

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MAY 14, 1949

7:30 to 8:00 PM EDST

**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)

HUGH: From the Sunnybrook Ballroom in Pottstown, Pennsylvania,
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?

CONOVER: Not one single case of throat irritation due to smoking
Camels -- that's what noted throat specialists reported
in a test of hundreds of people who smoked only Camels
for thirty days! That's how mild Camels are!

SINGERS: Smoke Camels and see!

MUSIC: (MONROE THEME)

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pmt

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

(APPLAUSE) 1.20

MONROE: Hello, and how do you do, everybody! Like the man said,
the Sunnybrook Ballroom in Pottstown, P-A, is the
headquarters of the Camel Caravan this evening ... and
to you listeners across the nation, here's music as
you like it! From the "Variety" list of tunes reported
by leading disc-jockeys as their top requests, I've
picked some of the outstanding favorites ... songs that
are just about as popular as Camels ... so ring up
the curtain ... here we go!

To begin with ... a couple of choruses of the number-one
request in Boston this past week! 1.45

MUSIC: "BIG WIDE WONDERFUL WORLD" .. MONROE 4.00

(APPLAUSE) 4.10

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MONROE: Thank you .. thank you kindly. You know, Hugh .. "Big Wide Wonderful World" is the kind of tune that encourages song-writers. Written by John Rox, a few years ago, it never got to first base ... and now, out of the blue, it's a hot hit from coast to coast!

HUGH: Well, that sure encourages me, Vaughn. I wrote my best song 8 years ago .. a lovely little romantic thing.

MONROE: Why don't I keep my mouth closed when I'm not singing? Now I've got to ask the jack-pot question. What's the title of your beautiful ballad?

HUGH: It's called, "Sweetheart, Since That Day You Put A Thumbtack On My Chair, I've Been Stuck With You," Vaughn, if you'd like to sing it sometime, just say the word.

MONROE: Hugh, I'll do better than that ... I'll say three words: "Take .. a .. walk." The singing to be done right now will be handled by ~~our guest of the evening, ladies and gentlemen~~ ↓ silky-voiced Cece Blake. In Newark, Detroit, Pittsburg and Los Angeles, where Camels are a favorite, too, Variety says this is the favorite request of record-show listeners. "Again"! 5.05

MUSIC: "AGAIN" .. BLAKE 7.15

(APPLAUSE) 7.25

7.25

MUSIC: (JINGLE)

GIRLS: A juke-box winner, a big request on records -
A current rage, a smash, a wow! -
Chicago's fav'rite, it's tops with fans in Phoenix,
This song you're going to hear right now!

It's Vaughn Monroe's new record hit -
And there's a reason why
Folks keep calling for the tune
Called "Riders In The Sky": 8.00

MUSIC: "RIDERS IN THE SKY" .. MONROE 11.00

(APPLAUSE) 11.05

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11.05

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

CONOVER: Not one single case of throat irritation due to smoking
 Camels -- that's what noted throat specialists reported
 in a recent, coast-to-coast test.

VINES: In this test, hundreds of men and women smoked only
 Camels for thirty days, an average of one ~~to~~ two packs
 a day. Each week, noted throat specialists examined the
 throats of these smokers, and they reported not one
 single case of throat irritation due to smoking Camels!

CONOVER: That's how mild Camels are! But prove Camel mildness for
 yourself -- in your "T-Zone." You'll enjoy Camel's
 rich, full flavor and you'll see just how mild a
 cigarette can be!

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!

12.10

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-6- 12.10

MUSIC: (JINGLE)

GIRLS: Come on, let's travel .. we see the maestro's ready,
He's up there on the driver's seat -

MONROE: We'll hear the song that's most popular in Springfield,
A tune that's simple, soft and sweet.

Atlanta's choice, and Memphis, too,
This waltz is their big song -

GIRLS: Sit back ~~and~~ light a Camel now
As the Caravan rolls along! 12.45

MUSIC: "FOREVER AND EVER" .. MONROE 14.45

(APPLAUSE)

14.55

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14.55

MONROE: Thank you, thank you. The Camel Caravan spotlight turns now to a great college fraternity, ladies and gentlemen. With the help of Hugh Conover, I'd like to acquaint you with ... Alpha Delta Phi.

HUGH: 23,000 names are on the membership roll of Alpha Delta Phi ... founded at Hamilton College in 1832. And if a fraternity's prestige is measured by its famous men, then Alpha Delta Phi can truly be proud to claim James Russell Lowell, Henry Ward Beecher, Theodore Roosevelt, Franklin Delano Roosevelt and Ambassador Lewis Douglas.

MONROE: And many more of national and international fame ... Stephen Vincent Benet, Bainbridge Colby, John D. Rockefeller, Jr., Henry Luce, Monty Wooley, Thornton Wilder! This is the fraternity the Camel Caravan salutes tonight ... with its old and often-sung song of good fellowship, ^{"Come"} Troll A Stave And Drink A Measure"! 15.45

MUSIC: "ALPHA DELTA PHI SONG" ... MONROE, ENSEMBLE 18.05

(APPLAUSE)

18.15

18.15

MUSIC: (JINGLE)

Away down yonder in Louisville, Kentucky,
Not every jockey rides a horse -

MONROE: There are the fellows who run the record-programs
The jockeys on the discs, of course.

ALL: The leading record-show down there
Says this tune takes the cake -
The ballad we're presenting now:
As sung by Cece Blake!

18.50

MUSIC: "CARELESS HANDS" ... BLAKE

20.50

(APPLAUSE)

21.00

21.00

MONROE:

Say, Hugh, have you noticed, in our Caravaning around the country, how many people are singing our little "How mild" jingle?

CONOVER:

I hear it all the time, Vaughn! But I've also noticed something else -- how many people are enjoying Camels! Yes, Camel's choice tobaccos are properly aged and expertly blended for smoking enjoyment. Rich and full-flavored, cool and mild. And you know, among the millions of Camel smokers are many doctors. According to a nationwide survey, more doctors smoke Camels than any other cigarette!

VINES:

When three leading independent research organizations asked one hundred thirteen thousand, five hundred and ninety-seven doctors what cigarette they smoked, the brand named most was Camel!

CONOVER:

Try Camels yourself and see how mild, how flavorsome a cigarette can be!

21.45

21.45

-10-

(MUSIC: BRIDGE)

MONROE: And here, ladies and gentlemen, you're invited to a sort of pre-view ... or maybe I should say a pre-listen. For the first time on the air, I'd like to present a fine old tune the way the orchestra and I recorded it just a few days ago.

HUGH: Vaughn, is it true you had a little trouble with the boys at that recording-session?

MONROE: That's right, Hugh. You see, the recording studio is right next door to a theatre ... and if you walk down the hall and up a flight of stairs, there's a little window ... and you can look right into the chorus-girls' dressing-room. The minute the boys heard about the window, they made a mad rush for it.

HUGH: That's disgraceful!

MONROE: I should say it is. If I hadn't known a short-cut, they'd have beaten me to it. Aside from that, ladies and gentlemen, the orchestra and I really concentrated on this new recording ... it'll be in your music-shop very soon ... and I hope you'll like it. The tune is

for you know
~~Gershwin's~~ ... "Who". 22.40

MUSIC: "WHO" ... MONROE 25.35

(APPLAUSE) 25.45

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25.45

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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! 26.00

CONOVER: 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,
Danville, Illinois...U. S. Army Station Hospital,
Fort Leavenworth, Kansas...U. S. Naval Hospital,
Portsmouth, Virginia...U. S. Marine Hospital,
Kirkwood, Missouri...Veterans' Hospital, Bath,
New York.

The Camel people have sent more than one hundred and
eighty-seven million cigarettes to servicemen,
servicewomen and veterans!

26.30

26.30

MUSIC: (JINGLE)

The time has come now to fold up all our music
And quietly put out the light -
It gave us 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!

27.05

27.05

-13-

MUSIC:

MONROE THEME

27.35

MONROE:

Well, this half hour seems to have slipped by.. and our Camel Caravan is on it's way now to Cleveland, Ohio. The campus of John Carroll University is our destination.. and next Saturday night we'll make more music for you: top requests reported by leading disc-jockeys in "Variety". ~~One week from tonight, we've all got a date to meet again at this same spot on your dial...~~ and you'll be hearing a couple of your best-liked songs by Cece Blake who will be with us again. Come along with the Camel Caravan.. next Saturday night.

On Monday night we hope you'll be listening to the Bob Hawk Show when Bob will have a prize of Five Hundred dollars for the Lemao of the week. That's the Bob Hawk Show for Camel Cigarettes on Monday night. Until next Saturday, this is Vaughn Monroe wishing you pleasant dreams.. and... won't you have a Camel? 28.15

MUSIC:

C-A-M-E-L-S(CAMEL THEME, FADE ON CUE)

28.37

28.37

-14-

ANNOUNCER: Pipe smokers, pack your pipes with the National Joy
Smoke -- Prince Albert. P.A.'s choice tobacco is
crimp cut for smooth burning, cool smoking and easy
packing in your pipe. And it's specially treated
to insure against tongue bite. Yes, get Prince
Albert, America's largest-selling smoking tobacco!

28.55

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28.55

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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

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