

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JULY 16th, 1949

7:30 to 8:00 PM EDST

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 Lakeside Park in Dayton, Ohio, 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?

HUGH: 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: I'd walk a mile
For a mild, mild Camel.
They're so mild, they suit me to a T.

(MUSIC: MONROE THEME)

ras

51457 4166

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

Vaughn Monroe!

(APPLAUSE)

1.25

MONROE: Hello, and how do you do, everybody! The Camel Caravan sends you greetings and music from the big little city of Dayton, Ohio, on the Miami River! Stay right with us for the top tunes of the day...songs that are leading the league in record-requests, according to "Variety" ...just the way those ever-lovin' Dayton "Indians" are leading the Central League! To get our Saturday night hoe-down under way...here's the tune that's the number one choice in New York City ...and, like Camels, it's becoming more and more popular all over the country. From the new Broadway musical, "Miss Liberty"... "Let's Take An Old Fashioned Walk!"

1.55

MUSIC: "OLD FASHIONED WALK"...MONROE

4.00

(APPLAUSE)

4.10

4.16

MONROE: Thank you...thank you very much!

HUGH: Say, Vaughn, I've got a complaint! If the city of Dayton is on the Miami River, why isn't the city of Miami on the Dayton River?

MONROE: This boy is thinking all the time...slow but steady. I don't know why, Hugh...Dayton just happens to be on the Miami River, in Montgomery County.

HUGH: In that case, I've got another complaint! If Dayton Ohio, is in Montgomery County, why isn't Montgomery Alabama, in Dayton County? Is that fair? Sounds like politics to me!

MONROE: Hugh, you've been out in the hot sun too long. All I know about Dayton is what my drummer told me. He was born here...and he says the population is 210,718 and three-quarters.

HUGH: Now wait a minute! Your drummer says the population here is 210,718 and three-quarters? How did he get such an odd figure?

MONROE: ...He eats too much. I knew if you asked me enough foolish questions I'd come up with a foolish answer. And if you folks can stand a little more geographical data, here it comes:

-more-

-3A-

MONROE:
(CTD)

Miss Cece Blake, in charge of the Camel Caravan's
next tune, hails from Akron...and the song is
the number one record-request in Denver and
Louisville. Geography class dismissed...the
music class will please come to order. 520

MUSIC:

"AGAIN" ...BLAKE 7.20

(APPLAUSE)

7.30

ras

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7.30

MUSIC: (JINGLE)

GIRLS: Now, Vaughn, what record is still the most-requested
By mail and over telephones?
It's by a singer who's everybody's favorite -

MONROE: You mean the guy who's called Spike Jones?

GIRLS: We mean that great big record hit
That still keeps flying high-
The song, as sung by Vaughn Monroe,
Called, "Riders In The Sky!"

HUGH: Moonmaids, you're so right! The report from "Variety"
tells us that disc-jockeys all over the country are
being swamped with requests for this best-selling
platter! In Washington, Pittsburg, Cincinnati,
Duluth, Cleveland, Memphis..Springfield, Massachusetts..
and Portland, Oregon...the Maestro's record is way
out in front! Vaughn, just in case there's some poor
guy way up in the hills who hasn't heard it yet...give
him an idea of what he's been missing, will you?

MONROE: Hand me my boots and saddle, Hugh...I'm off in a
cloud of dust! 830

MUSIC: "RIDERS IN THE SKY"...MONROE
(APPLAUSE)

11.15

11.30

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11.30

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 a coast-to-coast test! The hundreds of men and
women in this test smoked only Camels for thirty days.
Each week, their throats were examined by noted throat
specialists and these doctors reported not one single
case of throat irritation due to smoking Camels!
That's how mild Camels are!

ANNCR: But try Camels yourself. Smoke Camels, and Camels
only, for thirty days. You'll find Camel's rich,
full flavor most enjoyable. Yes, 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!

ras

12.30

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12.30

-6-

MUSIC: (JINGLE)

MONROE: The tune that leads all the others in St. Louis
Is first in Omaha, as well -

GIRLS: The record-fans in Chicago and Atlanta
Agree that this one rings the bell!

MONROE: And it's the leading record choice
Away out in L.A. --

ALL: From "South Pacific" here it is:
The song hit of Broadway! 13.05

MUSIC: "SOME ENCHANTED EVENING"...MONROE 15.25
(APPLAUSE) 15.35

ras

51457 4172

15.35

MONROE: Thank you...thank you, ladies and gentlemen. The Camel Caravan invites you to join us now in a salute to a Greek-letter organization renowned on college campuses from coast to coast.

HUGH: We've spot-lighted quite a few fraternities, Vaughn... but tonight I see it's "hat's off" to a sorority.

MONROE: That's right, Hugh...Kappa Kappa Gamma...for 77 years, since it was founded at Monmouth College, one of the nation's most distinguished groups of college women.

HUGH: Leaders in many fields have come from Kappa Kappa Gamma: Sarah Blanding, first woman president of Vassar...Virginia Gildersleeve, Dean Emeritus of Barnard...authors Alice Duer Miller, Nora Walm, Dorothy Canfield Fisher...

MONROE: And the sorority has made a great contribution to college students by providing almost \$500,000 in scholarships to members and non-members alike. This is the Camel Caravan tribute to Kappa Kappa Gamma's 81 chapters and 42,000 members: the traditional "Kappa Toast"! 16.30

MUSIC: "KAPPA TOAST"...MONROE, ENSEMBLE
(APPLAUSE)

18.35

18.45

18.45

MUSIC: (JINGLE)

GIRLS: Comes next a tune that is bright and gay and bouncy -
You hear it more and more each day -

ALL: On record shows it's becoming quite a favorite -
It looks as though it's here to stay!

MONROE: Now if you haven't heard it yet,
You really are in luck,

ALL: 'Cause here is Cece Blake to sing
The song called, "Hucklebuck!"

19.20

MUSIC: "HUCKLEBUCK"...BLAKE
(APPLAUSE)

21.35

21.45

21.45

CONOVER: Say, Vaughn, it must be pretty exciting to see a song you've introduced climb in popularity.

MONROE: Yes, Hugh, and it's even more exciting to see it hit the top of the list and stay there week after week.

CONOVER: When it stays there, there's always a pretty good reason. It's pretty much the same as the popularity of Camels. Camels have just what millions of smokers want in a cigarette -- rich, full flavor and cool, cool mildness. Camel's choice tobaccos are properly aged and expertly blended so that every smoke, every puff is an enjoyable one.

ANNCR: And, say, friends, among the millions who enjoy Camels 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: And now, just a reminder, friends. When you go away this summer, whether for a week-end or for a couple of weeks, take along plenty of Camels. Buy your Camels by the carton. It's the handy, thrifty way.

22.45

ras

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22.45

-10-

(MUSIC: BRIDGE)

MONROE: Which brings us to a tune that's been a number-one request for almost as long as I've been in the music-business: Cole Porter's "Begin The Beguine".

HUGH: Say, Vaughn, exactly what is a "beguine"? Sounds like the name of a vegetable...or am I showing my ignorance?

MONROE: It's okay, Hugh...what's the use of having ignorance if you can't show it? A beguine is a dance...like a slow rhumba...and it calls for a lot of waving of the hips.

HUGH: Ohhh! That's what my girl and I always dance together at her house! She wears a dress that has a bustle in the back with a lot of feathers on it.

MONROE: Feathers?

HUGH: Yeah! That way, she can dance and dust the room at the same time.

MONROE: Hugh, it's a story like that that makes folks wish they were hearing music. And this is the music I started to tell you about, ladies and gentlemen... Our Camel Caravan arrangement of "Begin the Beguine".

23.45

MUSIC: "BEGIN THE BEGUINE"...MONROE
(APPLAUSE)

26.50

ras

27.00

51457 4176

27.00

-11-

MONROE: As you know, friends, each week the makers of Camels send free cigarettes to servicemen's hospitals from coast to coast. The number of Camels sent to servicemen, servicewomen and veterans is now more than one hundred and eighty-nine million!

CONOVER: This week, the free Camels go to: Veterans' Hospital, Hot Springs, South Dakota...U.S. Army Madigan General Hospital, Tacoma, Washington...U.S. Naval Hospital, Jacksonville, Florida...U.S. Marine Hospital, Boston, Massachusetts...Veterans' Hospital, Togus, Maine.

27.30

ras

51457 4177

27.30

-12-

MUSIC: (MONROE THEME) 7.45

MONROE: And that just about takes us to the end of our list of top tunes for tonight, ladies and gentlemen. Comes next Saturday night, we'll steer the Camel Caravan your way again, from the Edgewater Beach Hotel, in Chicago...and we'll have a fresh supply of music for your enjoyment...tunes listed as number-one record requests by leading disc-jockeys in "Variety" Cece Blake will add her voice to the half-hour...so...remember...the time and the station...one week from tonight. Until we meet again, this is Vaughn Monroe wishing you pleasant dreams...and...won't you have a Camel? 28.15

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

(CAMEL THEME--- FADE ON CUE)

28.35

ras

51457 4178

28.35

ANNCR: Say, you fellows who enjoy a pipe, pack the bowl with Prince Albert and you'll really know the meaning of pipe pleasure! P.A'S choice tobacco is crimp cut for smooth, even burning and cool smoking. Yes, and it's specially treated to insure against tongue bite. Get Prince Albert, the National Joy Smoke. It's America's largest-selling smoking tobacco!

28.55

ras

51457 4179

28.55
-14-

27.05
(MUSIC: CAMEL THEME FADE)

ANNCR: 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

-fade theme 15 seconds-

8:00 PM B-U-L-O-V-A...BULOVA WATCH TIME

WCBS...NEW YORK

880 ON YOUR DIAL
27.30