

Irmed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, AUGUST 12, 1950

7:30 - 8:00 PM EDST

**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 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 -- presented by Camel Cigarettes.

MUSIC: (UP AND SEGUE)

mg

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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) 1.27

MONROE: Hello, and how do you do, everybody! Step right into the office and let me show you our late summer line of song hits! Spread 'em out on the music-stand, Hugh...the tunes reported by leading disco-jockeys in "Variety" as their number-one requests!

HUGH: Here they are, pappy! And right on top is the ballad that's the choice this week of record-show listeners in 11 cities!

MONROE: Did you say 11?

HUGH: Eeeleven!...Omaha, Boston, New Orleans, Miami, Pittsburg, Baltimore, Washington, San Antonio, Dallas, Gaffney, *Sanit* *Carolina,* and Louisville!

MONROE: That makes an area of about 5 million people where the favorite tune is....."Mona Lisa"! 2.00

MUSIC: "MONA LISA"...MONROE 5.00

(APPLAUSE)

5.10

5.1^D

MUSIC: (JINGLE)

ALL: And here's the choice of the folks down in Gonzales -
A town in Texas, way out west -
They've picked a tune with a real hilly-billy
flavor,
But wait until you hear the rest:

In Fitchburg, where there's city folks,
No other tune will do -
This simple mountain song wins out
Right here in New York, too! 5.45

MUSIC: "GOOD NIGHT, IRENE" .. MONROE, CHORUS 7.50

(APPLAUSE)

8.00

8.00

MONROE:

Thank you. We pause now to read a letter that says: "Dear Camel Caravan .. why hasn't Rosemary Clooney been on the show lately? .. signed .. Anxious". Well, relax, Anxious .. Rosemary is back with us tonight after a little vacation .. and of course we're all glad to see her again.

CLOONEY:

And I was glad to see you last week, Vaughn. I mean your picture, in "Quick" magazine",

MONROE:

Oh, yes. It was kind of flattering, don't you think?

CLOONEY

I don't know ... I only took a "Quick" look.

MONROE:

..... I think there's a joke in what you just said, but maybe if we ignore it, it'll go away. Besides, let's not stand here shooting the breeze when the customers want to hear you sing. Good people, here is the voice owned and operated by Rosemary Clooney, and the tune that "Variety" tells us is the big request this week in Albany and Chicago

8.40

MUSIC:

"I WANT TO BE LOVED" .. CLOONEY

12.10

(APPLAUSE)

12.15

12.15

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

HUGH: You know, a smoker is asked to make many different tests these days -- a sniff of this cigarette, a puff of that one. But since cigarettes are something you want to enjoy day in and day out, you should test them by day-in, day-out smoking.

LEE: Yes, make the sensible cigarette test: smoke only Camels for thirty days and let your "T-Zone" -- T for throat and T for taste -- tell you how mild, how flavorsome, how thoroughly enjoyable Camels are. See for yourself why more people smoke Camels than any other cigarette!

HUGH: Friends, in a coast-to-coast test, hundreds of people smoked only Camels for thirty days. Each week, noted throat specialists examined the throats of these smokers and reported not one single case of throat irritation due to smoking Camels!

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

13.30

13.30

MUSIC: (JINGLE)

GIRLS: Reports are in now from Denver, Colorado,
As listed in "Variety" -

MONROE: And here's the tune leading all the current
favorites in local popularity:

ALL: The spotlight's on this song tonight
The first time on our show -

GIRLS: We'll sing the words and melody
Along with Vaughn Monroe! 14.05

MUSIC: "SAM'S SONG" ... MONROE, MOONMAIDS 16.35

(APPLAUSE) 16.40

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16.40

MONROE: Thank you kindly. And the next order of business on this Camel Caravan session is a salute to a college fraternity.

HUGH: Tonight, Vaughn Monroe and the crew send greetings to Phi Kappa Tau. Since it's founding at Miami Univeristy in 1906, Phi Kappa Tau has grown to a membership of 14,000 in 70 chapters ... honored on college campuses from coast to coast for it's Educational Endowment Fund, it's Scholarship Fund, and it's grants to college libraries.

MONROE: Here we pay our respects to Phi Kappa Tau ... with the fraternity's own song .. "Sweetheart Serenade". 17.10

MUSIC: "SWEETHEART SERENADE" .. MONROE, ENSEMBLE 19.40

(APPLAUSE)
19.45

19.45

MUSIC: (JINGLE)

GIRLS: Let's listen, friends, to the maestro as he tells us another top request this week

MONROE: Both in Milwaukee as well as Indianapolis This ballad now has hit the peak.

And Cincinnati fans agree - It's now their favorite song -

GIRLS: On-stage, Miss Clooney - sing it, please, As the Caravan rolls along! 20.20

MUSIC: "PLAY A SIMPLE MELODY" .. CLOONEY 22.28

(APPLAUSE) 22.32

22.32

HUGH: What cigarette do you smoke, Doctor?

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

HUGH: What cigarette do you smoke, Doctor?

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

HUGH: Friends, make the sensible cigarette test; smoke only Camels for thirty days and see how much you enjoy the rich, full flavor of Camel's costly tobaccos. And see for yourself just how mild a cigarette can be!

MONROE: And don't forget: buy your Camels the handy, thrifty way - by the carton!

23.13

23.13

MUSIC: (BRIDGE)

HUGH: Pappy, I see you've dusted off your book of great old favorites. How far back is this tune going to take us?

MONROE: ~~Maybe this will give you the tip off. Hugh..~~
Back to the year a picture called "The Informer" won the award as the best new film... ~~the year Charles Laughton made another great picture "Matiny On The Bounty"~~

~~HUGH: Keep going .. I haven't caught on yet..~~

MONROE: ~~It was~~ The year we lost the great comedian, Will Rogers.. the year Jim Braddock beat Max Baer for the world's heavyweight championship.

HUGH: You got me, maestro... how long ago was all that?

MONROE: 1935. ~~Fifteen years have rippled by since this song first hit the music shops.. and it made a great name for the man who wrote the words and music.~~ This is our 1950 version of Cole Porter's "Begin The Beguine" 23.50

MUSIC: "BEGIN THE BEGUINE" .. MONROE, CHORUS 27.10
(APPLAUSE)

27.20

27.20

HUGH:

The makers of Camels deem it a privilege to send gift cigarettes each week to hospitalized servicemen and veterans. this week, the Camels go to: Veterans' Hospitals, Framingham, Massachusetts and Louisville, Kentucky...U.S. Air Force Hospital, Bolling Air Force Base, Washington, D.C....and U.S. Naval Hospital, Jacksonville, Florida.

27.37

27.39

MUSIC:

(MONROE THEME)

27.55

MONROE:

Well, the Camel Caravan's been here and next Saturday night it'll be back again...with 30 minutes of music for your enjoyment. ~~Tell the people what I mean, Hugh.~~

HUGH:

A half-hour of songs that are leading requests on leading record-shows according to "Variety"... ^{And} a salute to PI KAPPA PHI Fraternity... ~~and another great hit of years gone by, out of Vaughn Monroe's own collection!~~

MONROE:

And with Rosemary Clooney to add a couple of choruses, I think you'll find it easy listening, ~~on an August evening.~~ That's one week from tonight. ... just turn that dial to this same station, and there we'll be, ready to sing and play for you. Until we meet again, this is Vaughn Monroe wishing you pleasant dreams.. and.. won't you have a Camel?

28.22

MUSIC:

C-A-M-E-L-S

(CAMEL THEME ----- FADE ON CUE)

28.40

28.40

LEE:

Men, have you tried Prince Albert,
the National Joy Smoke? P.A's choice
tobacco is rich and flavorful....and
specially treated to insure against tongue
bite. It's crimp out - which means cool,
smooth smoking and easy packing in your
pipe. Try Prince Albert and you'll
know why it's America's largest selling
smoking tobacco!

29.00

29.00

-15-

MUSIC: CAMEL THEME...FADE...

29.10

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

29.17

(APPLAUSE)

29.25

This is CBS...THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

WCBS...NEW YORK

830 ON YOUR DIAL

29.30

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