

Timed Master  
AS  
**BROADCAST**

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, FEBRUARY 5, 1949

7:30 to 8:00 PM EST

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:)

HUGH: From Tampa, Florida...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)

59

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

(APPLAUSE) 1.10

MONROE: Hello and how do you do, everybody! From the ~~deep~~<sup>Sunny</sup>  
South.. in Tampa, Florida.. the Camel Caravan sends  
greetings to all you folks in the North, East and  
West... the customary "Having a wonderful time, wish  
you were here". And we're sending you another  
Saturday night package of tunes that are tops in  
various towns around the country....like this one:  
the song reported in "Variety" as most-requested in  
Cincinnati, Miami, St. Louis and Baltimore.  
"Powder Your Face With Sunshine!" 1.30

MUSIC: \_ \_ \_ \_ "POWDER YOUR FACE WITH SUNSHINE"...MONROE 3.00

(APPLAUSE) 3.10

MONROE:

Thank you....thank you very much! Which brings us to the next tune on the "Variety" list of favorites...the song for which leading disc jockeys had most requests this past week in Fort Worth, Texas.

HUGH:

Say, Vaughn, I've got some fan mail for you. Why don't you read it?

MONROE:

Oh, not while we're on the air, Hugh...it sounds so hammy.

HUGH:

Oh, go ahead...read it...

MONROE:

Well....all right. It says.."Dear Vaughn...I am an 87-year-old lady, and I listen to the radio constantly. In fact, I have left my house only twice in the last 30 years. Once when the roof caved in...and once when I heard you sing."

HUGH: Vaughn, I'll bet that letter isn't from an old lady at all.. it's probably some friend of yours trying to kid you!

MONROE: It's from an old lady, Hugh...I can recognize my own grandmother's handwriting, ~~when I see it~~. But thanks for writing anyway, Grandma...and I think you'll enjoy hearing this next song. because I'm not going to sing it. The spotlight is on lovely Cece Blake.. with the number-one choice of the fans in Fort Worth..."So Tired", 4.0

MUSIC: \_ \_ \_ "SO TIRED".. BLAKE 6.15

(APPLAUSE) 6.25

6.25

-5-

MUSIC: \_ \_ \_ (JINGLE)\_

Come on, let's visit Phoenix, Arizona,  
Out in the wild and wolly west-  
That's where they used to battle cattle-rustlers  
And sheriffs never got much rest.

But nowadays the town has changed;  
You never hear a shot-  
Instead, on local record-shows,  
You hear this tune a lot: 7.00

MUSIC: \_ \_ \_ "FAR AWAY PLACES".. MONROE 9.30

(APPLAUSE)

9.40

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

CONOVER:           Make the thirty-day Camel mildness test. See how  
                    mild a cigarette can be!

PAUL:              In a recent test, hundreds of men and women from  
                    coast-to-coast smoked Camels, and only Camels, for  
                    thirty days. Each week, noted throat specialists  
                    examined the throats of these smokers. They made  
                    two thousand, four hundred and seventy  
                    examinations and reported not one single case of  
                    throat irritation due to smoking Camels!

CONOVER:           Smoke Camels, and see how mild Camels are. If,  
                    at any time, you are 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!

10.25

10.35

MUSIC: \_ \_ \_ \_ (JINGLE) \_

Chicago, Pittsburg .. and Richmond, in Virginia -  
That's where this tune is number one;  
The fans keep asking the record-shops to play it  
From early morn till day is done!

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

GIRLS: And Vaughn Monroe will sing it now  
As the Caravan rolls along! 11.10

MUSIC: \_ \_ \_ \_ "LOVE TO KEEP ME WARM" .. MONROE 13.25

(APPLAUSE)

13.35

MONROE:

Once again the Camel Caravan pauses for a moment in it's tour from coast to coast, to pay a word of tribute to a great and respected college fraternity. This evening, we salute Sigma Alpha Epsilon ... the renowned SAE that was organized at the University of Alabama in 1856. ~~... 92 years ago. From that beginning on the campus of Alabama, 119 chapters of SAE came into being ... and~~ From a small group of young men almost a century ago, the fraternity grew to a membership of some 65,000. And glancing down the membership roll, I found some names that were especially interesting to me ... fellow singers and dues-payers in the musicians union, such as Rudy Vallee, Tommy Tucker, Larry Parks and Dick Powell. ~~You probably remember that Dick used to sing a pretty good song in pictures, until he decided to become a private eye.~~

But of course SAE isn't a show-business fraternity; it is made up of men in the arts, the sciences, and the professions ... men of character .. men of good companionship. To Sigma Alpha Epsilon, we on the Camel Caravan raise our voices ... in the fraternity's traditional song .. "Violets".. 14.30

MUSIC: \_ \_ \_ \_ "VIOLETS" .. MONROE, ENSEMBLE 16.40

(APPLAUSE)

16.50

16.50

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MUSIC: \_ \_ \_ \_ (JINGLE)\_

GIRLS: Now, tell us, maestro - what tune is tops in Denver?

MONROE: Why, certainly .. I gladly will!

GIRLS: And what's the song that is currently a favorite  
In San Antone and Louisville?

MONROE: It's one that we have done before -  
A bright and bouncy thing:

ALL: In other words, ~~we~~ mean the song  
That Cece Blake will sing! 17.25

MUSIC: \_ \_ \_ \_ "A LITTLE BIRD TOLD ME" .. BLAKE 20.00

(APPLAUSE)

20.05

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

PAUL: Smoke Camels and see! Yes, your "T-Zone," T for taste  
and T for throat, will tell you how mild Camels are!

CONOVER: In a recent coast-to-coast test, hundreds of people  
smoked only Camels for thirty days. Each week, noted  
throat specialists examined the throats of these  
smokers and reported not one single case of throat  
irritation due to smoking Camels!

PAUL: Yes, Camels are mild! Camels' choice tobaccos are  
properly aged and expertly blended for flavor and for  
mildness!

CONOVER: Smoke Camels and see for yourself! 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!

MONROE:

Now here's a tune the orchestra and I plan to  
feature tomorrow night <sup>in Miami</sup> <sup>Give two Shows</sup> .. when we ~~play for a~~  
~~dancing crowd~~ at the Colosseum, in Coral Gables.

HUGH:

Wait a minute, Vaughn .. that isn't going to be  
just another <sup>Show or Two</sup> ~~dance date you're playing~~. You've  
got folks in Coral Gables and for miles around  
just rarin' to get into the Colosseum, the minute  
the doors are opened!

MONROE:

I'm pleased, flattered and delighted, Hugh.

HUGH:

And if you think I'm kidding .... well, here's a  
beautiful young lady ... recently chosen Queen of  
the Orange Bowl ... with an official message!  
Vaughn, this is Miss Corine Gustavson!

(APPLAUSE)

MONROE:

A queen if I ever saw one! Welcome to the Camel  
Caravan, your Highness.

CORINE:

Thank you, Vaughn. As Queen of the Orange Bowl,  
I've been asked to extend to you an advance  
welcome to <sup>Miami and to</sup> Coral Gables. We've been looking  
~~forward to your visit .. and as Mr. Conover said ..~~  
~~folks for miles around will be on hand to see you~~  
~~and hear you.~~

MONROE:

Corine, there's only one thing to say at a time  
like this ... and that is ... thank you, sincerely.

ha

CORINE: I guess you know that we're all great fans of yours down here ... but I'll tell you a little secret. We'd admire you even more if you changed your theme song a little.


MONROE: You mean, "Racing With The Moon"? How would you want me to change it?

CORINE: Well, you know our principal product in Florida ... we'd be ecstatic if you changed it to, "Racing With the Orange".

MONROE: *Corine, I'd like to do that for Florida but if it gets to be a*  
~~I'll give it some serious thought, Corine's~~  
*habit, in Wisconsin they'll have me "Racing with the Cheese."*

~~HUGH: Careful, Vaughn .. careful! First thing you know, every state you play in will want you to change your theme to fit their product. In Mississippi, it'll be "Racing With The Cotton" .. in Idaho, it'll be "Racing With The Potato" ....~~

~~MONROE: You're right, Hugh .. and comes an engagement in Wisconsin, I'll be "Racing With The Cheese". Sorry, Corine .. this has got to stop before it starts.~~

CORINE:  Well, I've got one other request, Vaughn. Your record called, "Red Roses For a Blue Lady", is a big favorite down our way. I've been designated <sup>of Miami</sup> The Blue Lady .. to ask you to play it on your show tonight.

MONROE:

Now that's a request I'm happy to go along with.  
Thank you again for <sup>Your Warm</sup> welcome <sup>and Miami</sup> to Coral Gables...  
and here with a special bow to you Corine, is  
"Red Roses For a Blue Lady" 23.00

MUSIC: \_ \_ \_ \_ \_ "RED ROSES" \_ \_ \_ MONROE 25.40

(APPLAUSE)

25.50

25.50

-13-

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! 26.10

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,

Boise, Idaho...U. S. Army Brooke General Hospital,

San Antonio, Texas,... U. S. Naval Hospital,

St. Albans, New York... U. S. Marine Hospital,

Mobile, Alabama...and Veterans' Hospital, White

River Junction, Vermont,

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

26.40

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VQ.

26.40  
-14-

(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!

27.15

VQ

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27.15

MUSIC:

(MONROE THEME) 27.35

MONROE:

It's time for the Camel Caravan to move along,  
ladies and gentlemen...and this is your  
engraved invitation to join us again next  
Saturday night at our next stop...College  
Station, Texas. We'll be making music for  
the students of Texas A. & M...and on the  
air, we'll present a fresh batch of top  
tunes from Variety, for your dancing and  
listening. <sup>And lovely</sup> Cece Blake will be with us again...  
~~and I can promise you 30 minutes of music as~~  
~~you like it.~~

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  
One Thousand dollars. That's the Bob Hawk  
Show for Camel cigarettes on Monday night.  
Say -- Valentine's Day is coming soon! And  
cartons of Camels make mighty welcome Valentine  
gifts! They're specially wrapped for the  
occasion!

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

ANNCR:

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

29.00

29.00

-17-

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

CONOVER: 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-

9:00 PM B-U-L-O-V-A...Bulova Watch Time

WCBS...NEW YORK

880 ON YOUR DIAL

29.30

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