

Time Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, OCTOBER 28, 1950

7:30 to 8:00 PM EST

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 Carousel Ballroom in Manchester, New Hampshire,
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

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! There's music
in the air for all our Camel Caravan customers and
for several hundred students of St. Anselm's College
who are in the audience this evening. Our tunes
tonight are fresh off the list of number one requests
on leading disc-jockey shows here and there around
the country.

HUGH: In New York City...in Lawrence, Massachusetts...and
in Portland, Maine...the first choice of platter-show
fans this week, according to "Variety", is this
ballad...

MONROE: We invite you to listen to..."Thinking Of You". 1.50

(MUSIC: "THINKING OF YOU"...MONROE) 4.00

(APPLAUSE) 4.05

(MUSIC: SEGUE TO:)

(MUSIC: DREAM A LITTLE DREAM OF ME...MONROE & MOONMAIDS) 6.45

(APPLAUSE) 6.50

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6.50

MONROE: Thank you. The last couple of minutes were devoted to another big request....the top choice this week in Los Angeles and Seattle.

Now, Rosemary Clooney, are you ready to get in the Driver's seat of the Camel Caravan?

CLOONEY: Why Not? I've been driving around Manchester all afternoon.

MONROE: Have a good time?

CLOONEY: Sure. I saw St. Anselm's College, and the Currier Art Gallery. And I wandered up and down Elm Street and said hello to some of the 78,000 nice people here.

MONROE: Well, how about shifting into high again, with the song "Variety" says is number one in Detroit...."I Love The Guy?" 7.20

(MUSIC: "I LOVE THE GUY...CLOONEY) 9.45

(APPLAUSE)

9.55

9.55

-5-

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

HUGH: You know, Friends, you can't tell much about the mildness of a cigarette from one inhale and one exhale -- one puff or one sniff. Smoking is something you enjoy every day, so if you want to test a cigarette, test it as a steady smoke!

LEE: Make the sensible cigarette test. Smoke only Camels for thirty days -- in your regular, normal way. Your "T-Zone" -- T for throat and T for taste -- will tell you all you want to know. You'll see how cool and mild Camels are...how rich and full-flavored. Yes, you'll find out why more people smoke Camels than any other cigarette!

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 how mild, how flavorful, how thoroughly enjoyable a cigarette can be!

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11.10

11.10

MUSIC: (JINGLE)

ALL: Let's make more music - the kind that's been requested
On still another platter show -
We've been out West and we visited New England,
So now away down South we go!

Atlanta's been requesting this
For many days and nights -
This ballad we'll be singing next,
Entitled, "Harbor Lights". 11.45

(MUSIC: "HARBOR LIGHTS"...MONROE, MOONMAIDS) 13.25

(OVER MUSIC)

MONROE: Cleveland, Ohio, also has a favorite song reported in
"Variety". Light up a Camel, and we'll bring you the
familiar words and music of "Nevertheless". 13.35

(MUSIC: "NEVERTHELESS"...MONROE) 15.10

(APPLAUSE)
15.17

15.17

MONROE: Thank you. Every Saturday afternoon, this time of year, is a test of my will-power. There's work to be done, setting up our Saturday night Camel Caravan shows...and at the same time there are some fine football games I'd like to be watching. But I stick to my music...and friend Hugh Conover pops in from time to time to bring me the late scores. Like this:

HUGH: Princeton 27, Cornell 0, Wisconsin 14,
Northwestern _____, 13: Penns beat Columbia,
24 to 0 .. a win for Michigan State over Notre Dame,
36 to 33 .. and down South, it was Kentucky 28, Georgia
Tech 14!

MONROE: Kentucky and Georgia Tech...battling for honors in the Southeastern Conference. If you saw the game or heard it on the air, you heard the cheers and the music that inspired the teams. Kentucky Wildcats and Georgia Tech Engineers, the Camel Caravan salutes you with your famous fight songs! 16.05

(MUSIC: KENTUCKY - GEORGIA TECH MEDLEY...MONROE, ENSEMBLE) 18.15

(APPLAUSE)

18.20

18.70 -8-

MUSIC: (JINGLE)

ALL: Our guest, Miss Clooney, is here now with a ballad
That really fits her singing style -
To hear her do it - why, just like for a Camel,
Each one of us would walk a mile!

MONROE: St. Louis puts this up on top,
Its most-requested song -

ALL: "I'll Always Love You" - that's the tune
As the Caravan rolls along! 18.55

~~(MUSIC: "I'LL ALWAYS LOVE YOU"...CLOONEY) 21.50~~

(APPLAUSE)

22.00

22.00

-9-

HUGH: What cigarette do you smoke, Doctor?

LEE: That question was asked of one hundred thirteen thousand, five hundred and ninety-seven doctors -- doctors in every branch of medicine, doctors all over the country.

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. Find out for yourself how mild and how flavorful Camel's costly tobaccos are!

22.30

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22.30 -10-

(MUSIC: BRIDGE)

MONROE: Rosemary, would you like to add some notes to mine in this next tune? It's an old one, but I think you know it...

CLOONEY: How old is it, Vaughn...?

MONROE: Well, when it first came out, a picture called "Louis Pasteur" had just won the Academy Award...and you were probably in public school, worrying about arithmetic. The Duke of Windsor gave up the British throne that year to marry an American woman...and you were probably wondering when your mother would let you use lipstick.

CLOONEY: That's going back quite a few years, maestro...

MONROE: Are you kidding! It was the year Joe Louis won the heavyweight championship...the year of a great play on Broadway called "Idiot's Delight". And on the radio and on records, this was the song we heard everywhere "Small Hotel". The date.....1936. 23.20

(MUSIC: "SMALL HOTEL"...MONROE, CLOONEY) 26.25

(APPLAUSE)

26.35

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26.35

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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, Los Angeles, California and Tucson, Arizona...U. S. Army Fitzsimons General Hospital, Denver, Colorado...U. S. Naval Hospital, Bremerton, Washington.

26.55

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26.55

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(MUSIC: (MONROE THEME)) 27.13

MONROE: You were all very welcome guests on this Camel Caravan tour tonight...come along with us again next week, will you? Here's what we'll have for you: a big bundle of tunes from the "Variety" list of leading record-show requests...something special out of my collection of old-timers...and a medley of exciting football music out of one of next Saturday's big games!

HUGH: Vaughn and the crew will be on the air next Saturday night from York, Pennsylvania...and here's where they'll be playing during the week: Thursday, at the Ches-a-Rena, in Cheswick, Pennsylvania -- Friday, at the Stanley Theatre in Chester, Pennsylvania.

MONROE: And one week from tonight our guest will be Rosemary
Claoney! That's the Camel Caravan...
at the usual address on your dial.

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

-14-

LEE:

Men, there's smoking pleasure in every pipeful of Prince Albert -- America's largest-selling smoking tobacco! P.A.'s choice tobacco is naturally fragrant, rich and flavorful! It's 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!

28.45

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28.45

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28.55

MUSIC: CAMEL THEME ... FADE ...

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! 29.13

(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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