

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, NOV. 5th, 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)

CONOVER: From the CBS Playhouse in the heart of New York City --  
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...

CONOVER: No throat irritation!..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!

VINES: Make a note. Remember your throat. Try Camels  
today!

MUSIC: MONROE THEME)

51457 4332

HUGH: Now...here is the star of the Camel Caravan...and  
are we glad to see him back in New York again!...  
Vaughn Monroe!

(APPLAUSE) 1.30

MONROE: Hello, and how do you do, everybody! Hollywood is  
swell...Pittsburg, Chicago and Detroit are wonderful ...  
but...New York, I love you! *And Boston too!* All of us in the Camel  
Caravan crew say "Thank you" for this very fine welcome  
home!

HUGH: Pappy, we really missed you! What made you stay away  
so long?

MONROE: ....Money.

HUGH: Well, it's good to have you with us again, Vaughn...  
you, your voice and your bank-book. And friends,  
don't think Vaughn forgot to bring you all a souvenir  
from California! No, not a sea shell with your  
initials on it, a hand painted sofa cushion with  
greetings from Pismo Beach...it's something you're  
really going to like!

MONROE: Money?

HUGH: Vaughn, you're in a rut! I'm talking about the tune  
that's a highlight of your picture, "Singing Guns"...  
*Victor*  
that record of yours they're going crazy for all over  
the country ..."Mule Train"! Why, it's becoming as  
popular as...as...

MONROE: Shall we say, Camels? Here it is, pardners... 2.30

MUSIC: "MULE TRAIN"...MONROE 5.15

(APPLAUSE) 5.25

5.25

MONROE: Thank you. Hugh, in all the excitement, I guess I forgot to tell you it's good to be sharing the Camel Caravan microphone with you again.

HUGH: Thanks, maestro. Gosh, it seems only yesterday since I saw you last. When was the last time I saw you?

MONROE: Yesterday. Don't you remember?...you told me you wrote a great tune for our guest tonight, Cece Blake.

HUGH: Oh, yes...my new ballad entitled, "I Want To Meet a Single Girl because I'm tired of going with Double Girls".

CECE: Hugh, I think it's a wonderful song!

HUGH: Thank you, Cece...but it's really nothing.

CECE: I mean it, Hugh...it's absolutely marvelous.

HUGH: Oh, no, Cece...it's really nothing.

VAUGHN: Cece, I've heard the song...

CECE: What do you think of it, Vaughn?

VAUGHN: I agree with <sup>Conover</sup> Hugh. Now here's a real big new hit that comes to us by way of "Variety", the trade-paper of show-business. In "Variety", each week, leading disc-jockeys all over the country report the songs for which they've had most requests...and we give the spotlight to some of those record-show favorites each Saturday night. This one is currently the number-one request of the fans in Portland, Oregon. Cece, if you please...a couple of choruses of "Slipping Around".

MUSIC: "SLIPPING AROUND ... BLAKE 8.05

(APPLAUSE) 8.12

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6.30

8.12

MUSIC: (JINGLE)

GIRLS: Now here's the choice of the fans in Cincinnati -  
a town that's pretty hard to spell!

MONROE: Why, I can spell it..just let me think a minute...  
Say, wouldn't Newark do as well?

GIRLS: In Cincinnati ...Newark, too ...  
And Cleveland, we all know..

ALL: The song that's getting most requests  
Is Titled, "Don't Cry, Joe!" 8.45

MUSIC: "DON'T CRY, JOE"...MONROE, MOONMAIDS 12.00  
(APPLAUSE)

12.10

12.10

-5-

CONOVER: A while ago, Vaughn was talking to Miss Virginia Walcutt. Here, on tape, is what they talked about.

MONROE: How do you do, Miss Walcutt?  
(On tape)

WALCUTT: How do you do, Mr. Monroe?

MONROE: Are you a working girl?

WALCUTT: Yes, I'm an editorial assistant on a magazine.

MONROE: I see. And now, would you tell us something about the thirty-day test?

WALCUTT: I'd be glad to! I smoked nothing but Camels for the thirty days!

MONROE: That sounds pleasant! About how many did you smoke?

WALCUTT: About a package a day.

MONROE: I see...

WALCUTT: Well, every week I went to the doctor's office and he examined my throat. When it was all over, he said he didn't find any sign of throat irritation from smoking Camels.

MONROE: And when it was all over, what did you do?

WALCUTT: I just kept on smoking Camels! They're not only mild, they're the best-tasting cigarette I ever smoked!

ras

- more -

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MONROE: Thank you very much, Miss Walcutt.

CONOVER:  
(LIVE) In a coast-to-coast test, hundreds of people,  
like Miss Walcutt, 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! That's how mild Camels  
are!

VINES: Make a note. Remember your throat. Try  
Camels today!

13.25

ras

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MUSIC:

(JINGLE)

13.25

ALL:

The next tune takes us on to Pennsylvania -  
And to the leading city there -  
The fans in Philly agree this song's a dilly  
You hear them hum it everywhere!

GIRLS:

So listen now to Vaughn Monroe  
He'll sing this favorite song  
For all you folks from coast to coast  
As the Caravan rolls along! 13.55

MUSIC:

"I CAN DREAM, CAN'T I"...MONROE 15.40

(APPLAUSE)

15.47

15.47

MONROE: Thank you, Hugh, I don't know if I ever asked you this, but what's your favorite sport?

HUGH: Tiddley-winks! Boy, what excitement when the tiddlies battle the winks for the ball! You see, the winks and the tiddlies each line up, and ...

MONROE: Never mind, Hugh...I was hoping your favorite sport was football ...so you could help me give out some scores of today's big games. For instance, it was Notre Dame the winner over Michigan State this afternoon, 34 to 21 ..

HUGH: Florida beat Georgia, 28 to 7 ... Minnesota knocked Iowa 55 to 7 .. and Princeton took Harvard, 33 to 13 .

MONROE Hugh, you really are a football fan!

HUGH: Of course! I heard all the games at home this afternoon!

MONROE: If you like football so much, why did you stay home?

HUGH: I was playing tiddley-winks! You see, the tiddles and the winks line up on each side of the...

MONROE: Forget it, Hugh...now I know why the Gypsy told me to stay in California. And besides, there's one important football score you left out...the game played at

Evaston, Ill that saw Wisconsin <sup>Chalk</sup> ~~was~~ up 14 points to Northwestern's 6 . Two powerful teams had thousands of fans screaming and cheering...

and there was singing, too...the songs now in our Camel Caravan spotlight! 16.55

MUSIC: WISCONSIN-NORTHWESTERN MEDLEY...MONROE, CHORUS 18.45

ras

(APPLAUSE) 18.52

18.52

MUSIC: (JINGLE)

MONROE: Comes next the song that's the winner in four cities, according to "Variety" --

GIRLS: In San Antone, where they grow those Texas he-men,  
As well as Washington, D.C.

MONROE: In Rochester, In New York state,  
It takes the well-known cake -

ALL: And in Atlanta, it's the <sup>Choice</sup> ~~top~~ --  
Start singing, Cece Blake! 19.25

MUSIC: "YOU'RE BREAKING MY HEART"...BLAKE 21.55  
(APPLAUSE)

22.00

ras

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22.00

SINGERS:       How mild,  
                  How mild,  
                  How mild can a cigarette be?  
                  Smoke Camels and see!

CONOVER:       Yes, smoke Camels and see how mild, how flavorful  
                  how thoroughly enjoyable Camels are!

VINES:          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!

22.40

22.40

(MUSIC BRIDGE)

HUGH: Say, Vaughn, before you do your next tune, tell me ... How-are-you-doing-at-the-Cafe-Rouge-of-the-Hotel-Statler-in-New-York-City-where-you-and-your-orchestra-are-appearing-for-a-~~five~~<sup>4</sup>-week-engagement-with-dancing-each-night-from-8-in-the-evening-until-1-in-the-morning-except-~~Mondays~~<sup>Sundays</sup>?

MONROE: You got it all in, Hugh .. and I thank you from the bottom of the little card on every table that says "No cover charge" <sup>Before 10:00</sup>

HUGH: In other words, you're-doing-fine-at-the-Cafe-Rouge-of-the-Hotel-Statler-in-New-York-City-where-you-and-your-orchestra-are ...

MONROE: Relax, Hugh .. save your energy <sup>to</sup> ~~and~~ tell the people all about those wonderful Camel cigarettes. But .. now that you mention it ... one of the tunes we get a lot of requests for each night at you-know-where is this familiar old ballad that the orchestra and I recorded not long ago. I think it would fill a pleasant couple of minutes right <sup>now</sup> ~~here~~ on our show. 23.30

MUSIC: "LOOK FOR THE SILVER LINING" .. MONROE, CHORUS 26.25

(APPLAUSE)

26.30

26.30

CONOVER:

Each week, the makers of Camels send gift cigarettes to servicemen and veterans in various hospitals around the country. More than one hundred eighty-nine million free Camels have been sent so far to servicemen, servicewomen and veterans. This week, the Camels go to: Veterans' Hospital, Fayetteville, Arkansas ... U.S. AAF Station Hospital, Chanute Field, Illinois ... U.S. Naval Hospital, Pensacola, Florida ... U.S. Marine Hospital, San Francisco, California ... Veterans' Hospital, Gulfport, Mississippi,

27.00

27.00

-13-

MUSIC:

MONROE THEME

27.15

MONROE:

And that brings us to curtain time for this evening, folks ... but there'll be more music from the Camel Caravan next Saturday night and many Saturday nights to come. All you have to do is find this same station on your dial at this same time .. and you'll find a half hour of tunes you enjoy .. many of them from the "Variety" list of leading record-show requests.

~~Next week, Coco Blake will take charge of guest-singing again...~~ ... so I hope you'll be around to let us entertain you.

On Monday night I hope you'll all be listening to the Bob Hawk Show when my good friend Bob will be looking for the Lemac of the week. So for lots of laughs and lots of prizes don't miss Bob Hawk on most of these same stations Monday night,

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

27.50

MUSIC:

C-A-M-E-L-S)

CAMEL THEME ..... FADE ON CUE

28.10

28.10

-14-

VINES:

Pipe Smokers, pack your pipe with Prince Albert, the National Joy Smoke. P.A.'s choice tobacco has a rich, full flavor; it's crimp out for smooth, even burning ... and cool smoking. Yes, and it's specially treated to insure against tongue bite. Get Prince Albert, America's largest-selling smoking tobacco!

28.25

28.25

-15-

(MUSIC: CAMEL THEME -- FADE)

28.40

CONOVER:

You know, friends, the American way of life has brought more benefits to more people than any other system yet devised. Our driving force has been our firm belief that a still better living can be had for all. Without it, we would sink into complacency -- and weakness. I urge you to write for the free booklet, "The Miracle of America", which tells simply how each of us can contribute to making our country even better. The address is: Box ten, Times Square Station, New York City. Send a postcard tonight. 29.10

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