

James Hatten

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, DECEMBER 3, 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, Joan Brooks -- 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...

(More)

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!

VINES: Make a note. Remember your throat!
Try Camels today!

(MUSIC: MONROE THEME)

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

VAUGHN MONROE: 1.25

(APPLAUSE)

MONROE: Hello, and how do you do, everybody! It's an old Camel Caravan custom to bring you tunes listed in "Variety" as leading requests on leading record-shows from coast to coast... So tonight we'll start with the choice of the fans in Syracuse, New York!

... "DREAMER'S HOLIDAY". 1.40

(MUSIC: "DREAMER'S HOLIDAY ... MONROE, MOONMAIDS) 4.15

(APPLAUSE) 4.26

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4.25

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MONROE: Thank you. In the Camel Caravan spotlight now ... a young singer who's won applause wherever CBS shows are heard .. and especially, of late, on her programs in the South. Miss Joan Brooks ...!

(Applause)

HUGH: A lovely dish of tea, Vaughn! Introduce me to her, will you?

MONROE: Later, Hugh ...

HUGH: Now, Vaughn!

MONROE: Later, Hugh!

HUGH: I see. Vaughn have you forgotten the little discussion we had last week? Remember I know something about you that you wouldn't want your public to find out ...!

MONROE: Hugh .. please, sir .. not that! You promised!

HUGH: ~~Yes, Vaughn~~ ^{Oh you do remember -} .. I know your middle name! Well .. do I tell the people what it is .. or do you introduce me to Joan Brooks right now, this minute?

MONROE:Joan Brooks, I'd like you to meet Hugh Conover.

BROOKS: Hello, Mr. Conover. Vaughn, why do you look so nervous?

HUGH: Oh, we were just talking about middle names,
Miss Brooks. Mine is Frank.

BROOKS: Mine is ^{Agnes}~~Agnes~~. What's your middle name,
Vaughn?

MONROE: My favorite sport? Skiing! Every winter, I ...

BROOKS: No, no .. I asked your middle name!

MONROE: My favorite hobby? Piloting an airplane! I
always

BROOKS: Vaughn, I won't sing until you tell me your
middle name. I'm dying to hear it, now that
Mr. Conover brought up the subject.

MONROE: Mr. Conover, I'm forming an attachment for
you ~~this~~ a clamp that fits over your
mouth. And Joan, as soon as the music starts,
I hope you'll change your mind about not singing..
because this tune is one of the season's best.
According to "Variety", it's the number-one ^{5.55}
request in Denver, Colorado ... "Slippin' Around"!

MUSIC: SLIPPIN AROUND .. BROOKS 7.30
(APPLAUSE) 7.35

7.35

MUSIC: (JINGLE)

GIRLS: Comes next the tune every record-show is playing,
Requests keep mounting by the score -
Of all the ditties, this leads in 18 cities -
They want to hear it more and more!

Now just in case you just came back
From China or Peru -

"Mule Train" is the song we mean! -
Vaughn sings it now for you! 8-10

MUSIC: "MULE TRAIN" .. MONROE 10.55

(APPLAUSE) 11.07

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CONOVER: Friends, here, on tape, is an interview between
(Live) Vaughn and Miss Elana O'Brian, who comes from
Dayton, Ohio.

MONROE: Hello, Miss O'Brian!
(TAPE)

O'BRIAN: Hello, Vaughn!

MONROE: I understand, Miss O'Brian, that you're one
of hundreds of people who made the Camel
mildness test. Is that right?

O'BRIAN: Yes, I did, Vaughn! I smoked Camels for thirty
straight days.

MONROE: Camels exclusively?

O'BRIAN: Camels exclusively -- about two packs a day!

MONROE: That sounds very pleasant! Will you tell us
more about it?

O'BRIAN: Well, every week during the test, a throat specialist
examined my throat.

MONROE: What did he find?

O'BRIAN: He couldn't find a bit of irritation in my
throat from smoking Camels!

MONROE: And what do you say to that?

OBRIAN: I think it's just fine! Camels taste wonderful. And now I know just how mild they are!

MONROE: Thank~~you~~, Miss O'Brian.

CONOVER:
(LIVE) In a coast-to-coast test, hundreds of people, like Miss O'Brian, smoked only Camels for thirty days, averaging one to two packs a day. Each week, their throats were examined by noted throat specialists. These doctors reported not one single case of throat irritation due to smoking Camels!

VINES: Make a note. Remember your throat. Try Camels today!

12.15

12.15

MUSIC: (JINGLE)

GIRLS: Step up, now, Maestro - our listeners are waiting
To hear another tune from you!

MONROE: Well, here's a song that has been a long time favorite-
The ballad titled, "Vieni Sue."

The band and I recorded it
Not many months ago -

GIRLS: And lately lots of folks have asked
To hear it on the show! 12.50

MUSIC: "VIENI SUE" .. MONROE 15.55

(APPLAUSE) 16.05

MONROE: Thank you. Comes now a Camel Caravan feature I especially enjoy .. a round-up of the day's football activities.

HUGH: You're really a football fan, aren't you, Vaughn!

MONROE: I sure am, Hugh. Football is my middle name.

HUGH: *Oh no it isn't.*
~~It is not!~~ I happen to know your middle name is

MONROE: Conover, please! .. there are people listening! I only meant to say I'm interested in the big games every Saturday.

HUGH: *Well there was only one major game*
~~You mean like the one~~ this afternoon ~~laughter~~ ..
~~where~~ ~~between~~ ~~the~~ ~~two~~ ~~teams~~ ..
~~the~~ ~~game~~ between Katze Dame and Southern Methodist
a win for Katze Dame, 27 to 20. That's about
wind up of College Football
the ~~last~~ ~~of~~ ~~the~~ ~~major~~ ~~games~~ for this season.

MONROE: Correction, Conover .. you're forgetting the big Bowl games coming up. We're going to keep the customers posted on all of 'em .. starting right now with the Rose Bowl. Ohio State will collide with the University of California in Pasadena on ~~the~~ *January 2nd* ~~Year's Day~~. As they shape up now, experts say that the two teams are an even choice .. so pick your winner, as the Camel Caravan offers this salute to both .. Ohio State and California! *17.00*

MUSIC: FOOTBALL MEDLEY *19.00*
(APPLAUSE) *19.10*

19.10

MUSIC: (JINGLE)

MONROE: We'll take you now on a visit to New Hampshire -
These days up there it's pretty cold!

GIRLS: But all the folks there have warmed up to this
ballad,

It is their favorite, so we're told!

ALL: In Manchester the record-fans
Will give us nasty looks
If they don't hear their current choice -
So sing it, please, Joan Brooks! 19.45

MUSIC: LAST MILE HOME...BROOKS 22.30

(APPLAUSE) 22.40

22.40

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!

CONOVER: Yes, smoke Camels and you'll see just how mild,
how flavorful, how thoroughly enjoyable a
cigarette can be?

VINES: 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!

MONROE: Say, have you seen the Camel Christmas carton
— very smart looking, with a place right
on it for your personal greeting! Give Camels
by the carton this Christmas.

23.30

23.30

-12-

(MUSIC: BRIDGE)

MONROE: *Mr. Conner, Sir,*
~~Hugh,~~ what'll I do about George Burns and Gracie
Allen?

HUGH: Come again, pappy ...?

MONROE: George Burns and Gracie Allen. Gracie thinks
George has a great voice, and she wants me to
invite him on this show as a guest-singer.

HUGH: Oh, fine. Gracie calls George "Sugar Throat".
Ever hear him sing?

MONROE: "Sugar Throat?" When he sings, it sounds like lump
sugar.

HUGH: Well then, tell Gracie you don't want him ^{on your show.} She
can't force you!

MONROE: No? Look at this wire she sent me.

HUGH: Let's see ... it says...

"If you'll invite George to sing on your show
I'm sure it will add to his fame -
And if you refuse, you know what I'll do?
I'll tell everybody your middle name!"

Vaughn! Gracie Allen knows [?] ~~your secret?~~

MONROE: I'm trapped. What'll I do about it, Hugh?

HUGH: Maybe you can bribe her! Send Gracie a gift...
something she needs!

MONROE: Where can I buy brains?

-more-

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HUGH: No, no ...something really special! I know...
send her an auto-graphed copy of your latest
record...the one that's becoming a best-seller
of the Christmas season!..."The Jolly old Man
in the Bright Red Suit!"

MONROE: *a jolly idea. Mr. Casaver - - and here and now, I'd
like to sing it especially for all the small fry
listening in - - two in particular in West Newton, Mass.
25.00*
~~Hugh, it's practically in the mail...and it
goes like this.~~

MUSIC: "JOLLY OLD MAN"...MONROE.
27.20

(APPLAUSE)

27.25

27.25

CONOVER: The makers of Camels have sent more than one hundred ninety-million Camels as gifts to servicemen, service-women and veterans. This week's free Camels go to: Veterans' Hospital, Muskogee, Oklahoma... U.S. AAF Station Hospital, McDill Field, Florida...U.S. Naval Hospital, Long Beach, California..U.S. Marine Hospital, Mobile, Alabama...and Veterans' Hospital, Jackson, Mississippi!

27.45

ras

27.45

MUSIC: (MONROE THEME) 28.00

MONROE: Well, here's where the Camel Caravan stops rolling for this evening friends...just long enough to pick up a fresh batch of tunes for our meeting next Saturday night. We'll be coming your way from the Town Casino, in Buffalo, New York...and in the guest spotlight, we'll have Cece Blake...so remember the time and the station...tune your dial our way, one week from tonight...and we'll spend another half-hour together.

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? 28.35

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

CAMEL: THEME...FADE ON CUE)

28.50

28.50

VINES:

Remember your pipe-smoking friends this Christmas with a one-pound tin of Prince Albert, America's largest-selling smoking tobacco. The P.A. pound tin comes in a special Christmas carton, all ready to give. Your dealer has it now -- so shop early.

29.03

ras

29.03

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MUSIC: CAMEL THEME...FADE. 29.10

HUGH: 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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