

THE CAMEL CARAVAN OF SWING

Tuesday, October 4, 1938
Program No. 54

WITH BENNY GOODMAN

Commercial No. 1

ANNOUNCER: 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.

(BAND: THEME UP AND OUT)

Okay, Benny, take it.....Make Believe! :55

2115 - MAKE BELIEVE - ORCHESTRA

APPLAUSE

51456 4187

PAGE 2

BENNY: This is Benny Goodman saying hello for the Camel Caravan of Swing. Tonight the Caravan has stopped off at the Orpheum Theatre in Minneapolis in the Gopher State, and after two weeks' absence, guess who's back again? It's our Swing Sweetheart, Martha Tilton!

(APPLAUSE)

MARTHA: Thanks, Benny, and thanks all you fans out front. Gosh, it's swell to be back. But Benny, after two weeks of missing the Caravan, I don't want to talk. I wanna sing. How's chances for a downbeat....

(BAND: "I HAD TO DO IT" - TILTON VOCAL)

BENNY: (OVER INTRODUCTION TO "I HAD TO DO IT") And now for the first time on the air, Fats Waller's new tune "I Had To Do It" which we think is going places - Martha will chirp.

(MUSIC)

(APPLAUSE)

PAGE 3

6:20

BENNY: Martha, sounds like an encore to me, and I know the tune.
Here in Minneapolis they kind of go for football, and they
kind of go for swing, too. So out at the University of
Minnesota they put 'em both together. It's a football
swing song...TAKE 'EM MINNESOTA...^{Take 'em, Martha.}~~and it goes like this.~~ 6:35

SEE TILTON VOCAL - TAKE 'EM MINNESOTA

7:30

APPLAUSE

51456 4189

Commercial No. 2

7:30

BESS MOORE Have you ever noticed that the further mankind advances, the less apt they are to act according to their instincts? Modern man carries on through sheer will-power, and stick-to-it-tive-ness. The protective, warning voice of instinct that it's time to ease the nerve strain, often goes unheard. A dog, for example, guards his nerves by instinct. In the midst of play, he suddenly stops and rests. His nervous system is just as complicated and high-strung as our own. But he treats it better. When it's time to relax, he relaxes. We don't get such clear warnings from our nerves, as the dog does. And that is just why it's of great personal importance to break nerve tension frequently throughout the day. Millions of busy, successful people have adopted "let up -- light up a Camel," as their way of easing the strain as they go along. Camels are a matchless blend of finer, more expensive tobaccos Turkish and Domestic. Smokers find that Camel's costlier tobaccos are soothing to the nerves.

MIND UP -- "AS LONG LAST LOVE"

MADE FOR ANNOUNCEMENT

PAGE 8

8:45

HARRY: (OVER MUSIC) From Cole Porter's new musical "You Never Know", the Goodman Trio picks a fine rhythmic romance.....AT LONG LAST LOVE

8:50

GOODMAN TRIO -- AT LONG LAST LOVE

APPLAUSE

51456 4191

PAGE 6

HARRY: Once again Dan Seymour is missing, and producer Harry Holcombe is behind that strange voice that's selling the stuff tonight. Sell 'em our next time, Harry, and Dan ----- watch out!

HARRY: Don't watch out for me, Dan. Watch out for this time coming up. Benny and ^{the gang} ~~Martha~~ really wrap up -
"YOU'RE DRIVING ME CRAZY"

HARRY: YOU'RE DRIVING ME CRAZY

APPEAR:

51456 4192

PAGE 7

Commercial No. 3

14:35

REYNOLDS

A cigarette has got to be good to win the number one place with American smokers. Just smoke six packs of Camels --- find out for yourself why costlier tobaccos in a matchless blend have made Camels the largest-selling cigarette in America. There's more enjoyment in smoking --- more contentment in your day --- when you "let up --- light up a Camel."

Well, Benny, time for you to swing that spotlight.

51456 4193

PAGE 8

14:58

BENNY: Tonight the Camel Caravan spotlight swings to a member of the band most of you probably don't know very well. It's a fellow who sits in the sax section and plays some of the finest alto horn you ever heard -- Dave Matthews. Good hot alto players being as rare as they are, we wanted Dave to get out front and let you know all about it. So he's made a swell arrangement of that sweet oldie I CRIED FOR YOU.....Spotlight on Dave Matthews!

15:20

2:45 DAVE MATTHEWS - I CRIED FOR YOU

18:05

APPLAUSE

51456 4194

PAGE 9

HONORS: It's the Goodman Quartet -- Benny on clarinet, Teddy Wilson on piano, Davie Tough on drums, and Lionel Hampton on vibes and sound effects. Just the other day, the quartet dreamed up a little thing to take apart and put together. It's brand new and for now it's called....OPUS NUMBER ONE HALF

QUARTET - OPUS NUMBER ONE HALF

APPLAUSE

51456 4195

Commercial No. 4

SOUNDINGS We take you now to the city room of a large Metropolitan
Newspaper.

(SOUND EFFECT: TYPEWRITERS, TELEPHONE BELLS. MAN'S VOICE
OFF MICROPHONE: "Copy boy!")

SOUNDINGS Estelle Karon is a newspaper woman. Her day is a series
of exacting, nerve-straining jobs just as yours is,
probably. Now, she passes on a helpful suggestion to
others about how she sidesteps nervousness and tension:

VOICES Honestly, I'd be a wreck if I didn't let up every now and
then. I ease up frequently -- I let up and light up a
Camel. You see, Camels soothe my nerves. A bit of a
rest and a Camel help me to work better.

SOUNDINGS What Estelle Karon says is true of so many other happy,
busy people who break the strain of nervous tension in
this way -- they let up, and light up a Camel. Now as
to your nerves -- when they need a rest, just take a tip
from smokers who "Let up -- light up a Camel." They find
that Camel's costlier tobaccos are soothing to the nerves.

22:45

MUSIC UP . COULD YOU PASS IN LOVE - *Filton Vocal*

~~FADE FOR ANNOUNCEMENT~~

(Applause)

//+
PAGE 12

ANNOUNCER For tonight's Killer, Minneapolis, you're getting one
that's different. It's an old arrangement of ours, one
that makes an even older tune jump....CLAP HANDS HERE COMES
CHARLIE.

CLAP HANDS HERE COMES CHARLIE

ANNOUNCER

FADE UP AND FADE FOR BENNY

PAGE 13

28:05

BENNY: Well, kids there it is. Hope you liked it. See you next Tuesday, when we're back in Chicago. This is Benny Goodman saying goodnight for Camels and all the gang. Harry, come on in.

HARRY: Okay, Benny. And so the Camel Caravan rolls on. Remember you've got a date every Tuesday night, 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. Tune in next Monday night for Eddie Cantor over these same stations. Consult your local newspapers for correct broadcast time.

"Make Believe" is from "Show Boat".

This is Harry Holcombe speaking for Dan Seymour.

28:50

THEME UP AND FADE FOR ANNOUNCEMENT:

51456 4198

Commercial No. 6

ANNOUNCER:

There's one pipe tobacco that is giving more smoking joy to more of America's pipe-smokers than any other. It's Prince Albert, the National Joy Smoke. Prince Albert has a fragrance and a mellow, ripe taste that are all its own. And thanks to a special process, there's no bite in Prince Albert. Prince Albert is "crisp cut" too. It packs right and smokes slow, cool, and mellow. Any way you look at it, men, there's only one National Joy Smoke, Prince Albert. There's no other tobacco like it.

This is the Columbia Broadcasting System.

29:30