

THE CAMEL CARAVAN OF SWING

Tuesday, October 11, 1938

WITH BENNY GOODMAN

Program No. 55

Commercial No. 1.

SEYMOUR: Let up -- light up a Camel! Smokers find that Camels' costlier tobaccos are soothing to the nerves!

(BAND: THEME FADE FOR ANNOUNCER)

Here comes the Camel Caravan of Swing with Benny Goodman, and 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)

SEYMOUR: Okay, Benny...it's yours!

BAND "SWANEE RIVER" (Piano solo.)

APPLAUSE

BENNY: And that was the river you all used to be way down upon -
the Swanee. This is Benny Goodman saying hello for the Camel
Caravan of Swing. Chicago's the place tonight, and it's just
like old times with Dan Seymour back selling the stuff, and
Martha Tilton and myself trying to figure a new way to get into
the vocal. Any ideas, Martha?

MARTHA: Just one, ^{Benny} Why don't I say "I'm going to sing a brand new tune
called "Who Blew Out the Flame"

BENNY Why don't you sing it Martha?

TILTON VOCAL - "WHO BLEW OUT THE FLAME"

APPLAUSE

SEYMOUR:

Usually Benny Goodman's band sounds like this (BIG: IN HARMONY)
Yes, that's Harmony! But sometimes, say after a one o'clock
bus jump from Madison, Wisconsin, it would sound like this
(BIG: OF MANY CLINKERS) Discord! Well, I know, but that just
about describes how it is with a person's nerves too...Harmony
and discord, in tune -- out of tune. At times, things go along
smoothly -- your nerves are in tune! Again, your nerves get
jangled. They're out of tune! -- a sure sign that they need
more rest. Well, it's time then to do what so many other busy,
happy people do to slack off their nervous tension. That is,
to ease up. Yes, smoking Camels does ease nervous tension.
It's a good thing for your nerves to take it easy for a moment --
light up a Camel. Every time you light up a Camel, you're getting
set to give your nerves a real rest. Smokers find that Camel's
costlier tobaccos are soothing to the nerves.

(TRIO MUSIC UP AND FADE FOR ANN.)

DAN: (OVER MUSIC)

The Goodman trio sort of muscles in on the big band's territory. Benny, Teddy, and Lionel decided it was time for them to have a crack at one of the best tunes in the book

I KNOW THAT YOU KNOW

TRIO

"I KNOW THAT YOU KNOW"

APPLAUSE

BENNY: Some tunes get to be standard hot numbers because
way back some band took 'em and made 'em right.
But every once in a while, there's a tune that's always ready
to swing, because the number itself was made for swingin'.
One of that kind is coming up right now. That swell old-timer

SOMEDAY SWEETHEART

BAND

SOMEDAY SWEETHEART

APPLAUSE

COMMERCIAL NO. 3

SEYMOUR: Take a Camel.....Light up a match....(SCRATCH MATCH)
Now....take a puff....(EXHALE) Tastes good, doesn't it?
That's the rich flavor of mild, ripe tobaccos -- Camel's finer,
more expensive tobaccos Turkish and Domestic. Smoke six packs
of Camels and you'll know why Camels are the largest-selling
cigarette in America. So, start tonight to let up -- light
up a Camel.

MUSIC UP FOR ELMAN - BUBLITCHKI

SPOTLIGHT:

BENNY: The spotlight swings tonight to a young man in the band who has a famous name and lives up to it, Ziggy Sascha Elman. Ziggy's been in hiding for some time, but we cornered him tonight for a short order of Bublitchke, which is Russian for pretzels - and a natural for Ziggy -

~~Elman Bublitchke~~..... (BAND AND ZIGGY: "BUBLITCHKE")

APPLAUSE

DAN: Benny, the other day I was sitting around when the quartet was rehearsing, and there's one number I want to hear. And look here Goodman, I'm going to get tough about it. I'm going to stay right in front of this mike, see ---- and I ain't goin' to move, see, until that quartet job comes off, see.

BENNY: Well look here, Seymour. We're going to play "The Man I Love", see....and if that isn't it, see....

DAN: Well, that's what I'm talking about, see...so play it!

QUARTET - THE MAN I LOVE

APPLAUSE

COMMERCIAL NO. 4a

SEYMOUR: Fred L. Mc Daniel, Texas cowpuncher, has a message for everybody listening in tonight who is subject to tense, fidgety nerves, due to living on strain. He says:

VOICE: When I feel nervously upset, I let up, and light up a Camel. Camels are mild and soothing. -- I can smoke 'em steadily. They are so comforting and never tire my taste.

SEYMOUR: Mr. McDaniel as a cowpuncher works longer hours than most people. He knows that he needs to give his nerves a soothing rest. He lets up, and lights up a Camel. You'll find that Camels are a swell cigarette -- and that their finer, more expensive tobaccos add a lot to your smoking. Mr. McDaniel says, "Let up -- light up a Camel," and millions agree with him. For, smokers find that Camel's costlier tobaccos are soothing to the nerves.

BAND UP - "TREAT A SWEETHEART"

FADE FOR ANN.

SEIMOUR: (OVER MUSIC) Benny's got another brand-new song, and that second chorus with Martha Tilton will be around in a minute. So here's the title "Is That The Way To Treat A Sweetheart"...

(BAND: "IS THAT THE WAY TO TREAT A SWEETHEART" - TILTON VOCAL)

(APPLAUSE)

BENNY: Fletcher Henderson dreamed up an opus called "Bumble Bee Stomp"
for us about a month ago - it jumped then, it's been jumping
ever since - and now ^{it's} time for it to jump again -
BUMBLE BEE STOMP

BAND: - BUMBLE BEE STOMP

APPLAUSE

TIME

FADE FOR BENNY

BENNY: Well, kids, there it is. Hope you liked it. We'll be cooking up some more, and have it ready for you next Tuesday. See you then. This is Benny Goodman saying goodnight for Camels and all the gang.

DAN: Goodnight, Benny. The Caravan rolls on, and remember, you've got a date every Tuesday night at this same time 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.

Next Monday night over these same stations, Eddie Cantor's Camel Caravan rolls in with Mickey Rooney as special guest. So make it a Monday night date too.

Dan Seymour speaking.

THEME UP AND FADE FOR ANN.

COMMERCIAL NO. 5.

ANNOUNCER: If any of you pipe-smokers listening in haven't yet found out what smoke joy really is, then you owe it to yourself to get that big red tin of Prince Albert. There's a pipe tobacco for you! Prince Albert's ripe and rich-tasting. Smokes cool and mellow, too, from first puff to last, and for all its grand taste, there's "no-bite," no harshness and it's crimp-out to work right in your pipe. It's pretty easy to see why Prince Albert's known as the National Joy Smoke -- 'cause there's no other tobacco like it!

This is The Columbia Broadcasting System.