

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MARCH 5, 1949

7:30 to 8:00 PM EST

Timed Master A.B.

**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 home of Drake University -- Des Moines, Iowa,
the Camel Caravan, starring Vaughn Monroe...with
the Moonmaids, the Moon Men, the Orchestra, and guest
singer, Cece Blake...presented by Camel Cigarettes!

MUSIC: (UP AND SEQUE)

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)

51457 3879

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

(APPLAUSE) 1.10

MONROE: Hello, and how do you do, everybody! The Camel
Caravan sends you greetings from Des Moines, Iowa,
in the heart of the tall corn country! And with
our greetings, we're sending you music ... pop
tunes that are top tunes ... songs listed in
"Variety" by leading disc-jockeys as their number-
one requests. Reports from Newark, San Antonio,
New Orleans and Seattle tell me that this is the
current favorite in those cities:

"I've Got My Love To Keep Me Warm"! 1.35

MUSIC: "I'VE GOT MY LOVE TO KEEP ME WARM" ... MONROE 3.50

(APPLAUSE) 4.00

4.00

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

HUGH: Say, Vaughn ... maybe tonight, huh? I mean, maybe tonight you'll sing that song I wrote ... would you ... huh? What a melody!...and wait'll you hear the words! They've got everything ... romance, pathos, nostalgia, tears, good spelling ... everything! How about it, Vaughn?

MONROE: Conover, my boy -- step into my office, Are we alone? Good, Hugh, I'm afraid you'll never make a successful song-writer.

HUGH:Too skinny, huh? But you haven't heard the title of this song, Vaughn ... what a title!

MONROE: I don't know how I'll ever face my Scout-master again... but go ahead ... what is the title?

HUGH: It's called ... "My 200 Pound Sweetheart, That Day You Sat On My Lap, You Were My First Crush". Pretty good, huh, Vaughn?

MONROE: My dear Mr. Conover ... and I use the word "dear" in the antelope sense . . . why don't you give up? Can you imagine people in ~~Omaha, Chicago, Miami and Indianapolis~~ ^{Portland, Oregon} going for a song like that? Of course not! This is the kind of tune they've been asking their favorite disc-jockeys to play ... ~~"Powder Your Face With Sunshine"~~ ^{"A Little Bird Told Me"} ... and here's the scintillating Miss Cece Blake ~~with~~ ^{to tell 5.10}

~~up what the bird said.~~
~~the powder-puff.~~

MUSIC: ~~"POWDER YOUR FACE"~~ ... BLAKE

7.40

(APPLAUSE)

7.50

51457 3881

1.50

MUSIC: (JINGLE)

MONROE: And now we come to a song about red roses -
A tune they seem to like out west -
In Fort Worth, Texas ... and Phoenix, Arizona,
This record is the top request;

GIRLS: Forgive us if we interrupt -
Here's something folks should know:
This record that is number one
Was made by Vaughn Monroe; 8.25

MUSIC: "RED ROSES" ... MONROE, MOONMEN 11.00

(APPLAUSE) 11.10

51457 3882

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

CONOVER: Yes, smoke only Camels for thirty days and you'll see
how mild a cigarette can be!

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

CONOVER: Smoke Camels yourself, and see how mild Camels are!
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!

12.10

MUSIC: (JINGLE)

And here's the winner in Richmond and in Denver -
A choice on which you'll all agree -

GIRLS: Another city where it's a favorite ditty
Is good old Washington, D. C.

You've heard it on our show before -
A sweet, romantic song -

GIRLS: So spotlight now on Vaughn Monroe
As the Caravan rolls along! 12.40

MUSIC: "FAR AWAY PLACES" ... MONROE 12.00

(APPLAUSE)
12.15

15.15

MONROE:

Thank you again, ladies and gentlemen. Now, it's
 hat's off to the school that's playing host to the
 Camel Caravan this evening ... Drake University!
~~Des Moines, Iowa, gives three city blocks to the~~
~~campus and buildings of Drake University ... and~~
~~to Des Moines, to the state of Iowa, and to the~~
~~nation, Drake has given 68 years of liberal~~
 education. Founded as a truly American Institution,
 Drake has always been high on the list of those who
 recognize scholarship ... and those who enjoy the
 excitement of the football stadium and athletic
 fields know the traditon of Drake's (NICKNAME OF ^{Bulldog}
~~FOOTBALL TEAM~~), and the fame of the Drake Relays.
 The Camel Caravan is happy to make this visit to
 Drake University; and tonight it's our pleasure to
 present two of the school's great songs. 15.45

MUSIC:

"DRAKE MEDLEY" ... ENSEMBLE

17.40

(APPLAUSE)

17.55

17.55

MUSIC: (JINGLE)

GIRLS: Let's keep on rolling - the maestro's going to tell us what road the Caravan will take:

MONROE: Detroit's the next stop; that's where this tune will lead us -

An encore from Miss Cece Blake!

ALL: The song's a sentimental one -

And one that's much admired:

We think that you will like to hear

The ballad called, "So Tired". 18.30

MUSIC: "SO TIRED" ... BLAKE 20.35

(APPLAUSE)

20.45

51457 3886

MONROE: We're going to close up shop tonight with a new Cole Porter tune. You know, Cole Porter has been turning out hit songs for more than thirty years. And when I say "hit songs," I mean songs that last... songs that are top favorites year after year!

CONOVER: Say, Vaughn, speaking of favorites, Camels are Cole Porter's favorite cigarette. Yes, he's a Camel smoker from 'way back!

PAUL: Here's what Cole Porter said; "Camels have been a hit with me for years, because they've got the flavor and they're mild!"

CONOVER: Yes, Camel's choice tobaccos are properly aged and expertly blended for flavor and for mildness!

PAUL: In a recent test, hundreds of people smoked only Camels for thirty days. Noted throat specialists who made weekly examinations of the throats of these smokers reported not one single case of throat irritation due to smoking Camels!

CONOVER: Smoke Camels and see how mild Camels are! 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.

7A
~~10~~

(COMMERCIAL CONTD.)

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!

22.00

51457 3888

22.00

MONROE: As advertised, here's the new tune by Cole Porter.

HUGH: Vaughn, are you sure you wouldn't rather do one of my songs instead? You know I want to be a famous songwriter.

MONROE: Hugh..my eager beaver, be satisfied with what you are. Aren't you the world's highest-paid radio announcer? Yes! Don't women everywhere swoon at the sound of your voice? Yes! Haven't the co-eds here been begging you for dates? Yes!

HUGH: Vaughn...

MONROE: What....?

HUGH: Let's try that with my answers,

MONROE: Some other time, Hugh...I promised the good people a Cole Porter special and I want to deliver. Here it is... one of the high-spots from the score of "Kiss Me Kate"... "So In Love".

22.42

MUSIC: _ _ _ "SO IN LOVE"...MONROE 26.20

(APPLAUSE)

26.25

26.25

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: 26.45

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,
Wadsworth, Kansas...U. S. Army Station Hospital, Camp
Stoneman, California...U. S. Naval Hospital, Memphis,
Tennessee...U. S. Marine Hospital, Neponsit Beach,
New York...and Veterans' Hospital, Portland, Oregon.

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

27.10

27.10

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!

27.40

27.40

-13-

(MUSIC: --- MONROE THEME) 27.50

MONROE: And that ties it up into a package for tonight, ladies and gentlemen. Let's meet here again at this same spot on the dial next Saturday night. The Camel Caravan will be on the air from Chicago's Aragon Ballroom.. and to lend a voice to the proceedings, we'll have a return visit from the singing rage, Miss Patti Page; We'll be expecting you,..next Saturday night.

On Monday night we hope you'll 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..and.. won't you have a Camel? 28.30

(MUSIC: --- CAMELS)

(CAMEL THEME, FADE ON CUE)

28.40

28.40

ANNCR:

Pipe smokers, try packing your pipe with Prince Albert, the National Joy Smoke! 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. Prince Albert's pocket tin has the new humidor top that locks out air, seals in freshness and flavor. That's Prince Albert, America's largest-selling smoking tobacco!

29.03

29.03

-15-

(MUSIC: --- CAMEL THEME FADE) 29.10

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

(APPLAUSE)

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

VQ

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