

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JANUARY 29, 1949

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:)

HUGH: From The Campus of the University of Alabama  
in Tuscaloosa...the Camel Caravan, starring  
Vaughn Monroe...with the Moonmaids, the Moon  
Men, the Orchestra, and guest singer, Patti Page ...  
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)

51457 3796

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

(APPLAUSE) 1.10

MONROE: Hello, and how do you do, everybody! With  
the latest copy of "Variety", the show-business  
weekly, to guide us...we've picked another  
batch of your favorite tunes for this Saturday  
night visit of the Camel Caravan. Leading  
disc-jockeys from coast to coast have reported  
the songs for which they've had most requests  
during the past week...and the highlights of  
the report are as follows. In Atlanta, Georgia..  
and Washington, D.C...the top tune was "Far  
Away Places!" 1.30

MUSIC: "FAR AWAY PLACES"...MONROE 4.00

(APPLAUSE)

4.10

51457 3797

MONROE: Thank you ...thank you, indeed! Say, Hugh..  
do you hear long, low whistles from the  
gentlemen in our audience?

HUGH: I certainly do.

MONROE: Without turning around to look, I can account for  
it. It means that the gal who just stepped out  
on stage is the singing rage, Miss Patti Page!  
Welcome to the University of Alabama, Patti.  
Didn't I see you coming out of a beauty-parlor  
a little while ago?

PATTI: That's right, Vaughn. I changed the color of  
my hair slightly...so I'd be a little more  
welcome here.

MONROE: I don't get it. What color hair did you have  
before?

PATTI: Auburn.

HUGH: That's a local joke, radio listeners. You see,  
Auburn is the name of a college near here, and  
the University of Alabama, and Auburn are rivals,  
understand? So when Patti Page said that her  
hair was Auburn...

MONROE: Never mind, Hugh. Just tell the folks to send us their name and address on the back of an old five-dollar bill and we'll send them a complete explanation of the joke. Patti, this is your first visit to Alabama, isn't it?

PATTI: Yes, and I remember Groucho Marx once said it's the best place to hunt for the ivory you get from elephant-teeth.

HUGH: Wait a second...you mean Africa is the place to hunt for elephant-teeth.

MONROE: No, Hugh...in Alabama the Tuscaloosa. And Patti, now that we've got Hugh Conover reeling against the ropes, let's get on with some music. This is the spot reserved for the old-timer that's become a new sensation all over again... reported in "Variety" as the top request this week in Philadelphia and Pittsburg... "So Tired". 5.55

MUSIC: "SO TIRED"...PAGE 8.30

(APPLAUSE)

8.35

8.35

MUSIC: (JINGLE)

And now we'll hear from the guys who spin  
the platters

Out West on the Pacific Shore -

They're in a tizzy; they're being driven dizzy -

This tune's requested more and more!

The folks in Portland, Oregon -

And San Francisco, too,

Have made this song their favorite choice:

We'll sing it now for you! 9.10

MUSIC:

"BUTTONS AND BOWS"...MONROE, MOONMAIDS 11.10

(APPLAUSE)

11.15

51457 3800

11.15

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

CONOVER:     That's right! Make your own Camel mildness test. See  
              for yourself how mild Camels are!

PAUL:        In a recent coast-to-coast test of Camel mildness,  
              hundreds of men and women smoked Camels, and 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:     Smoke Camels and you'll see how mild a cigarette can  
              be -- 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

51457 3801

MUSIC: (JINGLE)

This next tune takes us on a little visit  
To what is called the "Hoosier" State -  
And there we find that the fans in Indianapolis  
Agree that this new tune is great!

We feel quite sure fans everywhere  
Will latch on to this song -

GIRLS: Here's Vaughn Monroe; he'll sing it out,  
As the Caravan rolls along. 12.50

MUSIC: "POWDER YOUR FACE WITH SUNSHINE" ... MONROE 15.00

(APPLAUSE)  
15.10

51457  
3802

15.10

MONROE:

Our Camel Caravan broadcast tonight from the University of Alabama is just the start of a big evening here for us; a few hours from now, the orchestra and I will be making music for the University's colorful Cottillion Ball. This is the second consecutive year we've been invited here for the occasion...and these visits have given me a chance to become better acquainted with one of the great schools of the South and the nation. Since 1831 the University of Alabama has been the Capstone of education for thousands of young men and women from all over the world; it's campus is something to be admired and long-remembered...and as for the fame of it's great Crimson Tide teams... well, ask anybody who's ever seen a Rose Bowl game, from the days of Johnny Mack Brown to <sup>this year's Pat O'Sullivan</sup> ~~the more recent Dixie Howell (or Don Hutson)~~;

For the students on the campus now ... and for the alumni wherever they may be ... the Camel Caravan gives the spotlight to the Alabama "Alma Mater". 16.00

MUSIC:

"ALMA MATER" ... MONROE, ENSEMBLE 18.00

(APPLAUSE)

18.10

51457 3803



18.10

MUSIC:

(JINGLE)

And now we give you the winning tune in Charlotte,

Detroit, Miami, Louisville -

In Denver, Asheville, Syracuse and Dallas -

In Springfield, too, it fits the bill;

Chicago puts it up on top -

So here again on-stage:

The girl who'll sing this melody -

Our guest ... Miss Patti Page! 18.45

MUSIC:

"LITTLE BIRD TOLD ME"...PAGE 21.30

(APPLAUSE)

21.35

51457 3804

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

PAUL: Smoke Camels! Your "T-Zone" will tell you how mild a  
cigarette can be!

CONOVER: Camels are mild! In a recent coast-to-coast test,  
hundreds of men and women smoked Camels -- and only  
Camels -- for thirty days. Each week, their throats  
were examined by noted throat specialists who reported  
not one single case of throat irritation due to smoking  
Camels!

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

CONOVER: Test Camel mildness yourself! 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!

22.40

MONROE: Which brings us to a tune very much in the spirit of the Cottillion Ball, just a few hours from now, at the University of Alabama. Incidentally, will you be at the ball, Hugh?

HUGH: No, I haven't got a ticket, Vaughn.

MONROE: That's no problem. Do what I used to do when I was a kid. When my friends and I wanted to get into the ball-park and we had no tickets, we just ran around outside of the place.

HUGH: And that took care of the ticket-problem?

MONROE: Sure. We just kept running around outside until we were all in.

HUGH: .....Until we were all in. Hunt elephant-teeth in Alabama because the Tuscaloosa. I wonder if I could get a job with Guy Lombardo? Anyway, Vaughn, <sup>even if I</sup> ~~the ticket~~   
 *Had a ticket I couldn't go to the ball.*   
 ~~isn't the only thing... the big trouble is, Patti~~   
 ~~Page won't go to the ball with me.~~

MONROE: *How come?*   
 ~~I know. She told me she'd rather go with a Southern boy. She loves their courtesy and good manners.~~

HUGH: *Well, I have to spend the evening baby sitting.*   
 ~~Well, I used Southern courtesy with her. I tipped my hat~~   
 ~~...I held a chair for her... I was very Southern. Then~~   
 ~~we drove here in my car and we went down a lousy road.~~   
 ~~That did it.~~

MONROE: *You mean you'd rather sit with a baby than to the dance?*   
 ~~What do you mean?~~

*jt* Hugh: Vaughn, you should see this baby.

~~MONROE:~~ I got a bit Northern.

MONROE: *Oh. Well, if you change your mind come on over.*  
~~A sad, sad story, Hugh.~~ I can picture you now watching  
the Cottillion Ball through a window .. with your nose  
pressed against the glass. Inside, the couples are  
dancing .. and as the lights dim, your shirt-front  
becomes soggy with tears as you see them "Dancing In  
The Dark". 24.00

MUSIC: "DANCING IN THE DARK" .. MONROE 26.00  
(APPLAUSE)

26.10

~~26.00~~

26.10

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: 26.25

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,

Minneapolis, Minnesota...U. S. Army Station Hospital,

Aberdeen Proving Ground, Maryland... U. S. Naval

Hospital, Camp Lejeune, North Carolina... U. S. Marine

Hospital, Memphis, Tennessee...Veterans' Hospital,

Oakland, California.

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

26.55

51457 3808

26.55

-14-

(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!

~~26.55~~ 27.30

51457 3809

VQ

~~27.55~~  
27.30

MUSIC:

MONROE THEME 27.50

MONROE

And that winds up our Camel Caravan meeting for tonight, ladies and gentlemen. Next Saturday night, we'll be setting up shop in Tampa, Florida.. and to join us in bringing you more of the number-one request tunes from all over the country, we'll have on hand that cute bundle of melody, Cece Blake. Make a note to turn your dial our way again next Saturday night.

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 ... and ... won't you have a Camel? 28.25

MUSIC: --- C A M E L S

(CAMEL THEME, FADE ON CUE)

28.40

lw

28.40 -16-

ANNCR: Pipe smokers, get Prince Albert. P.A.'s choice tobacco is crimp cut for cool smoking, even burning, easy packing in your pipe -- and it's especially treated to insure against tongue bite! P.A.'s pocket tin has the new humidor top that seals out air, seals in freshness and flavor. Prince Albert is America's largest-selling smoking tobacco!

29.00

lw

51457 3811



29.0017-

(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

lw