

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, AUGUST 6, 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 Hershey Park Ballroom in Hershey, Pennsylvania, the  
Camel Caravan, starring Vaughn Monroe ... with the Moonmaids,  
the Moonmen, 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! Fresh from a tour of  
the mid-West, the Camel Caravan is heading back East again.  
Along the way, I picked up a copy of "Variety," and the  
report from disc-jockeys from coast to coast makes mighty  
interesting reading. As a matter of fact, it makes  
interesting listening. because it gives us the tunes that  
are number-one requests on record shows around the country.  
Take Phoenix, Arizona, for example. The song that the fans  
in the cactus-country are calling for is a dreamy little  
item. ~~It's a newcomer to the list of record favorites...~~  
and I'm thinking it's going to become <sup>→ that's</sup> almost as popular as  
Camels. "Again" ~~"Four Winds and Seven Seas."~~ 1.55

MUSIC: "Again"  
"~~FOUR WINDS~~" .. MONROE 3.55

(APPLAUSE) 4.00

MONROE: Thank you .. folks. The Camel Caravan has done a lot of traveling in its time, but right now, we're really going to move around the country ... by way of a tune that disc jockeys tell "Variety" is the first choice on record-shows in 14 cities! Read 'em off, Hugh!

HUGH: New York, Los Angeles, Washington, San Antonio, Duluth, Pittsburgh, Dallas, Atlanta, Omaha, St. Louis, Miami, Cleveland, Charlotte and San Francisco! You know, Vaughn, I just noticed a strange thing about that list. There wasn't a famous man ever born in any of those cities!

MONROE: Not one famous man?

HUGH: Nope. Only babies.

~~MONROE: Hugh ... a year ago, did I know you?~~

~~HUGH: No ..~~

~~MONROE: Did you know me?~~

~~HUGH: No ...~~

MONROE: ... ~~Why couldn't we keep it that way?~~ Now, where was I? .. Oh, yes ... this is the song, ladies and gentlemen, that seems to be sweeping the country, according to "Variety" ... and with Cece Blake singing it for you it'll probably gather a few million more fans. Sit back .. light up a Camel .. and listen to "Some Enchanted Evening." 4.55

MUSIC: "SOME ENCHANTED EVENING" .. BLAKE 7.25

(APPLAUSE) 7.35

MUSIC: (JINGLE)

MONROE: From here in Hershey, the town in Pennsylvania  
We'll travel to the Great White Way -

GIRLS: We'll hear the tune that so many folks are singing -  
A brand new hit on old Broadway!

ALL: It's from the show, "Miss Liberty" --  
A bouncy kind of song -  
Presented by the Camel Crew  
As the Caravan rolls along! 8.10

MUSIC: "OLD FASHIONED WALK" .. MONROE, CHORUS 10.30

(APPLAUSE) 10.40

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

CONOVER: Here's what noted throat specialists reported in a recent test: not one single case of throat irritation due to smoking Camels! Yes, they made weekly examinations of the throats of hundreds of people who smoked only Camels for thirty days and found not one single case of throat irritation due to smoking Camels!

VINES: And here's what smokers have reported: Cecelia Garland, bank teller, said: "I tried Camels and learned how truly mild a cigarette can be!"

CONOVER: Warren Ostrom, Insurance Broker, said: "Camel mildness is always welcome to my throat!"

VINES: Marylee Hahn, college student, said: "Camels are the mildest, best-tasting cigarette I've ever smoked."

CONOVER: And so it goes from coast to coast. Try Camels yourself and see how flavorful and enjoyable and mild a cigarette can be!

SINGERS: Smoke Camels and see!

11.40

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MUSIC: (JINGLE)

GIRLS: Say, listen, maestro, we're half-way through the program  
And folks are starting in to fret!  
They're waiting now for the tune they're all expecting -  
And what they want they're gonna get!

They never tire of hearing it

Sung by their favorite guy -

It's Kansas City's top request,

Called, "Riders In The Sky"! 12.15

MUSIC: "RIDERS IN THE SKY" ... MONROE 15.10

(APPLAUSE)

15.20

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MONROE: Thank you .. thank you very much. Hugh, this is where the Camel Caravan extends greetings to another college campus group .. Kappa Alpha Theta Sorority.

HUGH: And as always, Vaughn, it's my pleasure to join you in the salute. Kappa Alpha Theta has grown to 74 chapters and a membership of 38,000 since it was organized in 1870 .. in Asbury College, now DePauw University.

MONROE: On college campuses, the sorority is esteemed for its Fellowship Funds; throughout the country, it is respected for the success of many of it's members ... nobably, the tennis star Louise Brough, novelist Marjorie Kinnan Rawlings ... swimmer Ann Curtis ... Agnes DeMille, the brilliant dance director .. and one of radio's great personalities, Mary Margaret McBride. To all of Kappa Alpha Theta, the Camel Caravan dedicates the traditional Friendship song... 16.10

MUSIC: "FRIENDSHIP SONG" .. MONROE, ENSEMBLE 18.40

(APPLAUSE)

18.50

18.50

MUSIC: (JINGLE)

MONROE: For all the folks who would like to do some dancing  
We've got a tune that's just the thing -

GIRLS Or if you'd rather, why just relax and listen  
And hum along - or maybe sing!

ALL This combination goes so well -  
Like water and a duck-

GIRLS: Our singing guest, Miss Cece Blake

MONROE: And the tune called "Hucklebuck"! 19.25

MUSIC: "HUCKLEBUCK" .. BLAKE 21.45

(APPLAUSE)  
21.55



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

VINES: The millions who've smoked Camels for years know how flavorful and mild a cigarette can be!

CONOVER: Add to those millions, all those folks who've made the Camel thirty-day mildness test -- and now smoke Camels regularly. Try Camels -- you'll enjoy the rich, full flavor of Camel's choice, expertly blended tobaccos -- and you'll know 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 ninety-seven doctors were asked what cigarette they smoked. The brand named most was Camel.

MONROE: Remember, Friends, for those week-ends and vacations still ahead, take along plenty of Camels. Buy your Camels by the carton -- so you'll always have them when you want them!

22.40

(MUSIC: BRIDGE)

MONROE: Which brings a sentimental tune into the Camel Caravan spotlight...not new...but as appealing now as it ever was.

HUGH: Vaughn, if you want to sing a real sentimental love song, get a load of this one I just wrote! What beauty...what tenderness! *you should hear the lyrics. I do want.*

MONROE: ~~All right, this is my dumb question for the day...What's the title?~~

~~HUGH: It's called, "Baby, You Tried To Stab Me, Poisoned My Food, Slugged Me With a Rock and Pushed Me Out Of The Window, Is Your Love For Me Cooling Or Am I Making A Mountain Out Of A Molehill?"...And wait'll you hear the lyric, Vaughn... pure poetry, that's what it is! Go on...read it!~~

*Hugh*  
MONROE:

Okay...this is the chorus.

"Honey, I didn't know the hammock was ripped  
The night I Proposed To You -  
As We Sat There swinging back and forth  
No wonder our engagement fell through!"

HUGH: How about that, Vaughn? Isn't that moving?

MONROE: It sure is, Hugh -- I can see our audience moving toward the stage with a threatening look in their eyes. You'd better go and hide while we get into the tune I started to mention before...one of the best-liked records in the album of "Moon" songs the orchestra and I made not long ago

*Hugh:* *Oh well, if you think "Moonlight and Roses" is better*  
MUSIC: "MOONLIGHT AND ROSES"...MONROE  
*26.45* *Than my song, yanked!*

(APPLAUSE)

mg

*26.50*

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*23.45*

26.50

-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! 27.05

CONOVER:

Every week, Camels send free smokes to servicemen's hospitals. Servicemen, servicewomen and veterans have now received one hundred and eighty-nine million free Camels! This week the Camels go to: Veterans' Hospital, Wilmington, Delaware...U. S. Army Station Hospital, Fort Ord, California...U. S. Naval Hospital, Camp Lejeune, North Carolina...U. S. Marine Hospital, Chicago, Illinois...Veterans' Hospital, West Roxbury, Massachusetts.

27.35

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27.35

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(MUSIC: MONROE THEME) 27.55

MONROE: Well, looks like we've got to move along, now. We'll have another batch of top-flight tunes for your enjoyment next Saturday night ... songs that are growing in popularity just the way Camels are. One week from tonight, we'll be making music on the Steel Pier in Atlantic City...so let's meet next Saturday, with Cece Blake, yours truly and number-one record requests from all over the nation, as reported by leading disc-jockeys in "Variety".

Until we meet again...this is Vaughn Monroe wishing you pleasant dreams...and...won't you have a Camel? <sup>28.20</sup>

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

(CAMEL THEME: FADE ON CUE)

28.30

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28.30

ANNCR:

Men, pack your pipes with P.A.! Prince Albert is the National Joy Smoke -- America's largest-selling smoking tobacco! P.A.'s choice tobacco is crimp cut for smooth, even burning and cool smoking. What's more, it's specially treated to insure against tongue bite. Get P.A. -- today!

28.50

mg

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28.50

(MUSIC: CAMEL THEME: ... FADE) 29.00

CONOVER:

By the way, you Camel Caravan fans might like to know that there's a story and some swell pictures of Vaughn Monroe and the Gang in the current issue of Look Magazine.

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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