like me smoke CAMELS.

VOICE:

SEYMOUR:

That's a preference with a reason, folks -- costlier tobaccos. And costlier tobaccos have made CAMEL the largest-selling cigarette in America. See for yourself what CAMEL's costlier tobaccos add to your smoking.

(BAND MUSIC UP -- ROLL 'EM)

(FADE FOR PENNY)

PENNY:

You got it - we're going to "Roll 'Em."

(BAND: "ROLL 'EM")

(APPLAUSE)

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SEYMOUR:

It's the CAMEL Caravan Advance Guard no., cooking up a tasty little order of trio music...Take one part Goodman clarinet, one part Hampton drums...one part Wilson piano....mix well and fold in a hit song from "Alexander's Rag Time Band" called "Now It Can Be Told"...You've got it ready so now it can be heard....

("NOW IT CAN BE TOLD" -- TRIO)

(APPLAUSE)

SEYMOUR:

The CAMEL Caravan presents a new feature...the Drama Department. The Drama Department in turn presents...a drama...as the curtain rises we find a man alleging to be a certain Mr. Goodman in conversation with a girl alleging to be a certain Martha Tilton....

GOODMAN:

What's the mat-ter lit-tle girl?

TILTON:

I lost my yel-low bas-ket.

GOODMAN:

Can we help you find it?

TILTON:

Man...you're talking...

("A TICKET A TASKET" -- TILTON VOCAL)

(APPLAUSE)

SEYMOUR:

Well, Benny, after your trip abroad I suppose you're a regular old salt water sea-dog.

GOODMAN:

Seriously, Don -- I'm telling you that the life on the ocean wave is pretty swell stuff.

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SEYMOUR:

You bet it is, Benny. And just about this time of year a lot of people are taking an extra interest in the water and boats. The famous Gold Cup speed-boat races are just about a month away, and a number of crack racing craft are being tuned up for it. Speed-boat racing, you know, calls for nerve, not nerves. Racing pilots have to be careful not to risk nervous tension. John M. L. Rutherford, who recently set a new American mile record for Gold Cup class boats, has this to say about his nerves -- and his smoking!

VOICE:

Yes, in races where your boat's liable to blow up, capsize, or catch fire, a man needs steady nerves all right. I've found from personal experience that CAMELS don't frizzle my nerves -- even through the most strenuous season. So I stick to CAMELS year in, year out. Most of the speed-boat crowd I know say there's a big difference in CAMELS.

SEYMOUR:

And Mrs. Rutherford, who also has set power boat records agrees with Jack that CAMELS don't get on the nerves. So do such other racing stars as George Reis, Fred Jacoby, Jr., and Clayton Bishop -- to name just a few who know the value of keeping healthy nerves. CAMELS are different. They are made from finer, MORE EXPENSIVE TOBACOS -- Turkish and Domestic.

(MUSIC UP "HONEYSUCCLE ROSE")

(FADE FOR ANNOUNCER)

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SEYMOUR:

I thought that every lick there was in Honeysuckle Rose had been played already. But the Goodman Quartet has a version that makes it new all over again...here 'tis....

(QUARTET: "HONEYBUCKLE ROSE")

(APPLAUSE)

GOODMAN:

We've got a brand-new tune we want you to hear now. A tune on the berchyside. You know if there's one thing slow, hot music can do, it's to put you in a mood. I can't explain it in words, but I think it's important. You'll see what I mean when Martha joins us for "Blue Interlude."

("BLUE INTERLUDE" -- TILTON VOCAL)

(APPLAUSE)

SEYMOUR:

Benny...those rafters look as if they're just waiting to be rocked now...you aren't going to get a chance to loosen 'em for a good long while...

GOODMAN:

Well, Dan...I think we'll give 'em something to remember us by... our arrangement of "I Want To Be Happy.".....

SEYMOUR:

Rafters!....you aren't all that's gonna be rocked...

(BAND: "I WANT TO BE HAPPY")

(APPLAUSE)

(BAND: THEME FADE FOR ANNOUNCEMENT)

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GOODMAN:

Well, kids...there it is...hope you liked it...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 Tilten...all brought to you by the makers of CAMEL Cigarettes...and remember... CAMELS set you right...Dan Seymour speaking...

(BAND: THEME UP AND OUT)

STAND-BY ANNOUNCEMENT: There's a treat in store for every pipe-smoker who hasn't yet tamped down some PRINCE ALBERT in his pipe. Any way you look at it PRINCE ALBERT is princely smoking. It's prince tobacco that smokes slow and mellow and cokes your pipe sweet. P. A. is mild and fragrant too -- you'll find the last puff as tasty as the first. There's only one National Joy Smoke, now -- remember to ask for it tomorrow -- say "PRINCE ALBERT." This is the Columbia...Broadcasting System.

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