

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, APRIL 8, 1950

7:30 to 8:00 PM EST

**AS
BROADCAST**

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

MUSIC: JINGLE

ANNCR: 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)

CONOVER: From the Coliseum Ballroom in Bensld, Illinois -- the
Camel Caravan -- starring Vaughn Monroe ... with the
Moonmaids, the Moon Men and the orchestra featuring
Ziggy Talent and Maree Lee -- 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.

mg

51457 4635

CONOVER: Not one single case of throat irritation due to smoking Camels -- that's what noted throat specialists reported in a coast-to-coast test of hundreds of people who smoked only Camels for thirty days! Test Camels in your "T-Zone" -- T for taste, T for throat -- and see how flavorful and how mild Camels are!

2nd ANNCR: Make a note. Remember your throat. Try Camels today!

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

(APPLAUSE) 1.30

MONROE: Hello, and how do you do, everybody! Last week,
Indianapolis .. tonight, Benld .. next week, Denver
... the Camel Caravan, just like old man river,
keeps right on rolling along! But no matter where you
find us on a Saturday night, you can bet your bottom
dollar we're in touch with all the biggest and best
tunes from Broadway and Hollywood, by way of "Variety,"
the show-business trade paper. That's where leading
disc-jockeys from all over the country list the songs
they've had most requests for ... and here's the tune
they say is the top choice this week in New York City
and Springfield, ~~Illinois~~ ^{Massachusetts}. It's the new, bouncy,
Frenchy "C'est Si Bon" ...! 2.00

MUSIC: "C'EST SI BON" .. MONROE, MOONMAIDS 4.40
(APPLAUSE)

4.50

4.20

MUSIC: (JINGLE)

GIRLS: Now, don't go, maestro - the folks all want an encore -
So far, you've only just begun!
Why don't you sing next the tune that's been requested
By record fans in Washington?

And also, says "Variety",
This song is way up there
In Rochester and San Antone -
It's called, "It Isn't Fair". 5.25

MUSIC: "IT ISN'T FAIR" .. MONROE 8.00
(APPLAUSE) 8.10

8.10

MONROE: Thank you. Could be that some of you listeners along the network looked puzzled when you heard the name of the town that's our headquarters tonight. Well .. it's in southern Illinois, a coal-mining center about 50 miles north of St. Louis, and it's called Benld. B-e-n-l-d.

HUGH: And pappy, no wonder the folks here go for popular music! Benld was founded by a man named Dorsey! I wonder if that was Tommy or Jimmy ...?

MONROE: Guess again, Hugh. The founder was Ben L. Dorsey .. and the city's name comes from his first name and the initials of his middle and last names. Ben, L, D, Get it?

HUGH: Got it!

MONROE: Good. Mayor John Ceresa gave me that information .. and the 2500 local citizens have given the Camel Caravan a mighty nice turn out here at the Coliseum. They're so friendly and enthusiastic ... I guess if they knew we were coming, they'd have baked a cake.

HUGH: From the song of the same name .. The top request this week, according to "Variety", in Chicago, Detroit and Phoenix ...

MONROE: Done in a duet for our Camel Caravan customers by Mary Lee and Ziggy Talent. 9.10

MUSIC: "BAKED A CAKE" .. LEE, TALENT 11.35
(APPLAUSE)

mg

11.45

51457 4639

11.45

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

CONOVER: Among the millions of Camel smokers are such people as
Ezio Pinza, Nadine Conner, Fran Warren, Nanette Fabray --
people whose voices are their fortune. They choose Camels
because Camels are mild -- Camels agree with their throats.

VINES: Here's what Peter Lind Hayes, star of one of television's
leading shows, told us: "Believe me, my throat gets a
workout. The thirty-day test proved Camels agree with my
throat. Yes, Camels suit me to a T!"

CONOVER: Friends, in a coast-to-coast test, noted throat specialists
examined 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.
Test Camels in your "T-Zone" -- T for taste, T for throat --
and see just how mild a cigarette can be!

VINES: Make a note. Remember your throat. Try Camels today!

13.00

MUSIC:

(JINGLE)

13.00

ALL:

We'll take you next on a flying trip to Philly
To hear the tune it now likes best -

MONROE:

Throughout the city's two million population
This ballad is the big request!

ALL:

And if they like it there so much,
It's good, you must agree -
It's quite a sentimental song,
Called, "Sentimental Me"!

13.35

MUSIC:

"SENTIMENTAL ME" .. MONROE, MOONMAIDS

16.00

(APPLAUSE)

16.10

MONROE: Thank you, Music, now, dedicated by the Camel Caravan to a college fraternity. This evening .. Phi Kappa Psi!

HUGH: Cardinal red and hunter green are the colors of Phi Kappa Psi, the fraternity of 52 chapters and 36,000 members that was organized at Jefferson College 98 years ago!

MONROE: This is our salute ... the song of Phi Kappa Psi, familiar on many a college campus ... "Old Pal of Mine". 16.35

MUSIC: "OLD PAL OF MINE" .. ENSEMBLE 19.00
(APPLAUSE)

19.10

19.10

MUSIC: (JINGLE)

ALL: Comes now a song for the small-fry who are list'ning -
A tune to add to Easter's joys -
The words will tell you about a funny bunny -
A special friend of girls and boys.

MONROE: In Cincinnati, grown-ups call
And send requests by mail -

GIRLS: In Indianapolis, it's the choice -
It's "Peter Cotton Tail"; 19.45

MUSIC: "PETER COTTON TAIL" .. MONROE 22.20
(APPLAUSE)

22.30

22.30

VINES: What cigarette do you smoke, Doctor?

CONOVER: That question was asked of one hundred thirteen thousand, five hundred and ninety-seven doctors, all over the country and in every branch of medicine.

VINES: What cigarette do you smoke, Doctor?

CONOVER: The brand named most was Camel! Yes, according to this nationwide survey, more doctors smoke Camels than any other cigarette!

VINES: Try Camels yourself! You'll enjoy the rich, full flavor of Camel's costly tobaccos...and you'll 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!

23.15

MONROE: Watch closely, now, while I make like a magician. I can't pull an Easter rabbit out of a hat ... but I can pull a bright Easter song out of our collection of tunes for dancing.

HUGH: I bet I know the one you mean, Vaughn ... the happy song that's one of your big record-hits .. "It's Easter Time"!

MONROE: Right!

HUGH: Well, for guessing right on the first try can I have my Easter present now? Can I? Huh? Can I? Hmm? Can I?

MONROE: Indeed you can, Conover ... a sugar-candy Easter egg, and when you look inside, you'll see a great big greeting from all of us to our good friends all over the country, for a very happy Easter Time. 23.40

MUSIC: "IT'S EASTER TIME" .. MONROE 26.30

(APPLAUSE)

26.40

26.40

ANNCR:

Each week, the makers of Camels send gift cigarettes to servicemen and veterans in hospitals throughout the country. This week, the Camels go to: Veterans' Hospitals, Saratoga Springs, New York and Davis Park, Providence, Rhode Island...U. S. Army Letterman General Hospital, San Francisco, California...U. S. Naval Hospital, Corpus Christi, Texas,

More than one hundred ninety-one million free Camels have now been sent to servicemen, servicewomen and veterans.

27.05

27.05

-13-

MUSIC: MONROE THEME 27.25

MONROE: It was nice to spend this half-hour with you, friends...and next Saturday night I hope you'll accept this invitation to roll along for another 30 minutes with the Camel Caravan. In the meantime we'll be in Kansas City, tomorrow...Lincoln, Nebraska, Monday...Topeka, Tuesday...Hutchinson, Kansas, Wednesday...Denver, Thursday...Pueblo, Colorado, Friday... and back on CBS with the Camel Caravan Saturday from the University of Denver. We'll bring you songs on the "Variety" list of leading record-show requests...a college and fraternity medley in honor of the University of Denver and the Kappa Alpha Order...That's one week from tonight... we'll be waiting for you at this same time to come aboard the Camel Caravan.

On Monday night I hope you'll all be listening to the Bob Hawk Show when my good friend Bob will be looking for the Lemac of the Week. So for lots of laughs and lots of prizes, don't miss Bob Hawk on most of these same stations Monday night. Until we meet again ... this is Vaughn Monroe wishing you pleasant dreams ... and ... won't you have a Camel? 28.15

(MUSIC: C-A-M-E-L-S)

(CAMEL THEME ... FADE ON CUE)

28.30

mg

51457 4647

28.30

ANNCR:

P.A. stands for Pipe Appeal -- and Prince Albert,
America's largest-selling smoking tobacco! Prince
Albert's choice tobacco is crimp out for cool smoking
and smooth, even burning. And it's specially treated
to insure against tongue bite. So, get Prince Albert,
the National Joy Smoke!

28.50

51457 4648

28.50

MUSIC: CAMEL THEME ... FADE ... 29.00

HUGH: This is Hugh Conover saying goodnight for the Camel Caravan -- starring Vaughn Monroe! 29.05

(APPLAUSE) 29.15 .

Tomorrow morning at six o'clock, Eastern Standard Time, there will be a broadcast over many of these same stations, from Winston-Salem, North Carolina, the 178th Sunrise Service of the Moravian Church. 29.25

This is CBS...THE COLUMBIA BROADCASTING SYSTEM

(MUSIC IN -- APPLAUSE)

-fade theme 15 seconds-

8:00 PM B-U-L-O-V-A BULOVA WATCH TIME

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30