

*Timed Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JANUARY 8, 1949

7:30 - 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:)\_

HUGH: From the campus of Georgetown University in Washington,  
D.C...the Camel Caravan, starring Vaughn Monroe ...  
with the Moonmaids, the Moon Men, the Orchestra, and  
guest singer, Ginny Powell....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 ... the Camel  
Caravan cordially invites you to latch on to our  
half-hour of tunes that are top requests here and  
there around the country. For example .. "Variety"  
tells us that this past week the song most often  
requested in New York City, Miami and New Orleans  
was .. "On a Slow Boat to China". Are we ready,  
mates? Check the compass .. haul in the gang-planks  
.. and here we go! 1.30

MUSIC: "SLOW BOAT TO CHINA" .. MONROE 3.25

(APPLAUSE) 3.35

MONROE: Thank you..thank you, very much. Say, Hugh..are there many Irishmen in Phoenix, Arizona?

HUGH: Irishmen...in Phoenix? There are probably a few.

MONROE: There must be more than a few...because Variety says the Number one record out there this past week is a tune called "Galway Bay".

HUGH: "Galway Bay" ....that has a touch of the Emerald Isle all right.

MONROE: Definitely. In fact, a friend of mine connected with the publisher sent me a special copy of the song...printed in green ink on green paper, with a green cover, and tied up in a green ribbon.

HUGH: You say a friend of yours sent it to you...?

MONROE: Yep...a fellow named Greenberg.

HUGH: Ah, Timothy Greenberg. I know him well.

MONROE: So, Hugh, I'm going to ask our lovely singing guest, Ginny Powell, to sing "Galway Bay" for the first time on the Camel Caravan. And what more can you want than a pretty girl singing a pretty song... Even in McPhoenix, Arizona. Ginny, let's hear it. 4.30

(MUSIC: "GALWAY BAY"...POWELL) 7.10

(APPLAUSE)

7.20

7.20

MUSIC:

(JINGLE)

Comes now a ballad reported as a winner  
In Memphis, down in Tennessee -  
It's not a new song; it's one that you'll remember -  
And it's a favorite, you'll agree.

This is the first time on our show  
That we present this song -

GIRLS:

Here's Vaughn Monroe to sing the words  
As the Caravan rolls along! 7.55

MUSIC:

"WALKING WITH MY SHADOW" .. MONROE 10.35

(APPLAUSE)

10.45

ha

10.45

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

CONOVER: Smoke Camels, and only Camels, for thirty days. Your "T-Zone" -- that's T for taste and T for throat, will tell you about that rich, full Camel flavor and that Camel mildness!

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

CONOVER: Smoke Camels and 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!

11.20

-6- 11.20

MUSIC

(JINGLE)

In San Francisco and Denver Colorado,  
This is the very top request -  
And down in Dixie, in Louisville and Richmond,  
This is the tune that they like best!

It's tops in Portland, Oregon -

As well as Portland, Maine -

It's being sung in city streets,

And every country lane! 12.25

MUSIC ----- "BUTTONS AND LWS" .. MONROE, MOONMAIDS 14.05

(APPLAUSE)

14.15

LW

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14.15

MONROE: Thank you, ladies and gentlemen ..., my guess is that "Buttons and Bows", the horse-less carriage and electric-lights are here to stay. Our Camel Caravan is paying a visit to Georgetown University tonight ... our first visit in 159 years.

HUGH: Vaughn, have you been on this show that long? You must be a lot older than you look!

MONROE: No, Hugh .. Georgetown University has been here for 159 years ... it first opened its doors in 1789.

HUGH: Ohh .. I knew you couldn't have been talking about yourself. I mean, in 1789 you didn't even have a band of your own ... you were still playing trumpet for somebody else.

MONROE: Hugh .... go, if you'll pardon the expression, away. As I started to say, ladies and gentlemen ... the Camel Caravan is proud to have been invited to broadcast from the Georgetown campus this evening ... and grateful for its fine reception from the students and faculty-members. At this moment, I'm sure that many a Georgetown alumnus from coast to coast is listening, and wishing he could be back at his old school. For ~~them~~ .. and for all of us, proud of one of America's great universities...we sing Georgetown's "Alumni Song". 15.30

MUSIC: -- "ALUMNI SONG" .. MONROE & CHORUS 17.40

(APPLAUSE)

17.50

17.50

MUSIC: (JINGLE)

Come on, let's travel to San Antone, in Texas,  
To hear the song that they like best-  
In Syracuse, Detroit and in Chicago -  
This is the tune that leads the rest!

And fans right here in Washington  
Keep calling for it, too -

So here's Miss Ginnie Powell, now,  
To sing the song for you! 18.25

MUSIC: \_\_\_\_\_ "LITTLE BIRD TOLD ME" ... POWELL 21.00

(APPLAUSE)

21.10



21.10

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

*Paul:* Smoke Camels and you'll see!

CONOVER: In a recent test, hundreds of men and women smoked only Camels for thirty days. Each week, noted throat specialists examined these smokers' throats and reported not one single case of throat irritation due to smoking Camels!

PAUL: Test Camel mildness yourself! You'll enjoy Camel's choice tobaccos, properly aged and expertly blended for flavor and mildness.

CONOVER: 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!

22.10

22.10

MONROE: Now it's time for more music, ladies and gentlemen

HUGH: Hold everything, Vaughn.

MONROE: If our ace announcer will be good enough not to interrupt.

HUGH: Oh, this is important, <sup>Slipper</sup> ~~slipper~~! I scouted around on the Georgetown University campus this afternoon, and I discovered something very interesting.

MONROE: Now, Hugh, what could possibly interest you here? There are no comedies for miles around.

HUGH: Have you noticed that, too? Anyway, I'm talking about a musical discovery. I asked a lot of the students which of your many recordings was their favorite .. and guess the one they named? It's a tune you've never done on the air .... "The Moon is Yellow".

MONROE: A mellow ballad, Hugh ... I'm glad they like it.

HUGH: Vaughn, I think they'd love it if you sang it on the show tonight.

MONROE: Glad to oblige .... and by an interesting coincidence, I have it right here on the music stand in front of me. "The Moon is Yellow" .... <sup>23.00</sup>

MUSIC "MOON IS YELLOW" .. MONROE 25.50

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(APPLAUSE) 26.00

26.00

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! 26.17

ANNCR: 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, Gulfport, Mississippi ... U. S. AAF Station Hospital, Shaw Field, South Carolina ... U. S. Naval Hospital, Mare Island, California ... U. S. Marine Hospital, Carville, Louisiana ... and Veterans' Hospital, Castle Point, New York.

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

26.45

26.45

-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!

27.20

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27.20

MUSIC: (MONROE THEME) 27.40

MONROE: Well, it's been a short but pleasant visit to Georgetown University, ladies and gentlemen ... and I wish we had more than these thirty minutes to bring you more of your favorite tunes. Let's meet at this same time next Saturday night. The Camel Caravan will come your way from the campus of John Carroll University in Cleveland and with us, we'll have Longstreet Eileen Barton for a couple of choruses of number-one requests, as reported in "Variety" by leading disc-jockeys.

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 seven hundred and fifty dollars. That's the Bob Hawk Show for Camel Cigarettes on Monday night.

Until next Saturday, this is Vaughn Monroe wishing you pleasant dreams ... a very happy New Year ... and ... won't you have a Camel? 28.20

MUSIC: \_ \_ \_ C A M E L S

(CAMEL THEME, FADE ON CUE)

28.35

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28.35

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ANNOUNCER:

Pipe smokers, get Prince Albert, America's largest-selling smoking tobacco. P.A.'s choice tobacco is crimp cut 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 locks out air, seals in freshness and flavor. No wonder they call Prince Albert the National Joy Smoke!

29.00

mg

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29.00

-15-

(MUSIC: \_ \_ \_ \_ CAMEL THEME FADE) 29.10

CONOVER: 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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