

Tuned Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MARCH 19, 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 ^{free} pleasure,
Just gather 'round and lend an ear!.....

MUSIC: (FADE AND SUSTAIN UNDER)

HUGH: 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 singer, Connie Haines....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 3912

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 is back in New York/^{again}tonight ... back on
Broadway, just around the corner from Tin Pan
Alley. That's where the country's top tunes are
born .. and that's where reports come in from
leading disc-jockeys all over the nation, to tell
us how the songs are doing. For example, there's
the ditty called, "Powder Your Face with Sunshine"
..... according to "Variety", that's the tune most
requested this past week in San Antonio, Dallas,
and Washington, D.C.: 1.35

MUSIC: "POWDER YOUR FACE WITH SUNSHINE" .. MONROE 3.00
(APPLAUSE) 3.10

MONROE: Thank you...thank you for that very nice welcome home.

I know Hugh Conover is glad to be back again.

HUGH: Ah, there's no place like New York, Vaughn. Where else can you walk down the street and see so many people, so many apartment houses...and so many signs signs reading "No Vacancies?"

MONROE: Are you looking for an apartment again, Hugh?

HUGH: Brother, am I looking for an apartment. While we were on the road, my landlord rented it to somebody else. But did I just write him a nasty letter! Listen. "Dear Sir...who is a sneaky crook and a double-crosser! You! Who played me a dirty trick while I was out of town? You! Who is a disgrace to the human race, a phony and a fat head? Yours truly, Hugh Conover."

MONROE: A beautiful letter, Hugh...ink-blots and all. And now that we've taken care of your mail let's bring a lovely Connie Haines. She's back in New York, too, getting ready to open at the Copacabana next week. And to show off Connie at her best, here's the tune that's the number-one choice this week in Miami... "Far Away Places". 4.10

(MUSIC: "FAR AWAY PLACES".....HAINES) 7.15

(APPLAUSE) 7.25

7.25

MUSIC: (JINGLE)

Come on, we're heading for Boston and St. Louis,
And Syracuse, in New York State -
We'll hear the song that those cities are requesting -
A tune that's quite the rage of late.

GIRLS: In Cincinnati, it's the choice -
In Indianapolis, too -

ALL: Because it has so many fans,
We'll sing it now for you! 8.00

MUSIC: "CRUISING DOWN THE RIVER" .. MONROE, MOONMAIDS

10.05

(APPLAUSE)

10.15

10.15

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! Smoke Camels for thirty days and see
how mild Camels are!

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

CONOVER: Yes, Camels are so mild! 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!

11.15

11.15

MUSIC: (JINGLE)

GIRLS: And now which city are we about to visit?
Please tell us, maestro, if you will -

MONROE:- This next tune takes us down to old Kentucky,
And there we'll stop in Louisville.

"Red Roses" is the record hit -
A tune that you all know;

GIRLS: This favorite record, by the way,
Was made by Vaughn Monroe; 11.50

MUSIC: "RED ROSES" .. MONROE 14.30

(APPLAUSE)

14.40

14.40

MONROE: Thank you .. thank you very much .. I'm glad you liked it.

HUGH: Vaughn, this is the spot in our show that the Camel Caravan salutes another college fraternity. Right?

MONROE: You're really on the ball tonight, Hugh. The fraternity to which we pay our respects this evening is Beta Theta Pi. Miami University, in Oxford, Ohio, was its founding place .. exactly 110 years ago.

HUGH: I see you've made a note here: Beta Theta Pi .. All American. What does that mean?

MONROE: In football, of course, "All-American" means the best .. the tops. Well, Beta Theta Pi has given us several All-Americans in football ... men like Charlie Justice of North Carolina, Richard Smith of Texas, Red Blaik, the coach of Army, and Bo Mc Millen, coach of the Detroit Lions ... and it has given us All-Americans in the larger sense; Owen D. Young, Wendell Wilkie and Supreme Court Justice Douglas.

a special blow to all the chapters which are holding initiation today,
Now, with ~~the wish that the fraternity will continue to grow and prosper for another century...~~

the Camel Caravan offers two of Beta Theta Pi's traditional songs!

15.35

MUSIC: "LOVING CUP" .. "STAND TOGETHER" .. MONROE, ENSEMBLE

17.45

(APPLAUSE)

17.55

17.55

MUSIC: (JINGLE)

From New York City, the Caravan is rolling
Away out to the middle west -

GIRLS: In Kansas City, the boys who spin the records
Report this is the tune liked best!

ALL: A top request of many fans,
It's making rapid gains -
A brand-new tune that you'll enjoy,
As sung by Connie Haines!

18.35

MUSIC: "SOMEONE LIKE YOU" .. HAINES 20.10

(APPLAUSE)

20.20

20.20

MONROE: That's a mighty dreamy look in your eye, Hugh. How come?

CONOVER: Well, I've been tuning up the old golf clubs, Vaughn, and you know how it is... Maybe this year I can trim down my score!

MONROE: Say, did you ever make a hole-in-one, Hugh?

CONOVER: No--o--o, but then, lots of champions never have, either,

PAUL: Well, Gene Sarazen made a hole-in-one a couple of years ago. Sort of capped the climax for the "old master." You know, Gene's one of only three golfers to win six major tournaments?

CONOVER: Yes, he was one of the steadiest players in a pinch, too.

PAUL: And Sarazen's a steady Camel smoker -- been smoking Camels for years. He says Camels are the mildest cigarette he's ever smoked.

CONOVER: Yes, Camels are mild. 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!

PAUL: 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!

21.40

21.40

MONROE: And now, ladies and gentlemen, comes a tune that

HUGH: Cut! Stop! Hold everything, Vaughn! I just saw the April copy of Radio Mirror Magazine! In its nation-wide poll of radio listeners, you were voted their favorite orchestra-leader! How about that!

MONROE: I read the magazine this morning, Hugh ... while I was having my corn-flakes.

HUGH: Well, Vaughn, weren't you excited?

MONROE: Not a bit. I always pour the milk in my pajama-pocket and sprinkle sugar on my hair.

HUGH: In other words.....

MONROE: Hugh, of course I was thrilled by the award. Right now I'm wondering how I can show my appreciation to all those listeners with *I'd like to show my appreciation to all those listeners with*

~~HUGH: That's easy! Sing 'em a song! It's so much simpler than writing thousands of individual "thank-you" notes.~~

~~MONROE: You've got a great idea there, Hugh. Remind me to start paying you a salary one of these days. Here's a ballad, ladies and gentlemen ... one of the top tunes of the year, and Variety says it's currently the number-one request in Los Angeles "So In Love".~~ 22.25

MUSIC: "SO IN LOVE" .. MONROE 25.55

(APPLAUSE)

lw

26.05

51457 3922

26.05

-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! 26.25

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,

Des Moines, Iowa...U.S. Army Station Hospital,

Camp Carson, Colorado...U.S. Naval Hospital, Key

West, Florida...U.S. Marine Hospital, Chicago,

Illinois....Veterans' Hospital, Los Angeles,

California.

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!

26.55

51457 3923

26.52

-14-

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!

27.30

27.30

-15-

MUSIC:

MONROE THEME

27.45

MONROE:

Well, that just about rings down the curtain on tonight's session ... but next Saturday night we'll be right here again with more words and music. As usual, the Camel Caravan will feature the songs that disc jockeys report in "Variety" as the leading record-requests around the country ... and in the guest-vocalist department, you'll find Eugenie Baird. 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 Two 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? 28.20

MUSIC:

CAMELS

(CAMEL THEME, FADE ON CUE)

28.32

28.32

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

29.00

29.00

MUSIC: CAMEL THEME FADE

CONOVER: This is Hugh Conover saying goodnight for
The Camel Caravan... starring Vaughn Monroe....

(APPLAUSE)

This is CBS...the COLUMBIA BROADCASTING SYSTEM

- fade theme 15 seconds -

8:00 P.M. BULOVA Believe Watch Time

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30