

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, SEPTEMBER 23, 1950

7:30 to 8:00 PM EDT

Timed Master

**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 ^{*Ziggy Select*} the orchestra and featuring
Rosemary Clooney - presented by Camel Cigarettes.

MUSIC: (UP AND SEGUE) .35

da

51457 4999

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

da

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1.08

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! Slip ~~off your~~ ^{on your}
~~slippers~~ ^{slippers}, light up a Camel and stay right with us...the
curtain is going up on our "Variety" show!

HUGH: Variety meaning banjo players, acrobats, sword
swallowers, magicians---

MONROE: But in our case, "Variety" means the trade-paper of
show-business. That's where we find the tunes for these
Saturday night sessions...on the list of songs reported
by leading disc-jockeys as their biggest requests!

HUGH: Like this ballad, for instance...it's listed as the
top request this week in Los Angeles, Miami, Baltimore,
Schenectady, San Antonio and Washington, D.C.!
Spotlight please, on Vaughn Monroe...and... "Mona Lisa"! 2.00

MUSIC: "MONA LISA"...MONROE 4.50

(APPLAUSE)
4.55

da

(MUSIC: JINGLE)

ALL: No music-show can go on without this ditty,
 We're judging from "Variety" --
 It's first in Boston, Chicago and Gonzales,
 In Omaha and Albany!
 Here in New York and Syracuse
 And Kansas City, too --
 In Rochester, and Springfield, Mass.
 This tune's the big to-do. 5.30

(MUSIC: "GOODNIGHT IRENE"...MONROE, MOORMAIDS) 6.25

MONROE: Well, folks, for several weeks now, you've been
 hearing that fellow say Goodnight Irene. But here's what the
 guy next door has to say about it, as recorded by Ziggy Talent. 6.32

(MUSIC: PLEASE SAY GOODNIGHT TO THE GUY, IRENE)...TALENT) 7.40

(APPLAUSE)
 7.50

MONROE: Thank you. It started out as a one-time visit a few months ago...and then your letters began to come in, asking for more and more and more. That's why she's on-stage with me again tonight for her 12th ~~(9)~~ visit to the Camel Caravan...Miss Rosemary Clooney!

CLOONEY: You call this show the Camel Caraven, maestro...but to me, it's become the V.M. program. V.M. for the star, Vaughn Monroe...V.M. for the way you sing, Very Mellow...

MONROE: This is a lovely girl....!

CLOONEY: And V.M. for Camels...Very Mild.

MONROE: Compliments and a commercial...what more could anyone ask? But let's carry that one step further, Rosemary. If you want to know where this first tune of yours is the big record-request this week...just V.M.!

CLOONEY: I don't get it.

MONROE: Visit Minneapolis. That's the town that's been asking to hear "All My Love"..... 8.32

MUSIC: "ALL MY LOVE"...CLOONEY 10.50

(APPLAUSE) 11.00

HUGH:

If you're a baseball fan, you probably know that a couple of rookie pitchers, Bob Miller and Bubba Church, have helped make the Phillies the most sensational ball team of recent seasons. Manager Eddie Sawyer didn't judge these youngsters on one pitch - he gave them fair trials, as starting pitchers and they made good in a big way! No, you can't judge a pitcher by a few tosses and you can't judge a cigarette by one puff or one sniff. Smoking is a day-in, day-out pleasure and it makes sense to test a cigarette by day-in, day-out smoking. Make the Camel thirty-day mildness test--the sensible test. Your "T-Zone"--T for throat, and T for taste--will tell you how mild, how flavorful, how thoroughly enjoyable Camels are!

LEE:

Bob Miller, Bubba Church, Manager Eddie Sawyer and many of their teammates are Camel smokers. They like the cool, cool mildness of Camel's costly tobaccos and Camel's flavor suits them to a T. Friends, try Camels yourself and see why more people smoke Camels than any other cigarette!

12.08

~~7~~ 7

12.08

MUSIC: (JINGLE)

ALL: Throughout the country they're calling for revivals
Of favorite tunes of years ago -
And here's the latest - a sentimental ballad -
It's one you'll all recall, we know.

GIRLS: And Vaughn has just recorded this -
It came out yesterday -
A dreamy song that you'll request
Your record-show to play! 12.40

MUSIC: "DREAM A LITTLE DREAM OF ME"... MONROE 15.30
(APPLAUSE) 15.40

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8 (REVISED)

15.40

MONROE: Thank you. According to rumors around town, the college football season opened today. I understand the game has quite a few followers.

hugh: Well, sir, you might be right. Seems a few million people got out to look at some games today, and our friends at CBS News tell us some of the top scores were Michigan State over Oregon State, 38 to 13....North Carolina took North Carolina State 13 to 7....and it was Fordham over Lafayette, 20 to 19.

MONROE: And down in Lexington, Kentucky, two big teams are getting ready to kick off in the Season's first big night game. And so the Camel Caravan salutes Kentucky and Louisiana State. These are the first in our fall series of football fight songs....so strike up the band and let's sing them out. 16.20

(MUSIC: KENTUCKY...LSU.....MEDLEY...MONROE, CHORUS) 18.40

(APPLAUSE)

18.50

18.50

MUSIC: (JINGLE)

ALL: Our guest, Miss Clooney, will take us on a tour, now,
 To Pittsburgh, and to Louisville--
 And there, the jockeys who want to please their list'ners
 All know that this tune surely will!

In Cleveland and in Portland, Maine,
 It's now the local hit -
 And out in Indianapolis, too,
 They're all requesting it! 19.25

MUSIC: "PLAY A SIMPLE MELODY"...CLOONEY 21.20
 (APPLAUSE) 21.25

da

21.25

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! That's how mild
Camels are:

LEE: Friends, make your own Camel thirty-day test...the
sensible cigarette test. You'll see how rich and
flavorful, how cool and mild Camels are. Yes, and
you'll discover why more people smoke Camels than any
other cigarette!

22.15

22.15

(MUSIC: BRIDGE)

HUGH: V.M., what tune have you got on tap tonight for us old-timers?

MONROE: Bring your father around, sonny...and you wouldn't remember when this song was new.

HUGH: Maybe I can...give me a hint.

MONROE: Well, do you remember when Admiral Byrd made his famous flight to the North Pole? It was the year that Herbert Hoover was inaugurated as President of the United States. On Broadway, that year, ~~Elmer Rice won a Pulitzer Prize for his play, "Street Scene"~~ ^{"Journey's End" was a big hit}...and in Hollywood the Academy Award winner was "All Quiet On The Western Front". And certainly the most important event of the year was the great stock-market crash in Wall Street.

HUGH: That does it...1929!

MONROE: Right you are...it's been 21 years since all that happened...21 years since this set of words and music was first heard. Tonight, let's hear it again for old time's sake... 23.10

MUSIC: "I'LL ALWAYS BE IN LOVE WITH YOU"... MONROE 26.20

(APPLAUSE) 26.25

26.25

HUGH:

Many of the men and women who have served our country in the armed services are now in hospitals. Each week, the makers of Camels send this most deserving group gift cigarettes. This week's Camels go to: Veterans' Hospitals, Lexington, Kentucky and Tomah, Wisconsin... U.S. Air Force Hospital, Wright-Patterson Air Force Base, Ohio...U.S. Naval Hospital St. Albans, New York.

26.45

da

26.45

MUSIC: (MONROE THEME) 27.20

MONROE: Well, about 29 of our 30 minutes of this Camel Caravan session have disappeared into thin air...but next Saturday night we'll have another half-hour of music for your entertainment. And in that half-hour, here's what we'll send your way.

HUGH: Ballads and bounce tunes fresh off the "Variety" list of top requests reported by leading disc-jockeys...

MONROE: A Camel Caravan special, in the way of a great old-time favorite...

HUGH: The songs of two great football teams that play next week...TEXAS University and Purdue...

MONROE: All that, plus another visit from Rosemary Clooney. All you have to do for a front-row seat is just dial your set to this same station, this same time, one week from tonight.

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. So for lots of laughs and lots of prizes, 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? 28.05

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

(CAMEL THEME: FADE ON CUE)

28.28

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28.28

LEE:

Men, there's real smoking pleasure in every pipeful of Prince Albert--America's largest-selling smoking tobacco! P.A. has the delightful, natural fragrance of choice tobacco...rich and flavorful...specially treated to insure against tongue bite. And it's crimp cut for smooth, even burning. Pack your pipe with Prince Albert, the National Joy Smoke!

28.55

da

28.55

-15-

MUSIC:

CAMEL THEME...FADE...

29.08

HUGH:

This is Hugh Conover saying goodnight for the

Camel Caravan---starring Vaughn Monroe! 29.12

(APPLAUSE) 29.27

This is CBS...THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30