

*Final Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JULY 22, 1950 (Taped July 15 - New York City)

7:30 - 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)

CONOVER: From the CBS Playhouse in the heart of New York City,  
the Camel Caravan -- starring Vaughn Monroe... with  
the Moonmaids, the Moon Men, the orchestra and guest  
star Rosemary Clooney -- <sup>*Transcribed and*</sup> presented by Camel Cigarettes.

MUSIC: (UP AND SEGUE)

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

CONOVER: In a coast-to-coast test of hundreds of people who  
smoked only Camels for thirty days, noted throat  
specialists reported not one single case of throat  
irritation due to smoking Camels!

VINES: Test Camels yourself in your "T-Zone" -- T for taste,  
T for throat -- and see why more people smoke Camels  
than any other cigarette!

HUGH: Now.. here is the star of the Camel Caravan ....

VAUGHN MONROE!

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! Hugh, how is your invention going? I mean your Electronic Super Radar Audience Detector....

HUGH: Works like a charm, pappy! It tells me that right now 18,643,277 people are listening in!

MONROE: Very fine. We'll lead off with a song called.....

HUGH: Hold it, Vaughn.. make that 18,643,276 people ... a lady in Cleveland just had to answer the phone. Want to go ahead without her, or shall we wait?

MONROE: Wait for a woman to get off the phone? Hugh, this is only a half-hour program, <sup>OKay,</sup> That lady's

*Hugh:* going to miss some mighty fine tunes this evening... like this one... a new ballad reported in "Variety" as the big request this week on disc-jockey shows in Louisville and Milwaukee.... "MONA LISA" 2.10

MUSIC: "MONA LISA" .. MONROE 5.05

(APPLAUSE)

5.15

5.15

MUSIC: (JINGLE)

GIRLS: An encore, maestro, we think is now in order -  
And when you sing, we'll sing along -

MONROE: Let's do the ballad "Variety" has listed  
As New York City's favorite song!

ALL: In Syracuse and Washington -  
It's leading all the rest, -  
Miami and St. Louis, too  
Say it's the top request!

5.50

MUSIC: "I WANNA BE LOVED" .. MONROE, MOONMAIDS  
(APPLAUSE)

8.30

8.40

8.40

MONROE: Thank you. And now, a large "Hello" to our singing-guest, Rosemary Clooney. Rosemary, you have a puzzled look in your big blue eyes.

CLOONEY: Vaughn, does that Electronic Audience Detector of Hugh's really work?

MONROE: It should.. he made it out of the very latest scientific materials .... a sardine can, the top of a percolator and six bobby pins. But if you want to know about our audience, I have an invention that really works.

CLOONEY: Wonderful! What do you call it?

MONROE: The United States Post-Office. It's a very simple device. Folks want to hear a certain song.. they write a letter .. the Post Office delivers it to me... and there you are. This week, for example, I got a stack of mail asking for a repeat on your new recording you sang for us a couple of weeks ago. So let's hear it again,..... "WHY DON'T YOU HAUL OFF AND LOVE ME?". 9.20

MUSIC: "WHY DON'T YOU HAUL OFF AND LOVE ME" .. CLOONEY 11.30  
(APPLAUSE)

11.35

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11.35

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!

CONOVER: Yes, make the sensible test-- smoke only Camels for  
thirty days. Your "T-Zone" -- T for Taste and T for  
throat -- will tell you how mild, how flavorful,  
how thoroughly enjoyable Camels are!

VINES: One sniff can't tell you... one puff can't tell you...  
Only by day-in, day-out smoking can you find out the  
mildness and the flavor of a cigarette! Only by  
regular smoking of a brand can you discover what  
cigarette suits you best!

CONOVER: In a coast-to-coast test, hundreds of people smoked  
only Camels for thirty days. Each week, noted throat  
specialists examined their throats and reported not  
one single case of throat irritation due to smoking  
Camels!

VINES: Make your own thirty-day Camel test -- the sensible  
test -- and see why more people smoke Camels than  
any other cigarette!

12.45

12.45

MUSIC: (JINGLE)

ALL: We're rolling now way out West to Arizona,  
Where there's a Phoenix record-show -

GIRLS: The man in charge says his fans have been requesting  
This record-hit by Vaughn Monroe!

In countless towns from coast to coast,  
It's one they can't resist -  
It's climbing higher day by day  
On every record list!

13.25

MUSIC: "VIOLINS FROM NOWHERE" .. MONROE

16.40

(APPLAUSE)

16.50

16.50

MONROE: Thank you.

HUGH: And here, the Camel Caravan leaves Broadway for a moment, to pay its respects to a college sorority!

MONROE: This evening, we send greetings to...Alpha Chi Omega!

HUGH: Founded at DePauw University in 1885, the sorority of 28,000 members and 70 chapters has a proud record of welfare work, both in this country and abroad. Notable is the Alpha Chi Omega fund for the rehabilitation of British war victims...and the establishment of nursery schools for the children of war workers.

MONROE: To the student and alumnae members of Alpha Chi Omega, we dedicate this song...

"The Toast", 17.20

MUSIC: "ALPHA CHI OMEGA TOAST"...MONROE, ENSEMBLE 19.00

(APPLAUSE)

19.10



19.10

MUSIC: (JINGLE)

ALL: Come on, let's travel, we're going down to  
 Richmond,  
 Below the Mason-Dixon line -  
 The platter-spinner's been hearing from his list'ners,  
 Who all agree this tune is fine!

So here's Miss Clooney set to sing  
 This most-requested song -  
 We've featured it for many weeks  
 As the Caravan rolls along!

19.45

MUSIC: "BEWITCHED"....CLOONEY

22.5

(APPLAUSE)

23.00

23.00

CONOVER: What cigarette do you smoke, Doctor?

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

CONOVER: What cigarette do you smoke, Doctor?

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

CONOVER: Friends, try Camels yourselves! You'll enjoy the rich, full flavor of Camel's costly tobaccos and you'll see just how mild a cigarette can be!

MONROE: And don't forget, buy your Camels by the carton. It's handy and thrifty.

23.40

2340

(MUSIC: BRIDGE)

HUGH: Maestro, I see you've got a Western tune coming up next. Could I ask you to dedicate it to my nephew, Tommy?

MONROE: Be glad to, Hugh...

HUGH: Swell! He loves the way you sing those Western ditties. In fact, he's been saving his pennies so he can buy your album, "New Songs of the Old West".

MONROE: I'll send him a copy of the album, Hugh... autographed.

HUGH: Would you? Oh, I can just see him walking around the house in his cowboy suit, listening to your records, and looking behind the furniture for Indians!

MONROE: Your nephew sounds real cute. How old is he?

HUGH: ....28.

MONROE:

*I'll bet he can hardly wait to start school next term.*  
~~Keep saving your pennies, Tommy... you may make it yet.~~ But for you folks who haven't heard our collection of "New Songs of the Old West", here's a sample..."The Pony Express".

MUSIC: "PONY EXPRESS" ...MONROE

(APPLAUSE)

ras

27.20

24.32

27.10

27.20

CONOVER:

As a token of remembrance to the servicemen and veterans still hospitalized, the makers of Camels send free smokes each week to service hospitals around the country. This week, the Camels go to: Veterans' Hospitals, Kecoughtan, Virginia and Houston, Texas... U.S. Army Station Hospital, Fort Dix, New Jersey...U.S. Naval Hospital, Newport. Rhode Island.

More than one hundred ninety-one million gift Camels have been sent to servicemen, servicewoman and veterans.

27.42

27.42

MUSIC: (MONROE THEME)

28.00

MONROE: And that's about as far as the Camel Caravan goes tonight, friends...but of course we've got another session on tap for next Saturday night.

HUGH: Next Saturday you'll be on the air from the Meadows Restaurant in Framingham, Massachusetts...right?

MONROE: Right...and our show one week from this evening will be something different. Just for a change of pace, we'll make it a real summertime half-hour...a light and relaxing 30 minutes of music by Victor Herbert. We'll give you some of his waltzes.. some of his love songs...and some of his novelty tunes...just the thing, I'd say, for an evening late in July. Make a note to listen...I think you'll like it.

Until we meet again, this is Vaughn Monroe, wishing you pleasant dreams...and...won't you have a Camel?

28.33

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

CAMEL THEME: FADE ON CUE

28.45



28.45

VINES:

Pipe smokers, pack your pipes with the  
National Joy Smoke; Prince Albert!  
P.A.'S choice tobacco is crimp cut for  
smooth burning and cool smoking. And  
it's specially treated to insure against  
tongue bite. Get Prince Albert, America's  
largest-selling smoking tobacco!

29.00

ras

29.00

-15-

MUSIC: CAMEL THEME...FADE...

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

(APPLAUSE)

*This program has been transcribed. 29.18*  
~~This is CBS...the COLUMBIA BROADCASTING SYSTEM~~

-fade theme 15 seconds-

WCBS...NEW YORK

880 ON YOUR DIAL

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