

Timed matter

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JULY 2, 1949

7:30 to 8:00 PM - EDST

**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 Convention Hall in Asbury Park, New Jersey, 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)

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

ANNCR: 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!

QUARTET: Smoke Camels and see!

MUSIC: MONROE THEME

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

(APPLAUSE) 1.20

MONROE: Hello, and how do you do, everybody! Like the man said, Asbury Park is the headquarters of our Camel Caravan this evening. We've got our musical merchandise on display at Convention Hall ... so step right up and help yourself to a free sample! As a matter of fact, you don't have to move at all .. just sit where you are .. light up a Camel .. and we'll bring the music to you. As usual, our stock consists of some of the outstanding tunes on the "Variety" list of disco-jockey requests..... top favorites in various cities around the country. Hugh, name a city!

HUGH: Seattle, Washington!

MONROE: Nice going, Hugh .. I didn't think you could do it. Coming back into the list of favorites again is the number-one choice in Seattle, "Forever and Ever".....

7.00

MUSIC: "FOREVER AND EVER" ... MONROE 4.30

(APPLAUSE)

4.40

4.40

MONROE: Thank you .. thank you very much. Hugh, I'll have to ask you not to walk around down in the audience while I'm singing.

HUGH: Oh, were you singing just now? Sorry, boss. I just thought some of the girls here might like a souvenir of their visit to Asbury Park .. a memento they could treasure forever. A picture of me in a bathing suit.

MONROE: This boy is getting so hammy he sleeps between two pieces of bread. Is this the picture you took this morning when you went in swimming?

HUGH: Yeah ...

MONROE: What's that big lump you've got there in the back?

HUGH: Oh, that. I couldn't get a locker .. and I didn't want to leave my clothes on the beach.

MONROE: Well anyway, you saved money on laundry. Now sit over there and be a good boy while the Camel Caravan features Cece Blake, the pride of Akron, Ohio, and the tune that's the current favorite in San Antonio, Texas ... "Again". Sing it, Cece

5.25

MUSIC: "AGAIN" .. BLAKE 7.35

(APPLAUSE) 7.40

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7.40

MUSIC: (JINGLE)

GIRLS: From "South Pacific", the show that is terrific,
The boss man picked a pretty tune -
And when you hear it, you men out there will cheer it;
We guarantee you gals will swoon!

The fans out in Los Angeles
Have made this song their choice -
We give you first the orchestra -
And then the Maestro's voice! 8.15

MUSIC: "SOME ENCHANTED EVENING" .. MONROE 10.45

(APPLAUSE) 10.55

10 88

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

CONOVER: Not one single case of throat irritation due to smoking
Camels -- that's what noted throat specialists reported
in coast-to-coast test of hundreds of people who smoked
only Camels for thirty days! Yes, noted throat
specialists examined the throats of these smokers
every week and reported not one single case of throat
irritation due to smoking Camels! That's how mild
Camels are!

VINES: But try Camels yourself! Smoke only Camels for thirty
days! You'll enjoy the rich, full flavor of Camel's
choice, expertly blended tobaccos. And you'll 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!

11.55

11.55

MUSIC: (JINGLE)

GIRLS: Say, Vaughn, remember a song called "Ballerina?"

MONROE: Why, that's a tune I can't forget!

GIRLS: As we recall it, it sold a zillion records-

MONROE: That's right; I dream about it yet!

GIRLS: Well, even though that was a tune that rated very high
A record selling even more
Is "Riders In The Sky"!

HUGH: And if I may add a word to that joyful jingle...
it's the Vaughn Monroe recording that's been
reported for nine consecutive weeks in "Variety" as
a record that tops all other requests throughout
the country! This week it's the choice in 14 cities!
Pappy, we gotta hear it again, right now!

MONROE: You know something?

It's just what you're gonna hear.

12.50

MUSIC: _ _ "RIDERS IN THE SKY" _ _ _ MONROE

15.45

(APPLAUSE)

15.55

15.55

MONROE: Thank you... thank you, ladies and gentlemen,
Now, Hugh, let's put on the cap and gown, to get into
the spirit of our fraternity salute. This evening,
the Camel Caravan spotlight shines on Kappa Sigma!

HUGH: A fraternity in the great tradition, Vaughn... down
through the years since it was founded at the
University of Virginia in 1869.

MONROE: In those 80 years, there have been 57,000 members
on college campuses from coast to coast. Kappa Sigma
men have made their mark in many fields.. in
government, William G. McAdoo and Warren R. Austin,,
in education, Christian Gauss,,

HUGH: In journalism and radio.. Drew Pearson, Ed Murrow
and Lowell Thomas.. in the literary world,
George Jean Nathan...

MONROE: With a special bow to a Kappa Sigma who set off
more than a few Roman candles in popular music...,
Hoagy Carmichael. It was Hoggy, who wrote his
fraternity's nostalgic song... and this evening,
the Camel Caravan gives it a place of honor in our
show. Here is Kappa Sigma's, "When Chapter Lights
Are Low". 16.50

MUSIC: _ _ _ _ "WHEN CHAPTER LIGHTS" ... MONROE, ENSEMBLE

18.30

(APPLAUSE)

18.40

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18.40

MUSIC: (JINGLE)

Comes next a tune we predict will be a winner
Here's hoping that you all agree -

MONROE: It's from a show that is coming soon to Broadway -
The show is called, "Miss Liberty".

GIRLS: With words and music by Berlin -
You surely can't go wrong -

ALL: "Homework" is the tune we mean -
Here's Cece and the song! 19.15

MUSIC: "HOMEWORK" .. BLAKE 21.45
(APPLAUSE)

21.55

21.55

-9-

CONOVER: Fran Warren knows!

VINES: Martha Tilton knows!

MONROE: Paula Kelly knows!

CONOVER: Yes, the gals who sing the nation's songs -- and millions of other smokers -- know it's Camels for mildness! Every day, across the country, people in all walks of life are trying Camels and finding out for themselves just how mild a cigarette can be!

VINES: Among the millions of Camel smokers 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: Try Camels! You'll enjoy Camel's rich, full flavor and Camel's cool, cool mildness.

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!

22.50

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22.50

-10-

MONROE: The Camel Caravan is giving the wild and woolly West a big play tonight. A few minutes ago you heard "Riders In the Sky" .. and here we have a tune that tells an Indian story.

HUGH: Now, Vaughn, that's what I call an amazing coincidence! Just this afternoon I met a married couple ... the husband is a cowboy, and his wife is a full-blooded Navajo! And they have a little son ... the happiest boy you ever saw!

MONROE: What's he so happy about?

HUGH: Don't you get it? That kid can play cowboys and Indians all by himself!

MONROE: It's a nice thought, Hugh. When he grows up and makes smoke signals, I hope he does it with Camel Cigarettes. Now to get back to the music-stand ... a lot of you folks have requested this tune since the last time I featured it on the show and I'm happy to sing it for you once again. "The Legend of Tiabi." 23.35

MUSIC: "LEGEND OF TIABI" .. MONROE 26.40

(APPLAUSE) 26.45

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26.45

-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!

27.05

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,

American Lake, Washington...U.S. AAF Station Hospital,

Tyndall Field, Florida...U.S. Naval Hospital, Chelsea,

Massachusetts...U.S. Marine Hospital, Ft. Stanton, New

Mexico...Veterans' Hospital, Dwight, Illinois. The

Camel people have sent more than one hundred and

eighty-nine million cigarettes to servicemen,

servicewomen and veterans!

27.35

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27.35

-12-

MUSIC:

(MONROE THEME)

27.50

MONROE:

Well, we're saying "so long" for now, ladies and gentlemen ... but I hope you'll all be listening again one week from tonight. The Camel Caravan crew will be right at this same spot on your dial... and on the air from this same spot in Asbury Park .. with another half-hour of tunes fresh off the disc-jockey request list in "Variety". Cece Blake will join in the singing when we ring up the curtain .. so plan to be with us .. we've got a front-row seat waiting for you.

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

28.20

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

(CAMEL THEME - FADE ON CUE)

28.35

28,35

ANNCR:

Men, P.A. means Pipe Appeal -- and it means Prince Albert, the National Joy Smoke. Prince Albert's choice tobacco is crimp cut for smooth, even burning and easy packing in your pipe. Yes, and P.A. is specially treated to insure against tongue bite. Get Prince Albert, America's largest-selling smoking tobacco!

28,55

28.55

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(MUSIC: CAMEL THEME FADE)

29.07

ANNCR:

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

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30

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