

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JULY 9th, 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 Convention Hall in Asbury Park, New Jersey, 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)

SINGER: 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

ras

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

(APPLAUSE)

1.15

MONROE: Hello, and how do you do, everybody! I've put
together a wide assortment of tunes for your
pleasure tonight...waltzes for dancing, ballads
for romancing, and plenty of others for just plain
listening. Disc-jockeys all around the country have
reported in "Variety" the songs for which they've
had most requests...and those top favorites are the
ones we feature on these Saturday night shindigs.
So ...let's hear some of the tunes that are just
about as popular as Camels! In Syracuse, St. Louis
and Milwaukee, this hit from "South Pacific" is at
the top of the record-request list...

1.45

MUSIC: "SOME ENCHANTED EVENING"...MONROE

4.05

(APPLAUSE)

4.15

4.15

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

HUGH: (SINGS, TO "SOME ENCHANTED EVENING") Some enchanted boardwalk...in good old Asbury Pa-ark ...

MONROE: Conover...is that you singing?

HUGH: Pretty good, huh, boss?

MONROE: Lovely...but it'll never replace the sound of the old-fashioned riveting machine. Did I hear you chirping about Asbury Park?

HUGH: Ah, I love this town, Vaughn. I used to come here when I was a kid...same old place.. hasn't changed a bit.

MONROE: That's right...the boardwalk...the jelly apples... the candy kisses...

HUGH: And the lake, and the ocean..same old place...hasn't changed a bit. I remember I used to ride the merry-go-round for hours at a time...and when I wouldn't get off, my father would take me across his knee and wallop me...you know where.

MONROE: Yeah...same old place...hasn't changed a bit. But this is no time for reminiscing, Hugh...the Camel Caravan is going to come up with something new right now...according to Variety, the number-one record this week with the folks in Boston. Spotlight on Cece Blake...and..."The Hucklebuck!"

5.15

MUSIC: "HUCKLEBUCK"...BLAKE 7.25

(APPLAUSE)
7.35

9.35

MUSIC: (JINGLE)

MONROE: Now, here's the ditty that's first in Kansas City -
The folks there seem to like it fine -

GIRLS: And fans in Richmond report that it's a winner
Below the Mason-Dixon line!

ALL: By now you're all familiar with
The chorus and the verse -

MONROE: But as the Brooklyn folks might say:
"It's still a favorite cherce"! 8.10

MUSIC: "FOREVER AND EVER"...MONROE 10.50
(APPLAUSE)

10.55

10.55

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, on an average of 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 test. You'll enjoy Camel's rich, full flavor...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.

11.55

11.55

MUSIC: (JINGLE)

GIRLS: We keep on hearing from all around the country
That there's a tune that tops 'em all! --
It's been the leader of all the songs this summer
On every list that we recall!

From Maine, out west to Oregon

You only hear one cry:

"Hey, play that record by Monroe,
Called Riders In The Sky!"

HUGH: Moonmaids, I've just got to get into your act
long enough to tell our Camel Caravan audience
that Vaughn's record is the number-one request
on record shows in 11 cities this week! Talk
about sensational hits...talk about a record-
making record...well, why am I talking about it?
Maestro, sing it!

MONROE: If the customers ask for it...then let's give
it to 'em! 12.50

MUSIC: "RIDERS IN THE SKY"...MONROE 15.45

(APPLAUSE)

15.55

15.55

MONROE: Thank you...thank you, ladies and Gentlemen. Time out now from the current musical favorites...while the Camel Caravan sends a word of greeting to a National college fraternity...the Kappa Alpha Order.

HUGH: And our listeners will certainly recognize these names of Kappa Alpha men, Vaughn...Secretary of State George Marshall, Senator Claude Pepper, radio executive Niles Trammell, and commentator Morgan Beatty!

MONROE: And the list also includes authors Rex Beach and James Branch Cabell...Admiral Richard E. Byrd... and chief of the FBI, J. Edgar Hoover. With 32,000 members in 68 chapters since it was founded at Washington College, Virginia, in 1865, the Kappa Alpha Order holds a place of honor among American college fraternities. This evening, the Camel Caravan is proud to salute it with..."The Kappa Alpha Rose!" 16.40

MUSIC: "KAPPA ALPHA ROSE"...MONROE, ENSEMBLE 18.25

(APPLAUSE)
18.30

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MUSIC: (JINGLE)

MONROE: And next we turn to the fans down South in Charlotte
To hear the tune that they like best-

GIRLS: For many weeks it has been a record favorite-
So in the spotlight, here's our guest:

ALL: The song's a ballad called "Again" -

And once again we take

The pleasure of presenting now

The singer, Cece Blake!

19.05

MUSIC:

"AGAIN"...BLAKE 21.55

(APPLAUSE)

22.10

22.10

CONOVER: You know, Friends, wherever you go, you see Camel smokers. If you take a trip this summer, look around and notice how often you see the famous Camel package.

MONROE: That's right, Huhg, and you see Camel smokers in all walks of life. Take band leaders, vocalists, musicians --

CONOVER: And radio announcers -- Yes, Friends, with smokers who know, it's Camels for mildness! Try Camels. Smoke only Camels for thirty days. You'll enjoy the rich, full flavor ... and you'll know just how mild Camels are!

VINES: 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 ~~seventy~~^{ninety} seven doctors were asked what cigarette they smoked. The brand named most was Camel!

CONOVER: For the summer week-ends ahead, for your vacation, buy a carton of Camels to take along. That way you always have Camels when you want them. Yes, buy your Camels the handy, thrifty way -- by the carton!

23.05

2305

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(MUSIC BRIDGE)

MONROE: This coming week, a new musical is due to arrive on Broadway .. and from all reports, Irving Berlin has another hit on his hands ... "Miss Liberty".

HUGH: Vaughn, I'm sure glad they didn't ask me to be the star of that show. They'd probably want to put my name up in lights .. and pay me \$5,000 a week ... and every night I'd have to mingle with those gorgeous chorus-girls back-stage. Wouldn't that be awful?

MONROE: Conover, have you gone out of your mind?

HUGH: Of course not!. But I do have a little headache .. would you mind holding my head for a minute?

MONROE: Certainly.

HUGH: Thanks. I'll be back for it later.

MONROE: I hope he doesn't forget ... he loses more heads that way. As I was saying about Miss Liberty, ladies and gentlemen .. it looks like a hit ... and this tune out of the first act is already a big request on record shows from coast to coast. 24.05

MUSIC: "LETS TAKE AN OLD-FASHIONED WALK" .. MONROE 26.15

(APPLAUSE)

26.30

26.30

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: Vetrans' Hospital, Reno, Nevada ... U.S. AAF Station Hospital, San Antonio, Texas ... U.S. Naval Hospital, Corona, Calif ... U.S. Marine Hospital, Neponsit Beach, New York ... Veterans' Hospital, Kecoughton, Virginia. The Camel people have sent more than one hundred and eighty-nine million cigarettes to servicemen, servicewomen and veterans!

26.55

26.55

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(MUSIC:

MONROE THEME) 27.55

MONROE:

And that just about wraps up another of our Camel Caravan sessions, ladies and gentlemen. During the next few days, I'll round up another batch of tunes that are number-one record-requests, according to "Variety" .. and when next Saturday rolls around, we'll be glad to sing and play 'em for you. We'll make our next stop, one week from tonight, at DAYTON, OHIO .. and I've invited GEORGE BLAKE to join us again for a couple of tunes. So .. for thirty minutes of music as you like it ... spin your dial our way.

Until we meet again .. this is Vaughn Monroe, wishing you pleasant dreams .. and .. won't you have a Camel? 28.25

(MUSIC:

C-A-M-E-L-S)

(CAMEL THEME --- FADE ON CUE)

28.40

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28.40

ANNOUNCER:

Men, when you relax with your pipe these balmy, summer days, pack your pipe with Prince Albert, the National Joy Smoke. P.A.'s choice tobacco is crimp cut for smooth, even burning and it's specially treated to insure against tongue bite. You'll like P.A., America's largest-selling smoking tobacco!

28.55

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28.55
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(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 PM B-U-L-O-V-A BULOVA WATCH TIME

WCBS NEW YORK

880 ON YOUR DIAL

29.30.

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