

Tuned Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MARCH 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 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, Eugenie Baird...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)

VQ

51457 3928

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

(APPLAUSE) 1.10

MONROE: Hello, and how do you do, everybody! There's music
in the air tonight... a half-hour of songs that are
your current favorites... so stay right with us!
And here's how I know they're your favorite songs:
each week, the show-business trade-paper, "Variety",
gets reports from leading disc-jockeys in cities all
over the country. The boys who run the record-shows
list the tunes for which they've had the most requests...
and those are the songs we feature each Saturday night
on the Camel Caravan. Take our opening tune tonight,
for example. It's the top request this week in Miami,
Cincinnati, Richmond, and Washington, D. C....
"Cruising Down The River"! Is everybody on board?
Let's get going..... 1.42

MUSIC: "CRUISING DOWN THE RIVER".. MONROE, MOONMAIDS 3.20

(APPLAUSE) 4.00

4.00

MONROE: Thank you.. thank you very much. Which brings us to a song by someone with unusual charm, lots of good looks and a velvety voice.

HUGH: Well, that's very kind of you, Vaugh. For my first number, I will sing....

MONROE: No, Conover.. I've heard you sing. It sounds like somebody who backed into a hot radiator.

HUGH: But Vaughn, this is one of my own original songs... a lovely romantic ballad:

MONROE: I always ask this question and I'm always sorry. What's the title of your beautiful ballad?

HUGH: It's called, "Sweetheart, I Love The Way Your Nose Turns Up.. Then Down..Then Up Again." Shall I sing it?

MONROE: Not tonight, Hugh.. some other night, when my cousin Herman is listening in.

HUGH: Your cousin Herman? Why do you want him to hear it?

MONROE: I hate him. What I'd like all our friends to hear right now is the velvety voice I mentioned before. It belongs to a young lady named Eugenie Baird.. and if you've heard her on one of her network's shows, you'll know why CBS is mighty proud of this singing star. Listen to her do things with the tune reported in "Variety" as the top choice in Memphis this week..... 5.05
"So Tired":

51457 3930

MUSIC: - - - SO TIRED....BAIRD 7.30
(APPLAUSE)

7.35

VQ

7.35

MUSIC: _ _ _ _ (JINGLE)

A tune that's featured each night right here on Broa dway
Is tops on the Pacific coast -

GIRLS: It's from a score thst was written by Colb Porter -
This song that's been requested most!

MONROE: The tune is titled, "So In Love" -

GIRLS: The show is "Kiss Me Kate"-

ALL: And folks out in Los Angeles
Agree that it is great! 8.15

MUSIC: "SO IN LOVE" .. MONROE, MOONMAIDS, MOONMEN 10.30

(APPLAUSE)
10.40

VQ

10.40

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

PAUL: Yes, you'll see just how mild Camels are!

CONOVER: In a recent, coast-to-coast test, hundreds of people
 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 careful examinations -- and they reported not
 one single case of throat irritation due to smoking
 Camels!

PAUL: That's how mild Camels are! But try Camels in your
 "T-Zone" and see for yourself! If, at any time,
 you're not convinced that Camels are the best 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: Soke Camels and see!

11.40

11.40

MUSIC: (JINGLE)

GIRLS: And now the maestro is looking at his road-map -
It seems to us he's heading west;

MONROE: This tune's a dilly; it takes us first to Philly,
That's where it is a top request;

GIRLS: And it's the choice in Omaha,
And Kansas City, too -
As well as San Antonio -
He'll sing it now for you!

12.15

MUSIC: - - - - "I LOVE YOU SO MUCH"....MONROE_14.20

(APPLAUSE)

15.00

-7- 15.00

MONROE:

Thank you.. and thank you again. *This is the night we* ~~Hugh, do you happen~~
~~pay tribute to Lambda Chi Alpha Fraternity. What~~
~~to be a member of Lambda Chi Alpha Fraternity? If you~~
~~do you know about that organization, Hugh?~~
~~are, this is your big chance. I'll let you sing one of~~
its songs this evening.

HUGH:

~~Well, no, I'm not a member, Vaughn... but I know a lot~~
~~Lambda Chi Alpha. Does that qualify me?~~

MONROE:

~~Sorry, Hugh. better luck next time. But tell us what~~
~~you know about the fraternity.~~

HUGH:

Well, it was founded in 1909 at Boston University..
and it has 128 chapters and 43,000 members. And some
of the famous names you'll find on its membership roll
are Governor George Nicholson of South Dakota..Charley
Trippe, the football star; Jean Hersholt of radio and
motion pictures; Chester Gould, the cartoonist creator
of "Dick Tracy"...and the aviator hero, Jimmy
Doolittle;

MONROE:

Men who are a credit to Lambda Chi Alpha and to the
nation... and the Camel Caravan is proud to salute them.
Tonight, in Lambda Chi Alpha fraternity houses from
coast to coast, radio parties are being held to hear
our tribute...so here and now...we give you the
fraternity's best-loved song. 15.45

MUSIC:

"SWEETHEART OF LAMBDA CHI" 17.40

(APPLAUSE)

17.50

51457 3934

17.20

MUSIC:

(JINGLE)

Comes next a tune that the Caravan's presented
A half-a-dozen times before -
And that's because many folks throughout the country
Keep calling for it more and more!

Out in Chicago, this past week,
Again it's been declared
The song that is the top request -
So sing, Eugenie Baird!

18.22

MUSIC: _ _ _ _

"POWDER YOUR FACE" _ _ _ _ BAIRD

20.15

(APPLAUSE)

20.25

20.25

CONOVER: Say, Vaughn, this is a program of favorite songs in various cities. Can I say a few words about a favorite ball player?

MONROE: Go right ahead.

CONOVER: Well, my man's a favorite in Cincinnati -- Johnny Vander Meer.

MONROE: Who won two no-hit, no-run games in a row?

CONOVER: Right! Johnny's smoked Camels for ten years. He likes them because they're mild and they taste great!

MONROE: That's how I feel about Camels myself!

PAUL: Friends, in a recent test of hundreds of people who smoked only Camels for thirty days, noted throat specialists, making weekly examinations, reported not one single case of throat irritation due to smoking Camels!

CONOVER: Camel's choice tobaccos are properly aged and expertly blended -- for flavor and mildness. Try Camels and see just how mild they are! If, at any time, you're not convinced that Camels are the best 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!

VQ

21.35

21.35

HUGH: Vaughn, you won't let me sing on your show, but I'm going to do you a good turn anyway. I want to call your attention to a great new tune you ought to record. It's a Western song, called "Riders in the Sky".

MONROE: Thanks very much, Hugh.. I recorded it a couple of weeks ago.

HUGH: Oh, it's a sensational tune, Vaughn... you really ought to make a record of it! You see, it's about cowboys who....

~~MONROE: I know, Hugh. The record will be in the juke boxes any day now.~~

~~HUGH: I don't know who published the song, but you ought to hear it! It's just your style.. I'm surprised you don't know it!~~

MONROE: Hugh.. I heard it... I know it.. I sang it! I made a record of it. You'll be able to buy it in any music store!

HUGH: I see.. just because I recommend the song, you won't have anything to do with it. Okay.. be stubborn!

MONROE: Hugh.. when you were a baby, were you a little crazy?

HUGH: A little.

MONROE: How times haven't changed! As you ladies and gentlemen have probably gathered by now.. "Riders in the Sky" is one of our latest recordings...perhaps you'd like to hear how it goes.

22.20

MUSIC: --- "RIDERS IN THE SKY" --- MONROE 25.20
VQ (APPLAUSE)

25.30

25.30

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! 25.45

ANNOUNCER: Each week, the makers of Camel cigarettes send free
Camels to servicemens' hospitals from coast-to-coast.
This week, the Camels go to: Veterans' Hospital,
Dallas, Texas...U.S. Army Station Hospital,
Ft. Benning, Georgia...U.S. Naval Hospital, Great Lakes,
Illinois... U.S. Marine Hospital, Staten Island,
New York...and Veterans' Hospital, Jefferson Barracks,
Missouri.

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!

26.15

26.15

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!

26.20

26.50

(MUSIC: MONROE THEME) 27.10

MONROE: And so the Camel Caravan is about to get rolling again... heading for our next stop, next Saturday night.. the campus of Seton Hall College in South Orange, New Jersey. One week from tonight we'll be bringing you more of the country's number-one songs, as listed by leading disc-jockeys in "Variety"... and ~~as usual~~ we'll have ^{Mindy Carson} ~~someone~~ on hand for an added touch of glamour and romantic appeal.

~~HUGH: Yes, sir! I'll be here, all right!~~

~~MONROE: Get back in your trunk, Conover... I'm talking about our guest next Saturday night Mindy Carson.~~

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? 27.45

MUSIC: CAMELS
(CAMEL THEME, FADE ON CUE)

28.00

28.00

ANNOUNCER: Men, pack your pipes with P.A.! Yes, Prince Albert,
America's largest-selling smoking tobacco!
P.A.'s choice tobacco is crimp cut for cool smoking
and even burning. It's specially treated to insure
against tongue bite! The pocket tin has a new
humidor top that locks out air, seals in freshness
and flavor! You'll like Prince Albert, the
National Joy Smoke!

28.00

28.20

-15-

28.35

MUSIC: CAMEL THEME FADE

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

Friends, for those men in Veterans' hospitals
throughout the country, the Red Cross is a constant
reminder that the outside world remembers them.
Yes, the Red Cross brings cheer, brings the important
little things in life to these men whose hospital beds
define the boundaries of their world. This is just
one of the many wonderful jobs the Red Cross does.
This year's Red Cross campaign calls for sixty million
dollars! So give as much as you can.
Every dollar helps. 29.05

(APPLAUSE)

where 99 million people gather every week
This is CBS. THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

8:00 P.M. B-U-L-O-V-A BULOVA WATCH TIME
WCBS.....NEW YORK
880 ON YOUR DIAL

29.20

51457 3942