

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

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 72

TUESDAY, MARCH 22, 1938 - 2:15-3:00 P.M.

**HOLCOMBE:** Let up and light up a Camel...the cigarette of  
swiftest tobacco!

**(BAND: THREE PACE FOR ANNOUNCEMENT)**

Yes, it's the Camel Caravan...Meetin' Time for  
swing fans from Coast to Coast!

And while you're rug cutting with Benny Goodman  
and the world's greatest swing band, we'd like  
to say just a word of appreciation to all you  
Club Members -- you smokers who make these  
weekly meetings possible. You are the final  
judges of tobacco quality, and you've made Camel  
the largest-selling cigarette in the world. So thanks,  
folks -- and let up and light up a Camel!

**(BAND: THREE UP AND OUT)**

BENNY:

This is Benny Goodman calling another meeting to order. The Club is holding forth this week at the Palace Theatre in Akron, Ohio. And Vice President Mercer, I suppose you know that Akron is the rubber center of the world.

MERCER:

Sure Prexy -- haven't you seen me bouncing around?

BENNY:

I suppose next you'll be saying that this is a rubber band.

MERCER:

Well, it's pretty snappy.

BENNY:

Let's not stretch things too far. I vote we get on with the proceedings. Tonight we're going to let you swing fans here in the Club House get things under way.

Come on now -- everybody get happy. (STARTS CLAPPING)

MERCER:

(OVER CLAPPING) Beat it out, Gates...Keep on clapping...

That's right, Jack...Keep it up, Pops...Man, that's solid!

BENNY:

Okay, that's fine. That's swell. (CLAPPING STOPS)

MERCER:

Yes, and that's a perfect cue, Benny, for your first number.

We couldn't have done better if we'd planned it. It takes you right into George Gershwin's "Clap Yo' Hands."

(BAND: "CLAP YO' HANDS")

(APPLAUSE)

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BENNY:

Two of the Charter Members here in our Hot Club wrote a song together not so long ago. Their names, Ziggy Elman and Johnny Mercer. You liked it so well when we first played it that we made a record of it. And you've asked for it so often, that we're bringing it right back to you. It's music by Ziggy Elman, words by Johnny Mercer, sung by Martha Tilton - with Ziggy on the trumpet in the last chorus. And I still lead the band. The title - "And The Angels Sing."

(BAND: "AND THE ANGELS SING" - TILTON VOCAL)

(APPLAUSE)

HOLCOMBE:

There's something to a Camel that's different. You notice it the first Camel you smoke. In those first few puffs you learn that a cigarette doesn't have to be harsh or strong to have a real tobacco flavor... doesn't have to be tasteless to be mild. And the nice thing you'll find as you go on smoking Camels is: they never tire your taste -- you can smoke just as many Camels as you like without getting tired of smoking. Therefore, it's interesting to know that in the tobacco trade it's a well-known fact that Camel pays more to get finer, more expensive tobaccos... costlier tobaccos. And from pack to pack -- wherever you buy them -- you'll find that Camel's delicate flavor and natural

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HOLCOMB: (Cont'd)

mildness never vary...that Camels are round, firm, and full-weight...that every one is the same matchless blend of costlier tobaccos. Folks, that's something to think about! So -- for smoking pleasure at its best, let up and light up a Camel...the cigarette of costlier tobaccos!

("ANYTHING CAN SWING")

INTO

"PARADISE"- BAND)

(APPLAUSE)

MERCER:

It's been entirely too long since we had a report from our Hot Club's Board of Governors - better known as the Goodman Trio. That means Lionel Hampton on the drums, Jess Stacy at the piano, and Mr. B. G. himself wrappin' it up on the clarinet. They're reporting on an item that made musical headlines ten years or so ago - and it still rates a Page One paragraph - "Funny That Way."

(TRIO: "FUNNY THAT WAY")

(APPLAUSE)

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BENNY:

This has been a great week down in Dixie. They've had the red carpets out, and the Welcome Committee has been working overtime. All because our Georgia Boy has been spending the week-end with his family in Savannah, Georgia. Tell me, what's that pale shade of pink you're wearing, John?

MERCER:

Why Benny, that's just a good old-fashioned sunburn. Down there in Georgia, we've got magnolia trees in blossom and warm sunshine!

BENNY:

Sounds great. How's the family?

MERCER:

Well, my father sent you a message, Mr. G. He said to tell you he listens to your program every Tuesday.

BENNY:

Is that so? I didn't know your Pops was a jitterbug, John.

MERCER:

He listens every week. With me 'way up North here, he says it's the only way he can find out whether I have a cold!

BENNY:

I see. But if you sing, how can he tell? Anyway, pull up your chair, Mr. Mercer. Your boy John is going to sing right now.

MERCER:

Mi mi mi mi. (STEPS BACK & SINGS) Can y'hear me, Pop?

BENNY:

With the help of some of the boys in the band, Johnny and I are going to show you that "It Ain't What You Do, It's The Way That You Do It."

(BAND: "IT AIN'T WHAT YOU DO" --- MERCER & BAND)

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"TAIN'T WHAT YOU DO"

MERCER:

When I was a kid about half-past three  
My Dad said 'Son, come here to me,  
Things may come, and things may go,  
But here's one thing you ought to know:

BAND:

It ain't what you do

MERCER:

It's the way that you do it

BAND:

Tain't what you do

MERCER:

It's the way that you do it

BAND:

Tain't what you do

MERCER:

It's the way that you do it

BAND:

That's what gets you so

MERCER:

Mama - Mama!

(REPEAT FIRST EIGHT)

BAND:

You can try hard

MERCER:

Don't mean a thing

BAND:

Don't mean a thing

MERCER:

Take it easy

BAND:

Greasy

BAND:

That's the way to swing

MERCER:

Tain't what you say

It's the way that you say it

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BAND:

Tain't what you play

MERCER:

It's the way that you play it

BAND:

Tain't what you Kay

MERCER:

It's the way that you Kay it  
do

BENNY:

What/you mean - Kay it?

MERCER:

Why, Kay Kyser - he wouldn't ever play it this way

BENNY:

How would he play it, John?

MERCER:

Ask the boys - they know

BENNY:

STUDENTS!

(KYSER ROUTINE)

MERCER:

And now the shortest half hour in radio - Fred Waring

(BAND HUMS)

(Tain't what you) Hum....

(It's the way that you) Hum it

(THAT's what gets you) Sssssssss

(PIANO PICKUP)

MERCER:

Could that be Eddie Duchin at the mighty console?

(DUCHIN ROUTINE)

MERCER:

That sentimental gentleman of swing - Tommy Dorsey.

(DORSEY ROUTINE)

BAND:

Marie On a night like this

Marie We go pettin' in the park

Marie On the way I like it

Marie Oh Body and Soul --- Mam!

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MERGER: The sweetest music this side of heaven - Guy Lombardo.

(LOMBARDO ROUTINE)

MERGER: So you see - it ain't how you sing

BAND: It's the way that you sing it

MERGER: Tain't how you swing

BAND: It's the way that you swing it

MERGER: And now your Royal Highness, how would you do it?

(GOODMAN BAND)

(APPLAUSE)

HOLCOMBE: Every day -- more and more smokers -- are finding that the costlier tobaccos in Camels make a big difference in smoking pleasure... that Camels are the cigarette for steady smoking. Rosemary Carvor, who has competed in more than three-hundred fencing matches in the last three years, says:

WOMAN'S VOICE: I've discovered this about Camels: I can smoke as many as I like and they don't make my throat rough or tire my taste for smoking. Camels certainly are mild.

HOLCOMBE: John C. Wright, Jr., Columbia University student and captain of last year's varsity football team, says:

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MAN'S VOICE:

Camels have the ripe, rich taste I like in a cigarette.  
And they're so mild I can smoke all I like. "I'd walk a  
mile for a Camel" -- you bet I would!

HOLCOMBE:

Thank you, Rosemary Carver and John C. Wright, Jr. (PAUSE)  
You'll hear the same thing everywhere you go: Camels are  
the cigarette for steady smoking. Find out for yourself.  
For smoking pleasure at its best, let up and light up a Camel...  
the cigarette of costlier tobaccos.  
All right, Benny.

BENNY:

It's time we paid a visit to our Hot Club Trophy Room.  
And Johnny Mercer -- let's see what it says on that silver cup  
on the 1954 shelf.

MERCER:

Well, Club Members, it says that 'way back in the Neolithic  
Age, when critics of Swing were first beginning to let their  
hair grow, said critics always complained that there was no  
sweet swing. But one night at the Pennsylvania Hotel in New York,  
Benny Goodman and his band answered those critics -- and they  
pinned a blue ribbon on this Trophy Winner, "Goodnight My Love."  
Here it is, with Martha to sing a chorus.

(BARD: "GOODNIGHT MY LOVE")

(APPLAUSE)

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BENNY:

And now, Hot Clubs of America, here's the corner of our program reserved for your favorites.

MERCE:

Yes, and this week's special is a favorite of long good standing. You know, this is the time of year when Easter Vacations are running rampant all over the country. All of us study the weather, and then draw a bead on each other and say, "Well, at long last it's springtime!" Our Mr. B. G. replies, "The Weather Man's been fooled again -- it isn't springtime, Gates -- but it's springtime!" In fact, it's "Swingtime in the Rockies."

(BAND: "SWINGTIME IN THE ROCKIES")

(APPLAUSE)

BENNY:

Well John, you might as well rub it in -- what's the bad news in the Fluff Box Department?

MERCE:

Not so bad tonight, Benny. We only paid in \$1.00. And with what we had on hand that makes \$19.00.

BENNY:

Do me a favor, John. Lose that Fluff Box, before we get back to New York next week.

MERCE:

I'll tell you what we can do. Next week we'll raise the ante to Double or Nothing. If you don't make any fluffs, you can have what's in the box. If you do make any, you have to double the \$19.00.

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BENNY:

Is that so? What about you?

MERCER:

I'll take that up with you next week.

BENNY:

Don't think I won't remind you either. I guess that sort of winds up tonight's meeting. But before we adjourn, a vote of thanks to Akron swing fans for their hospitality. Till next Tuesday night, this is Benny Goodman saying goodnight for Camels and all the gang.

(BAND: THEME FADE FOR)

MERCER:

And this is Johnny Mercer, counting my fluffs before they're hatched. And looking forward to another get-together with you on next Tuesday. Till then, so long.

HOLCOMBE:

How did Prince Albert get to be the National Joy Smoke? Well, it's better tobacco to begin with -- "no-bite" treated and "crimp cut" for the kind of smoking that puts real pleasure in any man's pipe. The rich, mellow taste alone will convince you. So load up a favorite pipe with Prince Albert -- and you'll see that there's no other tobacco like it.

Harry Holcombe speaking.

This is the Columbia...Broadcasting System.

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