

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JUNE 11, 1949

7:30 to 8:00 PM EDST

*Timed Master*  
**AS  
BROADCAST**

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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 CBS Playhouse in the heart of New York City,  
the Camel Caravan, starring Vaughn Monroe's Orchestra  
... with the Moonmaids, the Moon Men, and our special  
guest stars, Johnny Desmond and Connie Haines ...  
presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

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

ANNCR: 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. That's how mild  
Camels are!

QUARTET: Smoke Camels and see!

(MUSIC: MONROE THEME)

pmt

51457 4093

HUGH: Ladies and gentlemen. For the first time in one hundred and fifty-three broadcasts, Vaughn Monroe won't be with us on the Camel Caravan this evening. Right now, he's tucked into bed with that "knocked out" feeling we all come down with once in a while ... and his M.D. has ordered the Maestro to rest, light up a Camel and relax until next week. But the show must go on ... and ~~to~~ *Johnny Desmond and Connie Haines are taking over the Camel* ~~take Vaughn's place in the driver's seat of the Camel~~ Caravan tonight ... <sup>and</sup> ~~h~~ <sup>that</sup> here's ~~a~~ handsome hunk of guy with a voice to match ... Johnny Desmond!

(APPLAUSE) 1.40

DESMOND: Thank you, and hello, everybody! Hugh, I don't mind telling you I was pleasantly surprised when Vaughn asked me to pinch-hit for him tonight. I thought sure he'd ask that singer he mentions in his theme-song every week.

HUGH: Vaughn mentions a signer in his theme-song ...?

DESMOND: Certainly! (SINGS, TO "RACING WITH THE MOON") "Racing Vic Damone ....."

HUGH: Johnny, one more pitch like that and we're going to farm you out to Spike Jones. Now let's get on with the business of music hot off the "Variety" list of top disc-jockey requests! We're ringing up the curtain with the tune most requested by record-show listeners in Newark, New Jersey ... from the Broadway musical, "South Pacific" ... "Bali H'ai!" Sing for the people, Johnny! 2.20

MUSIC: "Bali H'ai" ... DESMOND 5.10

(APPLAUSE) 5.20

DESMOND: Thank you .. thank you very much.

HAINES: Hello, Johnny!

DESMOND: Ah, that Vaughn Monroe ... he's got everything a man could ask for ... muscles in his voice, a sponsor, and guests like lovely Connie Haines. Connie, you heard me sing just now ... do you think anybody could tell it was me, instead of Vaughn Monroe?

HAINES: No, only people with radios.

DESMOND: I was afraid of that ... and after all I went through to give my voice the same deep, rich quality as Vaughn's.

HAINES: You mean you did special vocal exercises?

DESMOND: No .. but every morning for two weeks, I've gargled with Dutch Cleanser. Well, there's only one Monroe, and there's only one Connie Haines ... and this is the time for all good people to gather 'round and listen to Connie at her best. "How it Lies" is the name of the tune ... you'll hear it now the way thousands of joyful juke-box fans have been hearing it on her recent recording. Are you listening, Vaughn? ... here's Connie ... just what the doctor ordered! 6.20

MUSIC: "HOW IT LIES" .. HAINES 9.05

(APPLAUSE) 9.20

9.20

Haines:  
~~DESMOND:~~

<sup>-4-</sup>  
Talks.. And now, Johnny Desmond, will you take  
Thank you, ~~son~~ ... the Camel Caravan spotlight will  
over with the Camel Caravan's Fraternity Salute?  
be all yours again a little later in the show. At this

Desmond:

I ~~seem~~ will, Connie Ladies and Gentlemen, tonight  
~~moment, ladies and gentlemen,~~ we're doing a "hat's off"  
to a great college fraternity ... Delta Upsilon.

HUGH:

And no fraternity I know of deserves it more, Johnny.  
Delta Upsilon has the name of many a famous man on it's  
membership roll ... statesmen like James A. Garfield,  
Charles G. Dawes, Senator Vandenburg, Joseph W. Davies  
... the Canadian, Lester Pierson ....

DESMOND:

Famous names in literature ... Stephen Crane, Joyce  
Kilmer, John Erskine, Heywood Broun, Robert Benchley ...

HUGH:

Men of fame in radio ... Leland Stowe, H. R. Baukhage,  
Edgar Bergen .....

DESMOND:

I'm afraid we can't list all the great names of Delta  
Upsilon, Hugh ... but we can and will sing this song as  
a tribute to its 37,000 members and it's traditions  
that go back to the fraternity's founding in 1834. Here  
is one of Delta Upsilon's best loved songs - "When e'er  
~~two Rivers Meet~~  
~~You Come to a River~~" 10:13

MUSIC:

"DELTA UPSILON SONG" ... DESMOND, ENSEMBLE

11.35

(APPLAUSE)

11.45

11.45

-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. Noted throat specialists made weekly examinations of the throats of these smokers and reported not one single case of throat irritation due to smoking Camels!

VINES: Yes, that's how mild Camels are. But prove it for yourself. Smoke only Camels for thirty days and see how much you enjoy the rich, full Camel flavor ... and 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!

12.50

51457 4097

12.50

-6-

MUSIC: (JINGLE)

We are the Moonmaids, and all of us are sorry  
That Vaughn Monroe is home in bed -  
The doctor told him that he has got to stay there -  
We're sure he'd rather sing, instead.

Especially this tune that's tops  
Out in Los Angeles -

Here's Mr. Desmond and Miss Haines -  
Will you two sing it, please? 13.25

MUSIC: "BABY IT'S COLD OUTSIDE" .. HAINES, DESMOND 15.35

(APPLAUSE)

15.45

DESMOND: Thank you, ladies and gentlemen ... for Connie and myself. And now, Mr. Conover ... I quit! I resign! I just noticed the name of the tune that's next on the schedule ... and that's all, brother ... I just ain't gonna do it! G'bye, folks!

*Connie:* *Johnny*  
~~THOMAS:~~ Desmond, you headstrong boy, come back here! You mean you refuse to sing one of the greatest hits of the year?  
*Hugh:* *The girls so right! This tune is*  
~~yes ... the tune that is~~ the top record request in 17  
*of course* cities this week? I'm talking about "Riders in the Sky!"

DESMOND: I know! Would you expect me to do a tap-dance after Fred Astaire just finished one? Would *you* ask me to come up to bat after *DiMaggio* ~~Stan Kistler~~ just hit a home run? There's only one way to hear "Riders in the Sky" ... and that's with Vaughn Monroe singing it!

HUGH: Kid, you're fighting me. Vaughn can't sing it tonight ... he's home!

DESMOND: But I've got his recording of the tune right here!

HUGH: Desmond, you've got smart brains! Here it is, ladies and gentlemen ... the song-smash of 1949 ... listed in "Variety" as the tune most requested on record shows in Portland, Oregon ... Syracuse, Denver, Portland, Maine ...

DESMOND: Charlotte, Washington, Miami, San Francisco, Louisville, San Antonio ... I'm running out of breath, Hugh ...

HUGH: Cincinnati, Boston, Memphis, Seattle, St. Louis and Chicago ...

DESMOND: Count 'em ... 17 cities ... and they're all clamoring for it.

HUGH: So, here's Vaughn Monroe's record of "Riders In The Sky"! 17.13

MUSIC: "RIDERS IN THE SKY" ... MONROE 20.10  
(APPLAUSE)

Hugh: In behalf of the Boss, we thank you folks.. That was Vaughn Monroe's recording of "Riders in The Sky"

20.25



20.25

MUSIC: (JINGLE)

And now we picture the Maestro as he's resting -

~~A~~ thermometer is in his mouth -

But he is list'ning to hear his favorite singer:

A gal who comes from way down South.

The tune's a ballad called "Again" -

It's New York's favorite song;

Here's Connie Haines to sing the words

As the Caravan rolls along! 21.00

MUSIC: "AGAIN" ... HAINES 23.20

(APPLAUSE) 23.30

23.70

-10-

VINES: Patricia Morison knows!

CONOVER: Russ Morgan knows!

VINES: Martha Tilton knows!

CONOVER: Yes, in the music world -- and in all walks of life -- with smokers who know, it's Camels for mildness!

VINES: Camel's choice tobaccos are properly aged and expertly blended -- for rich, full flavor and for cool, cool mildness!

CONOVER: Yes, when you light up a Camel, you'll see just how flavorful and how mild a cigarette can be. And when you smoke Camels, you're in mighty good company. Among the millions of Camel smokers are many doctors. According to a nationwide survey, more doctors smoke Camels than any other cigarette.

VINES: That's right! When one hundred thirteen thousand, five hundred and ninety-seven doctors were asked what cigarette they smoked, the brand named most was Camel!

CONOVER: And may I remind all you daughters and sons out there that a week from tomorrow is Father's Day! Give Dad a gift that's always welcome -- a carton of Camels, specially gift-wrapped for the occasion!

24.25

mg

51457 4102

24.25

-11-

MUSIC:            BRIDGE

DESMOND:            Which brings us to a musical "get well" card to Maestro Vaughn Monroe, signed by Connie Haines, the choir, the orchestra and yours truly, Johnny Desmond. With an assist by Lyn Duddy, who tricked up the lyrics to one of Vaughn's most popular tunes of the season... we're sending this greeting to the boss-man of the Camel Caravan. 24.25

MUSIC:            "RED ROSES" .. DESMOND, HAINES, MOONMAIDS 26.50  
(APPLAUSE) 27.00

51457 4103

27.00

-12-

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, Ft. Bayard, New Mexico...U. S. Army General Hospital, Ft. Richardson, Alaska...U. S. Naval Hospital, Newport, Rhode Island ...U. S. Marine Hospital, Carville, Louisiana...and Veterans' Hospital, Wood, Wisconsin.

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

27.30

51457 4104

27.30

-13-

MUSIC:

MONROE THEME

27.35

DESMOND:

Well, there's the theme that you folks know and like so well ... and this is Johnny Desmond, to say *Cousie Haines and I had* that ~~it was~~ great fun driving the Camel Caravan tonight for Vaughn Monroe. Vaughn just called the studio to tell us that he'll be back with you again next Saturday night as usual .. with another batch of "Variety's" number-one disc-jockey requests .. and guest singer Cece Blake.

So .. until Vaughn returns one week from tonight... so long, and I hope you all enjoyed this half-hour.

On Monday night we hope you'll be listening to the Bob Hawk Show when Bob will have a prize of ONE THOUSAND FIVE HUNDRED dollars for the Lemac of the week. That's the Bob Hawk Show for Camel Cigarettes on Monday night.

Until next Saturday night when you'll be hearing Vaughn Monroe again .. Johnny Desmond wishes you pleasant dreams .. and .. won't you have a Camel?

28.20

(MUSIC:

C-A-M-E-L-S)

(CAMEL THEME FADE ON CUE)

28.40

51457 4105

28.40

-14-

ANNCR:

Does your Dad smoke a pipe? Well, then, here's a Father's Day gift that he's sure to enjoy -- a gift-wrapped one-pound tin of Prince Albert, America's largest-selling smoking tobacco! P.A.'s choice tobacco is crimp cut for cool, smooth smoking and it's specially treated to insure against tongue bite. Prince Albert is the National Joy Smoke!

29.00

pp

51457 4106

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

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