

**AS
BROADCAST**

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, APRIL 2, 1949

7:30 to 8:00 PM EST

Time Master

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

MUSIC: (JINGLE)

Hello, nice people, from Maine to California --
The Camel Caravan is here!
For 30 minutes of music for your pleasure,
Just gather 'round and lend an ear!...

MUSIC: (FADE AND SUSTAIN UNDER)

HUGH: From Seton Hall College in South Orange, New Jersey, the
Camel Caravan, starring Vaughn Monroe...with the
Moonmaids, the Moon Men, the Orchestra, and guest singer,
Mindy Carson...presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

SINGERS: How mild,
How mild,
How mild can a cigarette be?
Make the Camel thirty-day test
And you'll see...
Smoke Camels and see!

MUSIC: (MONROE THEME)

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HUGH: Now, here is the star of the Camel Caravan ... Vaughn Monroe!

(APPLAUSE) 1.10

Will just rushed over from the stage of the Adlon's theatre in Newark where we're playing this week, and as usual -

MONROE: Hello, and how do you do, everybody! "The music goes round and round and comes out here!" ... remember those immortal words? Well, they just about describe these Saturday night sessions of ours: the Camel Caravan goes round and round the country ... and out come the nation's number-one tunes! In "Variety", each week, leading disc-jockeys from coast to coast report the songs for which they've had most requests. Those are the songs you like ... and those are the songs we play and sing for you. Hugh Conover, what's the story on our lead-off tune tonight?

HUGH: It's the song most requested on record-shows this past week in Richmond, Indianapolis, Denver, St. Louis, Miami, Dallas, Charlotte, Atlanta and Portland, Oregon! ... "Cruising Down the River"! Sing it, Vaughn! 1.55

MUSIC: "CRUISING DOWN THE RIVER" ... MONROE 4.00

(APPLAUSE) 4.10

4.10

MONROE: Thank you ... thank you very much. Comes now our guest of the evening ... and how shall I describe her to you? Fresh and lovely as an April Flower ... delightful as a day in spring!

HUGH: Say, that's good, Vaughn ... that's poetry!

MONROE: Thanks, Hugh. I got it off the label on a bottle of after-shave lotion. But our guest tonight is lovely ... and talented, too. Paul Whiteman discovered her ... night-club and theatre audiences have applauded her ... so I'd like to say, "Greetings and welcome, Miss Mindy Carson"!

(Applause)

CARSON: And Mindy Carson wants to say, "I'm glad you invited me here tonight. You're my very favorite orchestra-leader, you know."

MONROE: There's something I like about this girl,

CARSON: I mean it...and I have every one of your records. Tell me ... when you play those crazy songs, which one of your men bangs the cowbells and shoots off the guns?

MONROE: Mindy, you're a grand girl, as sure as my name is Spike Jones! But my old friend Vaughn Monroe is listening in tonight ... so why don't you sing something for him? For instance, the tune that Variety lists as the top request this week in Detroit and San Francisco. "I've Got My Love To Keep Me Warm". 5.20

MUSIC: "I'VE GOT MY LOVE" ... CARSON 7.45

(APPLAUSE) 7.55

7.55

MUSIC: (JINGLE)

The song you'll hear next was written by Cole Porter -
A ballad, titled "So In Love";

GIRLS: Now Vaughn Monroe, here, is going to sing it for you,
And his style fits it like a glove.

ALL: Los Angeles goes for this tune -
And Cincinnati, too;
In Asheville and in Washington,
No other song will do! 8.25

MUSIC: "SO IN LOVE" ... MONROE 10.45

(APPLAUSE) 10.55

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10.55

SINGERS: How mild,
How mild,
How mild can a cigarette be?
Make the Camel thirty-day test
And you'll see!

CONOVER: Yes, smoke Camels, and only Camels, for thirty days and
you'll see just how mild a cigarette can be!

PAUL: In a recent, coast-to-coast test, hundreds of men and
women smoked only Camels for thirty days, averaging one
to two packs a day. Each week, noted throat specialists
examined the throats of these smokers...and they reported
not one single case of throat irritation due to smoking
Camels!

CONOVER: Yes, that's how mild Camels are! But test them for
yourself -- in your "T-Zone." If, at any time, you're
not convinced that Camels are the best cigarette you've
ever smoked, return the package with the unused
cigarettes to the makers of Camels and you'll receive
its full purchase price, plus postage!

SINGERS: Smoke Camels and see!

11.55

11.55

MUSIC: (JINGLE)

Now here's the song that's the current record favorite
With Pittsburg music fans, we hear -

GIRLS: And we're predicting that it will sweep the country -
This is a top tune of the year!

ALL: Tonight, you're hearing this new song
The first time on our show -

GIRLS: The record that is such a hit
Was made by Vaughn Monroe! 12.25

MUSIC: "MELANCHOLY MINSTREL" ... MONROE 15.30

(APPLAUSE) 15.40

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-7- 15.40

MONROE:

Thank you ... thank you. Of course I'm not really melancholy tonight ... how could I be, after the cordial reception and hospitality shown to us by the students and faculty here at Seton Hall College.

HUGH:

Vaughn, a lot of famous men went to school at Seton Hall. John and Lionel Barrymore ... Gene Hermanski, the Brooklyn Dodger baseball star ... nationally-known basketball players like Bob Davies and Ed Sadowski ...

MONROE:

And a man who was one of the truly great heroes of the last war. Father John Washington ... one of the four chaplains who went down together on the troopship "Dorchester". It's 93 years since the college was founded by Mother Elizabeth Seton ... founder of the Sisters of Charity of the United States ... and down through those years Seton Hall alumni have been

rightfully proud of their school. Today among its extensive facilities is included radio station WSOU - one of the nation's finest campus broadcasting units.

HUGH:

Vaughn, did you know that Seton Hall has a new president?

The Reverend Doctor John L. McNulty.

MONROE:

Then let's make this a special tribute to him. The *16.40* Camel Caravan offers the "Seton Hall Alma Mater Song"!

MUSIC:

"ALMA MATER" ... MONROE, ENSEMBLE *18.45*

(APPLAUSE)

18.55

MUSIC:

(JINGLE)

18.55

All set? Let's go, now ..., we'll hear another winner -

And this is by Cole Porter, too -

A bouncy ditty that's tops in Kansas City,

And it's a tune that's rather new,

We'll put the spotlight on our guest -

This is her kind of song -

Miss Mindy Carson, take the stage

As the Caravan rolls along!

19.30

MUSIC:

"TRUE TO YOU IN MY FASHION" ... CARSON

21.50

(APPLAUSE)

22.00

22.00

CONOVER: Say, Vaughn, have you ever heard Gladys Swarthout sing?

MONROE: You bet I have! She has quite a voice!

CONOVER: Well, you know, like you, me, and millions of others, Miss Swarthout has been smoking Camels for a mighty long time. She likes the full, rich flavor of Camels, and, says Miss Swarthout, "they're the mildest cigarette I've ever smoked."

MONROE: That's just the way I feel about Camels!

CONOVER: All over the country, smokers are finding out about Camel mildness. Yes, they try Camels and they see just how mild a cigarette can be!

PAUL: Here's what noted throat specialists found about Camel mildness. These specialists made weekly examinations of the throats of hundreds of men and women who smoked only Camels for thirty days and they reported not one single case of throat irritation due to smoking Camels!

CONOVER: Friends, test Camels for yourself. See how much you enjoy the rich flavor of Camel's choice, properly aged, expertly blended tobaccos. And see for yourself just how mild Camels are!

SINGERS: So mild,
So mild,
So mild that you're bound to agree
That Camels suit you to a T,
To a T ...
Smoke Camels and see!

23.00

MONROE: Hugh, I've been thinking about silly song-titles ...
I mean the kind you cook up for the songs you write.

HUGH: Oh, I just finished a new song, Vaughn .. a real catchy
little thing. It's called, "Tip-Toe Through the Drugstore,
Mother, or You'll Wake up the Sleeping Pills."

MONROE: Well, I brought the subject up, and I ought to have my
head examined. But I was thinking about the title of a
great old tune, Hugh. It sounds like a silly title ...
but the song makes a lot of sense to anybody in love.
It's called "Dancing on the Ceiling!" Rodgers and Hart
wrote it ... and the words and music are as follows. 23.50

MUSIC: "DANCING ON THE CEILING" ... MONROE 26.25

(APPLAUSE) 26.30

26.30

SINGERS:

How mild,

How mild,

How mild can a cigarette be?

Make the Camel thirty-day test

And you'll see ...

Smoke Camels and see!

26.50

CONOVER:

Each week, the makers of Camel cigarettes send free Camels to servicemen's hospitals from coast-to-coast,

This week the Camels go to: Veterans' Hospital,

Coatesville, Pennsylvania ... U.S. AAF Station Hospital,

Selfridge Field, Michigan ... U.S. Naval Hospital,

Portsmouth, New Hampshire ... U.S. Marine Hospital, San

Francisco, California .. Veterans' Hospital, Bay Pines,

Florida.

The Camel people have sent more than one hundred and

eighty-seven million cigarettes to servicemen, service-

women and veterans!

27.12

MUSIC: (JINGLE)

27.12

The time has come now to fold up all our music
And quietly put out the light -
It gives us pleasure to sing for your enjoyment
All the tunes you've heard tonight.
Next Saturday we'll be back again.
You're all invited too --
Till then, our Camel Caravan
... Says goodnight to you!

27.50

27.50

MUSIC: (MONROE THEME)

28.00

MONROE: Well, this is so long until next Saturday night, ladies and gentlemen ... the Camel Caravan is moving on to our next stop, the Meadows, in Framingham, Massachusetts. One week from tonight we'll have another batch of tunes that Variety lists as number-one record requests ... and to take charge of guest-singing, I've invited Cece Blake to join us.

On Monday night we hope you'll be listening to the Bob Hawk Show when Bob will have a prize of Two Hundred and Fifty dollars for the Lemac of the week. That's the Bob Hawk Show for Camel cigarettes on Monday night. Until next Saturday, this is Vaughn Monroe wishing you pleasant dreams ... and ... won't you have a Camel?

28.30

MUSIC: CAMELS

(CAMEL THEME, FADE ON CUE)

28.40

28.40

ANNCR:

Pipe smokers, get Prince Albert, the National Joy
Smoke. P.A.'s choice tobacco is crimp cut for cool
smoking and even burning. Yes, and it's specially
treated to insure against tongue bite. You'll enjoy
Prince Albert -- it's America's largest-selling smoking
tobacco!

28.55

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28.55

-15-

MUSIC:

CAMEL THEME FADE

29.10

CONOVER:

This is Hugh Conover saying goodnight for the Camel Caravan ... starring Vaughn Monroe .29.15

(APPLAUSE)

29.25

This is CBS ... the COLUMBIA BROADCASTING SYSTEM

- fade theme 15 seconds -

8:00 P.M. BULOVA ... Bulova Watch Time

WCBS NEW YORK

880 ON YOUR DIAL

29.30

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