

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, APRIL 1, 1950

7:30 to 8:00 PM EST

Timed Master

**AS
BROADCAST**

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)

CONOVER: *the Ballroom of the Columbia Club in*
From Indianapolis, Indiana -- the Camel Caravan --
starring Vaughn Monroe ... with the Moonmaids, the
Moon Men and the orchestra featuring Ziggy Talent
and Maree Lee -- 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!

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

(MORE)

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CONOVER: (CONTINUED) Test Camels in your "T-Zone" -- T for taste, T for throat -- and see how flavorful and how mild Camels are!

2nd ANNOUNCER: Make a note. Remember your throat. Try Camels today!

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

Vaughn Monroe!

(APPLAUSE) 1.30

MONROE: Hello and how do you do, everybody! Mr. Conover, do I see a copy of "Variety" tucked under your arm?

HUGH: "Variety" it is, pappy...the show-business trade paper. I like to keep up with what's new in radio, television, movies, theatres and night-clubs.

MONROE: And music, Mr. Conover ...let's not ignore the hand that feeds us. Take a look at what "Variety" says on page 52.

HUGH: Here it is ... the report from leading disc-jockeys all over the country. Each week the boys who run the record-shows tally up the number of requests they've had for various songs.

MONROE: Right, and from the tunes that've been requested most we create the Camel Caravan. Like this ballad ... way out in front this week in Fort Worth, San Antonio and Seattle. Moonmaids, let's get sentimental ... 2.10

MUSIC: "SENTIMENTAL ME" ... MONROE, MOONMAIDS 4.35

(APPLAUSE) 4.45

4.45

MUSIC: (JINGLE)

GIRLS: Another ballad is on the list of winners
As published in "Variety" --
This song's the one that they want the platter-
spinners
To play in Memphis, Tennessee.

In Washington it's far ahead
Of all tunes on the chart -
The spotlight's now on Vaughn Monroe
He'll sing, "My Foolish Heart". 5.20

MUSIC: "MY FOOLISH HEART" MONROE 7.30

(APPLAUSE) 7.40

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-1- 1.40

MONROE: Thank you. No solid citizen lets April 1st go by without playing an April fool joke on somebody ...and here comes a somebody named Hugh Conover, Hugh, they tell me you're an opera-lover.

HUGH: But of course, maestro! Aida ... Il Trovatore ... I know them all!

MONROE: Good. Then you'll be glad to hear that an operatic aria is on the "Variety" list of top-requests this week ... the number-one choice in Pittsburg and Kansas City. It's called, "La scopa de lavare di straccio".

HUGH: My favorite aria! *I've heard it many times at the met.* ~~I have a record of it made by Caruso.~~ Ah, I can just hear ~~him~~ ^{them} singing it now ... "La scopa de lavare di straccio" ...!

MONROE: Uh-huh. Well, that's Italian. In English, it means ... "Rag Mop". Relax, Mr. C. while the Camel Caravan chorus starts mopping. 8.30

MUSIC: "RAG MOP" ... CHORUS 11.15

(APPLAUSE)

11.25

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11.25

MONROE: To a singer, mildness in a cigarette is mighty important. That's why so many singers smoke Camels. Hugh, tell us what Nadine Conner had to say on the subject.

CONOVER: Nadine Conner ought to know. She's been a long-time favorite on radio and is now a star of the Metropolitan Opera Company. Nadine says, "Naturally my cigarette must be mild. Camels agree with my throat -- and I definitely prefer them for taste!"

MONROE: Well, that's true with popular singers as well as opera ~~stars~~ ^{singers}. And it's certainly true with me. Camels agree with my throat!

CONOVER: Friends, start the Camel thirty-day mildness test -- smoke only Camels for thirty straight days and see just how mild a cigarette can be!

VINES: In a coast-to-coast test, hundreds of people smoked only Camels for thirty days. Each week, noted throat specialists examined the throats of these smokers and reported not one single case of throat irritation due to smoking Camels!

CONOVER: Yes, that's how mild Camels are!

VINES: Make a note. Remember your throat. Try Camels today!

12.25

12.25

MUSIC: (JINGLE)

ALL: Comes now the tune that's the choice of many people
Who live out in the middle west -

MONROE: They really love it in Omaha, Nebraska -
This week it's been their first request!

GIRLS: And what about the Southern folks?
This tune's what they enjoy!

MONROE: That's right, it's tops in Richmond, too -

ALL: That "Chattanooga Shoe Shine Boy"! 13.00

MUSIC: "CHATTANOOGIE SHOE SHINE BOY" .. MONROE, MOONMAIDS 15.55
(APPLAUSE) 16.05

16.05

MONROE:

Thank you. Greetings, now, from the Camel Caravan
to the members and friends of Pi Kappa Alpha
fraternity! 82 years have gone by since the garnet
and gold of Pi K.A. were first seen on a college
campus .. It was 1868, when the fraternity was founded
at the University of Virginia, and today 39,000 members
in 99 chapters wear its pin all over the world. Pi
Kappa Alpha is proud of its fellowship and its
scholarship; each year it awards a cup to the chapter
that makes the best scholastic record. Here's our
salute to the fraternity ... the song that means so
much to all its men. 16.35

MUSIC:

"DREAM GIRL OF PI K.A." .. ENSEMBLE 19.15
(APPLAUSE) 19.25

19.25

MUSIC: (JINGLE)

ALL: And here's the thing that's the rave this week in
Cleveland,
In Phoenix and in Fitchburg, too -
In Cincinnati, St. Louis and Chicago,
Another song just will not do!

So just sit back and light yourself
A Camel cigarette -
As Ziggy Talent and Mary Lee
Tune up for their duet! 19.55

MUSIC: "IF I KNEW YOU WERE COMING" .. TALENT, LEE 22.20
(APPLAUSE) 22.30

22.30

VINES: What cigarette do you smoke, Doctor?

CONOVER: That question was asked of one hundred thirteen thousand, five-hundred and ninety-seven doctors, all over the country and in every branch of medicine.

VINES: What cigarette do you smoke, Doctor?

CONOVER: The brand named most was Camel! Yes, according to this nationwide survey, more doctors smoke Camels than any other cigarette!

VINES: Try Camels yourself! You'll enjoy the rich, full flavor and the cool, cool mildness of Camel's costly tobaccos!

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!

23.10

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MONROE: Back in the days when this next tune was the big request, there was plenty going on in every corner of the country. Franklin Delano Roosevelt had just been elected President... Amelia Earhart made the first solo hop by a woman across the Atlantic ... and here in Indianapolis, the "Indianapolis News" won the Pulitzer Prize for journalism. In that same year, a book called, "The Good Earth" was the new best-seller; Mrs. Hattie Caraway became the first woman Senator in American history. On the sports front, Gene Sarazen won the open Golf Championship, and Jack Sharkey took the heavyweight boxing title from Max Schmeling. Do you remember when all that happened? It was in 1932 ... and these are the words and music by Irving Berlin that everybody was singing..... 22.50

MUSIC: "SAY IT ISN'T SO" .. MONROE 26.55

(APPLAUSE) 27.00

27.00

ANNOUNCER: Each week, the makers of Camels send gift cigarettes to servicemen and veterans in hospitals throughout the country. This week, the Camels go to: Veterans' Hospitals, Wadsworth Kansas and Portland, Oregon ... U. S. Army Madigan General Hospital, Tacoma, Washington ... U. S. Naval Hospital, Oakland, California.

More than one hundred ninety million free Camels have now been sent to servicemen, servicewomen and veterans!

27.25

27.25

MUSIC: (MONROE THEME) 27.40

MONROE: Well, it's just about time to roll down the curtain on this half hour with the Camel Caravan ... and when the crew and I finish up our week at the Circle Theatre in Indianapolis, we roll along to our next meeting place, next Saturday night. From the Coliseum Ballroom in Benld, Illinois, we'll bring you another session of music for your enjoyment. Tunes from the "Variety" disc-jockey list of leading requests ... a musical salute to Phi Kappa Psi, in our fraternity spotlight.. All topped off with a touch of Easter atmosphere. That's one week from tonight ... you'll find the Camel Caravan at this same place on the dial.

On Monday night I hope you'll all be listening to the Bob Hawk Show when my good friend Bob will be looking for the Lemac of the Week. So for lots of laughs and lots of prizes, don't miss Bob Hawk on most of these same stations Monday night. Until we meet again ... 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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28.40

ANNOUNCER: Men, for pipe pleasure, smoke Prince Albert,
America's largest-selling smoking tobacco!
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.
So get Prince Albert, the National Joy Smoke!

28.55

28.55

-15-

MUSIC: CAMEL THEME ... FADE..

29.10

HUGH:

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

29.12

(APPLAUSE - MUSIC OUT)

29.25

This is CBS, the COLUMBIA BROADCASTING SYSTEM

-(MUSIC IN -- APPLAUSE)-

Fade theme 15 seconds

8:00 PM B-U-L-O-V-A- BULOVA WATCH TIME

WCBS ... NEW YORK ----- 880 ON YOUR DIAL

29.30

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