

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, NOV. 12th, 1949

7:30 to 8:00 PM EST

Lined 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 Rosemary Clooney -- 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...

-more-

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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)

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! On-stage,
to join me in bringing you music, is the entire
Camel Caravan crew...36 talented young people.

HUGH: 36 talented people, Vaughn? You mean 37, don't you?

MONROE: 36, Hugh.

HUGH: But you forgot to count me, Pappy...I write songs,
remember? Like this romantic ballad I just finished...
it's called, "Her Eyes Tell me Yes, Yes...but
there's no nose on her face". What do you think
of it, Vaughn?

MONROE:36 talented people, friends. And our opening
tune this evening takes us to Milwaukee...Wisconsin's
largest city..proud that it's the home of the famous
Art Institute, Marquette University and Hildegarde.
According to "Variety"..Milwaukee's record-show
listeners have been swamping their leading disc-
jockey with requests for "Dreamer's Holiday". 2.15

MUSIC: "DREAMER'S HOLIDAY"....MONROE, MOONMAIDS. 5.00

(APPLAUSE) 5.10

MONROE: Thank you. Another record-show favorite is...

HUGH: Hold it, Vaughn...are you sure you didn't like that song I wrote? I sang it for you this afternoon, but you didn't listen! Let me run over it again!

MONROE: Do that...it might still be alive. As I was saying.. here's another favorite reported by "Variety", the trade-paper that tells us what's new in show-business. ~~It's strange that in one city, the fans go wild over one tune...and in a city not far away, the big choice is something completely different.~~

~~HUGH: I don't get it. Would you mind repeating that?~~

~~MONROE: Yes, I would. So, now that we've heard the current rave in Milwaukee...~~ *aid rd* ~~suppose~~ we move on to Kansas City...by way of this ballad from our guest... Rosemary Clooney!

CLOONEY: Thank you, Vaughn, for inviting me aboard the Camel Caravan.

MONROE: Rosemary, you went on my guest-list the very first time I heard you on "Sing It Again". And when I heard the records you made with Tony Pastor, your invitation went into the mail special - delivery! Sing for our Camel Customers, will you?...the current choice of Kansas City..."Maybe It's Because."

MUSIC: "MAYBE IT'S BECAUSE"...CLUNEY. 8.10

ras (APPLAUSE) 8.15

8.15

HUGH: Moonmaids...I know what tune is on tap next...*How about*
letting your pal Hugh Conner
~~get into the act with you!~~ get into the act with you!

MUSIC: (JINGLE)

ALL: Comes now the song that you folks have been requesting,
By telephone and wires and mail!

HUGH: The Maestro sings it in his western picture,
A-ridin' down a dusty trail!

GIRLS: And now in every record-shop -
On every record show -

ALL: The song called "Mule Train" is the hit,
As sung by Vaughn Monroe! 9.00

MUSIC: "MULE TRAIN"...MONROE 11.10

(APPLAUSE)

11.20

11.70

CONOVER: Friends, Vaughn and I were talking to a man the other day. Here's our conversation on tape.

CONOVER: Vaughn, I'd like you to meet one of hundreds of
(ON TAPE) people who made the Camel thirty-day smoking test under the supervision of noted throat specialists. His name is Tod Crone.

MONROE: Hello, Mr. Crone!

CRONE: Hello, Vaughn!

MONROE: Tell me, where are you from, Mr. Crone, and what do you do?

CRONE: I'm from New York and I run the Crone Air Travel Agency.

MONROE: I see! Now, would you like to tell us about the thirty-day test?

CRONE: Glad to! The only cigarette I smoked for the thirty-day period was Camels. I smoked about a pack and a half a day. Then each week, I went to the specialists and he examined my throat.

MONROE: What did he find?

CRONE: He found absolutely no irritation in my throat from smoking Camels!

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MONROE: Well, that sounds as though Camels are mild
all right!

CRONE: They certainly are! When you smoke that many Camels,
you know just how mild they are!

MONROE: And tell me, how do you feel about Camel's flavor?

CRONE: Best-tasting cigarette I know and the most enjoyable!
Camels are great smoking!

MONROE: That's fine! Thanks a lot, Tod Crone!

CONOVER:
(LIVE) In a coast-to-coast test, hundreds of people,
like Mr. Crone, smoked only Camels for thirty
days, averaging one to two packs a day. Each
week, their throats were examined by noted
throat specialists. These doctors reported not one
single case of throat irritation due to smoking
Camels!

2nd ANNCR: Make a note. Remember your throat. Try Camels
today.

12.40

12.40

MUSIC: (JINGLE)

MONROE: We'll travel on now to hear the tune that's hottest
In these three cities on the list --

GIRLS: In Cincinatti, this song has got 'em batty
There's nothing like it, they insist!

ALL: And Syracuse and New Orleans
Agree, the records show --
The ballad that they all request
Is titled, "Don't Cry Joe"! 13.15

MUSIC: "DON'T CRY JOE"...MONROE 16.25

(APPLAUSE)

16.30

16.30

MONROE: Thank you. Now, Hugh, if you'll forgive my harsh words about your song-writing, I'd like you to look over the football scores with me.

HUGH: All is forgiven, Pappy! Let's start with the game between Yale and Princeton.. a win for Princeton, 21 to 13. ~~It was~~
Texas Christian ~~upset~~ Texas, 14 to 13..
Ohio State, 30.. Illinois, 17
... and in a thriller down South the final score was University of Alabama 20, Georgia Tech 7;

MONROE: And big-time football had New York in an uproar today when Notre Dame met the University of North Carolina!

HUGH: 67 thousand fans packed Yankee Stadium for that one...it was fast, clean, ~~brilliant~~ football all the way...and the score: Notre Dame, 48..
North Carolina, 6

MONROE: ~~AAA~~ The Camel Caravan is proud to re-echo the songs that filled the air today in Birmingham, Alabama, and Yankee Stadium. First ~~the Crimson Tide~~ Yea Alabama
The Ramblin Wreck from Georgia Tech 17-7
and the Engineers.

(MUSIC: ALABAMA - GEORGIA TECH - MONROE CHOIR)

HUGH: And in New York it was Carolina Fight Song and
And here's a salute to the Irish and the Tar Heels
Notre Dame Victory March.

(MUSIC: NOTRE DAME - NORTH CAROLINA - MONROE AND CHOIR) 20.10

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(APPLAUSE) 20.20

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20.20

MUSIC: (JINGLE)

ALL: Let's keep on trav'ling, we're heading 'cross the
country
To Portland on the western coast

MONROE: The guy who jockeys the records in that city
Reports this tune requested most:

ALL: *Rosemary Clooney also Thanks*
~~So if in Portland folks all think~~

That this song is the best -

We're glad to have it on our show,
And have her as our guest 20.55
~~Presented by our guest~~

MUSIC: "SLIPPING AROUND"...CLUNEY 22.30

(APPLAUSE) 22.40

RAS

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22.40

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

CONOVER: Make the Camel thirty-day test in your "T-Zone" --
T for taste and T for throat. You'll enjoy
every rich, flavorful puff and you'll see just
how mild Camels are!

2nd ANNCR: 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!

23.20

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23.20

(MUSIC: BRIDGE)

MONROE: Yesterday was November 11th...Armistice Day.
To every American, it had the same solemn
significance...and observing it, as we do each
year, is a small payment on a huge debt of
gratitude. Out of the first World War came
a song that expresses some of the emotion
we feel on Armistice Day. I'd like to give
this portion of our show to the words and
music by Gus Kahn and Walter Donaldson. 23.50

MUSIC: "MY BUDDY" ...MONROE. 26.45

(APPLAUSE)

26.55

26.55

ANNCR: Friends, the Camel people have sent more than one hundred ninety-million Camels as gifts to servicemen, servicewomen and veterans. This week's free Camels go to: Veterans' Hospital, Aspinwall, Pennsylvania...U.S.AAF Station Hospital, Keesler Air Force Base, Mississippi...U.S. Naval Hospital, Corpus Christi, Texas...U.S. Marine Hospital, Ft. Stanton, New Mexico...Veterans' Hospital, Roanoke, Virginia.

27.25

ras

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27.25

-13-

MUSIC: (MONROE THEME) 27.40

MONROE: And that means we'll be seeing you again next Saturday night, everybody. The Camel Caravan will be along at this same time, same number on your dial, with another half hour of music. You'll be hearing ^{some of the} tunes from the "Variety" list of top requests on leading record-shows around the country...and to add a few welcome notes, we'll have Cece Blake as our guest. Don't forget...one week from tonight...come along with us on the Camel Caravan.

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 Lemao 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? 28.20

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

CAMEL THEME: FADE ON CUE

28.40

ras

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28.40

ANNCR: Men, pack your pipes with the National Joy
Smoke -- rich, fine-tasting Prince Albert!
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, America's largest-
selling smoking tobacco!

28.55

ras

28.55

-15-

MUSIC: CAMEL THEME...FADE 29.10

HUGH: 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

WGBS...NEW YORK

880 ON YOUR DIAL

29.30

ras

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