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BROADCAST
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Timed Masterab

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, FEBRUARY 19, 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 the campus of North Texas State College in Denton...
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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HUGH: Now, here is the star of the Camel Caravan...
Vaughn Monroe.

(APPLAUSE) 1.10

MONROE: Hello, and how do you do, everybody. Our Camel Caravan picks up tonight where it left off last week....exploring the big and beautiful state of Texas. We've discovered that it contains two hundred sixty-seven thousand square miles of hospitality...and six-and-a-half million people who know what they like in the way of popular tunes. So... for our friends in Texas...and for all our listeners from coast to coast....Here's another collection of most-requested songs, as reported by leading disc-jockeys in VARIETY. Our opener is the top-request this past week in Boston, Cincinnati, Seattle and San Antonio..
POWDER YOUR FACE WITH SUNSHINE. 1.45

MUSIC: POWDER YOUR FACE WITH SUNSHINE....Monroe 3.55

(APPLAUSE) 4.00

4.00

MON ROE: Thank you...thank you very much. On-stage now, is Miss Cece Blake....^{Charming} a young lady ~~best described as a~~ ~~looker~~ with a voice that can raise your temperature like a ^{Pressure} ~~fireless~~ cooker. The cards are shuffled, Cece... it's your deal.

BLAKE: I've got a tune right off the top of the deck, Vaughn... from the Broadway musical-comedy, "Where's Charlie"... "My Darling, My Darling".

MONROE: A romantic roundelay, Cece...But you know, certain cynical fellows look at it differently.

BLAKE: How do you mean?

MONROE: Well, I've heard it sung -- "I Call You My Darling, My Darling, Because I Can't Remember Your Name". But I think we can depend on you to sing it the way it was meant to be sung....A sweet and sentimental ballad... number one among the record-requests, according to VARIETY, in Miami, Florida. 4.45

MUSIC: MY DARLING, MY DARLING.....Blake. 7.00

(APPLAUSE) 7.10

7.10

MUSIC: (JINGLE).

GIRLS: The maestro tells us this tune is big on records
in towns located in the East -

MONROE: In New York City, they play it might pretty,
A hundred times each night, at least.

And it's on top in Syracuse,
The fans there can't be wrong -

ALL: We give you words and music, now,
As the Caravan rolls along 7.45

MUSIC: I'VE GOT MY LOVE TO KEEP ME WARM....^{10.00} Monroe. Moonmaids

(APPLAUSE) 10.05

10.05

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 for thirty days and see how mild
Camels are!

PAUL: In a recent coast-to-coast test, hundreds of men and
women smoked only Camels for thirty days. Each week,
their throats were examined by noted throat specialists.
These doctors 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 test Camel mildness 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: Smoke Camels, and see!

11.00

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ALTERNATE -6- & -7-

11.00

MUSIC: (JINGLE)

ENSEM BLE: And now we'll travel clear across the country
The reason why we'll soon explain --
The song you'll hear next is first among the records
requested up in Portland, Maine

GIRLS: In Pittsburgh it's the current rage
The same in Washington

ENSEMBLE: And out in Portland, Oregon
This tune is number one 11.35

MUSIC: FAR AWAY PLACES.....Monroe/ 14.05

(APPLAUSE)

14.15

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14.15

MONROE: Thank you again, Ladies and Gentlemen. Here, I'd like to tell the world how pleasant it is to be visiting North Texas State College. I've heard various schools praised highly by their alumni...But 3 members of my Camel Caravan Crew have been telling me for years that North Texas State is the best, the greatest, the finest school anywhere. And they're especially proud of its outstanding Music Department. And who am I to disagree when the opinion comes from 3 of my Moonmaids...alumnae of the College...June Heit, Tinker Cunningham and Mary Jo Thomas. Take a bow, girls.

(APPLAUSE)

MARY JO: Vaughn, Do you mind if I ask you a question?

MONROE: What is it, Mary Jo?

MARY JO: After playing at places like Dartmouth, Purdue, University of North Carolina, Alabama and Wellesley...How does it feel to be visiting a real college?

MONROE: O.K. Mary Jo....But do me a favor. As we tour around the country, please stop referring to Harvard, Yale and Vassar as Prep schools. Now I want you girls to tell me something...after all the studying you did at North Texas State College...how come you wound up singing with my orchestra?

JUNE: Shall we tell him, Tinker?

TINKER: Tell him, June.

JUNE: ...We flunked music.

MONROE: (AFTER PAUSE) And so we go on to some of the other famous alumni of North Texas State. The list includes the famous track stars, Wayne and Blaine Rideout...the Brown twins...the Hollywood stars, Joan Blondell and Ann Sheridan. Ann Sheridan! And here I wasted my time at Carnegie Tech. But I think my Moonmaids have got something in their praise of North Texas State College... since 1890, a school high in the regard of the Southwest. The Camel Caravan salutes it with a medley of its traditional songs. 16.20

MUSIC : GLORY TO THE GREEN.....FIGHT, NORTH TEXAS.... Ensemble. 18.20

(APPLAUSE)

18.25

18.25

MUSIC: (JINGLE)

GIRLS: And now we'll hear from the man who picks the music
By reading in VARIETY
The list of favorites in every town and city -
He studies it so patiently.

MONROE: In Denver, this is number one -
And Kansas City, too -

ALL: Miss Cece Blake will sing it out,
And make it sound brand new! 19.00

MUSIC: SLOW BOAT TO CHINA....Blake. 21.00

(APPLAUSE)

21.05

21.05

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

PAUL: Try Camels in your "T-Zone".. that's T for taste and
 T for throat -- and see how mild Camels are!

CONOVER: In a recent test, hundreds of people 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!

PAUL: Camel's choice tobaccos are properly aged and expertly
 blended for full, rich flavor and for mildness!

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!

22.10

22.10

MONROE: Which brings us to a song written by one of the great composers of our time...a song that will live forever.

HUGH: Oh, that's very kind of you, Vaughn. I assume you're talking about the romantic ballad I wrote.

MONROE: Your romantic ballad, Hugh? Oh, that's the one called "Ever Since We Fell into That Barrel of Molasses, Honey, I've Been Stuck on You". No, the tune I'm referring to was written by another member of the Camel Radio Family...Jimmy Durante.

HUGH: Jimmy wrote a song? Are you kidding?

MONROE: Careful, Hugh...You are speaking of James Durante.... composer, author, philosopher, statesman, poet and peasant. Featured in one form or another on his own radio show for Camels each week...his song sounds like this....and I hope you'll all forgive me if I can't match his velvet tones. 22.55

MUSIC: EVERY STATE IS GREAT....DIALOGUE BREAK....DEEP IN THE
HEART OF TEXAS...ENSEMBLE.

(APPLAUSE)

(DIALOGUE BREAK AFTER FIRST CHORUS OF "EVERY STATE
IN THE FORTY-EIGHT IS GREAT").

CONOVER: (OFF) Hey, Vaughn.....Hold everything.

MONROE: What's up, Hugh? What are you lookin' so scared about?

CONOVER: *Are you crazy singing 'Any State in the 48 is Great?'*
~~(ON) Didn't you hear those shots? Do you want to get
us all killed?~~

MONROE: *What about them?*
~~Hold on, son. Come down off the ceiling and explain
yourself.~~

~~CONOVER: Well, that song you're singing.~~

~~MONROE: The Schmozzola's national anthem? What about it?~~

~~CONOVER: What about it? "Any State in the Forty-Eight Is Great"....
You're flirting with death.~~

~~MON ROE: How so?~~

What about them?
CONOVER: Well, there's a feller about six feet-four, with a ten
gallon hat listening outside, and he just pulled out a
couple of six-shooters and said, "Pardner...Durante may
think any state in the forty-eight is great, but has it
occurred to you that you are now in Texas?"

MONROE: Hmrrrrm....I see what you mean.

CONOVER: Yeah....And, Vaughn, I don't know about you, but my
insurance isn't paid up...so, if you could just sort of....

Monroe: Okay son, ... How about this?

MUSIC: INTO "EYES OF TEXAS" AND FINISH OF "ANY STATE". 26.05

(APPLAUSE)

26.10

26.10

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! 26.25

ANNOUNCER: 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,
Oklahoma City, Oklahoma...U. S. Army Tripler General
Hospital, Honolulu, Hawaii....U. S. Naval Hospital,
Quantico, Virginia.....U. S. Marine Hospital, Detroit,
Michigan....Veterans' Hospital, New Orleans, Louisiana.
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!

26.50

26.50

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!

27.25

27.25

-16-

MUSIC: (MONROE THEME). 27.35

MONROE: And so we've tied the string around another package of the country's top tunes as reported in VARIETY'S Disc Jockey Survey..... And once again, may I say thank you to the faculty and students of North Texas State College for the warm welcome they've given us. Next Saturday night, the Camel Caravan will be back again...on the air from the campus of the University of Arkansas... And to add a few feminine notes, Cece Blake will be on hand again.

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, 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? 28.17

MUSIC: CAMELS

(CAMEL THEME, FADE ON CUE)

28.35

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28.35

ANNOUNCER:

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

28.55

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28.55

MUSIC: CAMEL THEME FADE 29.05

CONOVER: This is Hugh Conover saying goodnight for the Camel
Caravan, starring Vaughn Monroe.....29.10

(APPLAUSE) 29.25

This is CBS -- The Columbia Broadcasting System.

29.30