

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN OF SWING WITH BENNY GOODMAN - PROGRAM NO. 48

TUESDAY, AUGUST 23, 1938 - 9:50-10:00 P.M.

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)

BENNY: This is Benny Goodman saying hello for the CAMEL Caravan of Swing. Tonight, myself and all the gang are playing out at Coney Island - not New York's nickel heaven - but a Coney Island right outside Cincinnati, Ohio. We're leading off with an old tune - one that's really built for jumpin' - "Love Me Or Leave Me."

(BAND: "LOVE ME OR LEAVE ME")

(APPLAUSE)

BENNY:

Dan Seymour's gone and got himself a fine fit of envy over the success of the CAMEL Caravan's high class Drama Department - He wants to show Martha and me that ~~hain~~ got culture too, so it's our slight pleasure to present Mr. Seymour in a short dramatic recitation - Mr. Seymour -

SEYMOUR:

Thank you, Mr. Goodman - thank you -

"Miss Martha Tilton is ready to sing,

Mr. Goodman's band is ready to swing,

Mr. Seymour is ready to do his part

By naming the song - "What Goes On Here In My Heart."

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

(**APPLAUSE**)

SEYMOUR:

CAMEL Crop Service reporting:

VOICE:

(**FILTERED MICROPHONE EFFECT**) Kentucky, Louisville District Fields have fine stand of burley -- indications point to good quality and good yield. Middle Belts Bright tobacco of excellent quality is in prospect -- most of the crop has been harvested, curing well advanced. Eastern North Carolina Beneficial weather has made marked improvement in the crop of this belt.

SEYMOUR:

Wherever tobacco is grown the CAMEL Crop Service keeps a constant check on the conditions that affect tobacco quality. CAMEL buyers know where and when the finer grades of tobacco will be brought to market. When you're down in the tobacco country ask any tobacco planter about these choicer grades of tobacco -- about what cigarette company buys the costlier tobaccos. Mr. Jesse T. Hardy speaks for many tobacco planters when he says:

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VOICE:

The finest lots of my crops have been going to CAMEL for a long, long time. You'll find most of us planters smoke CAMEL because we sure appreciate their better tobacco.

SEYMOUR:

Mr. Hardy's choice is a preference with a reason -- costlier tobacco. CAMEL's costlier tobacco make milder, more aromatic smoking -- and they add a lot to all-around smoking enjoyment too. These finer, more expensive tobacco have made CAMEL the largest-selling cigarette in America.

(TRIO MUSIC UP: "I'LL NEVER BE THE SAME")

(FADE FOR SEYMOUR)

SEYMOUR:

(OVER MUSIC) When you're picking old rhythm tunes with a slow and easy tempo, tunes that have that certain "umph" that means jazz - way up near the top of the list is "I'll Never Be The Same." Benny, Teddy and Lionel, take it apart and put it together again right now - "I'll Never Be The Same."

(TRIO: "I'LL NEVER BE THE SAME")

(APPLAUSE)

BENNY:

Ginger Rogers and Fred Astaire are always on deck to show a new dance on its way. In their forthcoming picture "Carefree," they've dressed up one called "The Yam," with music by a young fellow named Irving Berlin.

MARTHA:

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Sounds like home-cooking to me, Benny. Bring on "The Yam."

("THE YAM" - TILTON VOCAL)

BENNY:

And that's "The Yag" - Now for another tune that sort of lets down its back hair too. It's that kid's jingle, done in grown-up style - "Stop Beating Round the Mulberry Bush" - Miss Tilton will beat -

("MULBERRY BUSH" - TILTON VOCAL)

(APPLAUSE)

SEYMOUR:

Benny, do you remember that piece called "Dark Rapture" that you and the boys played about five or six weeks ago?

BENNY:

I should say I do, Doc. A lot of fans have written in to say how much they liked that Congo jungle music. It was from the moving picture "Dark Rapture," soon to be released by Universal.

SEYMOUR:

Taking that picture required a 42,000 mile journey by motor truck into the darkest part of the Belgian Congo. Lella Denis, co-leader of the expedition, which brought back this record of life in the Congo, has a message for us tonight. She says:

VOICES:

I had two hard jobs. I was in charge of the trucks and supplies, and I had to see to the feeding of the expedition. The nervous strain was heavy. I have taken CAMELS with me on all of my adventures and expeditions. CAMELS don't upset my nerves even when I smoke steadily. I love CAMEL's mildness and fragrant aroma -- they make smoking so much more fun!

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SEYMOUR:

Thank you, Leila Davis. Like millions and millions of others, you, too, have found that CAMEL's restless tobaccos do make a difference in smoking enjoyment.

(QUARTET MUSIC UP: "STOMPIN' AT THE SAVOY")

(FADE FOR ANNOUNCER)

SEYMOUR:

The Goodman Quartet got another good tune ready for gang busters -

"Stompin' At The Savoy."

(QUARTET: "STOMPIN' AT THE SAVOY")

(APPLAUSE)

MARTHA:

My next song is titled "So Help Me." I know if Benny and I start talking about it, we're bound to make an awful pun sooner or later, so we're getting into this one fast. It's still

"So Help Me."

(BAND: "SO HELP ME" - TILTON VOCAL)

(APPLAUSE)

BENNY:

Tonight, once again I've asked the kids who've come out to listen to us to pitch in and help put tonight's show together. They've chosen this number, so gang, tell 'em Cincinnati's choice -

AUDIENCE:

"Wrappin' It Up."

(BAND: "WRAPPIN' IT UP")

(APPLAUSE)

(BAND: THEME FADE FOR BENNY)

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BENNY:

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 Tilton, all brought to you by the makers of CAMEL Cigarettes - and remember, CAMELS got you right. "What Goes On Here In My Heart" is from the picture "Give Me A Sailor." Dan Seymour speaking.

(THEME AND APPLAUSE UP AND FADE)

ANNOUNCER:

PRINCE ALBERT, man -- there's a name that means more smoking joy to more pipe-smokers than any other name in tobacco. PRINCE ALBERT smokes mild, smooth, and mellow right down to the heel of the pipe. It's choice tobacco with a tempting fragrance and a pleasant aroma all its own. P.A. burns slow and smokes cool -- gives you more mellow, ripe, rich taste. There's no other tobacco like it, man. Get P.A. tomorrow -- see for yourself how well PRINCE ALBERT deserves its title -- the National Joy Smoke.

SEYMOUR:

This is the Columbia Broadcasting System.

(THEME UP AND OUT)

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