

Tuned Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MAY 7, 1949

7:30 to 8:00 PM EDST

**AS  
BROADCAST**

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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)

VINES: From the Campus of Rensselaer Polytechnic Institute in  
Troy, New York, the Camel Caravan, starring Vaughn  
Monroe...with the Moonmaids, the Moon Men, the  
Orchestra, and guest singer, Ginny Powell...  
presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

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

VINES: Not one 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)

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

(APPLAUSE) 1.20

MONROE: Hello, and how do you do, everybody! Another Saturday night brings you another visit from the Camel Caravan ... with top tunes for everybody's taste! From coast to coast, leading disc-jockeys send reports to "Variety" on the songs for which they've had most requests each week ... and those are the songs we feature. Our curtain-raiser tonight is quite à propos, if I may use a fancy phrase: we're on the air from Troy, New York ... the orchestra and I are currently appearing at the Palace Theatre in Albany, across the Hudson ... and the tune is "Cruising Down The River".

VINES: The number-one record request this week in New Orleans, Indianapolis and Albany! 1.50

MUSIC: "CRUISING DOWN THE RIVER" ... MONROE 3.45

(APPLAUSE) 4.00

4.00

-3-

MONROE: Thank you...thank you very much. Here, I'd like to mention that we have a new face and a new voice on the show tonight ...announcer Lee Vines. Our regular boy, Hugh Conover, is bedded down at home with a bad knee...probably from trying to do the rhumba and the samba at the same time.

VINES: Vaughn, I know Hugh would've enjoyed this visit to Rensselaer Polytechnic Institute. Is it true that you went to Carnegie Tech?

MONROE: Not so loud, Lee! That's like visiting California and telling people you prefer Florida.

VINES: But Vaughn, why did you go to Carnegie instead of Rensselaer?

MONROE: Confidentially...I wanted to go to a school I could spell.

VINES: Now that's ridiculous! It's no trouble spelling Rensselaer! R-e-n-s ... no ... R-e-n-n-s-s .. wait .. R-e-n-e-c-s ..... Vaughn, you know something? You did a smart thing going to Carnegie!

MONROE: Well, we won't argue that now, Lee ... but I know I did a smart thing when I picked our singing guest for tonight. She's a top favorite with friends of the Camel Caravan--Miss Ginny Powell...and her song is a new one that's the current record-  
rage in Hartford..."Hurry, Hurry, Hurry". 5.20

MUSIC: "HURRY, HURRY, HURRY" ... POWELL 7.55

(APPLAUSE) 8.05

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8.05

MUSIC: (JINGLE)

GIRLS: A show on Broadway gives us this next number -  
The show's a hit called, "Kiss Me Kate" \*

MONROE: The words and music were written by Cole Porter,  
And Porter tunes, you know, are great!

This week in Cleveland and Detroit,  
This is the favorite song -

GIRLS: Here's Vaughn Monroe to sing it now  
As the Caravan rolls along! 8.40

MUSIC: "SO IN LOVE" ... MONROE 10.55

(APPLAUSE) 11.05

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11.05

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

VINES:             Camels are so mild that noted throat specialists reported not one single case of throat irritation due to smoking Camels! Yes, in a recent, coast-to-coast test, hundreds of men and women 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!

ANNCR:            Try Camels yourself -- in your "T-Zone" -- T for taste and T for throat. You'll enjoy Camel's rich, full flavor and you'll see just how mild 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!

1205

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12.05

MUSIC: (JINGLE)

GIRLS: Now here's the man to report a record winner  
Down South and in the East and West -

MONROE: The fans in Denver, and Charlotte and in Memphis  
Have made this tune their top request!

A Philadelphia favorite, too,  
That's what the figures show -

GIRLS: Spotlight on a top-flight song  
And Maestro Vaughn Monroe! 12.40

MUSIC: "FOREVER AND EVER" ... MONROE 15.00

(APPLAUSE) 15.15

15.15

MONROE: Thank you! Putting aside our earlier quips about Carnegie Tech and Rensselaer ... this visit to the campus of Rensselaer Polytechnic Institute is one of the highlights of our current tour for all of us on the Camel Caravan. One of the oldest and best-respected engineering schools in the country, R.P.I., since 1824 has been a great force in the building of our nation.

VINES: And you know, Vaughn, Rensselaer is proud of the fact that its engineers have constructed three-quarters of the great bridges throughout the world. Washington Roebling, builder of the famous Brooklyn Bridge ... Gale Ferris, inventor of the Ferris wheel ... and Dr. Allen Dumont, pioneer in television ... those are some of the names that have made Rensselaer internationally known!

MONROE: A musical salute to the alumni and students is in order ... so strike up the band and we'll sing the praises of their alma mater! 16.00

MUSIC: "R.P.I. MEDLEY" ... MONROE, ENSEMBLE 17.45

(APPLAUSE) 18.00

18.50

MUSIC: (JINGLE)

Comes now the choice of the many record listeners  
In Washington and Boston, too,  
In Jersey City, Los Angeles and Pittsburg,  
No other song just seems to do!

GIRLS: The maestro knew you'd like this tune  
And like a wise old owl -  
He's going to let you hear it now  
As sung by Ginny Powell: 18.35

MUSIC: "AGAIN" ... POWELL 20.40

(APPLAUSE) 20.55

mg



20.55

MONROE:

You know, Folks, every Saturday night in our little jamboree here, we play the songs that are favorites in cities all over the country. This past season we toured a lot of those cities and I want to tell you that Camels are a favorite in every one of them.

VINES:

That's not so surprising, Vaughn. Why, there are millions of regular Camel smokers in the U.S.! Yes, and every day folks are finding out how mild and flavorsome Camels are! Camel's choice tobaccos are properly aged and expertly blended for your smoking enjoyment.

ANNCR:

And among the millions who enjoy Camels are many doctors. According to a nationwide survey, more doctors smoke Camels than any other cigarette. Three leading, independent research organizations asked one hundred and thirteen thousand, five hundred and ninety-seven doctors what cigarette they smoked. The brand named most was Camel! Yes, according to a nationwide survey, more doctors smoke Camels than any other cigarette. Mild, full-flavored Camels!

21.45

21.45

MUSIC: BRIDGE

MONROE: Say, Lee .. I meant to ask you something. This afternoon I saw you in a music-shop downtown, at the record-counter. What record were you buying?

VINES: One that you made. Of course I know I don't have to buy Vaughn Monroe records to stay on this show ...

MONROE: No .. but it helps.

VINES: So Hugh Conover told me. But this was one I really wanted ... your new best-seller, "Riders in The Sky". The way you sing that song, Vaughn, you must really love the west!

MONROE: All I can say is this, Lee. Have you ever spent a night out on the prairie with the sky for a blanket and the earth for a pillow ...?

VINES: No ....

MONROE: Well, don't! You can catch an awful cold that way!

VINES: Don't kid me, Vaughn ... nobody could do the job you do on that tune without a real feel for the western country. What say we make believe this is a corral instead of a college campus ... and gathered 'round are cow-pokes waiting to hear you sing.

MONROE: Hand me my git-tar and let's go!

23.00

MUSIC: "RIDERS IN THE SKY" .. MONROE 25.55

(APPLAUSE)

26.05

26.05

VINES:

Each week, Camels send free smokes to servicemen's hospitals from coast-to-coast. This week, the Camels go to: Veterans' Hospital, North Little Rock, Arkansas...U.S. AAF Station Hospital, Keesler Field, Mississippi...U. S. Naval Hospital, Pensacola, Florida... U. S. Marine Hospital, Galveston, Texas...Veterans' Hospital, Washington, D. C.

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

26.30

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

27.05

27.05

-13-

MUSIC:

MONROE THEME 27.20

MONROE:

And that's our cue for the Camel Caravan to start moving along, ladies and gentlemen ... winding up a short and very pleasant visit to the campus of Rensselaer Polytechnic Institute. Next Saturday night, we'll make our headquarters at the Sunnyside<sup>Brook</sup> Ballroom in Pottstown, Pennsylvania ... to bring you more of the top-requests as reported in "Variety" .. songs that are becoming more and more popular, like Camels. And to take part in the singing, Miss Cece Blake will be with us ... I hope you'll all be listening ... that's next Saturday night.

On Monday night we hope you'll be listening to the Bob Hawk Show when Bob will have a prize of Two 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? 28.05

MUSIC:

C-A-M-E-L-S

(CAMEL THEME, FADE ON CUE)

28.20

28.20

ANNCR:

Men, pack your pipes with Prince Albert -- it's the National Joy Smoke. P.A.'s choice tobacco is crimp cut for smooth, even burning and cool smoking. Yes, and it's specially treated to insure against tongue bite. You'll enjoy Prince Albert, America's largest-selling smoking tobacco!

28.35

28.35

-15-

MUSIC: CAMEL THEME FADE 28.50

ANNCR: Travel on our highways is increasing. It is now  
nineteen percent above the pre-war peak. Now, more  
than ever, it's important to be careful when you  
cross streets; and above all, obey the traffic  
laws! They're made for your protection. Remember  
... the life you save may be yours!

This is Lee Vines saying goodnight for the Camel  
Caravan ----- Starring Vaughn Monroe. 29.15

(APPLAUSE)

This is CBS ... THE COLUMBIA BROADCASTING SYSTEM.

8:00.P. M. B-U-L-O-V-A BULOVA WATCH TIME

WCBS....NEW YORK

880 ON YOUR DIAL

29.30

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