

*Fixed Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, SEPT. 9, 1950

7:30 -- 8:00 PM EDT

**AS  
BROADCAST**

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

MUSIC: JINGIE

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 Moormaid, the Moon Men, the orchestra and  
featuring Rosemary Clooney-- presented by Camel  
Cigarettes.

MUSIC: (UP AND SEGUE) .35

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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! In just  
30 seconds you'll be hearing the tune reported  
in "Variety" as the number-one request this week  
on disc-jockey shows in New York and San Francisco...

HUGH: In Dallas and Detroit...

MONROE: In Omaha and Akron..

HUGH: In Milwaukee, Louisville and Springfield, Mass...

MONROE: In San Antonio, Memphis and Washington, ~~D.C.~~

HUGH: The 30 seconds are up, maestro.

MONROE: Then here it is...the top-of-the-list favorite  
in 12 cities from coast to coast...

"Goodnight Irene"! 1.45

MUSIC: "GOODNIGHT IRENE"... MONROE CHOIR 4.10

(APPLAUSE) 4.20

4.20

MUSIC: \_\_\_\_\_ (JINGLE)

ALL: It's first in Denver - the favorite in Miami -  
The choice up in Schenectady!  
In Baltimore all the fans keep calling for it,  
According to "Variety".

GIRLS: Out in L.A. it's going strong,  
This ballad you all know-  
Now here's a treat that can't be beat:  
It's sung by Vaughn Monroe! 4.55

MUSIC: \_\_\_\_\_ "MONA LISA".....MONROE 8.05

(APPLAUSE) 8.10

8.10

-5-

MONROE: Thank you. Rosemary Clooney, before you get started on your set of words and music....a question. Have you ever been to Pittsburgh?

CLOONEY: Many a time, maestro. I know that town where two rivers meet...the Allegheny and the Monongahela.

MONROE: Yes, between that bunch of syllables stands America's great steel and iron city. And there, too, is the home of the University of Pittsburgh, Duquesne University, and my Alma Mater, Carnegie Tech. Bet you don't know how many people there are in Pittsburgh.

CLOONEY: ~~Bet I do!~~ 671,659!

MONROE: *Hey You're*  
...~~she's~~ been peeking at my guide-book. And Miss Clooney's also been peeking at "Variety". That's where she found out that the most-requested tune this week on Pittsburgh's leading disc-jockey show is the ballad, "All My Love". Rosemary, the next three minutes are yours.... 8.50

MUSIC: "ALL MY LOVE".....CLOONEY 11.20

(APPLAUSE) 11.30

vq

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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:

There aren't any short cuts when you're  
trying to find out about cigarette mildness.  
One puff won't tell you -- one sniff won't  
tell you how mild a cigarette is. It takes  
day-in, day-out smoking!

LEE:

Make the sensible cigarette test. Smoke only  
Camels for thirty days. Your "T-Zone" --  
T for throat, T for taste -- will tell you how  
enjoyable Camels are. Yes, your "T-Zone" will  
tell all about Camel's cool, cool mildness...  
and the rich, full flavor of Camel's costly  
tobaccos!

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:

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

12.40

MUSIC:

(JINGLE)

GIRLS:

Comes next the tune they're requesting in  
Atlanta - St. Louis puts it up on top!

MONROE:

A platter-spinner reports from Cincinnati  
Requests for this don't seem to stop!

ALL:

In New Orleans this tune's out front  
In popularity -  
In Indianapolis they all want  
This simple melody! 13.15

MUSIC:

"PLAY A SIMPLE MELODY" MONROE, MOONMAIDS 15.10

(APPLAUSE)

15.20

MONROE: Thank you.

HUGH: Vaughn, who do we have on our fraternity honor-roll this evening?

MONROE: Zeta Psi, Hugh. One of the oldest of college fraternities, Zeta Psi was founded in 1847. And was the first Greek Letter Society to reach the Pacific Coast. Today it boasts a membership of 14,000 in 31 chapters, and it's educational foundation gives aid to under-graduates in the all-important task of career planning.

HUGH: So here's the Camel Caravan salute to Zeta Psi.. to all its members wherever they may be! Vaughn Monroe and the choir sing "The Badge of Zeta Psi"! 15.50

MUSIC: "BADGE OF ZETA PSI" .. MONROE, CHOIR 18.50

(APPLAUSE) 18.55



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18.55

MUSIC:

(JINGLE)

ALL:

Come on, let's travel.. we're visiting Chicago -  
From Lake Shore Drive we'll roll on down  
To see the South Side, the Loop and all the  
places

That make it an exciting town!

And we'll hear music while we're there -

Chicago's favorite song-

Miss Clooney, sings "I Love The Guy"

As the Caravan rolls along! 19.30

MUSIC:

~~"I LOVE THE GUY" .. CLOONEY 21.55~~

(APPLAUSE)

22.05

22.05

HUGH: What cigarette do you smoke, Doctor?

LEE: One hundred thirteen thousand, five hundred and ninety-seven doctors were asked that question-- doctors in all parts of the country and 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 Camel thirty-day test -- the sensible test -- and see how mild, how flavorful, how thoroughly enjoyable Camels are!

22.35

22.35

(MUSIC - BRIDGE)

HUGH: <sup>Slipper,</sup>  
~~Daddy,~~ I found a small complaint tacked onto our Camel Caravan bulletin board the other day. It's a note from a listener who says you don't go back far enough for your Old Time Favorites.

MONROE: We aim to keep our customers happy, Hugh ... and maybe this one will do the trick. It takes us back to the days of Calvin Coolidge in the White House. The year this tune made its debut, Dazzy Vance pitched a no-hit game for the Dodgers.. and folks were reading the current best--seller .. Edna Ferber's "So Big". ~~In that same year, Charlie Chaplin had the country in hysterics with his newest picture, "The Gold Rush".~~

HUGH: Twenty years ago?

MONROE: ... Make it 25 and you're right. A quarter of a century has slipped by since we first heard this one ... and what with revivals going big these days, it may become a hit again in 1950. Here we have it.... "Sleepy Time Gal"! 23.20

MUSIC: "SLEEPY TIME GAL" ... MONROE 26.25  
(APPLAUSE) 26.30

HUGH:

No one deserves the appreciation of the American people more than the men and women who served in our <sup>armed</sup> Forces. To those who are hospitalized, the Camel people send weekly gifts of cigarettes. This week's Camels go to: Veterans' Hospitals, Aspinwall, Pennsylvania and Oteen, North Carolina...Army and Navy General Hospital, Hot Springs, Arkansas ...U. S. Naval Hospital, Philadelphia, Pennsylvania.

More than one hundred and ninety-three million Camels have now been sent to servicemen, servicewomen and veterans.

27.00

27.00

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MUSIC: (MONROE THEME) 27.17

MONROE: The music-stand is just about empty and our time is just about gone .. so this is where we say "So long" until next Saturday night.

HUGH: But when Vaughn says, "Hello" one week from tonight he'll have another big batch of music for you! Songs that are first on the request-list, according to leading disc-jockeys reporting in "Variety" .. a greeting in music to Alpha Delta Pi Sorority .. and for old times' sake, one of the big tunes of years ago!

MONROE: You'll find all that <sup>plus Rosemary Clooney</sup> right here, ~~as advertised~~, friends. And by the way, if you're in the neighborhood of New York's Waldorf-Astoria Hotel during these next few weeks, come up to the Starlight Roof and you'll find us there, ready to entertain you. But if the Waldorf is out of your way ... our Camel Caravan show is as near to you as your radio dial ... next Saturday night. On Monday night don't forget to listen to the Bob Hawk Show when my good friend Bob will be looking for the LEMAC of the week with a prize of one thousand two hundred and fifty dollars. So for lots of laughs and a good time, don't miss the Bob Hawk Show on Monday night.

Until we meet again this is Vaughn Monroe wishing you pleasant dreams...and...won't you have a camel? 28.15

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

(CAMEL THEME: FADE ON CUE)

28.30

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28.30

LEE: If you smoke a pipe, pack it with Prince Albert! Notice the delightful, natural fragrance. That's because of the rich, choice tobaccos! Notice how smooth and even it burns -- and how cool it smokes. That's because P.A. is crimp out! Yes, and P.A. is specially treated to insure against tongue bite. Get Prince Albert, America's largest-selling smoking tobacco!

28.55

28.55

-15-

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 -

WCBS ..... NEW YORK

880 ON YOUR DIAL

29.30