

Timed master
AS
BROADCAST

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARVAN STARRING VAUGHN MONROE

SATURDAY, MAY 21, 1949

7:30 to 8:00 PM EDST

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 the Campus of John Carroll University in Cleveland,
Ohio, the Camel Caravan, starring Vaughn Monroe ... with
the Moonmaids, the Moon Men, the Orchestra, and guest
singer, Cece Blake ... presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

SINGERS: How mild,
How mild,
How mild can a cigarette be?

CONOVER: Not one single case of throat irritation due to smoking
Camels -- that's what noted throat specialists reported
in a recent coast-to-coast test of hundreds of people
who smoked only Camels for thirty days! That's how mild
Camels are!

SINGERS: Smoke Camels and see!

MUSIC: (MONROE THEME)

pmt

51457 4049

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

Vaughn Monroe!

(APPLAUSE) 1.20

MONROE: Hello, and how do you do, everybody! Tunes most often requested on leading record-shows from coast to coast ... that's what the Camel Caravan brings you tonight and every Saturday night! A waltz or two ... a couple of ballads .. a western tune ... we've got them all right here on the music-stand ... so sit back and light up a Camel while we make with the melodies!

HUGH: The curtain-raiser this evening ... the song that leads the disc-jockey request-list, according to "Variety," in San Francisco, Seattle, Charlotte and Indianapolis! Spotlight on Vaughn Monroe and the Moonmaids! 1.50

MUSIC: "CRUISING DOWN THE RIVER" .. MONROE, MOONMAIDS 3.45

(APPLAUSE) 3.55

3.55

MONROE: Thank you .. thank you very much! If you folks notice a little extra enthusiasm in Hugh Conover's voice tonight .. that's because he's especially happy to be in Cleveland ... the home of his favorite baseball-team, the Cleveland Indians!

HUGH: Love that ball-club, Vaughn! What a team! What a thrill it is to watch them in action ... especially in a close game! The score is tied .. it's the last half of the ninth ... the bases are loaded .. the batter swings, the man on first steals second, ~~and~~ ... *the man on ---*

MONROE: Wait a minute .. wait a minute! If the bases are full, the man on first can't steal second!

HUGH: He never saw the Indians play, did he folks?

MONROE: Hugh, get back to the bench and let Miss Cece Blake step into the batter's box. Cece is the gal in charge of guest-vocalizing tonight, ladies and gentlemen .. a big-leaguer in that department if I ever heard one. And the tune I've asked her to do has a pretty good batting-average, too. It's first among requests reported in "Variety" by disc-jockeys in Springfield, San Antonio, Chicago and Richmond "Again." *5.00*

MUSIC: "AGAIN" .. BLAKE *7.05*

(APPLAUSE)
7.15

51457 4051

7.15

MUSIC: (JINGLE)

GIRLS: Comes next a song from a musical on Broadway
Called "South Pacific" - it's a hit!

MONROE: The show is sprightly, and this tune very rightly
Has all the folks applauding it.

On New York's leading record-show
This ballad leads the rest -

GIRLS: Here's Vaughn Monroe and "Bali H'ai" -
A number one request!

7.50

MUSIC: "BALI H'AI" .. MONROE 10.25

(APPLAUSE)

10.35

51457 4052

10.35

SINGERS: How mild,
How mild,
How mild can a cigarette be?

CONOVER: Not one single case of throat irritation due to smoking Camels -- that's what noted throat specialists reported in a recent coast-to-coast test! In this test, hundreds of people smoked only Camels for thirty days -- an average of 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!

VINES: Try Camels in your "T-Zone" -- T for taste and T for throat. You'll enjoy the rich, full flavor of Camel's choice, expertly blended tobaccos. And you'll see how mild a cigarette can be!

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!

11.40

11.40

MONROE: The Camel Caravan moves along now to a Western tune that's doing right well for itself these days

HUGH: I know the one you mean, Vaughn .. your new best-selling record! I've got a letter here from a woman ... she says she just couldn't get along without it!

MONROE: You mean she plays it a lot?

HUGH: ^{would} She doesn't play it ... she says it fits just right under the short leg of her kitchen table. But never mind her ... it's the disc-jockey request list in "Variety" that tells the story! This record we're talking about is first choice on platter-shows in 10 cities! Hey, Moonmaids, come over here and help me ^{Call} ~~name~~ them *off*. ... I'm liable to run out of breath!

MARY JO: Los Angeles, Boston ..

JUNE: Syracuse, Cincinnati ..

MARY LEE: Pittsburg, Philadelphia ..

TINKER: St. Louis, Duluth ..

HUGH: Memphis and Mobile! In all those towns, the number one request is Vaughn Monroe's recording of .. "Riders In The Sky!"

MUSIC: "RIDERS IN THE SKY" .. MONROE

12.25
15.25

(APPLAUSE)

15.40

15.40

MONROE: Thank you ... thank you, ladies and gentlemen. Our visit tonight to John Carroll University is a carbon copy of our first visit here a few months ago a cordial reception by the students and faculty, and a happy time being had by one and all.

HUGH: Except me, Vaughn. I made a survey on the campus as to the most popular things on this program. 72% of the people I talked to were crazy about you .. 15% were crazy about the orchestra .. 13% were crazy about the Moonmaids .. and the assistant to the guy who cleans out the furnace voted for me.

MONROE: He was the only one?

HUGH: Yeah. I found out later he's really crazy.

MONROE: Cheer up, Hugh .. I have a hunch we were invited back to John Carroll University because they like all of us on the Camel Caravan ... and all of us enjoy paying our respects to John Carroll. Right now, I'm sure there are a lot of alumni listening who'd like to hear one of their old Campus songs again. The auditorium is packed with students and friends of the University, and so I can think of no better time to sing, "Onward, On John Carroll." 16.50

MUSIC: "ONWARD ON" .. MONROE, ENSEMBLE 17.55

(APPLAUSE)

18.10

18.10

MUSIC: (JINGLE)

GIRLS: In Kansas City this is the favorite ditty
A tune that all of you well know -

MONROE: Throughout the nation, a record-hit sensation,
And featured often on our show.

Presenting it again tonight
Is surely no mistake -

ALL: Because you'll hear it in the style
Of lovely Cece Blake!

18.40

MUSIC: "FOREVER AND EVER" .. BLAKE

20.40

(APPLAUSE)

20.50

20.50

CONOVER: Cole Porter knows!

VINES: Gladys Swarthout knows!

CONOVER: Johnny Vander Meer knows!

VINES: Yes, with smokers who know, it's Camels for mildness!

CONOVER: Millions of people are regular Camel smokers because they know that Camels give them rich, full flavor and cool, cool mildness! And ever day, hundreds of smokers join the Camel ranks! They try Camels and find out for themselves how mild and flavorsome a cigarette can be!

VINES: And, you know, Friends, among the millions of Camel smokers are many doctors. Yes, according to a nationwide survey, more doctors smoke Camels than any other cigarette! Three leading, independent research organizations asked one hundred thirteen thousand, five hundred and ninety-seven doctors what cigarette they smoked. The brand named most was Camel!

MONROE: So, Friends, try Camels! You'll like them! And, remember, Camels by the carton are your best buy!

21.45

21.45

(MUSIC BRIDGE)

MONROE: At the opening of our show this evening, I should have said we have two Western tunes on the schedule. This one that you'll hear now is a brand new one.

HUGH: Pardner, you keep on singin' them songs of the wide open spaces, and you're going to be known as Cactus Pete Monroe!

MONROE: Reckon you're right, Slim Conover. After all them there years I spent in Texas, I coulda been a big man there today. But I made one little mistake.

HUGH: What did you do?

MONROE: They got a saying there .. "Remember the Alamo".

HUGH: Well .. ?

MONROE: I forgot. And as we throw that joke back into the sage-brush where we found it ... let's get moving along to the music. Perhaps you haven't heard this tune as yet ... it's from the motion picture "Tulsa" .. and it's called just that.

22.45

MUSIC: "TULSA" ... MONROE

26.00

(APPLAUSE)

26.10

51457 4058

26.10

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! 26.25

CONOVER: Each week, Camels send free cigarettes to servicemen's hospitals from coast-to-coast. This week, the Camels go to: Veterans' Hospital, Dayton, Ohio; --- U. S. Army Letterman General Hospital, San Fransisco, California; ---- U. S. Naval Hospital, Beaufort, South Carolina; --- U. S. Marine Hospital, Pittsburgh, Pennsylvania; --- Veterans' Hospital, Wadsworth, Kansas.

The Camel people have sent more than one hundred and eighty-seven million cigarettes to servicemen, servicewomen and veterans!

26.50

26.50

MUSIC: (JINGLE)

The time has come now to fold up all our music
And quietly put out the light -
It gave 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!

27.25

27.25

MUSIC: (MONROE THEME)

27.45

MONROE:

And that just about wraps up the Camel Caravan for tonight, ladies and gentlemen ... with a bow once again to John Carroll University for this warm reception. Next Saturday night, we'll be coming your way from Hershey Park Ballroom in Hershey, Pennsylvania .. to offer you another collection of top tunes from the disc-jockey request list as it appears in "Variety". That's one week from tonight .. Cece Blake will join us in the singing ... and we hope you'll all be on hand.

On Monday night we hope you'll be listening to the Bob Hawk Show when Bob will have a prize of Seven 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?

28.25

MUSIC: C-A-M-E-L-S

(CAMEL THEME, FADE ON CUE)

28.45

28.45

ANNCR:

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

29.0

29.00

-15-

MUSIC:

CAMEL THEME FADE

29.10

HUGH:

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.

B-U-L-O-V-A

BULOVA WATCH TIME

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30

51457 4063

pp