

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, NOV. 19, 1949

7:30 to 8:00 PM EST

**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)

CONOVER: From the CBS Playhouse 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?
Make the Camel thirty-day test
And you'll see...

CONOVER: No throat irritation! 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 people who smoked only Camels for thirty days! That's how mild Camels are!

2ND ANNCR: Make a note. Remember your throat. Try Camels today!

(MUSIC: MONROE THEME)

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! The Camel
Caravan gets rolling tonight with a tune that's got
juke-boxes jumping from coast to coast...in its way,
the biggest thing since Canasta.

HUGH: The man's being modest...this is the biggest thing
since bubble-gum! It's the hit song from the picture
Vaughn just completed.. and according to "Variety",
it's the top record request this week in Chicago, San
Francisco, Milwaukee, Cincinnati, Memphis, Phoenix and
Portland, Maine! Here's the way the Maestro and his
crew recorded it....."Mule Train": 1.55

MUSIC: "MULE TRAIN"... MONROE, MOONMEN 4.40

(APPLAUSE) 4.53

4.83

MONROE: Thank you. And I know what you're going to say, Hugh... along with everything else the Mule Train should have been carrying some CAMEL Cigarettes.

HUGH: Well, Pappy, next time you do that tune it would be nice if you squeezed a couple of cartons into the lyrics. But what I really wanted to say...I saw you on the Ed Sullivan Television show last Sunday, and you were great, sensational, absolutely wonderful.

MONROE: Hugh, that kind of talk will get you somewhere.

HUGH: I mean it, Vaughn. I was proud of you, If you ever decide to do a television show of your own, I hope you will ask them to hire me as your announcer.

MONROE: Hugh, there's nothing I wouldn't do for you.

HUGH: I know, Vaughn and there's nothing I wouldn't do for you.

MONROE: Thanks, Hugh...let's go on through life that way, doing nothing for each other. And now that we've planned our television future, let's get back to radio, the CAMEL Caravan and this tune from Cece Blake. Variety lists this is as the Number One choice this week in Kansas City, Cleveland and St. Louis..."I Can Dream, Can't I"

MUSIC CUE: "I CAN DREAM, CAN'T I" CECE BLAKE

7.40

APPLAUSE

7.45

rmk

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5.45

7.45

MUSIC: (JINGLE)

MONROE: And now we're trav'ling way across the country -
Our destination is L.A.-

GIRLS: We'll hear the ballad the folks have been requesting
Their leading record-show to play.

ALL: We hope our friends in Florida
No jealousy display -
But California, here we come,
With "Dreamer's Holiday": 8.20

MUSIC: "DREAMER'S HOLIDAY",.. MONROE, MOONMAIDS 11.10

(APPLAUSE) 11.20

CONOVER: Friends, I'd like you to listen to a short interview, on
(Live) tape.

CONOVER: Vaughn, I'd like you to meet Mrs. Mabel Ward.

MONROE: Hello, Mrs. Ward!

WARD: Hello, Vaughn!

CONOVER: Vaughn, Mrs. Ward is a New York housewife. She's one of
hundreds of people from coast to coast who made the Camel
thirty-day smoking test under the supervision of noted
throat specialists.

WARD: That's right. I am!

MONROE: Well, Mrs. Ward, would you tell us something about the
test?

WARD: Surely. I smoked only Camels for thirty days -- about a
pack and a half a day. Each week, a throat specialist
examined my throat very carefully.

MONROE: And what did he find?

WARD: He never found any irritation at all from smoking Camels!

MONROE: Camels are cool and mild, aren't they?

WARD: They certainly are! And they taste mighty good, too!

MONROE: I take it you like Camels?

WARD: It's my brand from now on! I never knew a cigarette
could be such fun to smoke.

MONROE: Thanks a lot, Mrs. Ward.

vq

(MORE)

CONOVER;
(Live)

In a coast-to-coast test, hundreds of people 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 reported not one single case of throat irritation due to smoking Camels! That's how mild Camels are!

2nd ANNCR: Make a note. Remember your throat. Try Camels today!

12.28

12.28

MUSIC: (JINGLE)

GIRLS: Comes now a ballad that leads the list of favorites
Of record fans in New Orleans -

MONROE: And in that city, so old and quaint and pretty,
They really know what music means.

GIRLS: And in Detroit, that busy town,
The leading record show
Reports that it's the current choice;

MONROE: The tune called "Don't Cry, Joe"; 13.03

MUSIC: "DON'T CRY, JOE" .. MONROE 16.05

(APPLAUSE) 16.13

MONROE: Thank you. And as usual these Saturday evenings, the Camel Caravan brings you up-to-date on the football scores. It was N. Carolina over Duke, 21 to 20 and Maine beat Wisc. by a score of 14 to 6

HUGH: Vaughn, you want to hear something funny? (CHUCKLES) I don't know much about football, but my uncle is an expert.. and he told me Wisc. was sure to win. Couldn't possibly lose! (LAUGHS) So I bet a whole week's pay on Wisc.! (LAUGHS IT UP BIG)

MONROE: Hugh, Wisc. lost today!

HUGH: (LAUGHING) I know! (KEEPS LAUGHING)

MONROE: Well, what are you laughing at?

HUGH: (LAUGHING)... A little while ago my uncle got hit by a truck!

MONROE: This boy has an open mind... I think it was opened by mistake. Pull yourself together, Hugh, and let's hear some more scores.

HUGH: Okay. It was Ohio State 7, Michigan, 7.. Yale took Dartmouth, 19 to 13.. and up at New Haven, Connecticut, in a great traditional rivalry that goes back to 1875, the final score was Yale 29, Harvard 6!

MONROE: When Old Eli and the Crimson meet, there's a spirit in
the air that makes for cheering and for singing.. and
at the Yale Bowl today, these are the songs that rang
out for Yale and for Harvard. 17.25

MUSIC: YALE-HARVARD MEDLEY 19.55

(APPLAUSE)

20.03

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20.03

MUSIC: (JINGLE)

ALL: This next tune takes us to the State of Texas
And to the city of Fort Worth -

MONROE: The folks who live there are all as sure as shootin'
That it's the greatest place on earth!

They've got those oil-wells - ranches, too,
With steers that give us steak -

ALL: They've got a favorite song this week -
It's sung by Cece Blake: 20.38

MUSIC: "TOOT, TOOT TOOTSIE, GOODBYE"...BLAKE 22.10

(APPLAUSE)

22.20

22.00

SINGERS: How mild,
How mild,
How mild can a cigarette be?
Make the Camel thirty-day test
And you'll see...

CONOVER: Yes, smoke Camels and you'll see how mild, how full-
flavored, how enjoyable Camels are!

2ND ANNCR: Among the millions who enjoy Camels 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!

23.00

(MUSIC: BRIDGE)

HUGH: Say, Vaughn, I've got some friends in from out of town.. they want to hear you and your orchestra at the Hotel Statler some night.

MONROE: Any night for ^{this coming week} ~~the next two weeks~~, Hugh... I'll be glad to reserve a table for them.

HUGH: The way you did for me, the night you opened?

MONROE: I reserved a table for you.

HUGH: I know.. but you forgot to reserve a chair. And another thing.. you said I can always get a good table by giving the headwaiter a tip. Not me, brother! I was there last night and I didn't give the headwaiter a dime, but I got a table!

MONROE: I know. Where you sat, the chef just leaned over and handed you your food.

HUGH: Well, at least I could hear your music, Vaughn.. and that's what's packing 'em in at the Cafe Rouge.

MONROE: Thanks for the kind words, Hugh. Incidentally, this tune is one of the big requests we've been getting from the dining-and-dancing customers. I'd like to see how it goes with our Camel Caravan clientele. 2355

MUSIC: "DO YOU EVER THINK OF ME"...MONROE 26.50

(APPLAUSE) 27.02

ANNCR:

Friends, the Camel people have sent more than one hundred ninety-million camels as gifts to servicemen, servicewomen and veterans. This week's free Camels go to: Veterans' Hospital, Lyons, New Jersey...U.S.Army Station Hospital, Fort Jay, New York..,U.S.Naval Hospital, Great Lakes, Illinois...U.S. Marine Hospital, Portland, Maine...Veterans' Hospital, Tomah, Wisconsin.

27.07

27.27

-13-

(MUSIC: MONROE THEME) 27.45

MONROE: That wraps it up for tonight, friends...and next Saturday night we'll have another session of the Camel Caravan ready and waiting for you at this same time. From the "Variety" list of leading record-requests.. from the book of old favorites.. and from one of the big college football games.. we'll bring you music I think you'll enjoy hearing. And a special guest will come aboard the Caravan next Saturday to help us entertain you...the bright young singing star, Toni Arden...so join us one week from tonight for a happy half-hour.

On Monday night I hope you'll all be listening to the Bob Hawk show when my good friend Bob will be looking for the Lemac of the Week. So, for lots of laughs and lots of prizes don't miss Bob Hawk on most of these same stations Monday night.

Until we meet again...this is Vaughn Monroe wishing you pleasant dreams...and...won't you have a Camel? 28.27

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

CAMEL THEME:...FADE ON CUE)

28.44

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28-44

ANNCR:

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

59-02

29.02

-15-

MUSIC: CAMEL THEME...FADE

29.11

HUGH:

This is Hugh Conover saying goodnight for the Camel Caravan -- starring Vaughn Monroe. 29.16

(APPLAUSE)

29.27

This is CBS...the COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

8:00 PM B-U-L-O-V-A.....EULOVA WATCH TIME

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30

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