

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHAN MONROE

SATURDAY, OCT. 7th, 1950

7:30 to 8:00 PM EST

**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 Sunnybrook Ballroom in Pottstown,
Pennsylvania, the Camel Caravan -- starring
Vaughan Monroe...with the Moonmaids, the Moon
Men, the orchestra and guest singer ~ Nancy
Evans -- presented by Camel Cigarettes.

MUSIC: (UP AND SEGUE) 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

ras

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody!

HUGH: Skipper, before you say another word, here's
a message from the entire Camel Caravan
crew! This being October 7th, we're wishing
you a happy birthday!

(APPLAUSE)

MONROE: Thank you hugely, Mr. Conover and company!
And that extra measure of applause from you
folks here in Pottstown is as nice a birthday
gift as I could hope for. Now may I send
a little birthday present from me to all
my friends from coast to coast...a big
package of tunes for your enjoyment. Untie
the ribbon...open the box..and right on top
you'll find a ballad...the song that's the
record-request of the week in Boston,
according to "Variety"..."Can Anyone Explain".^{2.05}

(MUSIC: "CAN ANYONE EXPLAIN"....MONROE) 3.50

(APPLAUSE) 3.55

(MUSIC: SEGUE TO... "PLAY A SIMPLE MELODY": MONROE & GROUP) (APPLAUSE) 5.50 6.00

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6.00

MONROE: Thank you!...that was another tune reported in "Variety" as a big request...the record-rave this week in Chicago, Washington and Portland, Oregon.

EVANS: Good evening, Vaughn...

MONROE: And with those three words, we introduce a new voice to our Camel Caravan listeners. Nancy Evans! I heard her sing some ^{time} ~~weeks~~ ago at the Edgewater Beach Hotel in Chicago... and after one chorus, I decided the whole country would hear her some night on the Camel Caravan show. Tonight's the night! If you'd like a very happy few minutes, light up a Camel and let Nancy Evans serenade you with the new tune that's the choice in Baltimore this week..."I Need You So". 6.30

(MUSIC: "I NEED YOU SO"...EVANS") 9.00

(APPLAUSE) 9.10

RAS

45 9.10

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

HUGH: Yes, if you want to find out about the mildness
of a cigarette, don't settle for one sniff or
one puff. It takes day-in, day-out smoking
to appreciate the mildness, the flavor, the
enjoyment of a cigarette. Make the sensible
test. Smoke only Camels for thirty days and
let your "T-Zone" - the T-shaped area that
includes your throat and taste -- tell you all
you want to know!

LEE: Your throat will tell you how mild Camels
are...your taste will tell you how rich and
flavorful Camel's costly tobaccos are!

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 Camel thirty-day test - the
sensible test - and see why more people smoke
Camels than any other cigarette. 10.20

~~5~~ 6 10.20

MUSIC: (JINGLE)

ALL: The tune you'll hear next is big up in
New England --
That's what reports from Fitchburg say -
In Portland, Maine, there's no other song quite
like it,
Requests keep coming night and day!

It's not brand new by any means --
You heard it years ago -
But now it's going strong again,
And featured on our show! 10.55

~~(MUSIC: "THINKING OF YOU"...MONROE. MOONMAIDS) 12.30~~

~~(APPLAUSE)~~

~~(ALTERNATE)~~

~~MUSIC: (JINGLE)~~

~~ALL: An old-time ballad has had a big revival,
We're telling you in this refrain -
It's now the favorite in Fitchburg, Massachusetts,
The first request in Portland, Maine!~~

~~(MUSIC: "THINKING OF YOU"...MONROE MOONMAIDS)~~

~~(APPLAUSE)~~

12.30

VAUGHN:

And here's the tune that Variety says is the
first choice of the disc jockeys in Atlanta.

12.35

(MUSIC:

~~"YOU WONDERFUL YOU".....NONEONE)~~ 14.15

(APPLAUSE)

14.20

MONROE: Thank you! With the 1950 World Series in the record-books (OR: almost in the record books) we can now settle down to a full season of Saturday football. And this afternoon the boys with the muscles and shoulder pads really went to work in various stadiums around the country.

HUGH: At ~~South Bend~~, ~~Purdue~~ beat ~~Notre Dame~~ 28 to 14; in the ~~west~~ ^{west}, it was ~~Washington~~ ^{Washington} over ~~Minnesota~~ ^{Minnesota}, 32 to 26; ~~Maryland~~ ^{Maryland} won over ~~Mich. State~~ ^{Mich. State}, 34 to 7 and it was ~~Wisconsin~~ ^{Wisconsin}, 7, ~~Illinois~~ ^{Illinois}, 6!

MONROE: And what about Navy and Northwestern, Hugh?
~~There was a game they'll be talking about for years to come..~~ a victory for ~~Northwestern~~ ^{Northwestern} 22 to 0.

I won't even try to guess how many people jammed their way into the stadium to see that game...but I do know these were the songs they sang...
 the songs with which we salute Navy and Northwestern! 15.00

(MUSIC: FOOTBALL MEDLEY...MONROE, CHORUS) 17.35
 (APPLAUSE)
 17.45

MUSIC: (JINGLE)

GIRLS: The maestro's happy you liked his guest this evening,
So now he brings her back once more --

MONROE: A fine new ballad, that's what she has selected
To sing tonight for her encore.

This song's on top in New Orleans --
Seattle picks it, too --

ALL: Miss Nancy Evans steps on-stage
To sing the words for you! 18.20

~~(MUSIC: "I'LL ALWAYS LOVE YOU"....EVANS) 21.20~~

~~(APPLAUSE) 21.27~~

~~(ALTERNATE)~~

~~MUSIC: (JINGLE)~~

~~ALL: Return appearance by our Miss Nancy Evans --
A singing treat, that's what that means --
She's got the tune that's the choice out in Seattle,
And number one in New Orleans!~~

~~(MUSIC: "I'LL ALWAYS LOVE YOU"....EVANS)~~

~~(APPLAUSE)~~

ras

21.27

-10-

ALTERNATE A: (TO BE USED IF YANKS WIN IN 4 STRAIGHT OR ARE AHEAD 3 -1 OR 3-0 OR 2-0)

1st ANNCR: You know, Camels are a big favorite with a lot of World Series ball players. Among them, Eddie Waitkus, Jim Konstanty and Vic Raschi, the Big Wheel of the Yankee's pitching staff. Vic tells us that Camel mildness agrees with his throat.

2nd ANNCR: "There's nothing so cheering as a Camel", says Vic, "and that Camel flavor hits the spot with me!"

1st ANNCR: Friends, make the famous Camel thirty day mildness test. Smoke only Camels for thirty straight days, your taste will tell you about the rich, full flavor of Camel's costly tobaccos. Your throat will tell you just how mild Camels are.

2nd ANNCR: Yes, you'll discover why more people smoke Camels than any other cigarette.

22.08

ras

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22.08

(MUSIC: BRIDGE)

MONROE: Tonight, in our department devoted to old favorites of years ago, suppose I pick a date and see if you can guess the big song hit of the time. The year is 1933....the year Prohibition was repealed. A picture called "King Kong" was thrilling movie audiences...and in bookstores, the best-seller was "The Good Earth". Primo Carnera was the heavyweight boxing champion...and the New York Giants beat Washington in the 1933 World Series. 17 years ago...and the tune -- well, here it is..."Paper Moon". 22.45

MUSIC: "PAPER MOON"....MONROE

25.45

(APPLAUSE)

25.50

ras

51457 5048

25.50

HUGH:

As a token of appreciation for a job well done, the makers of Camels send free cigarettes each week to our veterans' and servicemen's hospitals around the country. This week's Camels go to: Veterans' Hospitals, Marion, Indiana and Minneapolis, Minnesota... U.S. Army Walter Reed General Hospital, Washington D.C...U.S. Naval Hospital, Portsmouth, New Hampshire.

26.10

ras

26.10

-13-

MUSIC: (MONROE THEME) 26.27

MONROE: We'd all like to stay right here at this microphone to send more music your way... but the time has come to say goodnight.

So...this is where ^{We stay} ~~the Camel Caravan starts~~ rolling along to our next ~~meeting place~~. ^{date - kept Wednesday in} Leunton, Mass... ^{Friday in Waterville, Maine - and back again} ~~the Armory in Lewiston, Maine.~~ ^{on Saturday with the Camel Caravan playing for Bates College} at the Armory in Leunton, Maine.

HUGH: And from ^{Lewiston} there, one week from tonight, Vaughn and the crew will bring you another half-hour of tunes from the "Variety" list of leading requests on leading record shows...another great old hit from way back when...

MONROE: And to keep up with the football schedule... a run down of late scores, topped off by the fight songs of Army and Michigan! So, next Saturday night, is it a date?

HUGH: On Monday night don't forget to listen to the Bob Hawk show when 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,

-13A-

MONROE: If you have a television set, we hope you'll
be watching our new CAMEL Television show.
Your local paper will tell you where and
when to find us on your CBS-TV station.

Until we meet again, this is Vaughn Monroe
wishing you pleasant dreams ...and....won't
you have a Camel? 27.25

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

(CAMEL THEME....FADE ON CUE)

27.40

51457 5051

27.40

LEE:

Men, what is America's largest-selling smoking tobacco? Why, Prince Albert, of course -- rich and flavorful, with the delightful natural fragrance of choice tobacco! P.A. is crimp out for smooth, even burning and easy packing in your pipe. And it's specially treated to insure against tongue bite. Get Prince Albert, the National Joy smoke!

28.03

28.03

-15-

28.15

MUSIC: CAMEL THEME.....FADE.....

CONOVER:

Don't forget the CAMEL FOOTBALL ROUNDUP
on most of these CBS stations every Saturday
afternoon.

Follow the play-by-play broadcasts from
five of the top football games each week,
with highlights and football scores for
the entire country, on the Saturday
afternoon CAMEL FOOTBALL ROUNDUP. 28.30

Theme
(APPLAUSE) 28.40

JUST THINK! Forty out of every one hundred
families in your town benefit from the Community
Chest! All families benefit because it makes
your town a better place to live...because it
helps provide for our GI'S both here and abroad!
The Community Chest is many campaigns in one.
So give enough for all Community Chest
services.

Remember, EVERYBODY BENEFITS -- EVERYBODY
GIVES!

29.05

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

ras