

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JUNE 25, 1949

7:30 to 8:00 PM - EDST

Times 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 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)

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 test of hundreds of people who smoked only
Camels for thirty days.
That's how mild Camels are!

SINGERS: Smoke Camels and see!

(MUSIC: MONROE THEME)

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

Vaughn Monroe!

(APPLAUSE)

1.15

MONROE:

Hello, and how do you do, everybody! Along about this time of year, most of your favorite radio shows take a bit of a vacation... but not this one. Like Old Man River, the Camel Caravan keeps rolling along... And it's our pleasure to play and sing your favorite tunes for you each Saturday night... songs reported in "Variety" by leading disc-jockeys as their number-one requests. So... sit back.. relax.. light up a Camel .. and listen to what we've got on tap for you tonight.

To begin with: a ballad that's the choice of record fans in Boston... from the Broadway musical, "South Pacific!"

1.45

MUSIC: ----- "SOME ENCHANTED EVENING" ... MONROE

4.05

(APPLAUSE)

4.16

4.15

MONROE: Thank you.. thank you very much. Hugh, I understand your wealthy uncle died and left you a ticket to "South Pacific". How did you like the show?

HUGH: Oh, sensational, Vaughn! There was a little red-headed gal came on in the first act.. what a doll.. what a figure! She

MONROE: Hugh, how did you like the music?

HUGH: Then later this red-head came out wearing a sarong. It came up to about here, and it was

MONROE: Hugh, what did you think of the sets?

HUGH: And then she came out again in the second act. She's about five feet two, and you never saw such a gorgeous.....

MONROE: Conover! What did you think of the music in the show, the sets, the dancing!

HUGH: How should I know, Vaughn? .. I couldn't watch everything that was going on!

MONROE: And thus we have heard from the Camel Caravan's drama critic... his review of "South Pacific" consists of .. (WHISTLE). Chances are he never even noticed this bright and bouncy ditty that rocks the audience at every performance. It's high on our list of favorites tonight-- And here's Cece Blake to sing it for you. 5.05

MUSIC: _ _ "I'M IN LOVE WITH A WONDERFUL GUY" .. BLAKE 7.15

(APPLAUSE) 7.25

51457 4126

7.25

MUSIC: (JINGLE)
Now here's a tune that Variety informs us
Has just become a top request -

MONROE: A dreamy ballad, inspired by New England,
It's big out in the middle west.

GIRLS: Milwaukee fans keep asking for
Their leading record-show
To play this record that was made
By Maestro Vaughn Monroe: 8.00

MUSIC: "DREAMY OLD NEW ENGLAND MOON" .. MONROE 10.50

(APPLAUSE) 10.00

11.00

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 men and women 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!

CONOVER: That's how mild Camels are! But make your own thirty-day smoking test. You'll enjoy the rich, full flavor of Camel's choice tobaccos...and you'll see for yourself just how mild a cigarette can be!

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!

12.05

-6-
12.05

MUSIC: (JINGLE)

GIRLS: From San Francisco, out west in California,
Back east as far as Portland, Maine,
There's one great tune that's the rage in every city,
And sung in every country lane!

This record's made a record hit -

And here's the reason why:

It brings together Vaughn Monroe

And "Riders In The Sky"; 12.40

MUSIC: "RIDERS IN THE SKY" .. MONROE 15.35

(APPLAUSE)
15.50

51457 4129

MONROE:

Thank you .. thank you, ladies and gentlemen. Hugh, is our Camel Caravan spotlight nice and bright this evening? We're going to focus it on Delta Tau Delta Fraternity.

HUGH:

And Delta Tau Delta deserves the spotlight, Vaughn.. for the many famous Americans on its membership roll, Vice President Alben Barkley, Attorney General Tom Clark, ECA Administrator Paul Hoffman

MONROE:

Dr. George Crile, Quentin Reynolds, Ben Ames Williams, and James Melton these are a few of the men proudly claimed by Delta Tau Delta. Since it was founded in Bethany College, in 1858, the fraternity has grown to 74 chapters and 42,000 members. The Camel Caravan salutes all of them with their traditional song ... "The Sweetheart of Delta Tau." 16.30

MUSIC:

"SWEETHEART OF DELTA TAU" .. MONROE, ENSEMBLE 18.25

(APPLAUSE)

18.35

18.35

MUSIC: (JINGLE)

MONROE: Comes next a ballad that's been a steady favorite
In many cities, far and near -

GIRLS: In Kansas City, as well as in St. Louis,
This is the song they want to hear.

MONROE: Los Angeles requests it, too,
So we'll make no mistake

ALL: In giving you the song, "Again",
And singer Cece Blake: 19.10

MUSIC: "AGAIN" .. BLAKE 21.15

(APPLAUSE)
21.25

21.25

SINGERS:

How mild,

How mild,

How mild can a cigarette be?

Make the Camel thirty-day test

And you'll see!

CONOVER:

With smokers who know, it's Camels for mildness! Yes, the millions who've been smoking Camels for years know... and the thousands of people who've made the Camel thirty-day test also know. So try Camels and you'll know, too, just how mild a cigarette can be!

VINES:

Among the millions who enjoy Camel's rich, full flavor and cool, cool mildness are many doctors. More doctors smoke Camels than any other cigarette, according to a nationwide survey. Yes, when one hundred thirteen thousand, five hundred and ninety-seven doctors were asked what cigarette they smoked, the brand named most was Camel!

MONROE:

And say, Friends, when you buy your Camels, buy them the handy, thrifty way -- by the carton! That way, you always have Camels when you want them.

22.70

(Music Bridge)

-10-

22.30

MONROE: Hugh, I saw a picture the other night I'd like to recommend to you ... it's called "Tulsa".

HUGH: Thanks, Vaughn, but I've stopped going to the movies. I'm getting even for the way the picture companies have been treating me.

MONROE: You mean the minute you get to the box-office, they change the prices.

HUGH: No, no .. it's not that. Did you see that picture, "Joan of Arc"? I was supposed to play an important part in it .. I took a test .. everything was all set. At the last minute, they decided I'm not the type.

MONROE: Who'd they give the part to?

HUGH: Ingrid Bergman.

MONROE: Well, that's Hollywood, Hugh .. always looking for new faces. Maybe you ought to start looking for one, too. Anyway, to get back to "Tulsa" .. one of the things I liked most about it was this tune ... the title song. The words and music are as follows. 23.25

MUSIC: "TULSA" .. MONROE 26.30

(APPLAUSE) 26.35

51457 4133

26.35 -11-

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! 26.57

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, Chillicothe, Ohio... U.S. Army Station Hospital, Camp Cooke, California... U.S. Naval Hospital, Annapolis, Maryland... U.S. Marine Hospital, Mobile, Alabama... and Veterans' Hospital, Waukesha, Wisconsin.

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

27.25

51457 4134

27.25

MUSIC:

MONROE THEME 27.40

MONROE:

That's about all the Camel Caravan can bring you tonight, ladies and gentlemen ... and now we're heading toward our next stop, next Saturday night.. Asbury Park, New Jersey. It'll be more of your record-request music one week from tonight.. a half hour of number-one choices from coast to coast, reported on the "Variety" disc-jockey list.. and Cece Blake will be with us again to add a couple of choruses. Let's make that a date.. Saturday night and the Camel Caravan.

On Monday night we hope you'll be listening to the Bob Hawk Show when Bob will have a prize of TWO 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? 28.20

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

(CAMEL THEME FADE ON CUE)

28.40

51457 4135

28.40

ANNOUNCER:

A man who smokes a pipe is usually a man who knows how to relax. And when you relax with your pipe this summer, why, pack your bowl with Prince Albert, the National Joy Smoke-- crimp cut for smooth, even burning and specially treated to insure against tongue bite. You'll like P.A., America's largest-selling smoking tobacco!

29.00

29.00

(MUSIC: CAMEL THEME FADE) 29.10

ANNCR:

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