

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JANUARY 15, 1949

7:30 - 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:)

HUGH: From the campus of John Carroll University in  
Cleveland, Ohio..the Camel Caravan, starring Vaughn  
Monroe ... with the Moonmaids, the Moon Men, the  
Orchestra, and guest singer, Eileen Barton..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!

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

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

(APPLAUSE) 1.10

MONROE: Hello, and how do you do, everybody! For a  
half-hour of tunes that are tops around the  
country .. for songs that everybody is singing  
... you've come to the right place: our regular  
Saturday night session of the Camel Caravan.  
For example .. here's the ballad that's reported  
in "Variety" as the leading record-request of  
the week in New York City .... a happy combination  
of words and music called, "My Darling, My  
Darling". 1.30

MUSIC: "MY DARLING, MY DARLING" .. MONROE 3.55

(APPLAUSE)  
4.05

MONROE: Thank you .. thank you very much. Now, as they say in concert circles, a few words with our visiting prima-donna. Or, as it's known in the juke-box set .. a hunk of talk with our guest canary. If you've heard her on records, on the air, in her television shows or in the recent Broadway hit revue, "Angel in the Wings", you'll know why we sent a special Camel Caravan invitation to .. Miss Eileen Barton!

BARTON: Greetings, Vaughn ... and a happy January-15th-good-old-Income-Tax-Day to you! If I don't seem to be my usual cheerful self tonight, it's because I just paid my Income Tax ... \$386,000.

MONROE: Eileen, there's something wrong with the acoustics here. For a minute, I thought you said ...

BARTON: You heard me, Vaughn. I filled out my tax-return down at the bank, along with a lot of other people.

MONROE: But why did you have to pay \$386,000? Are you sure you didn't make a mistake in your return?

BARTON: To tell you the truth, I didn't know how to fill the thing out at all .... so I just copied from the man next to me.

MONROE:

Ladies and gentlemen, Miss Eileen Barton's next  
guest appearance will be made in Washington, D.C.  
.. at the office of the Collector of Internal  
Revenue. Tonight, however, she'll sing for us  
the tune that Variety reports as the top record-  
request in Washington, San Antonio, Chicago,  
Kansas City, Springfield, Detroit and Miami .....

"A Little Bird Told Me". 5.40

MUSIC:

"A LITTLE BIRD TOLD ME" .. BARTON 8.10

(APPLAUSE)

8.15

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8.15

MUSIC:

(JINGLE)

The song you'll hear next is popular in Boston -  
It is their number-one request;  
Of all the songs on the current list of favorites,  
Bostonians like this one best.

Perhaps you haven't heard it yet -

This tune is rather new -

GIRLS

So, spotlight, please, on Vaughn Monroe -

He'll sing it now for you! 8.50

MUSIC:

"POWDER YOUR FACE WITH SUNSHINE" .. MONROE 10.30

(APPLAUSE)

10.35

10.35

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.  
                       Enjoy Camel's rich, full flavor and see for yourself  
                       how mild a cigarette can be!

PAUL:               In a recent coast-to-coast test, hundreds of people  
                       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 found not one single case of  
                       throat irritation due to smoking Camels!

CONOVER:           That's how mild Camels are! Smoke Camels and see  
                       for 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!

11.40

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11.40

MUSIC:

(JINGLE)

And now, presenting the song that's been a winner

For many weeks from coast to coast:

In Cincinnati, in Richmond and in Pittsburg,

This tune has been requested most!

In Dallas and in Louisville

No other tune will do -

That goes for Portland, Oregon -

And Indianapolis, too! 12.15

MUSIC:

"BUTTONS AND BOWS" ... MONROE 14.15

(APPLAUSE)

14.25

14.25

MONROE:

John Carroll University is playing host to the Camel Caravan this evening, ladies and gentlemen .. and we in turn are proud to salute John Carroll. Since 1886, the University has spread its fame far beyond the suburb of Cleveland in which it stands ... it has given to this country more than a few great names in science, religion, business and the arts.

And its athletic teams have been in the spotlight, too. At home, in the Cleveland Arena, and as a visiting team, the "Blue Streaks" have piled up a notable record of victories ... most recently, a win over Canisius College of Buffalo in the Great Lakes Bowl Game.

So .. ~~by way of~~ <sup>to</sup> paying our respects to John Carroll University .. its faculty, its 2400 students and <sup>we have chosen the Alma Mater hymn written by Father Joseph Kiefer. Now</sup> its alumni ... the Camel Caravan choir joins me in singing "Sons of Carroll". 15.15

MUSIC:

"SONS OF CARROLL" \* MONROE, CHOIR 17.30

(APPLAUSE)

17.40

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17.40

MUSIC:

(JINGLE)

"A Slow Boat to China" is first among the favorites

In Portland on the eastern shore -

And as for Charlotte, way down in Carolina

This is the song they're asking for!

In New Orleans it's number one -

The most-requested song -

Miss Eileen Barton sings it now,

As the Caravan rolls along! 18.15

MUSIC:

"SLOW BOAT" . . . BARTON 19.55

(APPLAUSE)

20.00

20.00

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

PAUL: Smoke Camels and you'll see!

CONOVER: In a recent test, hundreds of men and women  
 smoked only Camels for thirty days. Each week,  
 their throats were examined by noted throat  
 specialists. These doctors reported not one  
 single case of throat irritation due to smoking  
 Camels!

PAUL: Test Camels in your "T-Zone" and see how mild  
 Camels are! Camel's choice tobaccos are properly  
 aged and expertly blended for flavor and for  
mildness!

CONOVER: 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!

21.05

21.05

MONROE: On with the music...with an assist from our busy-bee of an announcer, Hugh Conover. Hugh, I see you have your little note-book handy...

HUGH: That's right, Vaughn...I've been up and down the campus of John Carroll University all day... asking the students questions about their favorites in music. First I asked them who their favorite orchestra leader was...and here's the answer right here. Let's see...I scribbled so, I can barely make it out...the initials look like, V.M. V.M. ... who could that be...?

MONROE: I heard a band on the air a couple of weeks ago, led by Vincent Murphy ...

HUGH: No, it's not him. V.M. ... well, it'll come to me later. Then I asked their favorite popular composer .. and that turned out to be Cole Porter.

MONROE: That's my cue. Boys, get out the book marked "Cole Porter Tunes".

HUGH: Then I asked them which Cole Porter tune they like best...and the choice was "Begin the Beguine".

ras

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HUGH: Now if I could only think of that orchestra leader... V.M. ... who could that be?

MONROE: Oh, you'll think of it, Hugh...and if you don't ...the nearest unemployment office is just a few blocks away. Are we ready, gentlemen?

Music! 22.20

MUSIC: "BEGIN THE BEGUINE" ... MONROE AND CHOIR 25.30

(APPLAUSE)

25.35

25.35

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! 25.55

ANNCR:

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, Tuskegee,  
 Alabama...U.S. Army Station Hospital, Camp  
 Pickett, Virginia...U.S. Naval Hospital,  
 Annapolis, Maryland..U.S. Marine Hospital,  
 Boston, Massachusetts...and Veterans' Hospital,  
 Phoenix, Arizona.

That makes a total of more than one hundred  
 and eighty million cigarettes that the  
 Camel people have sent to servicemen,  
 servicewoman and veterans!

26.20

26.20

-13-

(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!

26.25

ras

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26.55

MUSIC:

MONROE THEME 27.10

MONROE:

Well, now it's time for the Camel Caravan to move along. I hope we'll be seeing you soon again, John Carroll University and all our friends here in Cleveland...and next Saturday night, we'll be on the air from Birmingham, Alabama, with more top tunes from Variety's number one requests. To join us on the first stop in our Southern tour, we'll have lovely Cece Biare to take care of the guest singing... so at this same time next week, let's make a date to meet again.

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 two hundred and fifty 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? 27.55

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

(CAMEL THEME, FADE ON CUE)

28.10

28.10

ANNCR:

Prince Albert is America's largest-selling smoking tobacco. P.A.'s choice tobacco is crimp cut for cool smoking, even burning, easy packing in your pipe, and it's specially treated to insure against tongue bite. P.A.'s pocket tin has a new humidor top that seals out air, seals in freshness and flavor. Get Prince Albert, the National Joy Smoke!

28 40

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28.40

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(MUSIC: --- CAMEL THEME FADE) 28.45

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

ANNCR: *And I'd like to remind you that*  
Last year thirty-two thousand people lost their lives in traffic accidents. More than a million others were left injured or crippled. Don't be sure it'll always happen to the "other fellow" ...next time it could be you! Make sure your car is in good condition; then drive slowly, drive sensibly, and you'll drive safely!

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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