

*Timed Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JANUARY 1, 1949

7:30 - 8:00 PM EST

**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:)

HUGH: With a very happy New Year from the makers of Camel  
Cigarettes, here's the Camel Caravan, starring Vaughn  
Monroe... with the Moonmaids, the Moon Men, the  
Orchestra, and guest singer, Helen Forrest.

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!

MUSIC: \_ \_ \_ \_ (MONROE THEME)

mg

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HUGH:

Now here is the star of the Camel Caravan! And we're proud to announce that he's been voted by the Radio Editors of the United States and Canada in the 13th Annual Poll conducted by Motion Picture Daily for FAME Magazine as leader of America's best dance band! Spotlight on VAUGHN MONROE!

(APPLAUSE) 1.20

MONROE:

Thank you, and how do you do, ladies and gentlemen. And may I offer my thanks to the Radio Editors, Motion Picture Daily, and Fame Magazine for the honor they've paid me <sup>and the band.</sup> They've gone a long way toward making 1949 a very happy New Year for ~~me~~ <sup>us.</sup> Now, let's get our Camel Caravan rolling with one of the top song-favorites of the past year! It's the tune that "Variety" reports as most requested this week in Dallas, Cincinnati and Portland, Oregon ... "BUTTONS AND BOWS"! 1.45

MUSIC:

"BUTTONS AND BOWS" ... MONROE 3.50

(APPLAUSE)

4.00

MONROE: Thank you...thank you very much.

FORREST: Good evening, Vaughn...and a Happy 1949 to you!

MONROE: ~~That was the voice of Helen Forrest~~, ladies and gentlemen, <sup>and that is Helen Forrest -</sup> currently wowing the customers at the RKO Theatre here in Boston, and in charge of guest-vocalizing on the Camel Caravan tonight. Welcome to the festivities, Helen...and ~~Have~~ you met our announcer, Hugh Conover?

FORREST: Hello, Hugh...

HUGH: (TO AUDIENCE) Gosh...ain't she purty? Vaughn, a little while ago I made a New Year's resolution. I resolved never to become too interested in the lovely girls you invite on the show as guests...never to ask them for their phone numbers or for a date. I intended to stick to that resolution...be strong about it...strong as a mighty oak!

MONROE: Strong as an oak! Well, now that you've met Helen, what've you got to say?

HUGH: ...Vaughn, shake hands with a toothpick! Miss Forrest, would you sing a romantic song...just for me?

MONROE: Humor the boy, Helen...sing the tune that's on top of the disc-jockey request lists in Pittsburg and San

*Forrest:* Antonio this week ... "My Darling, My Darling" <sup>5.00</sup>  
*That I will, Vaughn -- that I will.*

MUSIC: "MY DARLING, MY DARLING" ... FORREST 7.25

(APPLAUSE)

mg

7.35

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MUSIC:

(JINGLE)

The tune you'll hear next is now a record favorite  
Out in Los Angeles, we hear -  
It's not a new tune; in fact, it's quite an oldie  
That's popular again this year.

"I've Got My Love To Keep Me Warm" -

That's what they call this song;

GIRLS:

Here's Vaughn Monroe to sing the words  
as the Caravan rolls along! 8.10

MUSIC:

"I'VE GOT MY LOVE TO KEEP ME WARM" ... MONROE 10.40  
(APPLAUSE) 10.50

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

CONOVER: Smoke Camels, and only Camels, for thirty days. Yes, try  
Camels in your "T-Zone" -- T for taste and T for throat.  
Your Taste will enjoy Camel's rich, full flavor. And you  
will see how mild a cigarette can be!

PAUL: In a recent test, hundreds of men and women, from coast-to-  
coast, smoked only Camels for thirty days, an average of one  
to two packs a day. Each week, their throats were examined  
by noted throat specialists. These doctors made two thousand,  
four hundred and seventy examinations and reported not one  
single case of throat irritation due to smoking Camels!

CONOVER: Test Camel mildness yourself. If, at any time, you're not  
convinced that Camels are the mildest cigarette you've ever  
smoked, return the package with the unused cigarettes to the  
makers of Camels and you'll receive its full purchase  
price, plus postage!

SINGERS: Smoke Camels and see! 11.55

MUSIC:

(JINGLE)

Comes now the song that is leading all the others  
In Denver and Seattle, too -  
For many weeks, it's been featured on our program -  
We'll sing it now again for you.

In San Francisco it's on top -  
The folks there love each note  
Of this, a most-requested tune  
About a China boat ! 12.30

MUSIC:

"ON A SLOW BOAT TO CHINA" ... MONROE

(APPLAUSE)

14.40

14.35

MONROE: Thank you again, ladies and gentlemen. And now, as they say in the afternoon serial programs .. let's listen to the Romance of Helen and Hugh. When we saw them last, Helen Forrest was singing a romantic song to Hugh Conover. Now .. Hugh speaks.

HUGH: Vaughn .. Helen and I are in love! We realize that we were meant for each other .. and we've been making wonderful plans. Helen says she wants to have 11 children, and I want to have 11 children, too!

MONROE: I'm sorry to hear that, Hugh.

HUGH: You're sorry? Why?

MONROE: Nowadays, where are you going to find a house big enough for 22 children?

HUGH: Music, Vaughn .. I need music to console me.. Something soft and sentimental ... like the song Variety says is most-requested this week in Memphis .... your own recording of "In My Dreams". 15.35

MUSIC: "IN MY DREAMS" .. MONROE, MOONMAIDS 17.55  
(APPLAUSE)

18.00

MUSIC: (JINGLE)

And now an encore from our Miss Helen Forrest -  
A welcome treat, you will agree -  
Her song's a winner this week in Kansas City,  
And down in Washington, D. C.

In Syracuse - Atlanta, too -  
This tune's been voted best;  
And in Detroit it's number one -  
The very top request! 18.35

MUSIC: "A LITTLE BIRD TOLD ME" .. FORREST 21.15  
(APPLAUSE)  
21.25



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

PAUL: Smoke Camels! See for yourself how mild Camels are!

CONOVER: In a recent test of hundreds of men and women who smoked Camels, and only Camels, for thirty days, weekly examinations by noted throat specialists revealed not one single case of throat irritation due to smoking Camels!

PAUL: That's how mild Camels are! But make your own thirty-day test and see for yourself!

CONOVER: Camel's choice tobaccos are properly aged and expertly blended for flavor and for mildness. If, at any time, you're not convinced that Camels are the mildest cigarette you've ever smoked, return the package with the unused cigarettes to the makers of Camels and you'll receive its full purchase price, plus postage!

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!

22.35

MONROE: From coast to coast on this New Year's Day, <sup>Championship</sup> ~~football was~~  
~~being again ... top teams in various parts of the~~  
~~country collided head-on in one on another of the~~  
~~Bowl games ... and the record books closed for the~~  
~~season.~~ Down in Dallas, Southern Methodist University  
met the University of Oregon in the Cotton Bowl ...  
and if you listened to the broadcast of the game, brought  
to you by the makers of Camel Cigarettes .. you know the  
score was Southern Methodist <sup>21</sup> --, Oregon <sup>13</sup>!

HUGH: I heard the game, Vaughn .. and it was a dilly! I heard  
the last few minutes of the Rose Bowl Game, too!

MONROE: And that was no taffy-pull, either, Hugh. Two tough,  
top teams put on a great show out in Pasadena ..  
Northwestern and the University of California ... and at  
the final whistle, the scoreboard read:  
Northwestern <sup>24</sup>, California <sup>14</sup>. Here are the colorful  
songs of those 1949 Rose Bowl teams! <sup>23-15</sup>

MUSIC: NORTHWESTERN-CALIFORNIA MEDLEY <sup>25-42</sup>  
(APPLAUSE)  
<sup>25-50</sup>

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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! 26.12

ANNOUNCER:        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,  
                    Van Nuys, California...U. S. AAF Station Hospital,  
                    Fort Worth Air Field, Texas...U. S. Naval Hospital,  
                    Newport, Rhode Island...U. S. Marine Hospital,  
                    Pittsburgh, Pennsylvania...Veterans' Hospital, Lake  
                    City, Florida.  
                    That makes a total of more than one hundred and  
                    eighty million cigarettes that the Camel people  
                    have sent to servicemen, servicewomen and veterans!

26.42

(MUSIC: \_ \_ \_ \_ JINGLE)

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

27.15

MUSIC: MONROE THEME *27.35*

MONROE: Well, so long for now...the Camel Caravan is rolling on. And from all of us ... our wishes for a very Happy New Year for you and yours ... may 1949 be the best year of your lives. Next Saturday night, as usual, the Camel Caravan will come your way again. From Georgetown University in Washington, D. C., we'll bring you the top tunes, as reported by "Variety" and as our singing guest, we'll have with us *Laurey* *Geney Powell*..... I hope you'll remember to listen.

On Monday night we hope you'll all be listening to the Bob Hawk Show when Bob will be looking for the Lemac of the Week, with a prize of five hundred dollars. That's the Bob Hawk Show for Camel Cigarettes on Monday night.

Until next Saturday, this is Vaughn Monroe wishing you pleasant dreams...~~a very happy New Year~~...and...won't you have a Camel? *28.17*

MUSIC: \_C-A-M-E-L-S\_

(CAMEL THEME, FADE ON CUE)  
*28.35*

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ANNOUNCER:

Pipe smokers, you'll like Prince Albert's pocket tin with the new humidor top that locks out air, seals in freshness and flavor. P.A.'s choice tobacco is crimp cut for cool smoking, even burning, easy packing in your pipe. It's specially treated to insure against tongue bite. Get Prince Albert, the National Joy  
Smoke!

28.55

mg

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(MUSIC: --- CAMEL THEME FADE)

29.07

CONOVER:

This is Hugh Conover saying goodnight for the Camel Caravan, starring Vaughn Monroe... 29.12

(APPLAUSE)

29.25

This is CBS...THE COLUMBIA BROADCASTING SYSTEM

.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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