

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JUNE 18th, 1949

7:30 to 8:00 PM EDST

**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 CBS Playhouse here in the heart of
New York City, 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 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)

ras

51457 4108

HUGH: Now, here is the star of the Camel Caravan...
and his recent recording of this tune is
becoming a juke-box special from coast to
coast! It's Vaughn Monroe...and
"Dreamy Old New England Moon!" You're
on, Maestro! 1.15

MUSIC: "DREAMY OLD NEW ENGLAND MOON"...MONROE 3.30
(APPLAUSE) 3.40

310

MONROE: Thank you...thank you very much. Hugh, I'm sure sorry I couldn't make the Camel Caravan last week!...~~confidentially, do you think anybody missed me?~~

HUGH: *Everybody missed you -*
~~Are you kidding, pappy?~~ The minute I announced that you wouldn't be on, ~~bedlam broke loose~~ telegrams began to pour in! I sent them on to your house.

MONROE: Yes...I got both of them. They didn't exactly pour in ...it was more of a drizzle. ~~Did anybody call up to ask why I wasn't on the show?~~

HUGH: *and* Telephone calls! Vaughn, you won't believe this... but within 5 minute after the program started, the CBS switchboards were flooded!

MONROE: You don't mean it!

HUGH: I do! A pipe broke in the basement.

MONROE: Hugh, I never dreamed I'd cause all that excitement by missing just one broadcast.

HUGH: *Oh you have no idea*
It's the biggest thing that's happened on the network since Spike Jones lost two of his cowbells.

MONROE: *Hugh as I once remarked when I leaves you 10.00- you've touched me*
But now that I'm back at the old stand...let's see what "Variety" reports in the way of leading record-requests around the country.

51457 4110

MONROE:
(Cont'd)

Here's the number-one favorite in Richmond and
Mobile, ~~according to the leading disc-jockeys~~

~~in those towns~~. and here's pert and pretty ^{tuneful}
Cece Blake to sing it for us. "Again". 4.45

MUSIC:

"AGAIN"...BLAKE 6.50
(Applause) 7.00

7.00

MONROE: Thank you, Cece, for singing so suavely and sweetly. Hugh, when I came in here tonight, I noticed that you were in a huddle with the ~~Moonmaids~~ ~~boys in the orchestra.~~ ~~What were you plotting?~~

HUGH: Well, ~~we've got a little something cooked up~~ ~~for you, Vaughn...~~ ~~to sort of~~ welcome you back to the show. Remember ~~the show~~ a couple of months ago...you walked in and the gang all sang "Happy Birthday"? That was a nice surprise, wasn't it?

MONROE: I'll say ...especially since it wasn't my birthday. Now what's the deal tonight?

HUGH: ~~Well, the Moonmaids, and I have arranged a small~~ ~~Santata in your honor.~~ Just stand back and listen. All right, girls.

HUGH & MOONMAIDS: (ALTERNATE ON EACH CITY)
Chicago..Washington..San Francisco..Denver...Atlanta...
Cincinnati...St. Louis...Kansas City..Omaha...
Indianapolis..Springfield,..Miami...Memphis...
Philadelphia..San Antonio; -- Cleveland -- And
Portland, Oregon, And Portland, Maine.

MONROE: Conover, that was very pretty...but what is it?

HUGH: A list of 18 cities, Vaughn...18 cities in which dis-jockeys reported in "Variety" that the record for which they've had most requests is.. guess what?

51457 4112

HUGH:
(Cont'd) Your recording of "Riders In The Sky!"
Now what do you say to that?

MONROE: The record seems to be almost as popular as
Camels. Thanks for staging this little surprise,
Hugh...thank you, ~~for~~^{for}...and of course my thanks
to you, ladies and gentlemen, for putting
"Riders In the Sky" at the top of the list. 8.15

MUSIC: "RIDERS IN THE SKY"...MONROE 11.10
(APPLAUSE)

11.20

11.20

-6-

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!

VINES: In this test, hundreds of people smoked only Camels for thirty days, an average of one to two packs a day. Noted throat specialists examined the throats of these smokers each week and reported not one single case of throat irritation due to smoking Camels!

CONOVER: That's how mild a cigarette can be! That's how mild Camels are! But try Camels for yourself -- in your "T-Zone" -- and see how rich and full-flavored, how cool and mild Camels are!

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!

17.25

51457 4114

-7- 12.25

MUSIC: (JINGLE)

GIRLS: And now the maestro will tell us .of a ballad
That many people like so much -

MONROE: This is the favorite with record fans in Boston -
A tune with a Parisian touch.

ALL: And here's the right time in our show
For this romantic song --

GIRLS: ~~To~~ spotlight, please, on Vaughn Monroe
As the Caravan rolls along! 13.00

MUSIC: "COMMCI COMME CA"...MONROE 13.30
(APPLAUSE)

15.40

51457 4115

15.40

MONROE: Alpha Tau Omega is the fraternity the Camel Caravan salutes tonight, ladies and gentlemen... with a special bow to its 105th Chapter, to be established tomorrow at the University of Utah.

HUGH: A fraternity 84 years old...founded in Richmond, Virginia...with a membership of 54,000...

MONROE: Famous men of A.T.O. ---Secretary of the Treasury John W. Snyder...Senators Maybank and Holland... ~~Canadian Minister of Trade, Clarence D. Howe...~~

HUGH: And Alpha Tau Omega is well represented on Broadway, too. Tennessee Williams...critic Robert Coleman...~~song writer Hugh Martin vv.~~ columnist Earl Wilson...

MONROE: Make that author Earl Wilson, Hugh...I just read his newest book, "Let 'em Eat Cheesecake". ~~And let's not forget author Gene Fowler.~~ To all the members of Alpha Tau Omega, the Camel Caravan dedicates this song. "The Sweetheart of A.T.O". 16.15

MUSIC: "SWEETHEART OF A.T.O"....MONROE, ENSEMBLE 18.35
(APPLAUSE)

18.45

18.45

MUSIC: (JINGLE)

ALL: The song that's next on our list of current favorites

Comes from a show now on Broadway --

GIRLS: No doubt you've heard of the hit called "South Pacific"
It looks as though it's here to stay!

MONROE: A girl who finds that she's in love,
And there is no mistake -

ALL: That's what this tune is all about -
It's sung by Cece Blake. 19.20

MUSIC: "I 'M IN LOVE WITH A WONDERFUL GUY"...BLAKE 21.46
(APPLAUSE)

21.50

51457 4117

21.50

-10-

CONOVER: Ray McKinley knows!

VINES: Skitch Henderson knows!

MONROE: And I know, too, Friends!

CONOVER: Yes, Vaughn, it's true with band leaders and it's true in all walks of life -- with smokers who know, it's Camels for mildness!

VINES: Millions of smokers have been enjoying Camels for years. From their day-in, day-out smoking, they know how rich and flavorful, how cool and mild Camels are:

CONOVER: And, Friends, you can find out, too. Smoke Camels, and only Camels, for thirty days and see for yourself just how mild a cigarette can be!

VINES: You know, among the millions of Camel smokers 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 Camel!

MONROE: I just want to remind you boys and gals that tomorrow is Father's day. And if you haven't bought Dad a present yet, why, there's still time to get him a gift he's sure to appreciate: a carton of Camels, specially gift-wrapped for the occasion.

ras

22.50

51457 4118

22.50

-11-

(MUSIC: BRIDGE)

HUGH: (SOTTO) Say, Vaughn...you asked me to announce this next number for you...but you didn't tell me what it is.

MONROE: (SOTTO) ...I'll write it down for you. Got a piece of paper?

HUGH: Here! ~~is an old calling card.~~ Write it on the back of ~~that~~ *this old calling card.*

MONROE: Okay...there ..there you are. And tell the people the tune's not new.

HUGH: (SOTTO) Right. (UP) Ladies and gentlemen. ..here is an old favorite of 1937, that's currently popular again...Gertrude, Trafalgar - 3-9970.

MONROE: Conover!

HUGH: Oops!..I forgot to turn the card over...Now, let's see...An old favorite of 1937..."The Way You Look tonight"! Music, gentlemen...Sing it, Vaughn. 23.45

MUSIC: "THE WAY YOU LOOK TONIGHT" ..MONROE 26.30
(APPLAUSE) 26.40

26.40

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, Atlanta, Georgia...U.S. Lockbourne Air Force Base, Columbus, Ohio... U.S. Naval Hospital, Long Beach, California.. U.S. Marine Hospital, Vineyard Haven, Massachusetts...Veterans Hospital, Salt Lake City, Utah.

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

27.05

27.05

-13-

MUSIC: MONROE THEME 27.25

MONROE: Well, that winds up the festivities for tonight, ladies and gentlemen...but next Saturday night, we'll be steering the Camel Caravan your way again, from New York...with another group of top record-requests, as reported in "Variety". So for songs by Cece Blake and yours truly, spin your dial our way when Saturday night rolls around again.

On Monday night we hope you'll be listening to the Bob Hawk Show when Bob will have a prize of ONE THOUSAND SEVEN HUNDRED AND FIFTY DOLLARS for the Lemac of the Week.

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? 28.00

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

(CAMEL THEME FADE ON CUE)

28.15

51457 4121

28.15

ANNCR: If your Dad smokes a pipe, here's a fine, last minute suggestion for Father's Day. Give Dad a one-pound tin of America's largest-selling smoking tobacco -- Prince Albert. The tins are specially wrapped for Father's Day. Yes, Dad will enjoy Prince Albert -- It's the National Joy Smoke!

28.30

28.30

(MUSIC: CAMEL THEME FADE) 28.45

ANNCR: You know, Friends, we all like to talk about the "good old days". But have you noticed that in America the things we want keep getting better and better? For example, since Nineteen Ten, we've increased our annual income greatly, yet we've added to our leisure time by an average of eighteen hours a week. Let's keep having "good new days" by making our American system stronger and stronger! 29.05

This is Hugh Conover saying goodnight for the Camel Caravan -- starring Vaughn Monroe. 29.18

(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