

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, FEB. 11, 1950

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)

CONOVER: From the Sunnybrook Ballroom in Pottstown, Pennsylvania -
the Camel Caravan -- starring Vaughn Monroe...with the
Moonmaids, the Moon Men, the Orchestra and Guest Star
Kitty Kallen 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.

vq

-more-

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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. That's 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) 1.25

MONROE:

Hello, and how do you do, everybody! There are
21,000 good people in Pottstown, Pa.. and from where
~~I'm~~ standing, it looks like ^{a lot} ~~most~~ of 'em showed up
here tonight to greet the Camel Caravan! Well, we're
mighty glad to have you with us.. and of course that
goes for you folks all along the network. You're all
now cordially invited to loosen your collars, slip off
your shoes, light up a Camel and listen to our music...
starting with a somewhat different tune that the
orchestra and I recorded not long ago. With a modest
blush, may I tell you that "Variety" reports it as the
number-one choice of the fans this week in Phoenix,
Arizona. "Bamboo": 1-55

MUSIC: "BAMBOO".. MONROE, MOONMAIDS 4.35

(APPLAUSE) 4.45

4.45

MONROE: Thank you, Mr. Conover, I hear tell that you and our guest, Kitty Kallen went sight-seeing around Pottstown this afternoon. We'd like to hear your report.

CONOVER: Yes indeedy, Pappy, and what a town it is. First, we drove out to the old Revolutionary House of Pottsgrove... and there Kitty and I held hands. Then we went out to see the steel mills, and there I put my arm around Kitty. Then we strolled through ~~LOCAL PARK~~ *Jenny Brook Park* and I looked into Kitty's eyes...Vaughn..

~~MONROE: Yes, Conover.~~

~~CONOVER: This is a beautiful city.~~

MONROE: Thank you, Conover. Your report on Pottstown ties right in with mine. This community has three moments in its history that it will remember for a long time. First, when George Washington was a visitor during the Valley Forge campaign; then, when it became a great center of steel-making; and tonight, when Kitty Kallen arrived on the Camel Caravan to sing for the people. On-stage, please, Miss Kallen.. with the tune that's the top-request this week, according to "Variety", in San Francisco, Kansas City, Charlotte and New Orleans: 5.45

MUSIC: "I CAN DREAM, CAN'T I?" .. KALLEN 7.50

(APPLAUSE) 9.55

MUSIC: (JINGLE)

GIRLS: Comes next the fellow who sings 'em nice and mellow-
 This tune is one of his best bets -
 A real sensation with fans across the nation,
 Just like those Camel Cigarettes:

 The man we mean is Vaughn Monroe-
 And here he'll sing the song-
 The choice this week in Rochester -
 As the Caravan rolls along: 8.30

MUSIC: "THERE'S NO TOMORROW" .. MONROE 11.45

(APPLAUSE)
11.55

11.55

(TO BE USED IF PLAY-BACK EQUIPMENT IS AVAILABLE)

CONOVER: And now, here, on tape is an interview between Vaughn and
(LIVE) Mr. John Martone.

MONROE: Hello, Mr. Martone!

MARTONE: Hy'a, Vaughn!

MONROE: Where are you from?

MARTONE: New York City.

MONROE: And what do you do?

MARTONE: I'm a bank teller.

CONOVER: Vaughn, Mr. Martone is one of hundreds of men and women
who made the Camel thirty-day test under the supervision
of noted throat specialists.

MONROE: I see. Well, would you tell us something about the test?

MARTONE: Sure! For thirty days, the only cigarette I smoked was
Camels. I smoked about a pack and a half a day. Then
each week, the specialist examined my throat.

MONROE: What did he find?

MARTONE: He found no sign of throat irritation from smoking
Camels.

MONROE: What do you say to that?

(MORE)

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MARTONE: Well, I've always liked Camel's flavor,, and now I'm convinced that they're the mildest cigarette I ever smoked and the most enjoyable;

MONROE: Thank you, Mr. Martone.

CONOVER:
(LIVE) Friends, in a coast-to-coast test, hundreds of people, like Mr. Martone, smoked only Camels for thirty straight days. They averaged one to two packs a day. Each week, their throats were examined by noted throat specialists who reported not one single case of throat irritation due to smoking Camels! That's how mild Camels are!

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

13.00

13.00

MUSIC: (JINGLE)

MONROE: Out in Chicago, the boys who spin the records
Say this tune is requested most -

GIRLS: The same is true on the record-shows in Portland,
Way out on our Pacific coast!

ALL: And trav'ling southward from those towns
Where there is snow and ice -
Miami fans request it, too -
They think it's pretty nice! 13.35

MUSIC: "OLD MASTER PAINTER" .. MONROE. MOONMAIDS 16.05

(APPLAUSE)

16.10

16.10

MONROE: Thank you. In our spotlight tonight, for the Camel Caravan salute to a college fraternitySigma Nu! Originally known as the Legion of Honor, Sigma Nu celebrates it's 88th anniversary this year.

HUGH: And since it's founding at Virginia Military Institute, it has grown to a membership of 52,000, in 101 chapters!

MONROE: On college campuses, you will know the fraternity by it's colors: gold, black and white ... you will know it by it's flower: the white rose .. and wherever men of good fellowship gather, you will know them too by their song: "The White Star of Sigma Nu"!

16-45

MUSIC: "WHITE STAR OF SIGMA NU" .. ENSEMBLE

19.00

(APPLAUSE)

19.10

19.10

MUSIC: (JINGLE)

ALL: Our guest is now in the spotlight for an encore -
Perhaps you've heard her record hit -

MONROE: This is her latest - we think it is her greatest -

GIRLS: In other words, why this is it!

ALL: The song is called, "You Missed the Boat" -
So with no more ado -
Here's Kitty Kallen stepping up
To sing the words for you! 19.45

MUSIC: "YOU MISSED THE BOAT" .. KALLEN 21.25

(APPLAUSE)

21.40

2nd ANNCR: What cigarette do you smoke, Doctor?

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

2nd ANNCR: 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! Try Camels today!

MONROE: Well, Friends, Valentine's Day is practically upon us. Give a carton of Camels in the attractive Valentine wrapper!

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!

22.25

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22.25

MONROE: And here's where we let the juke-box specials cool off for a while .. and we give Mom and Pop a tune they were humming when they were teen-agers.... This one rolls back the years to the days of Herbert Hoover in the White House, and headlines about a brand-new ship called "The Ranger" - the very first United States Navy aircraft carrier. That was the year that saw the passing of three famous Americans... Knute Rockne, David Belasco and Thomas Edison ... and if you were a movie fan, you remember the three big pictures of the year: "Trader Horn", Charlie ~~Chaplin's "City Lights"~~, and the first of the modern chillers, "Frankenstein"! It really wasn't very long ago ... 1931 was the year .. and for romancing set to music, this was the tune that was everybody's favorite 23.05

MUSIC: "WHEN WE'RE ALONE" .. MONROE 26.40

(APPLAUSE)
26.45

26.45

ANNCR: Each week, the makers of Camels bring a little extra cheer to hospitalized members of the Armed Services by sending them gift Camels. This week, the Camels go to: Veterans' Hospitals, Phoenix, Arizona and Downey, Illinois...U.S. Station Hospital, Fort Thomas, Kentucky...U.S. Naval Hospital, Pensacola, Florida,

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

27.10

27.0

-14-

MUSIC: (MONROE THEME) 27.25

MONROE: Well, now there's only time enough left to say "so long", and to tell you that the Camel Caravan is moving on to it's next broadcast headquarters .. the campus of ~~the Citadel College in Charleston,~~ ^{the Military College of} South Carolina.

HUGH: With a few dance dates in between, pappy! Tuesday, at Roanoke, Virginia; Wednesday, Bluefield, West Virginia; Thursday, Raleigh, North Carolina; and Friday, Greensboro, North Carolina. This is rugged weather .. I hope you have good traveling.

MONROE: Thanks, Hugh .. we'll make it .. if necessary, by dog sled or Mule Train, and I don't mean the song of the same name. But you folks out there have no travel problem ... just spin your dial to this same number next Saturday night, and the Camel Caravan will be right there waiting for you. We'll be carrying a fresh supply of tunes from the "Variety" list of leading record-requests, and a special guest, Rosemary Clooney ... so, is it a date? Next Saturday night .. same time!

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 28.30
you pleasant dreams ... and ... won't you have a Camel?

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

(CAMEL THEME: FADE ON CUE) 28.45

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2.8.45

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

29.02

MUSIC: CAMEL THEME ... FADE 29.10

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

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30

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