

Trained Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, NOV. 26th, 1949

7:30 to 8:00 PM EST

**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 Moormaid, the Moon Men, the Orchestra,
and guest singer, Toni Arden -- 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-

ras

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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 of hundreds of people who smoked only Camels for thirty days! That's how mild Camels are!

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

(MUSIC: MONROE THEME)

Conover - how here is the Star of the
Camel Caveman ———— Jennifer
Monroe ————

(Applause) 1.25

1.25

MONROE:

Hello, and how do you do, everybody!
Another Saturday night has come around,
and the Camel Caravan is rolling again.
The first stop is Portland, Oregon, where
"Variety" reports that the leading disc-
jockey request of the week is our recent
recording of "Some Day"! 1.40

MUSIC:

"SOME DAY"...MONROE 4.30

(APPLAUSE)

4.40

4.40

MONROE: Thank you. Mr. Conover, why that strange smile on your face?

HUGH: Oh, nothing at all, Maestro. It just happens I was talking to your mother the other day....and I found out your middle name.

MONROE: My middle name! Now, Hugh, don't go blabbing it around! *New Time Magazine didn't mention it in the Give me a break! It never did anything to you! Please stay they did about me and the gang this week.*

HUGH: If I promise not to tell, will you sing one of my songs?

MONROE: You mean those boat-up ballads you write...?

HUGH: Well, if that's the way you feel about it....ladies and gentlemen, Vaughn Monroe's middle name is....

MONROE: Hugh....don't! Please! I'll sing every song you write! I promise!

HUGH: That's different. Here....this is my latest ballad... a romantic little thing called: "Your Lips Were Meant For A Dance In The Moonlight...They Were Never Meant For Lips". Start singing, Vaughn.....

MONROE: Well, not right now, Hugh. This is the spot in the show I've reserved for our guest...Miss Toni Arden. Sit back, customers...light up a Camel....and let this pretty gal show you why she's becoming a big name on Columbia records. Her tune is the number-one choice of the fans in Boston this week, according to "Variety"...

"Don't Cry, Joe". Toni.....? *555*

MUSIC:

"DON'T CRY, JOE"....ARDEN
(APPLAUSE) *805*

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- 4 - 8.15

MUSIC: (JINGLE)

GIRLS: Not long ago, record fans were all requesting
a tune called, "Riders In The Sky" -
The Maestro then sang another Western ditty,
Now that's the one that's riding high!

From California to New York,
From Texas up to Maine -
In 12 big cities, near and far,
They want to hear...."Mule Train"!

8.50

MUSIC: "MULE TRAIN"....MONROE 11.30

(APPLAUSE)

11.50

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11.50

CONOVER: Friends, here's an interview, on tape, that
(Live) will interest you.

CONOVER: Vaughn, I'd like you to meet Mr. Joe Bayard.

MONROE: Hello, Mr. Bayard!

BAYARD: H'ya, Vaughn!

MONROE: Where are you from?

BAYARD: Chicago! I'm a sales rep.

CONOVER: Vaughn, Mr. Bayard made the Camel thirty-day
test under the supervision of a well-known
throat specialist.

BAYARD: That's right!

MONROE: Will you tell us how it worked?

BAYARD: sure! I smoked only Camels for thirty straight
days ... at the same rate I usually smoke.

MONROE: Which is ...?

BAYARD: About a pack and a half a day.

MONROE: I see ...

BAYARD: Each week, I went to see the throat specialist.
He examined my throat carefully and at the end of
the thirty days he told me he found no throat
irritation at all from smoking Camels!

MONROE: What do you say to that?

BAYARD: Well, I'm convinced that Camels are the best cigarette I ever smoked! They have a wonderful taste and they're cool and mild.

MONROE: It may interest you to know that that's just how I feel about Camels myself! Thanks a lot, Mr. Bayard.

CONOVER:
(Live) From coast to coast, hundreds of people made the same test as Mr. Bayard. They smoked only Camels for thirty days, averaging one or 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!

13.00

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13.00

MUSIC: (JINGLE)

MONROE: Comes next the tune that's the choice this week in
Cleveland -

Almost a million folks live there -

ALL: And since they're asking to hear a certain ballad,
We can't refuse - we wouldn't dare!

MONROE: In Lawrence, Massachusetts, too,

This is the current hit -

ALL: The ninety thousand residents

Have been requesting it!

13.35

MUSIC: "I CAN DREAM, CAN'T I?" .. MONROE

16.10

(APPLAUSE)

16.25

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16.26

MONROE: Thank you. We take you now to the campus of Camel Caravan University, to hear some of the late football scores.

HUGH: Vaughn, I've just decided .. I think I'll announce the scores tonight.

MONROE: Sorry, Hugh, this is my department. Every Saturday night, I always

HUGH: Oh, is that so? Ladies and gentlemen, would you like to hear Vaughn Monroe's middle name?

MONROE: Hugh, don't! Go ahead .. announce the scores! Lead the orchestra ... anything, but not that!

HUGH: Okay .. and say "sir", from now on. Now, let's see ... This afternoon, it was Notre Dame over Southern California, 32 to 0 ... Boston College ^{Plenty of T.O.'s} racked up to win over Holy Cross, 26 to 0 ... North Carolina, 14, Virginia, 7 ... and at Philadelphia, the score at the final whistle was Army 38, Navy, 6! Do you wish to say something, Monroe?

MONROE: Please, sir .. I just wanted to add that the cheers of 100,000 fans rocked the Municipal Stadium in Philly during the game between West Point and Annapolis ... and they sang as only loyal followers of Army and Navy can sing! The Camel Caravan is proud to echo those songs tonight!

MUSIC: "ARMY-NAVY MEDLEY" ... MONROE, ENSEMBLE 19.50

(APPLAUSE) 20.50

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17.40
sir

20.00

MUSIC: (JUNGLE)

MONROE: And now the spotlight is on Miss Toni Arden,
The girl who is our guest tonight-

GIRLS: And she'll be singing a tune you all remember,
A tune that fits her style all right!

ALL: A feature of her theatre dates
Is this familiar song -

MONROE: I'd like you all to hear it now,
As the Caravan rolls along! 20.35

MUSIC: _ _ _ "SOMETIMES I'M HAPPY" ... ARDEN - 22.18

(APPLAUSE)

22.25

22.25

-10-

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

CONOVER: Yes, smoke Camels and see how mild, how full-flavored,
how thoroughly enjoyable Camels are!

2nd ANNOUNCER: 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!

23.05

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MUSIC: BRIDGE:

HUGH: Vaughn, I hope you have your fleece-lined mittens, fur ear muffs and red flannels all packed.

MONROE: Sure have, Hugh. We're going to need them when we hit the road again next week.

HUGH: Yes sir - Bridgeport, tomorrow night; Utica Monday night; Watertown, N. Y. Tuesday; Manchester, New Hampshire, Wednesday; Lewiston, Maine, Thursday; and Providence Friday...Boy, you'll get plenty of cold weather and snow on that route.

MONROE: That's all right with us. We get our biggest crowds when it snows.

HUGH: Really?

MONROE: Yep..That proves what Irving Berlin said..There's no business like snow business.. Anyway folks, for our Camel special tonight we'd like to give you an old favorite that folks always call for on the one-nighters. It's...

HUGH: Hold it, Vaughn..Hold it! You seem to be forgetting, I pick the tunes on this show,

MONROE: Says who?

HUGH: Ladies and gentlemen'.. Vaughn's middle name is...

MONROE: Please, Conover...Sir...Your majesty..go right ahead..Pick a tune.

HUGH: That's different...Folks, Vaughn and the orchestra and chorus will now present one of my favorite songs.."Alice Blue Gown."

MONROE: Oh sir, that's exactly the song we were thinking of..Thank you indeed.

MUSIC: ALICE BLUE GOWN".....MONROE AND CHORUS.

(APPLAUSE)

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27.1
27.20
24.20

27.20

ANNCR:

Each week, the makers of Camels send free smokes to servicemen's and veterans' hospitals. This week, the Camels go to: Veterans' Hospital, Staten Island, New York...U. S. Army & Navy General Hospital, Hot Springs, Arkansas,...U.S. Naval Hospital, Beaufort, South Carolina ...U. S. Marine Hospital, Carville, Louisiana...Veterans' Hospital, Brecksville, Ohio.

More than one hundred ninety million Camels have now been sent as gifts to servicemen, servicewomen and veterans.

27.45

rmk

27.45

13-
28.00

MUSIC:

(MONROE THEME)

MONROE:

Well, that's as far as the Camel Caravan goes tonight, friends...but next Saturday, after our tour of one-nighters, we'll be back in Times Square New York, for another half-hour of tunes from Variety's disc jockey list, plus a couple of oldies. In the guest department we'll have Jean Brooks, and I hope you'll all be tuned in.

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?

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

28.33

CAMEL: THEME:...FADE ON CUE)

28.46

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28.45

ANNCR: Men, pack your pipes with Prince Albert! P.A.'s choice tobacco is rich and flavorsome...crimp cut for smooth, cool smoking--and especially treated to insure against tongue bite. Get P.A.--America's largest-selling smoking tobacco--the National Joy Smoke!

29.03

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29.03

-15-

29.12 ✓

MUSIC: CAMEL THEME...FADE

HUGH: This is Hugh Conover saying goodnight for the Camel Caravan--starring Vaughn Monroe. 29.16

(APPLAUSE) 29.26

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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