

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JANUARY 22, 1949

7:30 - 8:00 PM EST

*Joined 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:)

*Wilson*  
HUGH:

*Major City of*  
From The ~~Hollywood Country Club~~ in Birmingham,  
Alabama ... 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...  
Smoke Camels and see!

MUSIC: \_ \_ \_ \_ \_ (MONROE THEME)

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*Wilson*  
~~HUGH:~~

Now, here is the star of the Camel Caravan...  
VAUGHN MONROE!

(APPLAUSE) 1.15

MONROE: Hello, and how do you do, everybody!  
The Camel Caravan is off on another Saturday night  
tour around the country... a quick visit here  
and there to bring you the tunes that leading  
disc-jockeys report as their number-one requests.  
Here we go now, to Boston and Indianapolis....  
"Variety" tells us that the song most-requested  
in those two cities this past week was..  
"Powder Your Face With Sunshine"! 1.35

MUSIC: \_ \_ \_ \_ "POWDER YOUR FACE WITH SUNSHINE" \_ \_ MONROE 3.50

(APPLAUSE) 3.55

3.55  
HONORABLE: Thank you...thank you very much.

JIM: Say, Vaughn....

HONORABLE: Well, Jimmy Wilson! By the way, folks, our regular announcer, Hugh Conover, was flying down for the show. But we just heard he flew as far as Paducah, and then his arms got tired. So tonight Jimmy's our boy. Well, what's on your mind, Son?

JIMMY: Well, that song you just sang, Vaughn...if my girl heard it she'll probably powder her face with sunshine. She'll try anything to make her beautiful. Last week she bathed her face in milk.

HONORABLE: How did it work out...did she attract men?

JIM: No...just cats. What a difference between her and these gorgeous southern girls.

HONORABLE: Boy oh boy, Jimmy. the gals are beautiful down here...but watch yourself when you talk to 'em. Last time I was here, I met a girl and I tried to make her think I was a Southerner...I said, "Shut mah mouth!"

JIM: Well...?

HONORABLE: She did. But anyway, the next tune you'll hear makes it unnecessary to do much talking when you meet a pretty girl... and maybe that's why "Variety" reports that it's a top record request in New York, Kansas City and Baltimore. Here's lovely Cece Blake to tell the whole country about it.

(MUSIC: "SLOW BOAT TO CHINA"...BLAKE) 7.05

(APPLAUSE)

7.15

7.15

MUSIC: (JINGLE)

Comes now the tune that's a winner in Seattle,  
Way out on the Pacific Coast -  
And it's the choice of the record-fans in Newark:  
This week it's been requested most.

"I've Got My Love To Keep Me Warm"  
That's what this song is called -

GIRLS: Here's Vaughn Monroe to sing the words  
As the Caravan rolls along! 7.50

MUSIC: "I'VE GOT MY LOVE TO KEEP ME WARM" .. MONROE 10.10

(APPLAUSE)

10.15

10.15

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

*Wilson*  
 CONOVER:

Yes, smoke Camels - and only Camels -- for thirty days. Test Camel mildness for yourself!

*Lawell*  
 PAUL:

In a recent coast-to-coast test, hundreds of men and women smoked only Camels for thirty days, an average of one to two packs a day. Each week, their throats were examined by noted throat specialists. These doctors made two thousand, four hundred and seventy examinations, and found not one single case of throat irritation due to smoking Camels!

*Wilson*  
 CONOVER:

Smoke Camels and see how mild Camels are! If, at any time, you're not convinced that Camels are the mildest cigarette you've ever smoked, return the package with the unused cigarettes to the makers of Camels and you'll receive its full purchase price, plus postage!

SINGERS: Smoke Camels and see!

11.15

11.15

-6-

MUSIC: (JINGLE)

A tune we've featured quite often on this program  
Is still a number-one request;  
In Cincinnati as well as San Francisco,  
The folks consider it the best!

And Omaha, and Denver, too  
Keep calling for this song -  
A leading choice for many weeks,  
It still is going strong! 11.50

MUSIC: "BUTTONS AND BOWS" .. MONROE, MOONMAIDS 13.30

(APPLAUSE)

13.37

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13.37

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MONROE:

Thank you...and thank you again. To some folks the three B's of music may be Bach, Beethoven and Brahms ... but it looks like the three B's in my musical career will consist of Ballerina, Buttons and Bows.

Now, on to something more historic. From time to time in its rambling around the country, the Camel Caravan will be paying its respects to one or another of the college fraternities...and tonight, it's "hat's off" to Sigma Nu! The Virginia Military Institute was the founding-place of Sigma Nu in 1869 ... and its 50,000 members and 103 chapters have added much to education and good-fellowship on campuses from coast to coast. Incidentally, a couple of my business-rivals and good friends ~~of mine~~ are Sigma Nus... Johnny Long and Kay Kayser; I think that every member and all you good people listening will enjoy hearing the song of this fine fraternity ... <sup>the</sup> White Star of Sigma Nu". 14.25

MUSIC:

"WHITE STAR OF SIGMA NU" ... MONROE, CHOIR 16.5 5

(APPLAUSE)

17.05

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17.05

-8-

MUSIC: (JINGLE)

And now we'll visit all the different cities

That call this tune their favorite one -

Atlanta, Georgia - Miami and Chicago

Los Angeles and Washington.

And San Antone is on the list,

So, we'll make no mistake

In featuring this song tonight

As sung by Cece Blake! 17.40

MUSIC: ("A LITTLE BIRD TOLD ME" - - - - BLAKE) 20.40

(APPLAUSE).

20.50

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20.50

SINGERS: How mild,  
How mild,  
How mild can a cigarette be?

*Tarnell*  
~~PAUL:~~

Smoke only Camels for thirty days. Let your taste  
enjoy Camel's rich, full flavor, and let your  
throat tell you how mild a cigarette can be!

*Wilson*  
~~CONOVER:~~

In a recent test, hundreds of men and women from  
coast-to-coast smoked only Camels for thirty days.  
Noted throat specialists who made weekly examinations  
of the throats of these smokers reported not one  
single case of throat irritation due to smoking Camels!

*Tarnell*  
~~PAUL:~~

Yes, Camel's choice tobaccos are properly aged and  
expertly blended for flavor and for mildness.

*Wilson*  
~~CONOVER:~~

Make your own Camel mildness test! If, at any  
time, you're not convinced that Camels are the  
mildest cigarette you've ever smoked, return the  
package with the unused cigarettes to the makers of  
Camels and you'll receive its full purchase price,  
plus postage!

SINGERS: So mild,  
So mild,  
So mild that you're bound to agree  
That Camels suit you to a T,  
To a T...  
Smoke Camels and see!

22.05

MONROE:

And now we'll dish up some more music. Where are you running off to, Mr. <sup>Wilson</sup>~~Conover~~?

<sup>Wilson</sup>  
HUGH:

I'll be back, Vaughn .. I gotta get the February issue of True Romance Magazine. It's got a story in it this month called, "My True Romance By Vaughn Monroe"!

MONROE:

You don't say ...

<sup>Wilson</sup>  
HUGH:

Yep! ~~The magazine only came out today, and it's selling like hot cakes!~~ The news-dealer outside said some guy bought 500 of them! I've got to get that magazine!

MONROE:

<sup>Jimmy</sup>  
~~Hugh~~, drop up to my hotel-room later ...

<sup>Wilson</sup>  
HUGH:

Have you got a copy?

MONROE:

Confidentially .. I've got 500 of 'em.

<sup>Wilson</sup>  
HUGH:

Vaughn, I can hardly wait to read your story .. Say, how about telling me some of it yourself! I mean, were you terribly in love with the girl ~~who is now your wife?~~

MONROE:

Well, I'll give you an idea, <sup>Jim</sup>~~Hugh~~. You know how a guy in love gets absent-minded and sort of loses track of things? I remember one morning we walked in the park, and dreamily, I said to her, "Gosh, the dew is heavy ..."

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*Wilson*  
~~HUGH~~:

So what?

MONROE:

.... I was walking with one foot in the lake.

*Wilson*  
~~HUGH~~:

And I'll bet many's the time you sang to her,  
Vaughn. What songs did you sing ... come on,  
don't be bashful.

MONROE:

*Wilson*  
Mr. ~~Cenover~~, there are some things a gentleman  
doesn't discuss in public. But it might have  
been this one .. 23.25

MUSIC:

"WHAT IS THIS THING CALLED LOVE" .. MONROE 25.40

(APPLAUSE)

25.55

25.55

-11-

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! 26.13

ANNCR:

Each week, the makers of Camel cigarettes send free Camels to servicemen's hospitals from coast to coast. This week, the Camels go to: Veterans' Hospital, Topeka, Kansas...U.S. Army Station Hospital, Fort Lawton, Washington...U.S. Naval Hospital, Jacksonville, Florida...U.S. Marine Hospital, Fort Stanton, New Mexico...Veterans' Hospital, Columbia, South Carolina.

That makes a total of more than one hundred and eighty million cigarettes that the Camel people have sent to servicemen, servicewomen and veterans!

26.45

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26.45

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(MUSIC: - - - - JINGLE)

The time has come now to fold up all our music  
And quietly put out the light -  
It gave us a pleasure to sing for your enjoyment  
All the tunes you've heard tonight.  
Next Saturday we'll be back again.  
You're all invited too --  
Till then, our Camel Caravan  
... Says goodnight to you!

27.20

fdm

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27.20

-13-

MUSIC: MONROE THEME 27.40

MONROE: Well, we've come to the end of our Camel Caravan tour for tonight, ladies and gentlemen .. but next Saturday night as usual, we'll be rolling again, and there's a reserved seat waiting for each of you. Next Saturday evening, we'll be coming your way from the campus of the University of Alabama in Tuscaloosa with more top tunes as reported by Variety ... and for a touch of glamor, we'll have with us one of the new young recording stars, that singing rage - Miss Patti Page. I hope you'll all be listening.

On Monday night we hope you'll all be listening to the Bob Hawk Show when Bob will be looking for the Lemac of the Week, with a prize of five hundred dollars. That's the Bob Hawk Show for Camel Cigarettes on Monday night.

Until next Saturday, this is Vaughn Monroe wishing you pleasant dreams ... and ... won't you have a Camel? 28.25

MUSIC: \_ \_ \_ \_ \_ C A M E L S

(CAMEL THEME, FADE ON CUE)

28.40

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28.40

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ANNCR:

Pipe smokers, get Prince Albert, the National Joy Smoke! P.A.'s choice tobacco is crimp cut for cool smoking, even burning, easy packing in your pipe. It's specially treated to insure against tongue bite! P.A.'s pocket tin has a new humidor top that seals out air, seals in freshness and flavor. Get Prince Albert, America's largest-selling Smoking Tobacco!

29.00

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fdm

29.00

-15-

(MUSIC: - - - - CAMEL THEME FADE) 29.10

CONOVER:

This is <sup>Jimmy Nelson</sup> ~~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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