

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, AUGUST 19, 1950

7:30 - 8:00 PM EDST

*Timed Master*

**AS  
BROADCAST**

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

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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) 3 2

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32

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

HUGH: 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!

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

1.10

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1.10

-3-

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! Are you ready to  
light up a Camel and listen to some music ..?

HUGH: I sure am, <sup>skipper</sup> ~~happy~~ ...!

MONROE: Not you, Mr. Conover ... I'm talking to the people.  
Would you like to hear some of the tunes most-requested  
on leading record-shows around the country ..?

HUGH: I sure would, Maestro ...!

MONROE: Not you, Conover .. I'm talking to our Camel Caravan  
customers. We'll get things started by putting the  
spotlight on one of the nation's big favorites ...

HUGH: <sup>Lil' old me?</sup>  
~~Ma, boss?~~ Well, that's a very nice .....

MONROE: Not you, Conover .. I'm talking about this week's  
number-one request according to "Variety" in Detroit  
and San Antonio ... "Tzena, Tzena"! 1.57

MUSIC: "TZENA, TZENA" .. MONROE, CHOIR 4.30

(APPLAUSE)

4.37

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MUSIC: (JINGLE)

ALL: Comes now the ballad that's sweeping 'cross the  
country -  
According to "Variety" -

MONROE: It's first in Memphis, Milwaukee and Miami,  
In Richmond and Schennectady!

GIRLS: It's Cincinatti's big request -

MONROE: Out front, in Louisville -

ALL: The choice in Minneapolis, too -  
So sing it, that we will! 5.10

MUSIC: "MONA LISA" .. MONROE, MOONMAIDS 8.10

(APPLAUSE) 8.20