

Lined Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, FEB. 25, 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 Fort Homer Hesterly in Tampa, Florida - the
Camel Caravan -- starring Vaughn Monroe... with the
Moonmaids, the Moon Men, and the Orchestra -- *and featuring Ziggy Talent,*
Marion Ke - and Gene Hart -- 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 ANNCR: Make a note. Remember your throat.
Try Camels today!

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! Mr. Conover, are the stations all along the network neatly hooked up?

HUGH: Everything's all set, from Tampa to Tucson! And I've got a wire here that says over in Miami the Chief of Police is listening very attentively...what's he got on you?

MONROE: Oh, I'm one of his boys. They made me an honorary policeman last night.

HUGH: Well flash your badge, Officer, and get going with the tune Variety reports as most requested this week in West Springfield, Massachusetts and Miami, Florida. 1.50

(MUSIC: "THERE'S NO TOMORROW"...MONROE) 4.55

(APPLAUSE) 5.05

5.05

MUSIC: (JINGLE)

ALL: Down here in Tampa, the weather's warm and balmy,
But now away up north we go!

MONROE: This tune's the choice up in Anchorage, Alaska -
That's where it's 42 below!

GIRLS: In Omaha, and Denver, too,
This song the folks enjoy -

MONROE: So button up your overcoat,
Chatanooga Shoe-Shine Boy! 5.40

MUSIC: "CHATTANOOGIE SHOE SHINE BOY" .. MONROE, MOONMAIDS 8.10
(APPLAUSE)

8.20

8.20

-5-

MONROE:

Thank you. The tune coming up next makes me realize that things have changed some around ~~Phoenix, Arizona.~~ ^{Dallas, Texas} There was a time out there in the cactus country when their favorite music was a cowboy tune on a gee-tar, with a couple of six-shooters providing the bass notes. But then some sneaky Easterner shipped in a car-load of juke-boxes .. and that did it. The citizens now take their tunes from Tin Pan Alley and Hollywood. And "Variety" reports that ~~Phoenix~~ ^{Dallas} fans have swamped their leading disc-jockey with requests to hear a little something called, "Bibbety-Bobbety-Boo", out of Walt Disney's new picture, "Cinderella." And here are the Moonmaids and June Heidt to sing it for you. 8.55

MUSIC:

"BIBBETY BOBBETY BOO" ... MOONMAIDS 11.20

(APPLAUSE)

11.30

11.30

-6-

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

CONOVER:
(Live)

~~And now here, on tape, is an interview between Vaughn~~
~~and Mr. Ed. Liman of Mt. Kisco, New York~~

CONOVER:
(Reel)

you've heard Vaughn
~~Vaughn, I've heard you sing "How mild, how mild, how~~
~~mild can a cigarette be?" -- oh, hundreds of times!~~
Here on tape is an interview between Vaughn and
~~Now, I'd like you to meet~~ a gentleman who can tell us
from his experience just how mild a cigarette can be.
That's
~~Vaughn, meet~~ Ed Liman *of Mount Kisco, N.Y.*

MONROE:
(Tape)

Hello, Mr. Liman!

LIMAN:

Hello, Vaughn!

MONROE:

Won't you tell us something about yourself?

LIMAN:

Well, I'm from Mt. Kisco, New York, and I'm a production manager.

MONROE:

And now, would you tell us your story about cigarette mildness?

LIMAN:

Sure! I made the Camel thirty-day test under the supervision of a throat specialist. I smoked a pack and a half of Camels a day for the thirty-day period. No other cigarettes -- just Camels. Then, every week, I went to the specialist, and he examined my throat.

MONROE:

I see. And what did he find?

(Continued)

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LIMAN: He couldn't find any trace of irritation in my throat from smoking Camels!

MONROE: And you feel that that's how mild a cigarette can be?

LIMAN: I do, Vaughn! What's more, I think Camels are the mildest, best-tasting cigarette I ever smoked!

MONROE: Well, that sums it up pretty well. Thanks a lot, Ed Liman!

CONOVER:
(Live) In a coast-to-coast test, hundreds of people, like Mr. Liman, 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 ANNOUNCER: Make a note. Remember your throat. Try Camels today!

12.50

12.50

MUSIC: (JINGLE)

GIRLS: Another ballad is on the list of favorites -
This one's the choice in Washington -
And in Chicago .. and San Antone, in Texas,
This is the most-requested one!

Now we predict you'll like the way
The maestro does this song -
Light up a Camel, and he'll sing,
As the Caravan rolls along! 13.25

MUSIC: "DEAR HEARTS" .. MONROE 15.50

(APPLAUSE) 16.00

16.00

MONROE: Thank you. From time to time on these Camel Caravan shows you've heard us pay our respects to American college fraternities. Tonight, we add to our honor-roll .. Sigma Alpha Epsilon!

HUGH: In 1856, the year of it's founding at the University of Alabama, SAE had 8 members. Today, 70,000 names are on it's membership roll, in 118 chapters. It's alumni associations are active not only throughout the United States but in Honolulu and Tokyo.

MONROE: Sigma Alpha Epsilon, the Camel Caravan salutes you, as we sing your traditional song, "Violets"

16.35

MUSIC: "VIOLETS" .. ENSEMBLE

18.50

(APPLAUSE)

19.00

MONROE: Thank you. I'm sure you all know Ziggy Talent, my ace clarinetist,
and the fellow who can sing a novelty tune like nobody else can.
And then there's Marie Lee, one of my most talented Moonmaids..
Well, tonight they're teaming up to do the song that's the nitty
new sensation of the season...."I said My Pajamas".. 19.15

(MUSIC: "I SAID MY PAJAMAS"...LEE, TALENT) 22.00

(APPLAUSE)

22.10

22.10

-11-

2ND ANNCR: What cigarette do you smoke, Doctor?

CONOVER: That question was asked of one hundred thirteen thousand, five hundred and ninety-seven doctors -- doctors in all branches of medicine, doctors in every section of the country,

2ND ANNCR: What cigarette do you smoke, Doctor?

CONOVER: The brand named most was Camell! Yes, according to this nationwide survey, more doctors smoke Camels than any other cigarette!

2ND ANNCR: Try Camels yourself! See how full-flavored, how mild, how thoroughly enjoyable Camels are!

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

22.50

22.50

MONROE:

And here's where we take the history book off the shelf .. to see what was going on in these United States when this next Camel Caravan tune was brand new. Among other things, it was the year the Social Security Law went into effect .. the year Amelia Earhart started on her last flight, a ~~trip~~ hop across the Pacific. A great moving-picture called "The Informer" won the Academy Award for it's star, Victor McLagen .. and that year Jim Braddock came up from nowhere to become the world's heavyweight champion. 1935 was the year I'm talking about ... the year that Cole Porter had the whole country applauding his newest hit "Begin The Beguine" 23.25

MUSIC:

"BEGIN THE BEGUINE" .. MONROE

26.35

(APPLAUSE)

26.45

26.45

ANNCR:

Each week, the makers of Camels send gift Camels to hospitalized members of the Armed Forces. This week, the Camels go to: Veterans Hospitals, Biloxi, Mississippi and Temple, Texas...U. S. Army Walter Reed General Hospital, Washington, D. C....and U. S. Naval Hospital, Key West, Florida. The Camel people have now sent more than one hundred ninety million cigarettes to servicemen, servicewomen and Veterans.

27.10

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27.10

14

(MUSIC:

MONROE THEME)

27.20

MONROE: Well, we've got to be moving along now...so, it's "so long, Tempe"...
and next saturday night, "Hello, Ruston, Louisiana."

The Camel Caravan will be sending you words and music from the
campus of Louisiana Polytechnic Institute...

Current favorites from the "Variety" list of tunes most
requested....a salute to Lambda Chi Fraternity and a
familiar old timer.

Between now and then we'll be in Fort Lauderdale tomorrow...

At Ft. Petrsburg for a dance date Monday...Macon, Georgia, Tuesday...

Montgomery Alabama, Wednesday...Mobile, Thursday ...New Orleans,

Friday...and back on the air with the Camel Caravan, Saturday. Hope
you'll b with us then.

On Monday night I hope youl all be listening to the BobHawk Show
when my good friend Bobwill be looking for the Ladies of the week.

So for lots of laughs and lots of prizes, don't miss Bob Hawk on
Most of the same stations Monday night.

Until we meet again...this is Vaghn 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

28.40

ANNCR:

Men, pack your pipes with Prince Albert; it's the
National Joy Smoke. P. A.'s tobacco is rich,
flavorful ... it's crimp cut for smooth, even burning
and cool smoking -- and it's specially treated to
insure against tongue bite! Yes, get Prince Albert;
it's 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 PM B-U-L-O-V-A ...BULOVA WATCH TIME

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30

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