

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, FEBRUARY 26, 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 Arkansas, in Fayetteville, 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)

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
night brings you another session of the Camel Caravan...
And as usual, the Caravan is loaded with music for your
enjoyment. From coast to coast, leading disc-jockeys
have made their weekly reports to "Variety"....They've
listed the songs for which they've had most requests...
And we're going to dish'em out to you this evening with
all the trimmings. Here's a sample....the tune that's
been the hot item this past week on records shows in
Albany, Louisville, Denver and San Francisco....."Far
Away Places". 1.35

MUSIC: "FAR AWAY PLACES".....Monroe 3.50

(APPLAUSE) 4.00

-3- \$4 4.00

MONROE: Thank you...thank you, kindly. And before we continue with more music...perhaps Hugh Conover will tell us why he's so gloomy.

HUGH: Vaughn, life is one disappointment after another. I've always wanted to see a razorback hog....the symbol of the University of Arkansas.....But there isn't a razorback to be found in the whole state.

MONROE: Nowhere? Not even in a zoo?

HUGH: Not a wild one. They've got one that has a sort of metal shield over it.

MON ROE: You mean so the animal can't hurt you if you touch it.

HUGH: Yeah. It's a safety-razorback.

MONROE: Hugh, when you say things like that, ^{there's only one} ~~I like you...but~~ ^{thing to do} ~~not much.~~ ~~Tonight you're complaining about the scarcity of razorbacks. In Texas, you were unhappy because you didn't get to see any cowboys.~~

HUGH: ~~What.~~
Well, ~~did you?~~

MON ROE: ~~Certainly. I visited a ranch and I met a lot of 'em... to sing the song that's universally the big thing in Detroit - "A Little Bird Told Me" I offered to stick around and sing them a song.~~ ^{Start the music - and here's Cee Blake} ^{the kind you always hear about... real lonesome cowboys.} ^{4.45}

~~HUGH: I'll bet they were delighted.~~

(Music - "A Little Bird Told Me" - Blake) 7.20
(Applause) 7.30

7.30

GIRLS: The class in music will now please come to order -
Professor Vaughn Monroe is here!

MONROE: I've picked a song as the subject of my lecture -
A ballad famous far and near.

In Phoenix and in Fort Worth, too
As well as Baltimore -

ALL: This is the tune that record fans
All keep on calling for! 8.05

MUSIC: "RED ROSES FOR A BLUE LADY".....Monroe 10.40

(APPLAUSE)

10.50

10.20

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, and
 see how mild Camels are!

~~PAUL~~ In a recent test, hundreds of men and women from coast-
 to-coast smoked only Camels for thirty days. Each week,
 noted throat specialists examined the throats of these
 smokers. These doctors made two thousand, four hundred
 and seventy examinations, and they reported not one single
case of throat irritation due to smoking Camels!

CONOVER: That's how mild Camels are! Smoke Camels and see for
 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: Smoke Camels and see!

11.20

11.50

VAUGHN: Just a few months ago one of the tunes at the top of the heap was an item called the "Woodpecker Song"...and in the course of many airings on our show, the woodpecker call came to you through the courtesy of my faithful clarinetist, Ziggy Talent.

HUGH: Say, that's right, Vaughn. I remember Ziggy got fan mail from ~~every bird seed manufacturer in the country~~ *more than 10,000 manufacturers of bird seed.*

VAUGHN: Ah, but then Woody Woodpecker disappeared from the musical horizon, and poor Ziggy was a lonely, forgotten man.

~~HUGH: He didn't give up, though. Remember "Slow Boat to China", how Ziggy tried to do a boat whistle in the second chorus?~~

~~VAUGHN: Sure...and in "Buttons and Bows" he almost wrenched his vocal chords to get the effect of a sewing machine.~~

~~HUGH: Stout fellow?~~

VAUGHN: ~~And the truth is, folks,~~ I was about to pension ^{the} poor ^{guy} ~~Ziggy~~ off...and then, ~~in his darkest hour,~~ I noticed in VARIETY that the top tune in Richmond was a brand new ditty called the "Pussycat Song". That did it. With an able assist from one of my Moon Maids, Mary Lee, Ziggy Talent is a star again. So, spotlight on Mary, Ziggy and the "Pussy Cat Song". 12.35

MUSIC: "PUSSY CAT SONG". 15.30

(APPLAUSE)

15.45

15.45

MONROE:

Take another bow, Mary Lee and Ziggy Talent...I'm proud of both of you.

In spite of the fact that razorbacks are rare in these parts...the razorback of the University of Arkansas is known far and wide as the symbol of a great American school. Two plain little wooden buildings housed the ninety students that enrolled during its first year, back in 1872 - in 1949, well over five thousand students are preparing for careers in the University's classrooms in Fayetteville, Little Rock and Harrison. As a symbol of achievement, the University is proud to point to Sid McMath, an alumnus, now serving as Governor of Arkansas-- in it's Hall of Athletic Fame, we find two names that Arkansans will surely remember.....Gordon Long, awarded the National Sportsmanship trophy by 600 sportswriters... and All-American football star, Clyde Scott. So let's give a cheer to the University of Arkansas..... to its students and its alumni....by the way of the razorback "Alma Mater Song". 16.40

MUSIC:

"ALMA MATER".....Ensemble

18.35

(APPLAUSE)

18.42

18.42

GIRLS: Now, tell us, Maestro, what tune the folks are singing
Most everywhere from coast to coast -

MONROE: The platter-spinners have listed all the winners,
And here's the tune requested most

In Cincinnati, Syracuse,
Atlanta, Georgia, too -

GIRLS: And it's on top in Washington -

~~Alb:~~
Vander

I'll sing it now for you. 19.15

MUSIC: "POWDER YOUR FACE WITH SUNSHINE".....Monroe

20-45

(APPLAUSE)

20.55

20.55

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

Conover:
~~PAUL:~~

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 reported not one single case of throat irritation due to smoking Camels!

~~CONOVER:~~ Yes, Camels are so mild! That's why people, like Gladys Swarthout, the famous singing star, have been regular Camel smokers for years. Miss Swarthout says, "Camels are the mildest Cigarette I ever smoked."

~~PAUL:~~ Test Camel mildness in your "T-Zone". Camel's choice tobaccos are properly aged and expertly blended for full, rich flavor and for mildness,

~~SONOVER:~~ Yes, 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!

This was an accidental fluff by Vaughn Monroe.

SINGERS: So mild,
So mild,
How Mild Can a Cigarette Be:
~~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: Mr. Conover, with our show tonight on the air from the University of Arkansas, how do you feel about a little academic discussion.

HUGH: Name the subject, Chief. Higher mathematics, Latin, biochemistry, Egyptian architecture...anything...You're talking to a man who had almost a full year of high-school.

MONROE: Fine. We'll talk about a famous quotation. Who was it that said, "Love makes the world go round".

HUGH: Shakespears. (PAUSE) Longefellow. (ANOTHER PAUSE). Robert Burns. (PAUSE) Kipling. Darryl Zannuch. Gorgeous George.

~~MONROE: I'll give you a hint...The first letter is "A".~~

~~HUGH: A....A....John Quincy Adams. Horatio Alger. Henry Aldrich.~~

MONROE: Give up, Hugh..And all you folks can stop guessing, too. The answer is... "Anonymous".

HUGH: Anonymous. Well, that's not fair. Why didn't you tell me it was a foreigner.

MONROE: Hugh..if I may use another famous quotation..Get Lost. It's a fact, ladies and gentlemen, nobody knows who first used the phrase, "Love Makes the World Go Round".....

But whoever it was, sure started something.. Especially
in the song-writing business. Love-songs make the
music-world go round...and one of the best of many
years is this one.....by Jerome Kern. 23.20

MUSIC: "WHY DO I LOVE YOU".....Monroe. 25.30

(APPLAUSE) 25.40

25.40

-13-

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

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,
Perry Point, Maryland...U. S. Army Murphy General
Hospital, Waltham, Massachusetts...U. S. Naval Hospital
Houston, Texas, U. S. Marine Hospital, Cleveland, Ohio...
and Veterans' Hospital, Biloxi, Mississippi.
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!

26.30

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

-15-

MUSIC: (MONROE THEME). 27.35

MONROE: Well, ~~our half hour has just about run out on us,~~ ladies and gentlemen...~~which means that the Camel Caravan is about to get rolling again. It was mighty pleasant to visit the University of Arkansas, the reception the folks here have given us makes us want to come back again soon. Now, you're all invited to meet us at this same~~ time Next Saturday night--the Camel Caravan will be sending you more top VARIETY tunes from Des Moines, Iowa, with students of Drake University as our special guests--~~And~~ Cece Blake will be there to add some notes to the goings-on. That's next Saturday night...and we're expecting you.

On Monday night we hope you'll be listening to the Bob Hawk Show when Bob will be looking for the Lemac of the Week, with a prize of ONE Thousand, 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? 28.15

MUSIC: CAMELS

(CAMEL THEME, FADE ON CUE)

28.30

28.50

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

28.50

28.50

-17-

MUSIC: CAMEL THEME FADE 29.05

CONOVER: This is Hugh Conover saying goodnight for the Camel
Caravan, starring Vaughn Monroe..... 29.10

(APPLAUSE)

This is CBS -- The Columbia Broadcasting System.

29.30