

COLUMBIA BROADCASTING SYSTEM
THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JULY 30, 1949

7:30 to 8:00 PM EDST

**AS
BROADCAST**

Timed Master

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 Edgewater Beach Hotel in Chicago, Illinois, 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?

HUGH: 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!

MONROE: I'd walk a mile
For a mild, mild Camel.
They're so mild, they suit me to a T.

(MUSIC: MONROE THEME)

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! It's Saturday night again, and the Camel Caravan is about to pick up where it left off last week ... with another half-hour of pop tunes that are top tunes! Some of them are brand-new .. some of them have been around for quite a while ... but they've all been reported in "Variety" by leading- disc-jockeys as their number-one requests. So .. sit back and light up a Camel while we start playing our way through this week's list of favorites. To begin with .. here's one I think you know.

HUGH: You only think the people know it, Vaughn? Pappy, you're talking about the record riot of the year .. the platter that's had 'em ga-ga from Grand Rapids to Galveston the number-one choice on record shows this week in New York and Miami Vaughn Monroe and "Riders In The Sky"! 2.05

MUSIC: "RIDERS IN THE SKY" .. MONROE 5.00

(APPLAUSE) 5.10

MONROE: Thank you .. thank you very much.

HUGH: Vaughn, I still can't get over the way you said you only think people know "Riders In The Sky". You're a big man in the music-business .. but you're too modest! I mean, for a guy who plays a pretty good trombone, you sure hate to blow your own horn.

MONROE: Well, isn't it better that way, Hugh?

HUGH: But you over-do it, Vaughn! I'll bet you haven't even told anybody about the interesting story on you that'll appear in the next issue of "Look" magazine. It'll be on the newsstands next Tuesday.

MONROE: Come to think of it .. I haven't told anybody.

HUGH: See? Too modest! Three pages all about you .. with swell candid pictures .. in the August ^{new} ~~and issue~~ of "Look" Magazine .. and you never said a word! Of course, I'm modest, too. I have a handsome profile and a charming personality, and you never hear me talk about it, do you?

MONROE: No, Hugh ... but I received your latest circular. But if you think I ought to brag a little, I'll start right now. Ladies and gentlemen, if you want to hear a song sung beautifully .. listen to this.

HUGH: Vaughn .. now you're getting hammy. When you talk about yourself, you should

MONROE: Relax, Hugh ... I'm talking about Cece Blake and the way she sings the tune that's the current record choice in Denver and Louisville ... "Again." 6.25

MUSIC: "AGAIN" .. BLAKE 8.25

(APPLAUSE) 8.32

8.32

-4-

MUSIC: (JINGLE)

GIRLS: Now here's the song that is hotter than a pistol
In Washington and Philly, too -

MONROE: In Cincinnati, Milwaukee, Indianapolis,
In San Antonio and old St. Louis -

In Manchester away down East

It's been requested most -

ALL: And it's the favorite in L.A.

On the Pacific Coast!

9.05

MUSIC: "SOME ENCHANTED EVENING" ... MONROE 11.40

(APPLAUSE)

11.47

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11.47

-5-

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

CONOVER: Here's how mild Camels are:

STARK: 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 men and women!

CONOVER: The smokers in this test smoked only Camels for
 thirty days -- averaging one to two packs a day.
 Each week, noted throat specialists examined the
 throats of these smokers and they reported not one
 single case of throat irritation due to smoking
 Camels!

STARK: Friends, try Camels. You'll enjoy the rich, full
 flavor of Camel's choice tobaccos, tobaccos that
 are properly aged and expertly blended. Yes, and
 you'll see just how mild a cigarette can be!

MONROE: I'd walk a mile
 For a mild, mild Camel.
 They're so mild, they suit me to a T.

12.45

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VQ

12.45

MUSIC: JINGLE

GIRLS: And now let's look at the list of record-winners
As published in "Variety" -
What is the tune that's the choice of fans in Pittsburg?
Please tell us, maestro, what you see.

MONROE: The Fans have picked this song to cheer
It's one that rates applause
So here's the song they want to hear
Called "Maybe It's Because". 13.20

(MUSIC: "MAYBE IT'S BECAUSE".....MONROE, MOONMAIDS) 15.55
(APPLAUSE)

16.00

16.00

MONROE: Thank you..thank you, ladies and gentlemen. Midway in our Camel Caravan tour with the nation's favorite songs, let's take time out for our customary salute to a ~~Greek-letter~~ ^{national} college group.

HUGH: Tonight, in the Camel Caravan spotlight...Alpha Chi Omega Sorority, founded at De Pauw University in 1885.. and numbering now 30,000 members in 73 chapters.

MONROE: With many a member of whom it can be proud, these are some of the names high on the sorority's honor-roll; Dorothy Thompson.. novelists Anna Lees and Maureen McKernan...Good Housekeeping editor Margaret Cousins.. opera star Christine Lindberg and Marion McDowell, head of the famous McDowell Colony.

HUGH: And Alpha Chi Omega can be proud, too, of the contribution it has made to child welfare work.. its charitable contributions, medical scholarships and student loans.

MONROE: From Chicago, the Camel Caravan sends greetings to Alpha Chi Omega.. by way of the sorority's old song.. "The Toast". 16.50

MUSIC: "THE TOAST"...MONROE, ENSEMBLE 18.30

(APPLAUSE)

18.37

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18.37

MUSIC: (JINGLE)

ALL: We'll travel on from Chicago down to Phoenix,
The city that is way out west-

GIRLS: And there the folks have reported as their favorite
A tune that's one of Broadway's best;

MONROE: Which proves that all the Phoenix fans
Are surely wide-awake;

ALL: They like this "South Pacific" song-
It's sung by Cece Blake; 19.12

MUSIC: "WONDERFUL GUY" .. BLAKE 21.30

(APPLAUSE)

21.35

21.35

-9-

CONOVER: With smokers who know, it's Camels for mildness!

STARK: People in all walks of life know it. People who've smoked Camels for years -- and those who've recently started smoking Camels -- know it!

CONOVER: Yes, try Camels and you'll know it, too! Yes, try Camels and see for yourself how mild and how flavorsome a cigarette can be!

STARK: Among the millions of Camel smokers are many doctors. More doctors smoke Camels than any other cigarette, according to a nationwide survey.

CONOVER: 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, on those trips you take this summer, be sure you have plenty of Camels. Take along a carton or two, so you always have Camels when you want them!

22.20

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22.20

(MUSIC: BRIDGE)

HUGH: Say, Vaughn....about that article in "Look" Magazine, with pictures of you and the Canal Caravan crew...er...does it by any chance include a picture of me?

MONROE: Well, there are some shots of the orchestra, a beautiful picture of Ziggy Talent, some candid camera views of the bandstand...and er...no...no pictures of **THE YOU**.

HUGH: Of course, I don't really care...you know I hate publicity. When the guy was taking the pictures, I remember I made myself as inconspicuous as possible.

MONROE: I know, Hugh. Especially when you did that hand-stand on the piano, with a red sign that said, "Hey, look at me!"

HUGH: Now, Vaughn, that's a lie!

MONROE: Didn't you?

HUGH: It was a green sign. **Let me have** no hard feelings, Vaughn. I'll buy a copy of "Look" magazine when it comes out on Tuesday...and I'll keep on buying your records, too.

MONROE: I've got a free copy of my newest recording waiting for you back-stage, Hugh. Jimmy Hodges wrote the song some years ago. Jimmy was a Broadway songwriter, but he wrote this tune in hill-billy style, and that's the way it was when we discovered it no long ago. So we gave it some 1949 trimmings, and....

HUGH: Darn it, Vaughn. I just bought that record. It's called "Sunday". Well, you and the boys go ahead and sing it...and you can give me another free record later

(MUSIC: "SUNDAY"....MONROE:) 26.35

(APPLAUSE)

26.43

26.43

-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!

27.03

MONROE: Each week on the Camel Caravan, we announce the shipment of free Camels to servicemen's hospitals. The total sent to date is over one hundred and eighty-nine million Camels. That's a lot of cigarettes -- and a lot of smoking enjoyment.

CONOVER: This week, the free Camels go to: Veterans' Hospital, Temple, Texas...U.S. Army Walter Reed General Hospital, Washington, D.C....U.S. Naval Hospital, Quantico, Virginia...U.S. Marine Hospital, New Orleans, Louisiana ...Veterans' Hospital, Bedford, Massachusetts.

27.30

27.30

-12-

MUSIC: (MONROE THEME) -27.45

MONROE: Well ... that's just about as far as the Camel Caravan can take you tonight, ladies and gentlemen ... but next Saturday night we'll be ready and waiting to pick you up again. From the Hershey Park Ballroom, in Hershey, Pennsylvania, we'll bring you more of the songs reported in "Variety" as the country's leading record requests. ~~and~~ Cece Blake will be with us ~~again~~ to add a chorus or two. ^{So} ~~That's~~ one week from tonight ~~...~~ spin your dial to the Camel Caravan ... and we'll do the rest with words and music.

Until we meet again, this is Vaughn Monroe wishing you pleasant dreams ... and ... won't you have a Camel? 28.10

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

(CAMEL THEME FADE ON CUE)
28.30

28.30

STARK:

Pipe Smokers, you'll get a lot of extra smoking pleasure from P.A. -- Prince Albert, the National Joy Smoke. P.A.'s choice tobacco is crimp cut for smooth, even burning and cool smoking. Yes, and it's specially treated to insure against tongue bite. Get Prince Albert, America's largest-selling smoking tobacco!

28.45

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28.45

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(MUSIC: CAMEL THEME ... FADE) 28.55

CONOVER: Last year, thirty-two thousand people were killed in traffic accidents -- the entire population of a good-sized town! In almost every traffic accident, police report that someone has violated one or more safety regulations. Be careful! Remember...the life you save may be your own! 29.10

This is Hugh Conover saying goodnight for the Camel Caravan -- starring Vaughn Monroe. 29.20

(APPLAUSE) 29.23

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