

*Timed Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, NOVEMBER 11, 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 auditorium in Worcester, Massachusetts,  
the Camel Caravan -- starring Vaughn Monroe...with  
the Moonmaids, the Moon Men, the Orchestra and guest  
singer .. Shaye Cogan-- presented by Camel Cigarettes.

MUSIC: (UP AND SEGUE) .35

ha

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35

-2-

SINGERS: How mild,  
How mild,  
How mild can a cigarette be?

HUGH: One puff won't tell you!

LEE: One sniff won't tell you!

HUGH: It takes day-in, day-out smoking to find out how  
mild a cigarette is. Make the sensible test -- the  
thirty day Camel mildness test. You'll see just  
how mild Camels are!

SINGERS: Make the Camel thirty-day test  
And you'll see...  
Smoke Camels and see?

1.00

ha

1,00

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

(APPLAUSE)

1,20

MONROE: Hello, and how do you do, everybody! What's your pleasure tonight ... dancing? .. romancing? .. or just plain relaxing? Whatever it is, the Camel Caravan's got appropriate music on hand ... most of it, from the "Variety" list of number one requests on leading disc-jockey shows.

HUGH: Skipper, could we have a sample of music for romancing?

MONROE: No trouble at all, Mr. Conover. Brass section - soft and mellow, please .. strings - sweet and simple, if you will. Now we're ready with the number-one choice this week in Claremont, New Hampshire and Phoenix, Arizona .... our own recording of "Could Be". 1,50

(MUSIC: "COULD BE" .. MONROE) 4.30

(APPLAUSE)

4.35

(MUSIC SEGUE INTO:)

(MUSIC: "GOODNIGHT IRENE" -----MONROE & GIRLS) 6.50

(APPLAUSE)

7.00

7.00

MONROE: Thank you. "Irene" is still a popular gal with record-fans. According to "Variety", that good-night ditty is the big request this week in Greenville, North Carolina.

COGAN: Greenville is all very nice, Vaughn .. but may I say a word or two about our host-city .. Worcester?

MONROE: A reasonable request, Miss Cogan. I take it you think well of this town.

COGAN: And why not? It's a great cultural center .. with more colleges than any other city of its size in the country. Five, to be exact.

MONROE: Fancy that!

COGAN: And it's a great industrial center ... with more factories than any other city of it's size. 550 of them!

MONROE: Well, thank you, Shaye Cogan, star of radio, television and the Worcester Chamber of Commerce. *And now you may blow a kiss to San Francisco.* ~~But you forgot to mention these communities: Baltimore, Boston, Seattle, Portland, Maine and Springfield, Massachusetts.~~

COGAN: *I'll be happy to Vanden - but why?* ~~What about them, Vaughn ..?~~

MONROE: *That's* ~~Why, these are the cities~~ where your first tune tonight is the number-one favorite this week. They'd like to hear it, *1.50* and so would we all .... *"A Bushel and a Peck"* ~~"Thinking Of You"~~.

(MUSIC: ~~"THINKING OF YOU" - COGAN~~ *"A Bushel and a Peck" - Cogan*) *16.30*

(APPLAUSE) *16.40*

ha

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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: You know, cigarettes are a unique kind of pleasure. You enjoy perhaps twenty, perhaps thirty cigarettes a day. It's a continuing pleasure and you want every cigarette you smoke to be mild and flavorful. So it makes sense to make a continuous test when you choose a cigarette.

LEE: Friends, smoke Camels for thirty days! Judge Camels in your "T-Zone" -- T for throat, T for taste. You'll enjoy the rich, full flavor of Camel's costly tobaccos. And you'll see just how mild a cigarette can be!

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

1158

11.52

-6-

(MUSIC: JINGLE)

ALL: Comes next a ballad you all will find familiar,  
For months it's been a big request -  
Of all the tunes that they've heard down in Miami,  
The fans agree they like this best!  
  
Schenectady and Portland, too,  
Out on our Western coast,  
Have put this ballad out in front -  
The song requested most! 12.25

(MUSIC: "CAN ANYONE EXPLAIN" .. MONROE) 14.20

(OVER MUSIC)

MONROE: The report is in from Cleveland, Ohio, where the leading  
platter-spinner says his fans are calling for  
"Marshmallow World" .... and here's the way our recording  
of that one sounds .... 14.30

(MUSIC: "MARSHMALLOW WORLD" .. MONROE) 16.45

(APPLAUSE)

16.55

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ha

19.45

(MUSIC: JINGLE)

ALL: And here's the ditty that's first out in Seattle  
In Durham and in Baltimore  
In Portland, Maine, and in Springfield, Massachusetts  
Requests keep coming by the score.  
Shaye Cogan is our singing guest  
We'll call her out for you  
To sing the song that's climbing fast,  
A ballad tried and true. 20.30

(MUSIC: THINKING OF YOUR.....COGAN) 22.35  
(APPLAUSE)

22.45

-9- 22.45

HUGH: What cigarette do you smoke, Doctor?

LEE: That question was asked of doctors in every branch of medicine, doctors in all parts of the country.

HUGH: What cigarette do you smoke, Doctor?

LEE: The brand named most was Camel! Yes, according to this recent nationwide survey, more doctors smoke Camels than any other cigarette!

MONROE: You know, Friends, a great many people in the theatrical world -- singers, actors, announcers -- are Camel smokers. People like Anne Jeffreys, John Wayne, Peter Lind Hayes choose Camels because Camels get along fine with their throats. Yes, they like Camel's cool, cool mildness -- and so will you!

23.23

23.03

(MUSIC: BRIDGE)

MONROE Next on the Camel Caravan music-stand ... a tune that I can best describe as out of this world.

HUGH You know, maestro, Cole Porter just wrote a new musical-comedy called, "Out Of This World".

MONROE Did he really, Mr. Conover?

HUGH Sure .. and it probably has some songs you can use. Maybe you ought to see one of the try-out performances before it comes to Broadway.

MONROE Son, what do you think I did last week? This is one of the songs I heard .. and 24 hours later the orchestra and I recorded it. Mr. Porter's show will arrive in New York very soon.. and our recording will soon be in the music-stores. But here tonight, I'd like to give our friends a pre-view. This is the Camel Caravan debut of a brand-new Cole Porter creation ... "From This Moment On". 24.10

(MUSIC "FROM THIS MOMENT ON" .. MONROE) 26.30

(APPLAUSE) 26.35

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26.35

HUGH

Friends, many of the men who served in our armed forces are now in various hospitals around the country. The Camel people have made it a practice to send this deserving group gift Camels every week. This week's Camels go to: Veterans' Hospitals, Newington, Connecticut and Fort Harrison, Indiana... U.S. Army Madigan General Hospital, Tacoma, Washington ... U.S. Naval Hospital, Memphis, Tennessee.

26.58

26.58

(MUSIC MONROE THEME)

2720

MONROE

And that brings us to "So Long for tonight." Another Camel Caravan half hour has come and gone. But, as usual, there'll be a session next week, which we're going to have the pleasure of broadcasting from the United States Naval Hospital in Philadelphia.

HUGH

From Worcester, this evening, Vaughn and the crew move to New York for their Camel television show. If you have a television set, your local paper will tell you where and when to find them. Next Friday, Vaughn opens for two nights at the Click in Philadelphia.

MONROE

And one week from tonight another Camel Caravan show on the air. There'll be request tunes from the "Variety" reports by leading disc-jockeys ... a great old favorite of years ago ... and football music, too: the fight songs of the University of Oklahoma and the University of Missouri. Singing along with us will be guest star Nancy Evans. We'll all be very pleased if you listen in - and we want you men at the Naval Hospital in Philadelphia to know that we're looking forward to having you in our audience.

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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. *And don't forget the Camel Football Roundup on most of these CBS Stations every Saturday afternoon.*

MONROE

Until we meet again, this is Vaughn Monroe wishing you pleasant dreams ... and ... won't you have a Camel? *28.25*

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

(CAMEL THEME ... ~~FADE ON ONE~~) (Applause - Fade)

*28.50*

28.50

LEE

Men, pack your pipes with Prince Albert. The delightful, natural tobacco fragrance will tell you why P.A. is America's largest-selling smoking tobacco! The rich, flavorful tobacco is specially treated to insure against tongue bite and it's crimp out to smoke cool and even. Get Prince Albert-- it's the National Joy Smoke! 29.10

(MUSIC THEME)

Neefh:

This is Hugh Conover saying goodnight for the ~~Camel~~ Vaughn Monroe Show ~~Caravan starring Vaughn Monroe~~. 29.17

(APPLAUSE)

This is CBS ... the COLUMBIA BROADCASTING SYSTEM

- fade theme 15 seconds -

WCBS ..... NEW YORK

880 ON YOUR DIAL

29.30

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