

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, AUGUST 26, 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
featuring Rosemary Clooney -- presented by Camel
Cigarettes.

MUSIC: (UP AND SEGUE) 35

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LE

.35

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!

1.07

1.07

HUGH: Now .. here is the star of the Camel Caravan
VAUGHN MONROE!

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! Looking over
the list of stand-out songs this week, I've come to
the conclusion that there's no tune like a hill-billy
tune.. especially when it's dressed up in dance tempo.

HUGH: And a lot of people agree with you, Vaughn!
On the "Variety" report of leading disco-jockeys, this
hill country cadenza was most requested by listeners
in Milwaukee, Minneapolis, New Orleans, Memphis,
Indianapolis, Washington, D.C., and Gonzales, Texas!

MONROE: Then let's say good-evening to our Camel Caravan fans
with .. "Good night, Irene"! 1.55

(MUSIC: "GOOD NIGHT, IRENE" .. MONROE) 3.45

(APPLAUSE) 3.50

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3.50

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MUSIC: (JINGLE)

GIRLS: Detroit, this week, likes a certain piece of music,
A tune that's really on the beam!
It's way out front on the list of local favorites,
Just like that Tiger baseball team!

MONROE: A brand-new ballad, featured now,
The first time on our show -

GIRLS: It's called, "Can Anyone Explain",
And sung by Vaughn Monroe! 4.25

~~(MUSIC: "CAN ANYONE EXPLAIN" . . . MONROE) 7.35~~

(APPLAUSE)

7.45

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MONROE: Thank you. And decorating our Camel Caravan stage now is Miss Rosemary Clooney. Rosemary, would you like to hear something about Phoenix, Arizona.. from a fellow who's an authority on the subject?

CLOONEY: Love to, Vaughn. Who is he?

MONROE: Me. Not really an authority, maybe, but I've spent enough time there to know it's a dream city. Warm and sunny when it's cold and drizzly up here .. American Beauty Roses growing by the thousands just outside of town.. and not far from the sophisticated center of Phoenix, there's the story-book desert country.. complete with sagebrush, cowhands and Indian villages.

CLOONEY: You paint a pretty picture, Vaughn. But what made you think of Phoenix just now..?

MONROE: The tune you're going to ~~be~~ singing for us. It's ~~the~~ most requested among the record-show listeners down there, so says "Variety" ... a waltz that sort of tells how I feel about the place: "It's Love". 8. 30

(MUSIC: "IT'S LOVE" .. CLOONEY) 10.40

(APPLAUSE) 10.45

10.45

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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!

HUGH: It stands to reason that one sniff or one puff
can't possibly tell you how mild a cigarette is
-- or how much you'll enjoy smoking it! That
takes day-in, day-out smoking!

LEE: Make the sensible cigarette test -- smoke Camels
for thirty days. Your "T-Zone" -- T for throat
and T for taste -- will give you the answer:
how mild, how flavorful Camel's choice tobaccos
are.. how enjoyable a cigarette can be! You'll
discover why more people smoke Camels than any
other cigarette!

HUGH: Friends, 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!
That's how mild Camels are!

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

11.55

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11.55

(MUSIC: JINGLE)

ALL: And here's the spot where we're singing out
the cities

That make this tune their first request
In Baltimore and Miami and in Portland
(We mean the one that's way out West)

In Gaffney and in San Antone,

The platter-spinners say

That "Mona-Lisa" is the choice

Of record-fans each day! 12.30

(MUSIC: "MONA LISA"....MONROE. MOONMAIDS) 15.25

(APPLAUSE) 15.32

15.32

-8-

MONROE: Thank you. Speaking of favorite cities, as we were a while ago...you might think I'm playing the field, but there's another town I feel pretty close to...Boston, Massachusetts. This evening, I'm proud to add the voices and music of the Camel Caravan to a celebration up Boston way!

HUGH: A celebration marking the 150th anniversary of the Boston Naval Shipyard...one of the greatest and most famous of American Navy Yards! 150 years ago tonight the first plot of land was purchased, for the building and maintenance of vessels for the United States Navy. Here, Captain Samuel Nicholson took command...the first skipper of "Old Ironsides"...

MONROE: And here, where "Old Ironsides" still remains afloat, the ~~Boston Naval Shipyard~~ continues to serve the country. This is our "Happy birthday" greeting to the Boston Naval Shipyard". 16.15

(MUSIC: "ANCHORS AWEIGH". "NAVY BLUE AND GOLD"... 18.40

MONROE. CHORUS) #

(APPLAUSE) 18.50

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18.50

(MUSIC: JINGLE)

ALL: Just sit right back, please, and take things
 very easy --
 And light a Camel cigarette -
 The tune you'll hear next is first in Cincinnati -
 It's also Omaha's best bet!

In Albany, the record rave --
 St. Louis picks it, too -
 Our guest, Miss Clooney knows the words -
 She'll sing ^{from} ~~it~~ now for you! 19.22

(MUSIC. "PLAY A SIMPLE MELODY"...CLOONEY) 21.15

(APPLAUSE) 21.25

21.25

LEE: What cigarette do you smoke, Doctor?

HUGH: 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.

LEE: What cigarette do you smoke, Doctor?

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

MONROE: Friends, if you plan to go away over the long Labor Day weekend, I'd just like to remind you to take along plenty of Camels. Buy them by the carton, so you'll have Camels when you want them!

22.00

2206

(MUSIC: BRIDGE)

MONROE: Which brings us to our Department of Tunes from Way Back When. This song came out the year Lindbergh made his solo flight across the Atlantic. It was the year of the first movie with talking in it...."The Jass Singer"..The year the Holland Tunnel between New York and New Jersey was opened...the year Jack Dempsey tried to win back the heavyweight boxing title from Gene Tunney. All this should give you the right date to a great tune....1927, and "Just A Memory". 22.35

(MUSIC: "JUST A MEMORY"....MONROE) 26.20

(APPLAUSE)

26.27

26.27

-12-

HUGH:

This week, as every week, the makers of Camels want our hospitalized veterans and servicemen to know they are not forgotten. It's a privilege to send free cigarettes to service hospitals around the country. This week's Camels go to: "Veterans' Hospitals, San Fernando, California, and Cheyenne, Wyoming..U.S. Army Station Hospital, Fort Knox, Kentucky...U.S. Naval Hospital, Corpus Christi, Texas.

26.5d

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ras

26.50

-13-

MUSIC:

(MONROE THEME)

27.10

MONROE:

Well, that just about wraps things up for this evening, friends.. ~~and the minute we leave you,~~ *But next Saturday night,* ~~we're going to start putting together another package of tunes for your enjoyment next Saturday night.~~ Here's what you'll find waiting for you..

HUGH:

Most-requested songs of the week, as reported in "Variety" by disc-jockeys from all over the country.. a musical greeting to Phi Mu Sorority ~~and~~ another great old-timer out of Vaughn's special collection! *and with us again - Rainy Day Cloney..*

MONROE:

All yours for the asking, good people.. just remember the address: Camel Caravan, this same station on your dial, same time one week from tonight.

On Monday night the Bob Hawk Show will return to the air from its summer vacation and my good friend Bob will once again be looking for the Lemao of the week... So, for lots of laughs and lots of prizes, don't miss the Bob Hawk Show this Monday and every Monday night over most of these same CBS stations.

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

(MUSIC:

C-A-M-E-L-S)

27.55

(CAMEL THEME.....

FADE ON CUE)

vq

28.15

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28.15

LEE:

Men, if you like tobacco that smokes with a
delightful, natural tobacco fragrance...get
Prince Albert! A fine tobacco, Prince Albert! --
specially treated against tongue bite, crimp out
to smoke smooth and even -- and what a rich flavor!
Yes, Prince Albert is America's largest-selling
smoking tobacco!

28.30

28.30

-15-

MUSIC:

CAMEL THEME.....FADE.....

28.42

HUGH:

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

28.45

(APPLAUSE) 28.55

As a result of the United Nations' police action in Korea, your country is building the best-trained, best-equipped, technically-educated Armed Forces in history. Eligible young men who volunteer become skilled professionals who work with advanced equipment and techniques and in many specialized fields. Learn more about the countless opportunities in our Armed Forces at your nearest recruiting station. Volunteer today and be the leader of tomorrow!

29.20

(APPLAUSE) 29.25

This is CBS... THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30

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