

Joined Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JAN. 7th, 1950

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: 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!

51457 4476

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 crew and I have been on a happy merry-go-
round this first week of 1950...opening an
engagement at the Strand Theater in New York...
making a couple of new records...and tonight,
our regular Saturday night date with all our
friends along the network! Are we all set?
Then let's start rolling toward Chicago!

HUGH: What's the big deal in Chicago, Pappy?

MONROE: A tune called, "Dear Hearts and Gentle People".
According to the census bureau, there are some
3½ million dear hearts and gentle people in
Chicago...and according to "Variety", that's
the song most of them have been requesting 1.55
this week!

MUSIC: "DEAR HEARTS AND GENTLE PEOPLE"...MONROE 4.30
(APPLAUSE)

4.40

4.40

MONROE: Thank you. Now that we've paid our respects to Chicago, I'd like to say h'ya to Kansas City...where a lot of wonderful jazz was born years ago...where today they can spot a hit tune the minute it hits the air.

HUGH: Maestro, I'll make a wild guess that Kansas City's on the next stop on the Camel Caravan this evening...right?

MONROE: Give that man a Kansas City T-bone steak. It's Saturday night, and you won't be able to see the things that have made the town famous... its grain-elevators, lumber-mills and great live-stock industry...but we can hear the citizen's favorite tune. Listen to Cece Blake and the ballad reported in "Variety" as Kansas City's leading request this week...

5.15

MUSIC: "I CAN DREAM, CAN'T I"? ...BLAKE 7.40

(APPLAUSE)
7.50

ras

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7.50

MUSIC: (JINGLE)

ALL: The song that's next on the current list of favorites

Will take us down to New Orleans -
A city famous for quaintness and tradition
And there they know what music means.

GIRLS: This ballad is the leading choice

With folks in Cleveland, too-

all: So ~~spotlight, please, on Vaughn Monroe~~ *just sit back and listen please*
Will
~~He'll~~ sing it now, for you! 8.25

MUSIC: "MASTER PAINTER"...MONROE 11.05

(APPLAUSE)

11.15

11.15

CONOVER: And now here, on tape, is an interview between
(LIVE) Vaughn and Miss Jean Pugsley of Rochester, New
York.

MONROE: How do you do, Miss Pugsley?
(TAPE)

PUGSLEY: Hello, Vaughn.

MONROE: I believe you have something of interest to tell
the cigarette smokers in our audience.

PUGSLEY: It certainly should be interesting, Vaughn. You
see, I made the Camel thirty-day mildness test
under the supervision of a throat specialist.

MONROE: Aha! And now, will you tell us something about
the test!

PUGSLEY: Well, I smoked only Camels for thirty days, about
a pack and a half a day. At the end of each week,
the doctor examined my throat very carefully.

MONROE: What did the doctor find?

PUGSLEY: He said there wasn't any trace of throat irritation
from smoking Camels.

MONROE: Sounds to me as though Camels are mild!

PUGSLEY: Milder than any cigarette I ever smoked! And
don't you agree that they're the best-tasting
cigarette, too?

ras

-more-

MONROE: I certainly do, Miss Pugsley! Thanks a lot.

CONOVER:
(LIVE)

Friends, in a coast-to-coast test, hundreds of people, like Miss Pugsley, 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!

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

12-27

-7- 12.27

MUSIC: (JINGLE)

ALL: Comes now the tune that is leading all the others
In Syracuse and Louisville --

MONROE: In San Francisco, the record fans request it
From Market Street to old Nob Hill!

GIRLS: And San Antone, down Texas way
And Portland on the coast
Agree that there's no other choice:
It's "Mule Train" they like most! 13.00

MUSIC: "MULE TRAIN"...MONROE 15.45

(APPLAUSE)
15.56

ras

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15.55

MONROE: Thank you. Tonight, we resume an old custom of the Camel Caravan...a series of greetings to college fraternities and sororities throughout the country.

HUGH: I wish we could give each and every one of them a place in our spotlight, Vaughn...they well deserve it for their aid to scholarship, their philanthropic activity and their contributions to campus life.

MONROE: We'll salute as many as we can during these coming months, Hugh. This evening, let's lead off with a song called "Pass the Loving Cup" ...for the student and alumni members of Beta Theta Pi". 16.23

MUSIC: "PASS THE LOVING CUP"...ENSEMBLE 19.10

(APPLAUSE)
19.20

19.20

MUSIC: (JINGLE)

ALL: Come on, we're traveling far across the country
We'll head the Caravan northwest --

GIRLS: We're going to visit the city of Seattle
To hear the tune that it likes best!

MONROE: A big hit many years ago,
It's now on top once more:

ALL: Here's Cece Blake to sing for you
The tune they're calling for! 19.55

MUSIC: "JOHNSON RAG"...BLAKE 22.00

(APPLAUSE)
22.10

22.10

-10-

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!

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!

CONOVER: Friends, buy your Camels the handy, thrifty
way -- by the carton!

22.52

ras

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22.53

(MUSIC BRIDGE)

HUGH: Vaughn, do you mind if I cut in here with a prediction!

MONROE: Must you, Conover? The last prediction you made was that Rita would have a boy.

HUGH: Well, I'm reading a different brand of tea-leaves these days. Now I predict that your new Victor record, "Bamboo", will be bigger than any record you ever made.

MONROE: That's very encouraging, Conover, I hope you checked with your Gypsy Dream Book.

HUGH: I don't have to Vaughn! I heard the record the other day .. and believe me "Bamboo" is sensational.

MONROE: Okay, I believe you. But let's let the customers decide, shall we? If they like it, they'll let us know ... We'll do it right now, the way the orchestra, the ^{Mermaids} ~~chorus~~ and I recorded it, 23.40

MUSIC: "BAMBOO" .. MONROE 26.25

(APPLAUSE)
26.40

26.40

-12-

ANNCR:

Friends, each week, Camels send gift cigarettes to hospitalized members of the Armed Services. The makers of Camels have sent more than one hundred ninety million cigarettes to servicemen, servicewomen and veterans. This week's Camels go to: Veterans' Hospitals, Castle Point, New York and Tuskegee, Alabama ... U. S. Army Valley Forge General Hospital, Phoenixville, Pennsylvania ... U.S. Naval Hospital, Memphis, Tennessee.

27.05

SW

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27.05

-13-

MUSIC:

(MONROE THEME) 27.35

MONROE:

And that wraps it up for tonight, friends ..
with another session of Camel Caravan tunes
just one week away .. next Saturday night.
Until then, I'll be looking over the "Variety"
list of leading record-request in various cities
around the country.. and when we get together
again a week from tonight, I'll have the best
of them on hand for your enjoyment. Cece Blake
will pay us a return visit .. and I hope you
will, too.

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 with
a prize of one thousand dollars. So 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? 28.10

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

(CAMEL: THEME ... FADE ON CUE)

28.30

28.30

-14-

ANNCR:

Pipe smokers, pack your pipes with Prince Albert,
the National Joy Smoke! P. A.'s choice tobacco
is crimp cut for smooth, cool smoking and it's
specially treated to insure against tongue bite.
Get rich, fine tasting P.A., America's largest -
selling smoking tobacco!

28.49

SW

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28.49

MUSIC: CAMEL THEME ... FADE 28.55

HUGH: This is Hugh Conover saying ~~Happy New Year~~ ^{goodnight} ~~to~~ ~~you~~ -- for the Camel Caravan -- starring Vaughn Monroe. 29.00

MONROE: (applause) 29.10
And this is Vaughn Monroe again. I just want to add a warm welcome to Ed Wynn, who joins the Camel family later this evening on many CBS television stations. Remember, the Ed Wynn television show for Camels every Saturday night. 29.25

CONOVER: This is CBS ---- THE COLUMBIA BROADCASTING SYSTEM
- fade theme 15 seconds -
8:00 P, B-U-L-O-V-A BULOVA WATCH TIME
WCBS NEW YORK
880 ON YOUR DIAL

29.30

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