

Timed Master

**AS
BROADCAST**

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, APRIL 16, 1949

7:30 to 8:00 PM EST

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 Meadows - in Framingham, Massachusetts,
the Camel Caravan, starring Vaughn Monroe ...
with the Moonmaids, the Moon Men, the Orchestra,
and guest singer, Bea Wain... 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)

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HUGH: Now here is the star of the Camel Caravan...
VAUGHN MONROE!

(APPLAUSE) 1.10

MONROE: Hello, and how do you do, everybody! The Meadows
Restaurant is packed to the rafters tonight with
Camel Caravan enthusiasts... so you folks listening
at home, just make believe you have a ringside
table and let's listen to some music! Here are
tunes reported in "Variety" as the songs most
requested on disc-Jockey shows from Coast to
Coast. Suppose we get the Caravan under way with
the ballad that folks in Detroit have been calling
for: "So In Love"! 1.35

MUSIC: " SO IN LOVE".. MONROE 3.50

(APPLAUSE) 4.00

4.00

MONROE: Thank you.. thank you.. when we do a love-song that gets applause even from married men, we've really got something! And we've really got something in the guest-vocalist department tonight, ladies and gentlemen. I'll skip the build up... it's the one, the only, and there'll-never-be-another Bea Wain!

BEA: Hello, Vaughn. Now ask me why I did it. Ask me why I quit a singing career cold a few years ago to do a Mr. and Mrs. program with my husband, Andre Baruch.

MONROE: That's something all of us in the music-business want to know, Bea. Why did you do it? Did you want more leisure, more opportunity, more fame...?

BEA: Keep going. When you come to more money...stop. But as of tonight, I'm picking up where I left off with the bandstand and the ballads.

MONROE: That's good news, Bea.. welcome back to the fold. And I don't mind telling you I'm proud that you're making your first re-appearance on the networks on my show. Now give the people an idea of what they've been missing all this time. According to "Variety" there's a tune that's been a top request in New York City this past week..."I've Got My Love To Keep Me Warm...! Sing it in that wonderful Wain way...!

MUSIC: "I'VE GOT MY LOVE TO KEEP ME WARM" ...WAIN 7.30
(APPLAUSE) 7.35

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5.8

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MUSIC: (JINGLE)

GIRLS: Now here's the song that's the big request in
Cleveland - In Washington and Louisville -

MONROE: It's first in Richmond, Atlanta and Miami -
In Denver it's the top tune still!

ALL: It's San Francisco's current rave -
And Philly likes it, too -
In Cincinnati it's the choice -
We'll sing it now for you! 8.10

MUSIC: "CRUISING DOWN THE RIVER" ...MONROE, MOONMAIDS 10:15

(APPLAUSE) 10.25

10.25

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

CONOVER: Friends, smoke Camels for thirty days. You'll enjoy the rich, full flavor of Camel's choice, properly aged and expertly blended tobaccos...and you'll see how mild a cigarette can be!

PAUL: Here's what noted throat specialists reported about Camel mildness. In a recent, coast-to-coast test, hundreds of people smoked only Camels for thirty days, averaging one to two packs a day. Each week, their throats were examined by noted throat specialists. These doctors reported not one single case of throat irritation due to smoking Camels!

CONOVER: But smoke Camels and prove for yourself 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: Smoke Camels and see! 11.35

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11.35

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MUSIC: (JINGLE)

GIRLS: Comes now the ditty that's tops in Jersey City.
Though there aren't many Frenchmen there -
But Jersey City is crazy 'bout this ditty
That has such a Parisian flair!

"Come Ci Come Ca" - a brand new tune -
The first time on our show;
We think that you will like the song
As sung by Vaughn Monroe! 12.10

MUSIC: "COME CI COMME CA" .. MONROE 14.20

(APPLAUSE) 15.00

15.00

MONROE: Thank you ... and thank you again. And next on the music-stand .. "The Dream Girl of Pi K A". That stands for Pi Kappa Alpha, Hugh.

HUGH: I know, Vaughn ... One of the oldest fraternities in the country.

MONROE: Yes it's grown to 93 chapters and 36,000 members since it was founded in 1868.

HUGH: And some mighty impressive names are on the membership list. General Courtney Hodges, Senators Morse of Oregon, Robertson of Virginia, and Sparkman of Alabama .. Governors Clement of Kentucky and Meadows of West Virginia

MONROE: And let's not forget the names of Baseball Commissioner Chandler, Football Coaches Lynn Waldorf of California and Fessler of Ohio State! To all the members and friends of Pi Kappa Alpha, the Camel Caravan sends greetings ... and I hope all you listeners will enjoy hearing the fraternity's traditional song. 15.40

MUSIC: "DREAM GIRL OF PI K A" .. MONROE, ENSEMBLE 17.50

(APPLAUSE) 18.00

18.00

-8-

MUSIC: (JINGLE)

GIRLS: Come on, we're trav'ling way out West to Texas,
Where men are men, as we all know -

VAUGHN: We'll hear the song that is currently requested
by folks in San Antonio.

ALL: A ballad that is catching on -
A tuneful new refrain -
The Caravan presents it now,
Sung by our guest, Bea Wain! 18.35

MUSIC: "CARELESS HANDS" .. WAIN 20.45

(APPLAUSE) 20.55

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CONOVER: With smokers who know, it's Camels for mildness!

MONROE: Right, Hugh! I've smoked Camels for years and I know how mild Camels are!

CONOVER: Yes, Vaughn, millions of Camel smokers have known about Camel mildness for a long time. But lots of folks are joining the ranks every day -- people who've made the Camel thirty-day test. Gene Bearden, of the Cleveland Indians; Patricia Morison, now starring on Broadway; and Lew Worsham, the crack golfer, are among the thousands who made the Camel thirty-day test. These folks say Camels are the mildest cigarette they ever smoked!

PAUL: In a recent test, noted throat specialists made weekly examinations of the throats of hundreds of people who smoked only Camels for thirty days. These doctors reported not one single case of throat irritation due to smoking Camels!

CONOVER: So try Camels and see for yourself how mild, how full-flavored Camels are.

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!

22.00

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22.00

MONROE: When a disc-jockey plays a tune, it's just the natural thing to do. But when a disc-jockey writes a tune .. that's news. Well, Sherman Feller, the man who spins the platters on Station WEEI in Boston made news recently; he wrote a song and a mighty good one .. and it's right in step with the holiday season. It's called .. "It's Easter Time".

HUGH: What kind of a title is that for a song about Easter? It doesn't convey a festive mood .. the spirit of dressing up for the occasion!

MONROE: No doubt you've written a more appropriate Easter song?

HUGH: You can say that again! It's called, "I'm Sorry I Made You Cry, Honey; You Thought I Had Lots of Money Until That Easter Day So Sunny When The Mink Coat I Gave You Turned Out To Be Dyed Bunny".

MONROE: And so we leave Hugh Conover with the Easter egg he just hatched. Now, here's the tune I started to tell you about .. and we're introducing it this evening for the first time on the air. 23.05

MUSIC: "IT'S EASTER TIME" .. MONROE 25.55

(APPLAUSE) 26.05

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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! 26.30

CONOVER: 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,
 Marion, Illinois...Army & Navy General Hospital, Hot
 Springs, Arkansas...U. S. Naval Hospital, Bremerton,
 Washington...U. S. Marine Hospital, Baltimore, Maryland
 ...Veterans' Hospital, Fort Custer, Michigan.

The Camel people have sent more than one hundred and
 eighty-seven million cigarettes to servicemen,
 servicewomen and veterans!

26.55

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26.25

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

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(MUSIC-- MONROE THEME) 27.45

MONROE:

Well, this just about winds up the Camel Caravan's visit to the Meadows Restaurant in Framingham... and we'll be on our way now to our next stop: the campus of the University of Virginia. I hope you'll all spin your dial our way one week from tonight, for more of the country's top tunes as reported in "Variety".. and to lend a silky voice to our next session, we'll have with us CONNIE HAINES. That's next Saturday night... you're all invited.

On Monday night we hope you'll be listening to the Bob Hawk Show when Bob will have a prize of Seven Hundred and Fifty dollars for the Lemac of the Week. 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)

28.45

28.15

ANNCR:

Men, pack your pipes with Prince Albert, the National Joy Smoke! P.A.'s choice tobacco is specially treated to insure against tongue bites. Yes, and it's crimp cut for cool smoking and even burning. No wonder Prince Albert is America's largest-selling smoking tobacco!

29.00

29.00

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 P.M. B U L O V A...Bulova Watch Time

WCBS...NEW YORK

880 ON YOUR DIAL

29.30