

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, APRIL 9, 1949

7:30 to 8:00 PM EST

*Timed 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)

HUGH: From the Meadows - in Framingham, Massachusetts, 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)

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

(APPLAUSE) 1.10

MONROE: Hello, and how do you do, everybody! The Caravan's loaded down with a big batch of your favorite tunes tonight ... so if you're in the mood for dancing, or singing along, or just plain listening ... just gather 'round! As usual, I've picked the songs for tonight's session right out of the show-business tradepaper, "Variety." That's where leading disc-jockeys from coast to coast report the tunes for which they've had most requests each week. Take Sherman Feller, for instance; he runs one of the top record-shows in Boston ... and here's the number-one choice of his listeners! 1.35

MUSIC: "IT'S A GREAT BIG WONDERFUL WORLD" .. MONROE 4.05

(APPLAUSE) 4.15

4.15

-3-

MONROE: Thank you .. thank you kindly. Which brings us to the next tune on the "Variety" disc-jockey report.

HUGH: Say, Vaughn, I wonder how many of our listeners have ever seen a copy of "Variety?" And I wonder how many would understand the strange show business language they use. I know half the time I can't.

MONROE: Why, it's as simple as the look on your face, Hugh. Now here's a typical "Variety" headline ... "Biz boffo in Buff." You understand that, don't you?

HUGH: Of course! ... It's a new breakfast food ... or could it be a new shampoo?

MONROE: Loosen up, Hugh .. you're trying too hard. "Biz boffo in Buff" simply means "Business is excellent in Buffalo." Now suppose you saw this in "Variety" ... "Blake draws heavy mitt for chirping 'Tired'."

HUGH: Well, uh .. I don't know much about baseball .. but if the guy is tired why doesn't he wear a lighter mitt?

MONROE: Never mind, Hugh .. I'll translate. That would mean .. "Blake ... Cece Blake .. gets tremendous applause for singing the tune called, 'So Tired'." And that's just what I think is going to happen right now. The song is the number-one record request in New York, Fort Worth and Portland, Maine ... and here's Cece to sing it, 5.20

MUSIC: "SO TIRED" .. BLAKE 7.30

(APPLAUSE) 7.35

9.35

-4-

MUSIC: (JINGLE)

GIRLS: And here again is your favorite music-maker -  
The spotlight's now on Vaughn Monroe!  
The tune that's next is a ballad that's a winner  
With fans in San Antonio!

MONROE: I've Got My Love To Keep Me Warm -  
A much-requested song ---

GIRLS: He'll sing it now for all of you  
As the Caravan rolls along! 8.10

MUSIC: "I'VE GOT MY LOVE TO KEEP ME WARM" .. MONROE 10.35

(APPLAUSE)

10.40

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10.40

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

CONOVER: Yes, friends, smoke Camels, and only Camels, for thirty days. Enjoy Camel's rich, full flavor ... and see for yourself just how mild Camels are!

ANNCR: In a recent coast-to-coast test, hundreds of men and women smoked only Camels for thirty days, averaging one to two packs a day. Each week, noted throat specialists examined the throats of these smokers and they reported not one single case of throat irritation due to smoking Camels!

CONOVER: Yes, that's how mild Camels are. But test Camels for yourself -- in your "T-Zone." If, at any time, you're not convinced that Camels are the best 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!

11.45

11.45

MUSIC: (JINGLE)

GIRLS: Come on now, Maestro .. let's hear what's new in  
Asheville -

MONROE: You mean the tune requested most?

GIRLS: That's right - in Asheville; but since you're rather  
bashful,

We know that you don't like to boast.

The music-fans throughout that town

Have one top choice, we know:

The record called "Red Roses" ~~that~~

Was made by Vaughn Monroe! 12-20

MUSIC: "RED ROSES" .. MONROE 14.45

(APPLAUSE)

14.55

14.55

-7-

MONROE: Thank you ...thank you very much.  
1911...38 years ago...that's when the best-known  
fraternity sweetheart song of them all was written ...  
"The Sweetheart of Sigma Chi".

HUGH: I guess we've all sung it at one time or another,  
Vaughn...as though we were all members of that great  
fraternity.

MONROE: And membership in Sigma Chi is something to be proud  
of, Hugh. We could probably fill up the rest of this  
half-hour just reading off the great names on its roll.  
Grover Cleveland, <sup>former Postmaster General</sup> Patrick Hurley, Supreme Court Justice  
<sup>of the Associated Press</sup> Murphy, Kent Cooper, George Ade, Booth Tarkington ...

HUGH: And names famous ~~in show business and~~ on the sports  
page... ~~John Wayne, Ben Wilson, Jimmy Wallington,~~  
Fielding Yost, Don Hutson, Bronco Nagurski, Joe Gordon...  
the list is a long one.

MONROE: That's right, Hugh. 872 Sigma Chi's are listed in  
"Who's Who"...and since the fraternity's founding in  
1855 at Miami University, in Oxford, Ohio, it has  
grown to 113 chapters and 60,000 members. Tonight, the  
Camel Caravan is proud to salute Sigma Chi with a  
song that has contributed to its past, present and <sup>16.00</sup>  
future fame.

MUSIC: "SWEETHEART OF SIGMA CHI" .. MONROE <sup>18.00</sup>  
(APPLAUSE) <sup>18.05</sup>

18.05

MUSIC: (JINGLE)

We're on our way now to still another city  
Below the Mason-Dixon line;  
This is the top tune in Louisville, Kentucky -  
The folks there seem to like it fine!

And Pittsburg votes it number one -  
Those towns made no mistake! -  
Tonight, the first time on our show,  
It's sung by Cece Blake. 18.40

MUSIC:

"CARELESS HANDS" ...BLAKE 20.45

(APPLAUSE)

20.55



20.55

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CONOVER: Say, Vaughn, you covered a lot of territory this past winter! Did you notice anything about Camels in your travels?

MONROE: You bet, Hugh! Everywhere we went, folks were smoking 'em and liking 'em!

CONOVER: You probably saw plenty of new Camel smokers, too! Yes, all over, folks are trying Camels and finding out how mild they are. Camel's choice tobaccos are properly aged and expertly blended for rich, full flavor and for mildness!

ANNCR: Here's what noted throat specialists reported about Camel mildness: 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 they reported not one single case of throat irritation due to smoking Camels!

CONOVER: Friends, test Camels yourself and see just how mild a cigarette can be!

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!

21.55

21.55

MONROE: Comes now an item out of our book marked Broadway show-tunes.

HUGH: (SOTTO) Say, Vaughn...see that beautiful blonde sitting over there? She sent me a note asking if you'd play something from George White's Scandals. She used to be a dancer in those shows.

MONROE: (SOTTO) She sent you a note?

HUGH: (SOTTO) Yeah. And while you're singing, I figured I'd go over to her table and sort of hold hands with her.

MONROE: (SOTTO) Hugh...the Scandals were produced about 20 years ago...that blonde is no youngster. You still want to hold hands with her?

HUGH: (SOTTO) I know what I'm doing. Play what she asked for.

MONROE: (SOTTO) Okay.

HUGH: (SOTTO) Thanks a lot. (UP) I'll be right over to your table...Mother!

MONROE: Ah, there's nothing like having a little old-fashioned mother who used to dance in George White's scandals. Folks came from miles around to see those lavish revues...and each edition came up with at least one hit tune. This one was the show-stopper of the Scandals

~~of 10~~ during the twenties. 22.50

MUSIC:

"THRILL IS GONE"...MONROE 26.10

(APPLAUSE)

ras

26.15

26.15

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! 26.35

CONOVER: 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, Lebanon, Pennsylvania...U.S.  
AAF Station Hospital, Randolph Field, Texas...  
U.S. Naval Hospital, Oakland, California...U.S.  
Marine Hospital, Buffalo, New York...and Veterans'  
Hospital, Fargo, North Dakota.  
The Camel people have sent more than one hundred  
and eighty-seven million cigarettes to servicemen,  
service-woman and veterans! 27.00

27.00

MUSIC: (JINGLE)

The time has come now to fold up all our music  
And quietly put out the light -  
It gave us 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!

27.35

27.35

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MUSIC: (MONROE THEME) 27.50

MONROE: Well, that's about as far as the Caravan goes tonight, ladies and gentlemen ...but next Saturday night we'll be rolling again with more of the number-one tunes around the country, as reported by disc-jockeys in Variety. One week from tonight, we'll come your way once more from the Meadows Restaurant, in Framingham, Massachusetts and Miss Bea Wain will be with us to meet you and greet you. That's a date... next Saturday night. On Monday night we hope you'll be listening to the Bob Hawk Show when Bob will have a prize of Five Hundred dollars for the Lemao of the Week. 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: CAMELS

(CAMEL THEME, FADE ON CUE)

28.40

28.40

ANNCR: Men, if you smoke a pipe, you'll like Prince Albert, America's largest-selling smoking tobacco. P.A.'s choice tobacco is crimp cut for smooth, even burning, cool smoking and easy packing in your pipe. Yes, and it's specially treated to insure against tongue bite. Get Prince Albert, the National Joy Smoke.

29.00

ras

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29.00

-15-

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-

8:00 P.M. BULOVA...Bulova Watch Time

WCBS...NEW YORK

880 ON YOUR DIAL

29.30

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