

Times Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, OCT. 14, 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 the Armory in Lewiston, Maine, 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) .35

ras

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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!

1.05

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1.05

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! And to our
audience here in Lewiston, Maine...a very special
Bates "Hello"!

HUGH: Skipper...what, may I ask, is a Bates "Hello"?

MONROE: Hugh, the famous Bates "Hello" is a tradition of
Bates college...the greeting that typifies
the friendliness of ^{that} ~~this~~ campus. And since
the hall is packed with Bates students --- and
since friendliness and music go hand in hand,
here and now we offer both to all our listeners!

HUGH: Good deal, maestro! The music, of course, is fresh
off the list of tunes reported in "Variety" as
leading requests on disc-jockey shows around the
country! So...first stop this evening...Los
Angeles, California...and in L.A. the big request
of the week is..."Thinking of You"! 2.05

MUSIC: "THINKING OF YOU"....MONROE 4.05

(APPLAUSE) 4.10

MUSIC: (SEGUE TO)

(MUSIC: GOODNIGHT IRENE - MONROE, CHORUS) 5.50

(APPLAUSE) 6.00

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6.00

MONROE: Thank you...Incidentally, "Irene" is at the top of the request-list this week in Miami, Omaha, San Francisco and Portland, Oregon!

And here I have some news for my guest, Rosemary Clooney. Rosemary, one of these days you're going to be the country's favorite vocalist.

CLOONEY: Vaughn, have you been reading tea-leaves..?

MONROE: Nothing like that. I took a little survey around these parts, to get an idea who they prefer among the gal singers...and Miss Clooney, you won by a landslide! And you know the old saying..."As Maine goes, so goes the nation...!"

CLOONEY: Thank you, voters...I wish I had an acceptance speech ready.

MONROE: I've got some words all prepared for you, Rosemary... and they're set to music, too. Together, they make a new ballad....according to "Variety", the top choice this week on platter-shows in Detroit, and Springfield, Ohio. I think you know it ...it's called "Strangers". 6.40

MUSIC: "STRANGERS"...CLOONEY 9.40

(APPLAUSE) 9.47

9.47

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

HUGH: When you light up your first Camel, you'll like the rich, full flavor of Camel's costly tobaccos...and you'll like the cool, cool mildness. But don't stop there. One puff or one sniff of a cigarette can't tell what day-in, day-out smoking of that brand will be like.

LEE: Make the sensible cigarette test. Smoke only Camels for thirty days. Let your "T-Zone" decide. Your "T-Zone" is the T-shaped area that includes your Throat and your Taste. Yes, your "T-Zone" will tell you how mild, how flavorful Camels are, pack after pack!

(MORE)

ha

HUGH:

In a coast-to-coast test, hundreds of people smoked only Camels for thirty days. Each week, noted throat specialists examined their throats and 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!

11.02

ha

MUSIC: (JINGLE)

ALL: This song that's now on the list of current favorites
Was first heard 19 years ago --

MONROE: "Variety" says the folks are calling for it
Way down in San Antonio!

GIRLS: The tune has many other fans -
It's Boston's leading song -

ALL: This big request is featured now,
As the Caravan rolls along! 11.35

MUSIC: "NEVERTHELESS" .. MONROE 13.13

~~(APPLAUSE)~~ (over music)

MONROE: And we're happy to see that in Phoenix, Arizona,
platter-show listeners are asking their favorite
disc-jockey for one of our own new records.. 13.20

MUSIC: "DREAM A LITTLE DREAM OF ME" .. MONROE 15.00

(APPLAUSE) 15.10

MONROE:

Thank you .. thank you very much. Among the things the Camel Caravan has become acquainted with in this visit to Bates College are the friendly Bates "Hello", the chimes of the Hathorn Bell, the symbol of the bobcat, and the color of the garnet

To sum up our respect and admiration for Bates, we're proud to sing its Alma Mater. 15.25

MUSIC:

BATES ALMA MATER .. MONROE, ENSEMBLE 16.20
(Applause) 16.26

Monroe
MUSIC:

And ~~from this college campus,~~ let's take a look now at the ^{hats} football scoreboard! Hugh, what've you got ..?

HUGH:

~~at~~ *Wisconsin* beat *Iowa*,
14-0 .. a win for *Miami* over *Purdue*,
20-14 .. *Yale* took *Columbia*,
20-14 ... and in the big game today, the final
score was Army *27*, Michigan, *6*!

MONROE:

Yankee Stadium, in New York, was the scene of that game, ~~the highlight of the season so far.~~ Some 70,000 fans saw some football they'll long remember .. and the fight songs of Army and Michigan echoed far and wide. Let's strike up the band and hear them again! 16.55

MUSIC:

"ARMY-MICHIGAN MEDLEY" .. MONROE, ENSEMBLE 19.00
(APPLAUSE) 19.08

ha

19.08

MUSIC

(JINGLE)

ALL

Now stay right ^{with} ~~wish~~ us - we're going to take you
trav'ling

Down south, to Washington, D.C. -

This tune, like Camels, in Washington's a favorite,
It leads in popularity!

And in St. Louis, it's the choice -

The number-one request -

So, with the ballad, "All My Love",

The spotlight's on our guest! 19.40

MUSIC

"ALL MY LOVE" ... CLOONEY 21.57

(APPLAUSE)

22.08

22.08

HUGH

What cigarette do you smoke, Doctor?

LEE

That question was asked of one hundred thirteen thousand, five hundred and ninety-seven doctors -- doctors all over the country, doctors 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 sensible cigarette test -- the Camel thirty-day test. Smoke only Camels for thirty day and see how mild, how flavorful, how thoroughly enjoyable a cigarette can be!

MONROE

You know, when you buy your Camels buy the carton, you always have them when you want them. The carton is handy and thirfty, too!

22.52

22.50 -11-

(MUSIC BRIDGE)

MONROE

The class in history will now come to order. Your problem for today is to discover when this next tune was new. It was the year ^{of} one of the first non-stop flight across the Pacific Ocean ... ~~the year, Robert Frost won the Pulitzer Prize for poetry .. and in the sports world, they mourned the passing of Knute Rockne. In Hollywood, "Grand Hotel" was the picture of the year .. and a new star was born, called "Mickey Mouse". Do you know how old Miokey is today? 19! Yes .. he goes all the way back to 1931 when this fine song came out of a Broadway Musioal called, "Evergreen" ... a big favorite heard everywhere in those days ... "Dancing On The Ceiling".~~ 23.30

MUSIC

"DANCING ON THE CEILING" .. MONROE 26.15

(APPLAUSE)

26.25

26-25

HUGH

No one deserves the appreciation of the American people more than the men and women who serve in our forces. ^{To} Those of them who are _h hospitalized, the Camel people send weekly gifts of cigarettes. This week's Camels go to: Veterans' Hospitals, Muskogee, Oklahoma and West Roxbury, Massachusetts ... U. S. Army Station Hospital, Fort Leavenworth, Kansas... U. S. Naval Hospital, Beaufort, South Carolina.

26.20

26.50

- 13 -

MUSIC:

(MONROE THEME) 27.10

MONROE:

And that just about rings down the curtain on tonight's session of the Camel Caravan. With a bow to President Phillips, the faculty and students of Bates College

for their hospitality, we're rolling along toward ^{Pointe Sautee} ~~our~~
 On Thursday will be in Roanoke Va. Friday, Raleigh, North Carolina.
 ~~headquarters for next Saturday night ... the campus~~
 And Saturday the Campus
 of Duke University, in Durham, North Carolina.

HUGH:

And from Duke University, one week from tonight, Vaughn and the crew will bring you number-one requests on the nation's leading disc-jockey shows, as reported in "Variety" ... another memory tune ---

MONROE:

And I'll introduce a new guest to you ... singing star Shaye Cogan ... so I hope you'll all be coming back to this same spot on your dial, same time next week.

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.

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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? 28.10

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

(CAMEL THEME... FADE ON CUE)

28.25

28.25

LEE:

Men, try Prince Albert and see why it's called the National Joy Smoke. The flavor is rich and the natural tobacco fragrance is delightful. P.A.'s choice tobacco is crimp cut for cool, even smoking and it's specially treated to insure against tongue bite. Smoke Prince Albert, America's largest-selling smoking tobacco!

28.45

hm

28.45 - 16 -

MUSIC: CAMEL THEME ... FADE ... 28.55

CONOVER: Don't forget the CAMEL FOOTBALL ROUNDUP on most of these CBS stations every Saturday afternoon ... with play-by-play broadcasts from five of the top games each week, and highlights and scores for the entire country. 29.05

(MUSIC THEME)

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

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