

Timed Master

**AS
BROADCAST**

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MARCH 12, 1949

7:30 to 8:00 PM EST

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

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 Aragon Ballroom in Chicago, the Camel
Caravan, starring Vaughn Monroe...with the Moonmaids,
the Moon Men, the Orchestra, and guest singer,
Patti Page
~~Gene 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)

51457 3895

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

(APPLAUSE) 1.15

MONROE: Hello, and how do you do, everybody! This is
your engraved invitation to hop aboard the Camel
Caravan and have yourself a time! Come one,
come all...and listen to the songs reported in
"Variety" by leading-disco-jokeys from coast to
coast as their number-one requests. Are you
with us? Then let's start with the tune that's
the first choice with record-fans in Richmond,
Virginia and Denver, Colorado! 1.35

MUSIC: "FAR AWAY PLACES"...MONROE 4.10

(APPLAUSE) 4.20

MONROE: Thank you ...thank you very much.

HUGH: *It must be a real pleasure for you to be here*
Vaughn, ~~the Aragon Ballroom, here in Chicago, is~~
in the Aragon Ballroom in Chicago. Have you
~~jammed to the doors tonight. I'll bet you're~~
ever seen a bigger crowd than this?
~~mighty proud to see this terrific turn-out for you~~
and your orchestra;

MONROE: *Sure.*
~~Proud and flattered, Mr. Genevan. There's only one~~
~~time I've ever seen a bigger crowd.~~

HUGH: Where was that?

MONROE: Last night, at a Pyramid Party.

HUGH: Maestro, don't tell me they finally got you into
that scramble! Where was the Pyramid party held?

MONROE: At Patti Page's house. And she served coffee and
doughnuts, too. Hugh, did you ever eat doughnuts,
and after you get to bed, you roll and toss all
night?

HUGH: Is that what happened to you?

MONROE: Oh, no. No rolling and tossing. After you eat
Patti's doughnuts, you just lay there. But if
Patti isn't my favorite cook, she's certainly one
of my favorite singers. *And the favorite of*

Hugh: a lot of other people, to judge by the way her
records are selling. And tonight she's got a song
that Variety lists as a favorite, in Syracuse,
Charlotte and Atlanta!

51457 3897

-3A-

MONROE: Well, what are we standing around gabbing for?
Ladies and gentlemen...the singing rage, Miss
Patti Page...and..."Powder Your Face With
Sunshine!" 5.15

MUSIC: "POWDER YOUR FACE"....PAGE 7.10

(APPLAUSE) 7.15

51457 3898

7.15

MUSIC:

(JINGLE)

Presenting now, for the first time on our program,
This hit of 1949 -

MONROE:

It's tops in Pittsburg, and also in St. Louis -
In Washington they like it fine!

GIRLS:

In Cincinnati it's the choice -
A bright and bouncy song--

ALL:

We'll sing it now for all of you
As the Caravan rolls along! 7.55

MUSIC:

"CRUISING DOWN THE RIVER" ...MONROE, MOONMAIDS 10.15
(APPLAUSE)

10.25

10.25

-5-

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 for yourself how mild a
cigarette can be!

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

CONOVER: Smoke Camels and see 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!

11.25

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11.25

MUSIC: (JINGLE)

GIRLS: There's no use guessing the name of our next number
The Swami soon will tell us all --
For he can see just the song that he will do next,
By looking in his crystal ball.

MONROE: I see a town called San Antone -

GIRLS: Continue, please don't stop!

MONROE: Both there, and Kansas City, too,

This tune is now on top! 12.00

MUSIC: "I'VE GOT MY LOVE TO KEEP ME WARM"...MONROE 14.10

(APPLAUSE)

14.20

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14.20

MONROE: Thank you...and thank you again. In its ramblings around the country, the Camel Caravan pauses now and then to sing the praises of various college fraternities and this evening, our spotlight is on Phi Delta Theta.

HUGH: Vaughn, did you know that Phi Delta Theta is celebrating its centennial? It was founded 1848 at Miami University in Oxford, Ohio.

MONROE: And I can add a few facts and figures to that, Hugh. It is an international fraternity, with 110 chapters in the United States and Canada...and its roll of 70,000 members includes great names of the past and present.

HUGH: In statesmanship and government...President Benjamin Harrison and Chief Justice of the Supreme Court Fred Vinson...

MONROE: On Broadway and in Hollywood...Brock Pemberton, Van Heflin, and Zachary Scott....

HUGH: In sports...Doak Walker of SMU and Frank Lujack of Notre Dame.

MONROE: I think our listeners get the picture now, Hugh... so to the members and friends of Phi Delta Theta, we offer this greeting set to music: the Phi Delta Theta "Serenade" and the "Alumni March".

MUSIC: "PHI DELTA THETA MEDLEY" ...ENSEMBLE
(APPLAUSE)

ras

18.05

17.55
18.20

18.05

-8-

MUSIC: (JINGLE)

GIRLS: Comes next a tune from a musical on Broadway,
And it has reached a place of fame -

MONROE: You'll find it now on the list of favorite records
"So In Love" - that is the name.

ALL: In Newark and Los Angeles
The fans of every age
Know the record of their choice
Was made by Patti Page! 18.40

MUSIC: "SO IN LOVE"...PAGE 21.05
(APPLAUSE)

21.15

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21.15

CONOVER: Say, Vaughn, you're a baseball fan. Spring training is under way now, and I'm kind of wondering if this year will bring another Gene Bearden!

MONROE: Gene's quite a ball player! "Rookie of the Year" in the American League...pitched two winning games in the Series for Cleveland!

CONOVER: And Gene's a Camel smoker! You see, he made the thirty-day Camel mildness test and that convinced him! Yes, Gene Bearden says that Camels are the mildest cigarette he's ever smoked!

PAUL: In a recent test, hundreds of people smoked only Camels for thirty days. Their throats were examined weekly by noted throat specialists who reported not one single case of throat irritation due to smoking Camels!

CONOVER: 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: 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!

22.20

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22.20

By the way

HUGH:

~~Say,~~ Vaughn, did you see the item in Walter Winchell's column a couple of days ago about three fellows who wrote a song, and for four years couldn't get to first base with it. Then you recorded it, and overnight its become a best seller!

MONROE:

Here and now I'd like to toss an orchid to Walter Winchell for his nice compliment. And, as Walter pointed out, the pay-off on the item is this: after four years of struggling for fame, the three composers finally wound up with a hit .. but when the record was made ... due to a printing error, their names were left off the label!

HUGH:

Well, let's correct that right now. The tune is called "Don't Lie To Me, I May Believe You"

MONROE:

And the boys who wrote it are Guy Wood, Eddie Seiler and S. Marcus.

HUGH:

As long as we're making with disc jockey talk, Vaughn, what about that other new record of yours .. "Red Roses For a Blue Lady". In case there are any folks who haven't been near a radio or a juke-box lately .. how's about showing them what they've been missing?

ha

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MONROE: You talked me into it, Hugh. Moon Men and Gentlemen
of the orchestra ... we have a request. "Red Roses
For a Blue Lady"; 23.15

MUSIC: "RED ROSES" .. MONROE, MOONMAIDS 25.55

(APPLAUSE)
26.05

26.05

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, Framingham, Massachusetts...U. S. AAF Station Hospital, Ft. Totten, New York...U. S. Naval Hospital, Charleston, South Carolina...U. S. Marine Hospital, Seattle, Washington...Veterans' Hospital, Downey, Illinois.

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!

26.50

ha

26.50

MUSIC: (JINGLE)

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

27.30

27.30

-14-

MUSIC:

(MONROE THEME)

27.45

MONROE:

Well, the Camel Caravan has just about time left to say so long for now...but I hope you'll all be aboard with us again next Saturday night. We're heading East, back to New York City... and there we'll stock up with a new batch of tunes, right off "Variety's" list of number-one record-requests. So pay us a visit, won't you? .. and meet our special singing guest, Connie Haines. That's next Saturday night, at this same time.

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~~ ^{Two} ~~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:

CAMELS

(CAMEL THEME, FADE ON CUE)

28.40

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28.40

-15-

ANNCR:

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

29.00

ras

51457 3910

29.00

-16-

MUSIC: CAMEL THEME FADE 29.00

CONOVER: This is Hugh Conover saying goodnight for
the Camal Caravan...starring Vaughn
Monroe....

(APPLAUSE)

This is CBS- the COLUMBIA BROADCASTING SYSTEM

fade theme 15 seconds

8:00 P.M. BULOVA...Bulova Watch Time

WCBS...NEW YORK

880 ON YOUR DIAL

29.30