

COLUMBIA BROADCASTING SYSTEM
THE CAMEL CARAVAN STARRING VAUGHN MONROE
SATURDAY, AUGUST 13, 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 Steel Pier in Atlantic City, 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)

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~~ ^{Coast to Coast}
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)

ha

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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! With the help
of a slight breeze from Atlantic City, the Camel
Caravan is going to send you a half hour of happy tunes
right out of the top drawer. So ... let's everybody
relax .. light up a Camel .. and listen to these tunes
that are listed in "Variety" as number-one requests
on leading record-shows from coast to coast. We'll
start with the report from disc-jockey Wayne Stitt in
Kansas City. His fans are calling for this one, from the
Broadway musical, "Miss Liberty" and you fellers and
gals with romance on your mind, kindly take notes. 1.50

MUSIC: "I LOVE YOU" .. MONROE 4.30

(APPLAUSE) 4.40

MONROE: Thank you very much. Mr. Conover, you always have a happy time when the Camel Caravan visits Atlantic City. How did you spend your day today?

HUGH: Sightseeing, Vaughn.

MONROE: Spoken like a true member of Scout Troop 56 - Beaver Patrol. So you spent the day gazing at the city's landmarks...the ocean...the setting sun....

HUGH: The girls...the bathing suits....Boy, are those bathing suits getting fancy.

MONROE: They sure are. Did you see the suits Cece Blake and Moonmaids were wearing?

HUGH: Yeah....I never saw so much taffeta and satin and ribbons and bows... They looked so dressed up.

MONROE: You know the girls almost had a serious accident.

HUGH: They did?

MONROE: Yep...A big wave came up and all five of them had a narrow escape from bathing.

HUGH: Oh, the poor kids!

MONROE: But they're all right now. Matter of fact Cece has recovered from the shock enough to sing her first number. It's a hit from the twenties that's fast becoming a hit in the forties... "There's Yes, Yes in Your Eyes", 5.30

MUSIC: "THERE'S YES, YES IN YOUR EYES.... CECE. 8.05

(APPLAUSE) 8.10

MUSIC: (JINGLE)

MONROE: In Cincinnati, in Syracuse and Philly,
This is the tune that leads the list -

GIRLS: In New York City and also out in Pittsburg
This is the song they can't resist;

ALL: Tonight you'll hear this brand-new hit
The first time on our show -

MONROE: Just listen to the Moonmaids, now,

GIRLS: And Maestro Vaughn Monroe! 8.45

MUSIC: "YOU'RE BREAKING MY HEART" .. MONROE, MOONMAIDS 11.35

(APPLAUSE) 11.40

11.40

SINGERS: How mild,
 How mild,
 How mild can a cigarette be?
 Smoke Camels and see!

CONOVER: You say it with music very nicely, Vaughn. Now, Friends,
 here are the facts behind the song. Throat specialists
proved Camel mildness in a thirty-day smoking test! In
 this coast-to-coast test, they reported not one single
 case of throat irritation due to smoking Camels!
 Hundreds of men and women smoked only Camels for thirty
 days. Each week, their throats were examined by noted
 throat specialists. And in all that critical testing,
 these specialists reported...not one single case of
throat irritation due to smoking Camels!

VINES: ~~So, make a note for the sake of your throats -- change to~~
~~Camels -- today!~~ Enjoy the rich, full flavor of Camel's
 properly aged, expertly blended tobaccos. And let your
 "T-Zone" -- T for Taste and Throat -- give you its
 report on Camel's cool, cool mildness!

12.35

~~CONOVER: Make a note for the sake of your throats -- change to~~
~~Camels -- today!~~

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