

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, APRIL 30, 1949

7:30 to 8:00 PM EDST

**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 Valencia Ballroom in York, Pennsylvania, the
Camel Caravan, starring Vaughn Monroe ... with the
Moonmaids, the Moon Men, the Orchestra, and guest singer,
Peggy Mann -- presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

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

CONOVER: Not a single case of throat irritation due to smoking
Camels -- that's what noted throat specialists reported
in a test of hundreds of people who smoked only Camels
for thirty days! That's how mild Camels are!

SINGERS: Smoke Camels and see!

(MUSIC: MONROE THEME)

pmt

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

(APPLAUSE) 1-20

MONROE: Hello, and how do you do, everybody! The merry month of May finds our Camel Caravan crew making music for dancing in York, Pennsylvania ... and I hope it finds you folks at home in the mood for easy listening .. Sit back .. light up a Camel .. and relax ... we're going to dish out some of the top tunes of the day, reported in Variety by leading disc-jockeys as their most popular requests. These are songs the fans are calling for in various cities from coast to coast!

HUGH: First stop ... Phoenix, Arizona ... and the tune getting the biggest play there is ... "Big Wide Wonderful World." Take it, Vaughn! 1.50

MUSIC: "BIG WIDE WONDERFUL WORLD" ... MONROE 4.10

(APPLAUSE) 4.25

4.25

MONROE: Thank you ... thank you for that big, wide wonderful applause. Hugh, I guess you've noticed we have a lot of beautiful girls in the ballroom here tonight.

HUGH: Girls ...?

MONROE: You know ... those curved things with legs.

HUGH: Vaughn, don't talk to me about Pennsylvania girls! ^{The other night} ~~last~~
^{up in Scranton} ~~night~~ I took a walk in the park .. I sat down on a bench .. and I found myself looking into the most beautiful bright eyes you ever saw. I said, "Hello, honey .. isn't it romantic here in the dark?" Vaughn, I was never so embarrassed in my life.

MONROE: Why? What did the girl say?

HUGH: What girl? It was a couple of coal-miners and their lamps were lit!

MONROE: Goodbye, Mr. Conover .. and drop in again real soon. The next order of business is to bring on our singing guest, Miss Peggy Mann, ladies and gentlemen. A few weeks ago on our Camel Caravan Peggy left the customers begging for more .. and what the customers want, we deliver. So here she is again .. with the ballad that Variety lists as the big record-show request in Boston and Syracuse ... "Again." 5.30

MANN: "AGAIN" .. MANN 7.40

(APPLAUSE) 7.50

MUSIC: (JINGLE)

GIRLS: In San Francisco, in New Orleans and Charlotte,
This tune's on every record show -

MONROE: Out West, in Portland, it's first among the fav'rites -
The same in San Antonio.

GIRLS: In Asheville, it's the top request,
And Washington, D. C.

ALL: If seven cities choose a song,
It's good, you must agree. 8.25

MUSIC: "CRUISING DOWN THE RIVER" ... MONROE, MOONMAIDS 10.25

(APPLAUSE) 10.30

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-5- 10.30

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

CONOVER: Not a single case of throat irritation due to smoking Camels! That's right! In a recent, coast-to-coast test, hundreds of people smoked only Camels for thirty days, an average of one to two packs a day. Each week, noted throat specialists examined the throats of these smokers and they reported not one single case of throat irritation due to smoking Camels! That's how mild Camels are!

VINES: But try Camels yourself. Enjoy the rich, full Camel flavor and see just how mild a cigarette can be!

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!

11.30

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11.30

MUSIC: (JINGLE)

MONROE: Tonight we give you a new and lovely ballad
One of the season's real best bets -

GIRLS: It's bound to be quite a fav'rite 'cross the nation,
Just like Camel Cigarettes.

Detroit reports this song is tops -

So here is Vaughn Monroe

To sing for you this rising hit,

The first time on our show 12.05

MUSIC: "ONCE AND FOR ALWAYS" ... MONROE 14.45

(APPLAUSE) 14.55

14.58

HUGH: Vaughn, what's the college fraternity song tonight?

MONROE: It's the traditional romantic ballad of Sigma Phi Epsilon... and a good many of its 33,000 members are listening in tonight to hear it.

HUGH: Well, then we probably have some very important people listening.. because Sigma Phi Epsilon has many a famous name on it's list of members. Senators Hickenlooper of Iowa, Johnson of Colorado, and Byrd of Virginia ... Governors Bonner of Montana, Rennebohn of Wisconsin, and Tuck of Virginia

MONROE: And Sigma Phi Epsilon also can boast of men like Saturday Evening Post editor Ben Hibbs, financier Floyd Odlum, and Basil O'Connor, director of the American Red Cross. For 48 years, since the fraternity was founded at Richmond College, it has added to the prestige of campuses everywhere and tonight the Camel Caravan dedicates this song to all its members, wherever they may be. Spotlight on ... "Wonderful Sig Ep Girl". 15.40

MUSIC: "SIG EP GIRL" .. MONROE, ENSEMBLE 18.15

APPLAUSE 18.25

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18.25

MUSIC: (JINGLE)

GIRLS: Come on, let's visit the folks in Jersey City
To hear the tune that is their choice -

MONROE: Another song that's a new one on our program,
You'll hear it in a lilting voice.

GIRLS: The title is: "Bop, Goes My Heart" -

MONROE: It's sung by Peggy Mann,

ALL: Our pert and pretty singing guest
On the Camel Caravan! 19.00

MUSIC: "BOP GOES MY HEART" .. MANN 21.00

(APPLAUSE) 21.10

CONOVER: How mild can a cigarette be? Well, Friends, you just try Camels and you'll know the answer! Now here's another question -- how popular can a cigarette be? Vaughn, would you like to try that one?

MONROE: All I can say, Hugh, is that everywhere we've been this past season -- campuses, theaters, night clubs -- more and more people seem to be smoking Camels!

CONOVER: Well, as a matter of fact, there are millions of Camel smokers in the country -- and every day folks are finding out just how mild and flavorsome Camels are! Yes, there are many, many Camel smokers in every walk of life -- and that includes doctors!

VINES: That's right! According to a nationwide survey, more doctors smoke Camels than any other cigarette! Three leading, independent research organizations asked one hundred thirteen thousand, five hundred and ninety-seven doctors what cigarette they smoked. The brand named most was Camel!

MONROE: Try Camels. You'll like them!

22.05

22.05

(MUSIC BRIDGE)

MONROE: Hugh, I think I'm going to devote this part of our show to requests from our listeners. You've been taking care of the mail ... what tune have the folks been asking for?

HUGH: Well, let's see. 2,856 people wrote in saying they'd like to hear "Forever and Ever".

MONROE: Fine. That's it, then.

HUGH: Wait, Vaughn ... they said they'd like to hear it played by Guy Lombardo.

MONROE: Hugh .. I'm talking about requests addressed to me.

HUGH: Oh. Well, there's a fellow who wants to know if you can lend him \$10 ... a girl wrote in requesting that you start your show a little later so she can hear more of Spike Joneswait now ... here's a nice letter. It says, "Dear Vaughn Monroe ... I think everybody would like to hear you sing "Riders in The Sky". The letter is written in pencil. . '

MONROE: I know .. my fountain pen leaks.

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HUGH: Well, Vaughn, I was just ribbing about the mail. As a matter of fact "Riders in the Sky" has been a steady request ever since you recorded it a few weeks ago a juke-box favorite .. and one of your biggest hits. Sing it for the people, huh? 23.25

MUSIC: "RIDERS IN THE SKY" .. MONROE 26.25

(APPLAUSE)

26.35

26.35

CONOVER:

Each week, Camels send free cigarettes to servicemen's hospitals from coast-to-coast. This week, the Camels go to: Veterans' Hospital, Wichita, Kansas...U. S. Army Tilton General Hospital, Fort Dix, New Jersey... U. S. Naval Hospital, Mare Island, California...U. S. Marine Hospital, Norfolk, Virginia...and Veterans' Hospital, Tuscaloosa, Alabama.

The Camel people have sent more than one hundred and eighty-seven million cigarettes to servicemen, service-women and veterans.

27.00

mg

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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'll all invited too --
Till then, our Camel Caravan
... Says goodnight to you!

27.37

27.37

MUSIC:

MONROE THEME 27.30

MONROE:

And that winds up our Camel Caravan session for tonight, ladies and gentlemen. Now, we're on our way to our next stop ... Rensaellaer Polytechnic Institute in Troy, New York ... next Saturday night. For more music as you like it ... tunes that are tops with leading disc-jockeys, according to Variety, join us again one week from tonight. I've invited *Ginney Powell* to add a couple of choruses to the show ... so let's make it a date ... next Saturday at this same time.

On Monday night we hope you'll be listening to the Bob Hawk Show when Bob will have a prize of Five Hundred 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? 28.30

MUSIC:

C-A-M-E-L-S

(CAMEL THEME, FADE ON CUE)

28.40

mg

28.40

VINES:

Men, fill your pipes with the National Joy Smoke --
Prince Albert! P.A.'s choice tobacco is crimp out
for cool smoking and even burning. And it's specially
treated to insure against tongue bite. Get Prince
Albert, America's largest-selling smoking tobacco!

28.55

mg

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28.55

MUSIC: CAMEL THEME FADE 29.10

CONOVER: This is Hugh Conover saying goodnight for the Camel Caravan...starring Vaughn Monroe... 29.15

(APPLAUSE)

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