

Jimmed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JANUARY 14, 1950

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

51457 4491

HUGH:

Now...here is the star of the Camel Caravan....

VAUGHN MONROE!

(APPLAUSE)

1.25

MONROE:

Hello, and how do you do, everybody! I've got a feeling there's a nice big crowd waiting for us all along the network.. so right now the Camel Caravan starts rolling! And here's an extra "how do you do" to you folks in Cleveland, New Orleans and Los Angeles ... by way of the tune that's the big favorite in your home town this week. Moonmaids, let's sing this one real pretty...!

140

4.15

MUSIC:

"OLD MASTER PAINTER" .. MONROE, MOONMAIDS

(APPLAUSE)

4.70

MONROE: Thank you. Mr. Conover, a thought occurs to me. We've been getting a lot of new customers aboard the Camel Caravan these past few weeks. It's possible that some of them don't know how we pick the tunes for the show.

HUGH: I'll be glad to explain same, Pappy. To begin with, in every city there are guys who run record-shows.. the boys who spin a platter and give you some chatter.

MONROE: In other words, disc-jockeys.

HUGH: Right. And their listeners tell them by mail, plane and telegram what song they want to hear.

MONROE: In other words, they get requests.

HUGH: Right. Each week, the disc-jockeys report the total requests for each tune to our show-business trade-paper.

MONROE: In other words, "Variety".

HUGH: Right. And some of these tunes are featured on the Camel Caravan. For example, this week, the leading disc-jockeys in Kansas City, Miami, Richmond, Charlotte, Manchester, New Hampshire and Lawrence, Massachusetts all reported that the song most requested was a ballad .. ~~the song most requested was a ballad ..~~

MONROE: In other words, "I CAN DREAM CAN'T I"? ~~the song most requested was a ballad ..~~

HUGH: Right. And to sing it for you, Vaughn presents a talented gal who's been a frequent and welcome guest of the Camel Caravan.

MONROE: In other words, Cece Blake. You may go now, Conover ... I've run out of other words. 5.25

MUSIC: "I CAN DREAM NOW, CAN'T I?"BLAKE 7.45

(APPLAUSE)

7.55

7.55

MUSIC: (JINGLE)

ALL: We're on our way to Milwaukee, in Wisconsin,
It has so many things to see:

MONROE: It's "Court of Honor" and Institute of Artists
And Marquette University.

ALL: This week, it's leading record-show
Received requests each day
To play Milwaukee's favorite tune:
Called "Dreamer's Holiday"! 8.30

MUSIC: "DREAMER'S HOLIDAY" .. MONROE, MOONMAIDS 11.10

(APPLAUSE)

11.25

11.25

CONOVER: And now here, on tape, is an interview between Vaughn
(LIVE) and Mr. Harry Southwell.

MONROE: Hello, Mr. Southwell. I understand you're a lawyer?

SOUTHWELL: That's right, Vaughn, I am!

MONROE: Well, do you mind if I do a little questioning?

SOUTHWELL: Not at all! Go ahead, shoot!

MONROE: You made the Camel thirty-day mildness test under a
throat specialist's supervision. Is that right?

SOUTHWELL: Yes, Vaughn.

MONROE: Would you tell us about it? How many Camels you smoked
a day, and so on?

SOUTHWELL: I smoked about two packs of Camels a day for the thirty-
day period. At the end of each week, a specialist
examined my throat.

MONROE: Would you tell us what he found?

SOUTHWELL: He said there was no irritation in my throat whatsoever
due to smoking Camels!

MONROE: What was your reaction to that?

SOUTHWELL: I was very pleased. I always liked the way Camels taste -- and now I know they're very mild, too!

MONROE: Yes, they are, Mr. Southwell...and thank you very much.

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

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

12.35

12.35

MUSIC: (JINGLE)

ALL: We've got a song now, reported as the winner
In Syracuse and Washington -

GIRLS: In New York City, this tune's been most-requested -
In Dallas, it's the leading one!

MONROE: The choice in still another town:
Chicago's big hit song -

GIRLS: Here's Vaughn Monroe to sing the words
As the Caravan rolls along! 13.10

MUSIC: "DEAR HEARTS AND GENTLE PEOPLE" .. MONROE 15.50

(APPLAUSE)

16.00

16.00

MONROE: Thank you.

HUGH: Vaughn, I see the Moonmaids and the Moonmen gathering 'round for the special feature of our show dedicated to a national college fraternity.

MONROE: As a matter of fact, Hugh, ^{there are} ~~with~~ more than 150 national fraternities and sororities on our college campuses, *and* the Camel Caravan has a long list of greetings for future Saturday nights. This evening, our spotlight is on Sigma Chi ... the fraternity whose traditional song is probably the most famous and widely sung of all.

16.20

MUSIC: "SWEETHEART OF SIGMA CHI" .. ENSEMBLE

19.00

(APPLAUSE)

19.10

19.10

MUSIC: (JINGLE)

ALL: Comes next the choice of the record-fans in Portland -
We mean the one that's way down East -
This tune is solving the current housing problem,
For those who are in love, at least!

Tonight it's sung by Cece Blake -

The first time on our show:

A bright and bouncy song that's called

^{will}
"~~lets~~ Build a Bungalow"!

19.45

MUSIC: ^{will}
"~~lets~~ BUILD A BUNGALOW" .. BLAKE

22.10

(APPLAUSE)

22.18

22.15

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

CONOVER: Yes, you'll see how rich and full-flavored, how cool
 and mild, how thoroughly enjoyable Camels are!

2d 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, buy your Camels the handy, thrifty way --
 by the carton!

23.02

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23.0 2

(MUSIC: BRIDGE)

HUGH: Vaughn, can I ^{try to} tell the people about this next tune on your music stand, Bamboo. I've been digging through my dictionary ^{for words to describe it} and I came up with some lusus.

MONROE: Okay, Conover, trot out a few samples.

HUGH: Listen to this. "Bamboo", a kettledrum cadenza with Bravura Antiphony!"

MONROE: Are you talking about a song? That sounds like a new cure for the common cold.

HUGH: Well, then, how's this? "BAMBOO, THE PRIMEVAL CANTATA IN THE BEAT OF AN EXOTIC ROULADE"

MONROE: Conover, that sounds like something I had for lunch.

HUGH: Maestro, you're fighting me! How would you describe the tune?

MONROE: Let's just say it's new-- It's rather different -- And it's one of our latest recordings.

HUGH: Okay but let me sneak ⁱⁿ this footnote. The record you made two weeks ago has already sold 250,000 copies! Brother, that ain't hay, it's Bamboo! 24.10

(MUSIC: BAMBOO MONROE, MOONMAIDS)

26.50

(APPLAUSE)

26.58

26.58

ANNOUNCER: Each week, the makers of Camels try to bring a little extra joy to hospitalized members of the Armed Services by sending out gift Camels. This week, the Camels go to: Veterans' Hospitals, Cleveland, Ohio, and Oakland, California... U.S. A.A.F. Station Hospital, Mitchell Field, New York... U.S. Naval Hospital, Camp Lejeune, North Carolina.

The Camel people have sent more than one hundred ninety million cigarettes to servicemen, service-women and veterans.

27.20

REVISED

(MUSIC MONROE THEME)

MONROE: WELL, OUR HALF-HOUR TOGETHER HAS BEEN HERE, AND GONE...
BUT DON'T FORGET WE HAVE A DATE, SAME TIME, SAME SPOT
ON THE DIAL, NEXT SATURDAY NIGHT. THE CAMEL CARAVAN'S
HEADQUARTERS ONE WEEK FROM TONIGHT WILL BE THE CAMPUS OF
GEORGETOWN UNIVERSITY IN WASHINGTON, D.C. .. AND THIS
IS MY SPECIAL INVITATION TO ALL THE ALUMNI AND FRIENDS OF
GEORGETOWN TO LIGHT UP A CAMEL AND LISTEN, WHEREVER YOU
ARE. OUR 30 MINUTES OF MUSIC WILL INCLUDE MORE OF
THE COUNTRY'S LEADING REQUESTS AS REPORTED IN "VARIETY" ..
A SALUTE TO PHI DELTA THETA FRATERNITY WITH ITS FAMOUS
"SERENADE"... AND GUEST-SINGING BY THE EXCITING YOUNG STAR,
SUSAN MILLER. THAT'S THE LINE-UP FOR NEXT SATURDAY
NIGHT....I THINK YOU'LL ENJOY EVERY MINUTE OF IT.

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 WITH A PRIZE OF
ONE THOUSAND TWO HUNDRED AND FIFTY 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?

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

(CAMEL THEME.....FADE ON CUE)

51457 4504

28.42

ANNOUNCER:

Pipe smokers, pack your pipes with Prince Albert, the National Joy Smoke. P.A.'s choice tobacco is rich and flavorful... it's crimp cut for smooth, even burning and cool smoking-- and it's specially treated to insure against tongue bite. You'll enjoy Prince Albert, America's largest-selling smoking tobacco!

29.00

29.00

-16-

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 P.M. B-U-L-O-V-A BULOVA WATCH TIME

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30