

Lined Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, DECEMBER 10, 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 Town Casino in Buffalo, New York, 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...

(MORE)

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 hundres 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! I don't know
what the temperature is in your neck of the woods..
but in Buffalo, at the moment, it's a very ~~cool~~ *chilly*
prawny night. ~~degrees~~ Don't let the thermometer bother
you, though...the Camel Caravan is here, with
music guaranteed to warm things up a bit wherever
you are!

HUGH: This first tune on your list isn't just warm, pappy...
according to "Variety", the show-business
trade-paper, it's the hottest request in 19 cities
from coast to coast! Customers, this is the way
Vaughn Monroe and his crew recorded it.....
"Mule Train"; 1.50

MUSIC: ----- "MULE TRAIN"... MONROE 4.10

(APPLAUSE) 4.20

4 4.20
7 (REVISED)

MONROE: THANK YOU. PASSENGERS ON "MULE TRAIN" WILL KINDLY CHANGE NOW
TO THE CAMEL CARAVAN...HEADING FROM BUFFALO TO NEWARK,
NEW JERSEY! MR. CONOVER, HOW MANY PEOPLE DO YOU THINK
THERE ARE IN NEWARK?

HUGH: (GLIBLY) 429,760 !

MONROE: THAT'S RIGHT. NOW, CONOVER...TELL ME, WHAT IS THE CITY OF
NEWARK FAMOUS FOR?

HUGH: (GLIBLY) THE NEWARK MUSEUM, EAGLE ROCK RESERVATION, TRINITY :
CATHEDRAL...AND A MANUFACTURING CENTER THAT IS ONE OF
THE MOST HIGHLY INDUSTRIALIZED IN THE ENTIRE EAST! THE MAYOR
OF NEWARK IS RALPH BILLANI...THE POLICE COMMISSIONER IS JOHN
B. KEENAN AND THE NEWARK PUBLIC LIBRARY CONTAINS 873,921
BOOKS!

MONROE: CONOVER, THAT'S ABSOLUTELY CORRECT! HOW DO YOU KNOW ALL THAT?

HUGH:OH, JUST A WILD GUESS!

MONROE: THANK YOU, MR. CONOVER...LET'S HEAR FROM YOU AGAIN REALSOON,
EVEN IF IT'S ONLY SILENCE. NOW THERE'S ONE THING ABOUT
NEWARK THAT I HAPPEN TO KNOW..AND THAT'S THE NAME OF THE TUNE
REPORTED IN "VARIETY" AS THE CITY'S NUMBER ONE REQUEST THIS
WEEK. IT'S THE JEROME KERN BALLAD, "WHY WAS I BORN"...AND
HERE IS OUR CAMEL CARAVAN GUEST, CECE BLAKE, WITH THE WORDS
AND MUSIC..... 5.20

(MUSIC: "WHY WAS I BORN"...BLAKE) 8.00

(APPLAUSE) 8.05

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8.05

MUSIC: _ _ _ _ _ (JINGLE)

GIRLS: And next we'll travel onward to Wisconsin -
 Its nickname is "The Badger State"-

MONROE: The leading city, Milwaukee, first was settled
 Way back in Eighteen Thirty-Eight!

ALL: We learned about Milwaukee from
 A book of history -
 And now, its favorite tune, we find,
 Is in "Variety"; 8.40

MUSIC: _ _ _ _ _ "DREAMER'S HOLIDAY". MONROE, MOONMAIDS 11.27

(APPLAUSE)

11.35

(TO BE USED IF PLAY-BACK EQUIPMENT IS AVAILABLE)

CONOVER:
(Live)

And now here's an interview, on tape, between Vaughn and Mr. Edward Paxton, a chemical engineer.

MONROE:
(Tape)

Hello, Mr. Paxton!

PAXTON:

H'ya, Vaughn!

MONROE:

Mr. Paxton, you made the Camel thirty-day mildness test under the supervision of a throat specialist. Is that right?

PAXTON:

Yes, Vaughn. I smoked Camels exclusively for thirty days -- about a pack and a half a day. And each week, during the test, the specialist examined my throat.

MONROE:

Would you tell us what the specialist said?

PAXTON:

Sure! He said there wasn't a trace of irritation in my throat from smoking Camels!

MONROE:

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

PAXTON:

They certainly are! And they taste mighty good, too!

MONROE:

I take it that you've kept right on smoking Camels?

PAXTON:

You bet!

MONROE:

Well, thanks a lot, Mr. Edward Paxton.

(MORE)

CONOVER:
(Live)

Friends, in a coast-to-coast test, hundreds of people like Mr. Paxton smoked only Camels for thirty days, averaging one to two packs a day. Noted throat specialists, who examined their throats each week, reported not one single case of throat irritation due to smoking Camels! That's how mild Camels are!

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

12.40

12.40

MUSIC: _ _ _ _ (JINGLE)

ALL: Comes now a tune that will take us quite a distance-
Way out to the Pacific Coast-
It's rather new, but in Portland, it's a winner-
This week it's been requested most!

GIRLS: Tonight the song is being heard .
The first time on our show-
The choice of Portland, Oregon -
And sung by Vaughn Monroe: 13.15

MUSIC: _ _ _ _ "DEAR HEARTS AND GENTLE PEOPLE"...MONROE 16.05

(APPLAUSE)

16.15

16.15

MONROE: Thank you. Which brings us to football and Hugh Conover.

HUGH: Just a second, Monroe.. is that any way to introduce me?
I want a big important introduction...or else!

MONROE: Or else what?

HUGH: Look, muscles.. I've got something on you, remember?
I know your middle name! You get me mad, and I'll tell
everybody what it is!

MONROE: Don't tell.. please, Mr. Conover, sir.. your highness..!

HUGH: All right, all right, it's not necessary to lick my
hands! Now introduce me properly!

MONROE: Yes, sir.. at once, sir. Friends, each week we bring you
a preview of one of the Bowl football games, complete
with facts and figures. So.. if you want the dope,
here's Hugh Conover!

HUGH: That's better...I think. Anyway, football fans.. on
January 2nd, the University of Oklahoma meets Louisiana
State University in the Sugar Bowl in New Orleans.
Oklahoma has won 20 consecutive games.. while L.S.U. has
beaten 3 conference champions this season. According to
the experts, Oklahoma is a slight favorite to win. You
may speak now if you wish, Monroe.

MONROE: Thank you, your lordship. The Camel Caravan sends
greetings and a salute to both Sugar Bowl teams.. the
Oklahoma "Sooners" and LSU's "Tigers".. by way of their
famous marching songs! 19.20

MUSIC: FOOTBALL MEDLEY 19.55
----- (APPLAUSE) -----

20.00

vq

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20.00

MUSIC: _ _ _ _ _ (JINGLE)

ALL: Come on, let's travel, the Caravan is rolling
And once again we're west-ward bound;

MONROE: We're on our way to the city of Seattle
Located out on Puget Sound.

They know what's good in current songs-
The town is wide awake-

ALL: The song that they're all asking for
Is sung by Cece Blake; 20.75

MUSIC: _ _ _ _ _ "SLIPPIN' AROUND".. BLAKE 22.10

(APPLAUSE)

22.15

22.15

-11-

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 rich and full-flavored,
 how cool and 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!

CONOVER: Friends, I'd like to remind you that with Christmas
 coming, a carton of Camels is a gift that's always
 welcome. The Christmas carton is very cheery and
 there's a space for your greeting right on the carton.
 Give Camels this Christmas!

23.10

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23.10

-12-

(Music Bridge)

MONROE: Conover, you're in charge of mail on the Camel Caravan. I understand we've had lots of requests for the tune called, "You're My Everything".

HUGH: Why no, maestro...we haven't had a single one.

MONROE: None, eh? C'mere, Conover. What song did I work on all week, making a brand new arrangement..?

HUGH: Oh. You mean...?

MONROE: Look at my music-stand. What song have I got there..?

HUGH: Oh! I see...!

MONROE: What song have the orchestra and I been rehearsing all day?

HUGH: Sorry, pappy. (VERY BIG) Why, Vaughn, look what I just found in the mail-bag! 2,000 letters, postcards and telegrams, all requesting a song called, "You're My Everything"!

MONROE: *No Kidding.* ~~That~~ That is a pleasant surprise! Of course I'm unprepared.. but I'll do my best..... 24.00

MUSIC: _ _ _ _ "YOU'RE MY EVERYTHING".. _ MONROE 27.10

(APPLAUSE) 27.20

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27.28

ANNCR:

Each week, the makers of Camels send free cigarettes to various veterans' and servicemen's hospitals throughout the country. More than one hundred ninety million Camels have now been sent to servicemen, servicewomen and veterans. This week's gift Camels go to: Veterans' Hospitals, Martinsburg, West Virginia and Ft. Harrison, Montana...U.S. Army Letterman General Hospital, San Francisco, California...and U.S. Naval Hospital, Annapolis, Maryland.

27.40

27.40

-14-

MUSIC: _____ (MONROE THEME)

27.55

MONROE:

And that winds up the meeting for tonight, friends..
but another half-hour of music will be coming your
way as usual next Saturday night. Tunes that are
number-one requests on leading record-shows..
football songs.. and a ballad or two that you'll
remember from years ago...you'll find them all on
the Camel Caravan one week from tonight. We'll be
on the air from the State Theatre, in Hartford,
Connecticut...and with Cece Blake to add some
welcome notes. I hope you'll all be listening.

On Monday night I hope you'll all tune in to the
Bob Hawk Show when my good friend Bob will be
looking for the Lemac of the Week, with a prize of
one thousand dollars.

So 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? 28.37

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

CAMEL THEME: _____ FADE ON CUE)

28.50

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28.50

ANNCR:

Here's a tip for the pipe smokers on your
Christmas list -- a one-pound tin of America's
largest-selling smoking tobacco: Prince Albert.
This fine, rich tobacco comes specially
gift-wrapped.. All you do is buy it and give it;

29.03

vq

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29.03

-16-

MUSIC: _____ CAMEL THEME...FADE.

29.18

HUGH:

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

29.17

(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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