

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JAN. 28, 1950

7:30 to 8:00 PM EST

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

**AS
BROADCAST**

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
star Fran Warren - 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.

ras

-more-

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-1A-

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!

ras

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

(APPLAUSE)

1.25

MONROE: Hello, and how do you do, everybody! Mr. Conover,
before we set up shop tonight, let's take inventory
of the tunes we have on hand for our Camel Caravan
customers.

HUGH: A noble idea, pappy. Here's what's on the music-
stand. One famous fraternity song...!

MONROE: Check!..

HUGH: One great old popular favorite of years ago...!

MONROE: Check...!

HUGH: And five big current hits from the "Variety" list
of top requests reported by leading disc-jockeys.

MONROE: Check...! ~~Now we'll start wrapping~~ ^{wrap} them up for
immediate delivery! First, the tune that's been
most requested this week in New Orleans and New York
City..."The Old Master Painter..."

1.55

MUSIC: "OLD MASTER PAINTER"...MONROE

4.20

(APPLAUSE)

4.30

4.30

-3-

MONROE: Thank you...and now for a great big hello to our gorgeous guest...a gal who's riding high in radio these days...Fran Warren.

(APPLAUSE)

WARREN: And a great big hello to you, Vaughn Monroe... star of the Camel Caravan, juke boxes and motion pictures.

MONROE: It's a pleasure to have you as a guest, Fran Warren, whose records are selling like crazy -- all over the country.

WARREN: Thank you, Vaughn Monroe, whose program I've been wanting to be on for a long time.

MONROE: Well, that takes care of the mutual admiration society. Now, just make yourself at home and help yourself to a couple of songs.

WARREN: Don't mind if I do...May I have this one?

MONROE: It's all yours, Fran...a tune that's been on the best seller list for months, and this week it hit the number one spot of the Variety chart. It's the leading request in Rochester, Washington, San Francisco, Philadelphia, Kansas City, Detroit and Louisville..."I Can Dream, Can't I?" 5.20

(MUSIC: I CAN DREAM CAN'T I? FRAN WARREN)

7.25

RAS

(APPLAUSE)

7.35

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7.35

-4-

MUSIC: (JINGLE)

GIRLS: The song on tap now will take us down to Richmond,

MONROE: A city full of history-

GIRLS: Where Patrick Henry made a speech so famous -

MONROE: The home of General Robert E. Lee!

ALL: And now the folks in Richmond, town -

hundred
Two thousand strong --

GIRLS: According to "Variety"

Call this their favorite song! 8.10

MUSIC: "THERE'S NO TOMORROW"

MONROE 11.30

(APPLAUSE)

11:35

11.35

-5-

CONOVER:
(LIVE)

And now here, on tape, is an interview between Vaughn and Mr. William Ott of Great Neck, Long Island.

MONROE:
(ON TAPE)

Hello, Mr. Ott!

OTT:

Hello, Vaughn! I'm glad to see you!

MONROE:

Now, Mr. Ott, I believe you made the Camel thirty-day mildness test under the supervision of a well-known throat specialist and I'd like you to tell us about it.

OTT:

Sure! I smoked Camels, and only Camels, for thirty days.

MONROE:

About how many?

OTT:

Oh, about a pack a day!

MONROE:

I see, Mr. Ott.

OTT:

Then each week, the specialists examined my throat.

MONROE:

What did he find?

OTT:

That there was no irritation in my throat from smoking Camels. Not a trace!

MONROE:

That sounds as though Camels are very mild indeed?

ras

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OTT: Mildest cigarette I ever smoked -- and the best-tasting, too! I smoke Camels regularly now!

MONROE: Mr. Ott, so do I! Thanks for the interview!

CONOVER:
(LIVE) Friends, in a coast-to-coast test, hundreds of people, like Mr. Ott, 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!

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

12.45

ras

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12.45

MUSIC: (JINGLE)

ALL: We're on our way to the city known as Portland,
Way out on the Pacific Coast --
Of all the tunes on the list of record-favorites,
This is the one requested most!

MONROE: Chicago has the same request -
Here's what the fans all say:

ALL: Please play the tune we like so much.
Called "Dreamer's Holiday".

13.00

MUSIC: "DREAMER'S HOLIDAY"... MONROE, MOONMAIDS
(APPLAUSE)

16.05

16.15

16.15

MONROE: Thank you. And here we come to the fraternity song we promised you earlier...or, I should say, sorority song...as the Camel Caravan salutes the members of Chi Omega. I think you'll be interested in knowing something about Chi Omega.

HUGH: Founded in 1895 at the University of Arkansas, the sorority has 45,000 members, 109 chapters and 170 alumnae clubs. The pride of Chi Omega is the Greek Theater it donated to the University of Arkansas, and the studies in social science it has made possible by the generous contribution of funds.

MONROE: For Chi Omega's everywhere, we're glad to sing their traditional song..."In Life's Blithe Heyday".

16.30

MUSIC: "LIFE'S BLITHE HEYDAY"...ENSEMBLE
(APPLAUSE)

19.20

19.20

19.30

MUSIC: (JINGLE)

GIRLS: And here's a ballad that's first this week in
Pittsburgh-

It's also going big out west -

MONROE: In San Antone it's the tune above all others -
In Omaha, the top request!

ALL: So here's the Camel spotlight on
This highly-favored song;

MONROE: Our guest, Fran Warren, sings the words
All: As the Caravan rolls along!

MUSIC: "DEAR HEARTS"...WARREN
(APPLAUSE)

20.05
21.50

22.00

2200

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 mild, how flavorful,
how thoroughly enjoyable 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, buy your Camels the handy, thrifty
way -- by the carton!

2240

22.40

-11-

(MUSIC: BRIDGE)

MONROE: Now, you young 'uns, the Camel Caravan goes rolling back into by-gone years to give the older folks a chance to do some reminiscing. So let's go...way back..to the year of the Spanish American War...when Teddy Roosevelt led his Rough Riders up San Juan Hill. ...When Hawaii became part of the United States...when William McKinley was President. On Broadway, the big box-office names were Richard Mansfield, Lillian Russell, Weber and Fields, and Lily Langtry...and Iron Man McGinnety, in the National League, thought nothing at all of pitching two full games in one day. And guess who he pitched for? Brooklyn, of course.

That was
~~What year was all this?~~ 1898...and the song that takes us back came from the Victor Herbert musical-comedy, "The Fortune Teller." ~~Of course,~~
~~you all know this ballad that was the show-stopper~~
~~at every performance.~~ 23.30

MUSIC:

"GYPSY SWEETHEART"...MONROE 26.45

(APPLAUSE)

26.50

ras

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26.50

ANNCR:

Each week, the makers of Camels send gift cigarettes to hospitalized members of the Armed Services. More than one hundred ninety million Camels have now been sent to servicemen, servicewomen, and veterans. This week's Camels go to: Veterans' Hospitals, White River Junction, Vermont, and Perry Point, Maryland..U.S. Army Station Hospital, Camp Stoneman, California... U.S. Naval Hospital, Newport, Rhode Island .

27.10

ras

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27.10

-13-

MUSIC:

MONROE THEME

27.25

MONROE:

Well, we've sent you all the tunes we have for tonight, friends...now the Camel Caravan takes time out to stock up again for our meeting next Saturday night. The campus of Cornell University will be our headquarters ...and from Ithica, we'll bring you more of the songs listed in "Variety" as leading requests in Philly, Frisco, and points in-between. Rosemary Clooney has promised to sing with us...so let's get together again on the Camel Caravan...next Saturday night.
~~I hope you won't forget we have a date.~~

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 seven 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?

28.05

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

(CAMEL THEME: FADE ON CUE)

28.20

ras

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28.20

-14-

ANNCR:

Pipe smokers, pack your pipes with Prince Albert-- it's the National Joy Smoke! P.A.'s choice tobacco is crimp out for cool smoking, even burning and easy packing in your pipe. It's specially treated to insure against tongue-bite. Try rich, cool-smoking Prince Albert, America's largest-selling smoking tobacco!

28.40

ras

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28.40

-15-

MUSIC: CAMEL THEME...FADE

28.50

HUGH:

friends

~~Folks~~...we're still having too many traffic accidents -- accidents that can be prevented, just by being careful! A minute's lack of thought and a life may be lost. So be careful! Guard against careless driving, speeding, careless walking. Let's cut down on accidents. The life you save may be your own!

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

29.20

(APPLAUSE)

29.27

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

ras

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