

*Lined Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, DECEMBER 17, 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 State Theatre in Hartford, Connecticut 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....

(MORE)

51457 4430

CONOVER: 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 day's! That's how mild Camels are!

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

(MUSIC: MONROE THEME)

51457 4431

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

(APPLAUSE) 1.22

MONROE: Hello, and how do you do, everybody! Mr. Conover,  
are all the members of the Camel Caravan Social Club  
and Music Society present and accounted for?

HUGH: They are, Mr. Chairman....on 161 CBS stations from  
coast to coast!

MONROE: Then I hereby call this meeting to order. The first  
piece of business on the agenda is a tune called,  
"Dear Hearts And Gentle People"...listed in "Variety"  
as the leading request this week in Boston and Washington  
D. C.

HUGH: Mr. Chairman, I move that you sing that tune!

MONROE: Mr. Conover, the motion is carried! 1.50

MUSIC: "DEAR HEARTS AND GENTLE PEOPLE"....MONROE 4.30

(APPLAUSE) 4.40

MONROE: Thank you. Now, members, we'll devote these next three minutes to dreaming.

HUGH: Great idea, Mr Chairman....I'll sleep on the piano.

MONROE: Conover, stop that, or you won't get the erector set I promised you for Christmas! The dreaming this evening will be done in words and music by our Camel Caravan guest, Miss Cece Blake. It's the tune that's first on the "Variety" request list in Miami and New York City.... and perhaps by now you've guessed that it's called, "I Can Dream, Can't I?" 5.05

MUSIC: "I CAN DREAM CAN'T I?".....BLAKE 7.30  
(APPLAUSE)

7.40

7.40

MUSIC: (JINGLE)

GIRLS: The song you'll hear now is tops across the nation,  
According to "Variety" -

MONROE: In twelve big cities, the record-shows report it  
As first in popularity!

GIRLS: Now here is Mr. Conover,  
And he will rack his brain  
To see if he can guess the tune:

HUGH: Why, kids, you mean "Mule Train": 8.10

MUSIC: "MULE TRAIN"....MONROE 11-00

(APPLAUSE)

11-10

51457 4434

~~(TO BE USED IF PLAY-BACK EQUIPMENT IS AVAILABLE)~~

CONOVER:  
(LIVE)                   And now here, on tape, is an interview between Vaughn  
                            and Miss Elaine Bassett.

MONROE:                 Hello, Miss Bassett!

BASSETT:               Hello, Vaughn!

MONROE:                They tell me you're a television stylist?

BASSETT:               That's right, Vaughn!

MONROE:                Tell me, Miss Bassett, do you think I could pass a  
                            television screen test?

BASSETT:               Why, of course!

MONROE:                Good! Now suppose you tell us about your test!

BASSETT:               Well, I made the Camel thirty-day mildness test under  
                            the supervision of a throat specialist. I smoked  
                            only Camels for thirty days -- about a pack and a  
                            half a day. At the end of each week, I went in for  
                            an examination.

MONROE:                And what did the doctor find?

BASSETT:               Well, he said there wasn't any sign of throat irritation  
                            from smoking Camels!

(Continued)

MONROE: Does that check with what you felt about Camels yourself?

BASSETT: Yes, Vaughn. I always thought Camels were mild -- and now I know!

MONROE: Miss Bassett, won't you have a Camel?

BASSETT: Sure! Camels are a wonderful cigarette!

CONOVER:  
(LIVE) Friends, in a coast-to-coast test, hundreds of people, like Miss Bassett, smoked only Camels for thirty days, averaging one to two packs a day. Each week, their throats were examined by noted throat specialists, who reported not one single case of throat irritation due to smoking Camels! That's how mild Camels are!

2d ANNOUNCER: Make a note. Remember your throat. Try Camels today!

12.20

51457 4436

12.20

MUSIC: (JINGLE)

GIRLS: Comes next a ballad that tells a tearful story  
About a guy who lost his gal -

MONROE: He got a brush-off, and so he had to rush off  
To get advice from his best pal!

Now in Chicago this past week,

The leading record-show

Reports it as the top request:

The song called, "Don't Cry, Joe";

12.55

MUSIC:

"DON'T CRY, JOE"....MONROE, MOONMAIDS

16.05

(APPLAUSE)

16.10



MONROE: Thank you. Mr. Conover, I think we're ready now for the weekly report on one of the Bowl football games.

HUGH: Got it right here, coach! The Orange Bowl Game between the University of Kentucky and the University of Santa Clara ... to be played on January second at Miami, Florida!

MONROE: We want statistics, Conover. What's Kentucky's record been this year?

HUGH: Won 9 , lost 2!

MONROE: And Santa Clara?

HUGH: Won 8, lost 1 and tied 1. According to the experts, Santa Clara is a slight favorite to beat Kentucky!

MONROE: Maybe so .. but here on the Camel Caravan we're rooting for both teams. To the Kentucky "Wildcats" and to the Santa Clara "Casanova's" we wish a good game, a good crowd and good luck. Here's the Camel Caravan Crew to join me in a salute to football in the Orange Bowl!

16.50

MUSIC: KENTUCKY - SANTA CLARA MEDLEY 18.55

(APPLAUSE)

19.02

19.00

MUSIC: (JINGLE)

ALL: The Camel spotlight is shining now so brightly  
Upon this evening's singing guest -

GIRLS: She's got a song that's a winner down in Texas -  
The one that Fort Worth likes the best!

MONROE: A sparkling hit some years ago,  
A great big favorite then -

ALL: Here's Cece Blake to show you why  
It's now a hit again! 19.35

MUSIC: "CHARLIE MY BOY" .... BLAKE 21.50

(APPLAUSE) 22.00

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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 see how rich and full -  
flavored, how cool and mild Camels are!

2d 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!

CONOVER: Friends, I'd like to remind you that a carton of  
Camels is a gift that's always welcome. The  
Christmas carton is bright and cheery, with a  
space for your greeting right on the carton.  
Give Camels this Christmas!

22.50

51457 4440

22.50

(MUSIC BRIDGE)

MONROE: Hugh, have you heard that fellow on the radio who analyzes popular songs? He's a psychologist, and he says there are three kinds of love songs. Songs about people who are in love ... want to be in love ... or used to be in love. Isn't that interesting?

HUGH: ..... Not very.

MONROE: Friends, you have just heard Hugh Conover's Farewell Address. Anyway, this next tune on the music stand falls into the "used to be in love" category ... and if you happen to have a 1931 copy of Variety handy, you'll find that it was one of the biggest songs of that year. 23.30

MUSIC: "THE THRILL IS GONE" ... MONROE 26.43

(APPLAUSE)  
26.50

51457 4441

26.50

ANNCR:

Every week, Camels send gift cigarettes to hospitalized members of the Armed Services. The makers of Camels have sent over one hundred ninety million cigarettes to servicemen, servicewomen and veterans. This week's Camels go to: Veterans' Hospitals, Oteen, North Carolina and Hines, Illinois ... U. S. AAF Station Hospital, Williams Field, Arizona ... and U. S. Naval Hospital, Chelsea, Massachusetts.

27.10

51457 4442

27.10

MUSIC:

(MONROE THEME) 27.30

MONROE:

Well, our half-hour together has disappeared into thin air ... but don't cry, Joe <sup>and keep the hearth stone warm, Charlie, because</sup> ... next Saturday night, ~~as usual~~, the Camel Caravan will pay you another visit. That will be our Christmas Eve Show ... and to help make it something special, the new young singing star, Rosemary Clooney, will be on hand. The Camel Caravan will be coming your way from New York one week from tonight ... with a big assortment of current requests and music of the holiday season ... so I hope you'll all be tuned to this same station, at this same time.

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? 28.12

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

(CAMEL THEME: FADE ON CUE)

28.30

51457 4443

28.30

ANNCR:

Here's a tip for the pipe smokers on your Christmas list -- a one pound tin of the National Joy Smoke; Prince Albert! This fine, rich tobacco comes in a special gift box, all ready to give.

28.40

51457 4444

28.40

-16-

(MUSIC: CAMEL THEME -- FADE) 28.50

CONOVER: Friends, the safest investment in the world is  
United States Savings Bonds. Every three dollars  
invested brings you four when the bonds mature.  
This Christmas give the gift that keeps on giving  
-- U. S. Savings Bonds! 29.00

(MUSIC: UP)

CONOVER: This is Hugh Conover saying goodnight for the  
Camel Caravan -- starring Vaughn Monroe 29.13

(APPLAUSE) 29.25

This is CBS .... the COLUMBIA BROADCASTING SYSTEM.

29.30

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