

Timed Master

**AS
BROADCAST**

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, FEBRUARY 12, 1949

7:30 to 8:00 PM EST

QUB: (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:)

HUGH: From the campus of Texas A and M College...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...
Smoke Camels and see!

MUSIC: (MONROE THEME)

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

(Applause) 1.10

MONROE: Hello, and how do you do, everybody. Another Saturday has rolled around... and here is the Camel Caravan at your doorstep with a flock of tunes that are jukebox gems. We've picked them out of the list published in "VARIETY"...songs most-requested according to leading disc-jockeys from coast to coast...and with St. Valentine's Day just around the corner, suppose we lead off with something on a romantic note. Here's the top request in Newark, Richmond and Seattle... "I've got my love to keep me warm". 1.35

MUSIC ----- "I'VE GOT MY LOVE"... ----- MONROE 4.00

(Applause) 4.10

4.10

MONROE: Thank you...thank you very much. And this is a good time to check up on that new York City Slicker, Hugh Conover... To see how he likes the wide open spaces of Texas.

HUGH: Frankly, I'm disappointed, Vaughn. I walked the streets of Dallas for two hours today, and I didn't see a single cattle-rustler. And where are all those rootin, tootin, shootin, Texans I've been hearing about?

MONROE: This boy's mother was frightened by a Gene Autry picture. Hugh, you should have been with me today...I met a real Texan ... big husky fellow, wearing a ten-gallon hat and spurs on his boots...He stepped right up to me and said, "Pardner...howdy".

HUGH: One of those rugged ranchers, huh? ... or a two-gun sheriff from the Panhandle country.

MONROE: No ... he's a perfume salesman at Neiman-Marcus.

HUGH: Now there you are. That would have got me so mad, I'd pull out a six-shooter and let him have it.

MONROE: No, sir... not me. I pulled out a ticket to tonite's Camel Caravan Broadcast and let him have that. I figured he'd want to hear the silky voice of Cece Blake and the tune that leads ^{Variety's disc-jockey} ~~the~~ request list in Miami, Washington, D.C. and San Antonio..."A LITTLE BIRD TOLD ME". 5.15

MUSIC ----- "A LITTLE BIRD TOLD ME" BLAKE 8.00

(Applause) 8.10

8.10

MUSIC: JINGLE

MONROE: Let's go now, Moonmaids - Here's where we start to travel
 to places that are far away

GIRLS: You mean Detroit, and then on to California to see the town
 known as L A?

MONROE: Well, that's where folks keep asking for this tune that's
 going strong -

ALL: The far-Away Places we will see, we'll find right in the song.

8.45

MUSIC: "Far Away Places" .. Monroe, Moonmaids //, 0

(Applause)

11.20

11.20

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

CONOVER: Yes, smoke only Camels for thirty days and see how mild a
cigarette can be.

PAUL: In a recent test, hundreds of men and women from coast to
coast smoked only Camels for thirty days. Each week, their
throats were examined by noted throat specialists. After two
thousand, four hundred and seventy examinations, these doctors
reported not one single case of throat irritation due to smoking
Camels!

CONOVER: See for yourself how mild Camels are! If, at any time,
you're not convinced that Camels are the mildest cigarette
you've ever smoked, return the package with the unused cigarettes
to the makers of Camels and you'll receive its full purchase
price, plus postage!

SINGERS: Smoke Camels, and see!

12.15

12.15

MUSIC _ _ _ (JINGLE)

ALL: Our next tune takes us to Springfield, Massachusetts -
and Syracuse, in New York State...
In both those cities, the boys who play the records report
that it is going great.

GIRLS: And don't skip Cincinnati, Vaughn -

MONROE: The fans there like it best

GIRLS: And in St. Louis, further South.

ALL: It is the top request 12.50

MUSIC: _ _ _ "POWDER YOUR FACE WITH SUNSHINE"...MONROE 14.20

(APPLAUSE)

14.35

14.35

MONROE: Texas Agricultural and Mechanical College is playing host to the Camel Caravan this evening...and to Texas A and M may I say "Thank you for your hospitality". Hugh Conover ~~the~~ ~~orchestra~~ was a little let down by the scarcity of cattle-rustlers in these parts...but all of us, on this visit, were impressed by the facts and figures of Texas A and M's contribution to the great cattle-producing industry of the Lone Star State. And, if Hugh ~~(they)~~ failed to meet the kind of he-man Texan he'd ~~(thought)~~ heard so much about.. well, that's because he ~~(they)~~ never saw the Texas A and M football team in action. So here's to a school famous and respected throughout the nation....and what better way to salute it than by giving the spotlight to The Aggie War Hymn. 15.10

MUSIC: "AGGIE WAR HYMN" 17.10

(APPLAUSE)

17.25

17.25

MUSIC: JINGLE

GIRLS: From deep in Texas, we'll move along to Boston

MONROE: The town of culture and baked beans..

GIRLS: This tune's a favorite with folks too old for dancing,

MONROE: As well as youngsters in their teens.

ALL: Chicago, too, reports that it's a most requested song -

 Here's Cece Blake to sing it now as the Caravan rolls along. 18.00

MUSIC: "LAVENDER BLUE" MONROE 20.40

(APPLAUSE)

20.50

20.50

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SINGERS: How mild,
How mild,
How mild can a cigarette be?

PAUL: Smoke Camels, and your "T-Zone" will tell you how mild
Camels are!

CONOVER: In a recent test, hundreds of people smoked only Camels
for thirty days. Noted throat specialists ~~who~~ made
weekly examinations of the throats of these smokers
^{and} found not one single case of throat irritation due to
smoking Camels!

PAUL: Camel's choice tobaccos are properly aged and expertly
blended for rich, full flavor and for mildness!

CONOVER: Make your own Camel mildness test. If, at any time, you're
not convinced that Camels are the mildest cigarette you've
ever smoked, return the package with the unused cigarettes to
the makers of Camels and you'll receive its full purchase
price, plus postage!

SINGERS: So mild,
So mild,
So mild that you're bound to agree
That Camels suit you to a T.
To a T...
Smoke Camels and see!

21.55

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21.55

MONROE:

We'd like to do something special tonight, folks...
For the past week we've been touring the great
Southwest...a land teeming with wonderful stories and
beautiful Indian legends. There's one such legend of
an Indian maiden named Tiabi and her love for a warrior
named Tiabo. This legend has been set to music and
just recently we recorded it. I thought I'd like to do
it for you tonight with the choir and the orchestra. And
so, here's "The Legend of Tiabi." 22.15

(MUSIC:

LEGEND OF TIABI) 25.05

(APPLAUSE)

25.15

25.15

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SINGERS: How mild,
How mild,
How mild can a cigarette be?
Make the Camel thirty-day test and you'll see!
Smoke Camels and see! 25.25

ANNOUNCER: Each week, the makers of Camel cigarettes send free Camels
to servicemen's hospitals from coast to coast. This week,
the Camels go to: Veterans Hospital, Cleveland, Ohio;
U.S. Army Station Hospital, Carlisle Barracks, Pennsylvania;
U.S. Naval Hospital, San Diego, California;
U.S. Marine Hospital, New Orleans, Louisiana;
and Veterans Hospital, North Hampton, Massachusetts.

That makes a total of more than one hundred and eighty-
seven million cigarettes that the Camel people have sent to
servicemen, servicewomen and veterans!

26.10

26.10

-12-

(Music: _ _ _ _ JINGLE)

The time has come now to fold up all our music
And quietly put out the light-
It gave us a pleasure to sing for your enjoyment
All the tunes you've heard tonight.
Next Saturday we'll be back again.
You're all invited too--
Till then, our Camel Caravan
...Says goodnight to you!

26.45

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26.45

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MUSIC: _ _ _ _ (MONROE THEME) 27.15

MONROE: Well, it's time for the Camel Caravan to get along to our next stop.....and to our friends here at Texas A and M, thank you again for receiving us so cordially. Next Saturday night, we'll be coming your way from the campus of North Texas State College at Denton...so for another halfhour of ~~music as you like it~~ ^{top tunes AS Reported by Variety} with Cece Blake, The Moonmaids, The Moonmen and Yours Truly.... just turn to this same spot on your dial.

On Monday night we hope you'll all be listening to the Bob Hawk Show when Bob will be looking for the Lemac of the Week, with a prize of One Thousand, Two Hundred and Fifty dollars. That's the Bob Hawk Show for Camel cigarettes on Monday night. Remember -- Monday is Valentine's Day, and a carton of Camels -- in its special Valentines wrapper, is a wonderful gift for the occasion.

Until next Saturday, this is Vaughn Monroe wishing you pleasant dreams...and... won't you have a Camel? 28.05

MUSIC: _ _ _ CAMELS

(CAMEL THEME, FADE ON CUE)

28.20

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28.20

ANNOUNCER: Pipe smokers, Prince Albert's choice tobacco is orimp
out for cool smoking, even burning, easy packing in your
pipe. It's specially treated to insure against tongue bite!
P.A.'s pocket tin has a new humidor top that seals out air,
seals in freshness and flavor. Yes, that's Prince Albert, the
National Joy Smoke!

28.40

28.40

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(MUSIC: --- CAMEL THEME FADE) 28.50

CONOVER: This is Hugh Conover saying goodnight for
the Camel Caravan, starring Vaughn Monroe...

(Applause)
ANNOUNCER: Dreams can come true! What's yours? A home? A
college education for your children? That dream
will come true if you purchase U.S. Savings Bonds
regularly. Savings Bonds are safe, profitable,
convenient to buy. Yes, automatic saving is sure
saving, so buy U.S. Savings Bonds regularly where you
work, or, if you're not on a payroll, at your bank!

(APPLAUSE) 29.25

This is CBS -- The Columbia Broadcasting System.

29.30

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