

COLUMBIA BROADCASTING SYSTEM
THE CAMEL CARAVAN STARRING VAUGHN MONROE
SATURDAY, MAY 28th, 1949

**AS
BROADCAST**

7:30 to 8:00 PM EDST

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

*Timed
Master*

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 Hershey Park Ballroom in Hershey, Pennsylvania,
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)

SINGER: 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 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)

51457 4064

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

(APPLAUSE) 1.20

MONROE: Hello, and how do you do, everybody! For the dancing couples at the Hershey Park Ballroom, in Hershey, Pennsylvania ... and for our Camel Caravan fans from coast to coast ... here's another half hour of music as you like it! Leading disc-jockeys around the country have reported in "Variety" the songs first on their request lists .. and as usual, we're bringing some of those top choices to you tonight! So stick around for these next thirty minutes ... we're all tuned up and ra'ring to go!

HUGH: You folks may think you know this lead-off song ... the number-one request this past week in Norford, Connecticut ... but you haven't really heard it until you've heard it sung by Vaughn Monroe! "Scalaway" 1.55

MUSIC: "Scalaway" ... MONRIE 4.40

(APPLAUSE) 4.45

4.45

MONROE: Thank you .. thank you very much. You know, Hugh .. with our show coming from a town famous for chocolate, I looked high and low for an appropriate tune on the disc-jockey list. Something like "The Chocolate Soldier" ... but there wasn't a thing.

HUGH: Vaughn, you foolish boy, why didn't you tell me? It just happens I've written a song that's perfect for the occasion! It's a ballad about a very hard-working girl in love with a magistrate, but he doesn't like the way she makes chocolate candy.

MONROE: A hard-working girl, a magistrate, and he doesn't like her candy. Has this thing got a title?

HUGH: Sure! It's called, "She Was A Drudge And He Was A Judge, But He Wouldn't Budge From His Grudge Against Fudge".

MONROE: Thank you, Hugh Conover...I wish I had met you when you were in your right mind. The song I've picked for this spot may not be about chocolate, ladies and gentlemen ..

but it's sweet ... *It's first choice in Washington, D.C. So here's "Again" - and singing guest again tonight. Her name is Cee Blake. Miss Cee Blake to sing it. and the tune is the first choice of the record show listeners in Washington, D.C. "Again". Miss Blake, you're wanted on the network* 5.45

MUSIC: "AGAIN" .. BLAKE 7.50

(APPLAUSE) 8.00

P.00

MONROE: Say, Hugh, how about putting on your train-caller cap and helping me call the stops where Variety says the disc jockeys have been getting the most requests for the next tune.

HUGH: Okay, Vaughn, let's go.

MONROE: Los Angeles, Boston, Cincinnati...

HUGH: Denver, Portland, Maine; Philadelphia, Miami...

MONROE: Kansas City, St. Louis, and Seattle.

HUGH: And now, Vaughn, if you will just step into the waiting room and take it easy for a moment, I'd like to tell the folks about another place this particular record is very popular.

MONROE: Consider me absent, Mr. Conover.

HUGH: The place I mean, folks, is the Victor Recording Company...
within the space of 6 weeks
Because this record has passed the million mark and tonight, just before the broadcast, the Victor people awarded Vaughn Monroe their special mark of distinction for the most popular disc of its time...a gold record of "Riders in the Sky."

(APPLAUSE)

HUGH: And it could be that old man Monroe would sing Riders in the Sky right now.

VAUGHN: Could be, Hugh...could be.

8.55

(MUSIC: "RIDERS IN THE SKY".....MONROE AND QUARTET)

12.00

(APPLAUSE)

12.05

12.05

-5-

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! That's how mild Camels are!

Vines:
~~DATE:~~

But test Camels for yourself! Smoke only Camels for thirty days. You'll enjoy Camel's rich, full flavor and you'll see just 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!

13.10

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13.10

MUSIC: (JINGLE)

GIRLS: No doubt you've heard of the show called "South Pacific"

We'll hear a ballad from its score -

MONROE: The current favorite of record fans in Newark,
Requests keep coming more and more.

"Bali H'ai" - that is the tune
The big hit of the show -

GIRLS: You'll find that its your favorite too,
As sung by Vaughn Monroe! 13.45

MUSIC: "BALI H'AI"....MONROE 16.00

(APPLAUSE) 16.10

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16.10

MONROE: Thank you ...thank you, ladies and gentlemen. Here, the Camel Caravan makes a short detour from the list of favorite record-requests... to pay a tribute to a college fraternity... Phi Gamma Delta.

HUGH: We're saying "Hello" to the 74 chapters of that fraternity, Vaughn...with 48,000 members since it was founded at Jefferson College in 1848!

MONROE: And Phi Gamma Delta has many a name on its roll that makes it one of the country's truly great fraternities. Names like Calvin Coolidge, Newton ^DBaker, Charles A. Beard, Rockwell Kent, Lloyd Douglas and Charles Norris.

HUGH: ~~Vaughn, did you know that Phi Gamma Deltas call themselves "Cannibals" on the various college campuses they're known as "Cannibals"?~~ *You know Vaughn, the Phi Gams call themselves "Cannibals"*

MONROE: ~~Don't ask me why, Hugh...it's probably a fraternity secret.~~ *yes* And their traditional song ties right up with that "Cannibal" nickname...it's called "Marching Fiji Men". Phi Gamma Deltas...the Camel Caravan salutes you! 16.50

MUSIC: "MARCHING FIJI MEN"...MONROE, ENSEMBLE 18.30

(Applause) 18.35

18.35

MUSIC: (JINGLE)

GIRLS: And now the maestro is studying his road-map -
It seems to us, he's heading West -

MONROE: That's right, we're traveling to Phoenix, Arizona,
To hear that city's top request.

GIRLS: No doubt it is a Western tune -

MONROE: Oh, no ...that's your mistake -
This is the choice of Phoenix fans,
And sung by Cece Blake! 19.10

MUSIC: "HURRY, HURRY, HURRY" ... BLAKE 21.30

(APPLAUSE)
21.40

CONOVER: Ray McKinley knows!

MONROE: Russ Morgan knows!

CONOVER: Yes, Vaughn, you and many of your fellow band-leaders know -- it's Camels for mildness!

Lines
PAUL:

Camel's choice tobaccos are properly aged and expertly blended for mildness and flavor. That's why millions of smokers have smoked Camels year in and year out. That's why hundreds of smokers join the Camel ranks every day! Yes, folks, try Camels and you'll know how mild and flavorsome a cigarette can be!

CONOVER: Among the millions of Camel smokers are many doctors. 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: Friends, I just want to remind you that the handy, thrifty way to buy your Camels is by the carton. That way you always have Camels when you want them.

22.30

22. 30

(MUSIC: BRIDGE)

MONROE: Comes now the moment when the magic name of Marylin Miller is in our Caravan spotlight,

HUGH: Marylin Miller...the great English dramatic actress who appeared in Shakespearian plays!

MONROE: Wait a second, Hugh ... you're a little mixed up.

HUGH: I am not. I know all about Marylin Miller.

MONROE: Now, Hugh, don't be stubborn. You don't know a thing about her .. why don't you admit it?

HUGH: Would you like to bet five dollars?

MONROE: Here's my five.

HUGH: And here's mine! Marylin Miller was the famous American singing and dancing star who appeared in Ziegfield shows and Hollywood musicals. She was born in Evansville, Indiana, in 1898 .. died in 1936 ... and was starred on Broadway in "Sally", "Sunny", "Rosalie" and "As Thousands Cheer". So long, Vaughn .. thanks for the five!

MONROE: Come back here, Conover! Why didn't you say all that the first time?

HUGH:We weren't betting the first time!

ha

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MONROE: Well, for my five bucks, will you at least tell the people about this next tune on our list?

HUGH: Glad to be of service, Vaughn. It's called "Look For The Silver Lining", ~~ladies and gentlemen~~ .. from the motion-picture, ^{of the same name} "~~Sally~~" .. the life story of Marilyn Miller. You'll hear it now as Vaughn Monroe ^{and the choir} recently recorded it for his latest album. 23.45^h

MUSIC: "LOOK FOR THE SILVER LINING" .. MONROE 26.30

(APPLAUSE)

26.40

26.40

-12-

SINGER:

How mild,
How mild,
How mild can a cigarette Be?
Make the Camel thirty-day test
And you'll see ...
Smoke Camel's and see! 27.00

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, Montgomery, Alabama ... U.S. Army Station Hospital, Camp Lee, Virginia ... U.S. Naval Hospital, Corpus Christi, Texas ... H. S. Marine Hospital, Ellis Island, New York ... Veterans' Hospital, Palo Alto, California.

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

27.22

27.22

MUSIC:

(MONROE THEME) 27.40

MONROE:

Well, our half-hour together is just about over, folks ... I hope you've all enjoyed our tunes, and that you'll be with us again next Saturday night for a special Camel Caravan salute to America's colleges. We'll be on the air from New York with the tunes selected for us by editors of campus newspapers all over the country as the favorites with students during the past year ... and, believe me it's an interesting list. Our special guest to sing some of the campus favorites will be one of the brightest of the new vocal stars - June Christy! ... So, spin your dial our way next Saturday night, won't you?

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

28.40

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28.4

-14-

ANNCR:

Men, pack your pipes with the National
Joy Smoke -- Prince Albert! Yes, P.A.'S
choice tobacco is crimp cut for smooth,
even burning, cool smoking, and easy packing
in your pipe. It's specially treated to
insure against tongue bite! Get Prince
Albert, America's largest- selling smoking
tobacco!

29.00

2900

-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

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