

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JANUARY 21, 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:

From the Campus of Georgetown University in
Washington, D.C.
~~From the CBS Playhouse in the heart of New York~~
City - the Camel Caravan, starring Vaughn
Monroe...with the Moonmaids, the Moon Men,
the Orchestra and guest singer Susan Miller --
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!

-more-

ras

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-1A-

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.
That's how mild Camels are!

2nd ANNCR:

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

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! For
this Camel Caravan date we've moved onto
the campus of Georgetown University, with
our weekly once-over of number-one requests
on leading record shows around the country.
If you're all set and ready to travel along
with us, just light up a Camel and we're
on our way, to Portland, Oregon! In that
busy and bustling community of 300,000 solid
citizens, the tune most of the fans have been
calling for, according to "Variety", is
"Dreamer's Holiday"... 1.50

MUSIC: "DREAMER'S HOLIDAY"...MONROE 4.35

(APPLAUSE) 4.45

4.45

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MONROE: Thank you. That enthusiastic response confirms a rumor I've been hearing on the campus of Georgetown University; anybody who doesn't cheer and applaud the Camel Caravan gets sent to the D.O.!

HUGH: Vaughn, I don't get that. What's the D.O.?

MONROE: That stands for Discipline Office, Hugh. I guess I should have explained that to the folks listening and to any Georgetown students who never heard of it. But here's something else I think our friends will welcome enthusiastically...a happy combination of a brand new tune and a bright new guest on our show. The song is a ballad called, "Echoes" ...reported in Variety as the leading request this week in Boston ...and our guest is a young lady called Susan Miller, reported by everyone who's seen and heard her as "Wow"! Miss Miller... "Echoes", if you please... 5.30

MUSIC: "ECHOES"...MILLER 7.25

(APPLAUSE) 7.35

ras

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7.35

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MUSIC: (JINGLE)

GIRLS: Which brings us next to the record-rave in
Cleveland,
In Richmond and in Baltimore!
It's first in New York, in the state of Pennsylvania,
Requests keep coming by the score!
This tune's a ballad that's the choice
In New York City, too --
We're paging Mr. Vaughn Monroe
To sing it now for you! 8.10

MUSIC: "THERE'S NO TOMORROW"...MONROE 10.45
(APPLAUSE) 10.55

ras

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10.56

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CONOVER:
(LIVE)

And now here, on tape, is an interview between
Vaughn and Mrs. Arthur Christman.

MONROE: Hello, Mrs. Christman!

CHRISTMAN: Hello, Vaughn!

MONROE: Would you tell us what you do?

CHRISTMAN: I'm a housewife.

MONROE: And a very pretty one! I understand, Mrs.
Christman, that you're one of hundreds of
people who made the Camel thirty-day mildness
test under the supervision of noted throat
specialists?

CHRISTMAN: That's right, Vaughn, I did!

MONROE: Would you tell us about it?

CHRISTMAN: Certainly! I smoked only Camels for thirty days --
oh, about a pack and a half a day. At the
end of each week, I went to a throat specialists
and he examined my throat!

MONROE: And what did the specialist find?

CHRISTMAN: He said there wasn't a sign of irritation in
my throat from smoking Camels!

-more-

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MONROE: Did this surprise you?

CHRISTMAN: Not at all! I had a feeling that Camels were the mildest cigarette I ever smoked and this test proved it! I've been smoking Camels ever since!

MONROE: And I know you've been enjoying them! Thanks a lot, Mrs. Arthur Christman.

CONOVER:
(Live) In a coast-to-coast test, hundreds of people like Mrs. Christman, smoked only Camels for thirty days, averaging one to two packs a day. Each week, their throats were examined by noted throat specialists, who reported not one single case of throat irritation due to smoking Camels! That's how mild Camels are!

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

12.10

-7-

12.10

MUSIC: (JINGLE)

GIRLS: Now, tell us, maestro, about the news from Denver --
What is the biggest tune out there?

MONROE: A tune that's also a favorite in Chicago,
No other song can quite compare --
Detroit, and Philly like it, too --
A hit, both far and near --

GIRLS: Well, what's the name of this big choice?

MONROE: Just listen, and you'll hear! 12.45

MUSIC: "OLD MASTER PAINTER"...MONROE, MOONMAIDS 15.10

(APPLAUSE)

15.20

ras

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1.5.20

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MONROE: Thank you. The Camel Caravan stage is set now for another in our series of greetings to college fraternities. This evening, our spotlight shines on Phi Delta Theta!

HUGH: An international fraternity, Vaughn...on campuses in the United States, Canada and many other countries. Founded at Miami University in 1848, Phi Delta Theta has on its membership roll 110 chapters and 130 alumni clubs.

MONROE: As one of our oldest fraternities just past it's centennial, Phi Delta Theta deserves this salute...it's famous "Serenade". 15.50

MUSIC: PHI DELTA THETA SERENADE...ENSEMBLE

MONROE:

*And to the Colors of Georgetown University we now
pay a respectful tribute - To the Blue of the North
and respectful bow to our hosts and good friends
and the Gray of the South whose sons were
of Georgetown University - Here's a song dear
United at Georgetown after the Civil War, we
dedicate a song dear to the hearts of all at this
fine old University - "Here's to the Blue & Gray".*

MUSIC: "HERE'S TO THE BLUE AND GRAY"...ENSEMBLE 18.50

(APPLAUSE)

19.00

19.00

MUSIC: (JINGLE)

ALL: An encore now from our singing guest this evening: The leading tune in Springfield, Mass. -

GIRLS: The choice this week of the fans in Kansas City - In Omaha, it rates first class!

MONROE: In New Orleans this is the song That's called for, night and day -

ALL: So now, sit back and hear it sung The Susan Miller way! 19.35

MUSIC: "DEAR HEARTS" .. MILLER 21.50

(APPLAUSE) ~~21.50~~ 22.00

~~21.50~~ 22.00

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

CONOVER: Yes, you'll see how rich and full-flavored,
 how cool and mild, how thoroughly enjoyable
 Camels are!

2nd ANNCR: Among the millions who enjoy Camels are many,
 many doctors. More doctors smoke Camels than
 any other cigarette, according to a nationwide
 survey. One hundred thirteen thousand, five
 hundred and ninety-seven doctors were asked
 what cigarette they smoked. The brand named
 most was Camels!

CONOVER: Buy your Camels the handy, thrifty way -- by
 the carton!

22.45

22.45

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(MUSIC: BRIDGE)

MONROE: Remember when William Howard Taft was President
of these United States? .. when Enrico Caruso
records were best-sellers? ~~Remember when Irene~~
~~and Vernon Castle were America's sleek and~~
~~glamorous dancing couple?~~ .. when Jack Johnson
was heavyweight champion of the world? Well,
you're remembering back to 1910 and on
Broadway, the "South Pacific" of that year was
a new Victor Herbert musical, "Naughty Marietta",
and orchestra leaders everywhere were requested
to play this tune a dozen times a night 23.15

MUSIC: "I'M FALLING IN LOVE WITH SOMEONE" .. MONROE

26.35

(APPLAUSE)

26.45

ANNCR:

Each week, the makers of Camels bring a little extra cheer to hospitalized members of the Armed Services, by sending them gift Camels.

This week, the Camels go to: Veterans' Hospitals, Boise, Idaho, and Topeka, Kansas ... U.S. A.A.F. Station Hospital, Westover Field, Massachusetts ... U. S. Naval Hospital, Quantico, Virginia.

The Camel people have sent more than one hundred ninety million cigarettes to servicemen, servicewomen and veterans.

27.10

27.10

-13-

27.30

MUSIC:

(MONROE THEME)

MONROE:

~~This has seemed like a mighty short half-hour~~
~~because~~ The Caravan crew and I have greatly
 enjoyed playing and singing for you tonight.
~~And we'd like to say~~
~~Now we've got to say "so long" .. and may I~~
 add a huge "thank you" to Georgetown University
 for it's friendly hospitality. Comes next
 Saturday night, the Camel Caravan will be back *in*
~~on the main stem again .. on Broadway, in~~
 New York ~~city~~ *again* ... with another line-up of tunes
 from the "variety" list of leading requests and
 I hope all the members and friends of Chi Omega
 will be listening when they take the spotlight
 in our fraternity salute *for our guest* - I've invited a
~~really sensational guest to join us next week~~
~~one of your favorite stars on radio and~~
 records .. Fran Warren. I hope you'll all
 be with us .. same time, same station .. for
 another session with the Camel Caravan!

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 with a prize of
 One Thousand Five Hundred Dollars. So don't
 miss Bob Hawk on most of these same stations Monday
 night.

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MONROE
(CTD)

Until we meet again ... this is Vaughn
Monroe wishing you pleasant dreams ...
and ... won't you have a camel? 28.80

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

(CAMEL THEME FADE ON CUE)
28.40

28.40

ANNCR:

Men, pack your pipes with the National
Joy Smoke, Prince Albert, P.A.'s choice
tobacco is crimp out for smooth, cool
smoking and it's specially treated to
insure against tongue bite. Get P.A. --
it's America's largest-selling smoking
tobacco!

28.50

28.55

-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