

*James Master*

COLUMBIA BROADCASTING SYSTEM  
THE CAMEL CARAVAN STARRING VAUGHN MONROE  
SATURDAY, NOVEMBER 25, 1950  
7:30 to 8:00 PM EST

**AS  
BROADCAST**

CUE: (COLUMBIA BROADCASTING SYSTEM)  
(.....30 seconds.....)

MUSIC: JINGLE

*Miss*  
~~ANNOR:~~

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 Cambria County War Memorial, in  
Johnstown, Pennsylvania, the Camel Caravan --  
starring Vaughn Monroe...with the Moonmaid's,  
the Moon Men, the Orchestra and guest singer--  
SHAYE COGAN- presented by Camel Cigarettes.

MUSIC: (UP AND SEGUE) 36

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.36

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

HUGH:               John Wayne knows!

LEE:                 Martha Tilton knows!

HUGH:               Dick Powell knows!

LEE:                 Yes, with so many stars who must think of their  
                      throats, it's cool, mild Camels!

HUGH:               Make the sensible cigarette test-- the thirty-day  
                      Camel mildness test -- and see how mild Camels  
                      are!

1.00

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1.00

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

(APPLAUSE) 1.15

MONROE: Hello, and how do you do, everybody! And a  
special hello to the students of St. Francis  
College of Loretto, Pennsylvania who are in  
Memorial Auditorium. Just stick right with us,  
and chances are you'll hear your favorite tune  
on the Camel Caravan tonight!

HUGH: Yes...here's where Vaughn Monroe brings you the  
tunes most-requested in various cities around the  
country.. as reported by leading disc-jockeys in  
"Variety"! Take over, maestro...here's the  
music-stand and the microphone...let's have the  
melodies!

MONROE: Our curtain-raiser is the number-one choice of the  
week in Cleveland. In Ohio's biggest city, the  
biggest request is..."Could Be"! 1.50

~~(MUSIC: "COULD BE".....MONROE)~~ 4.25

(APPLAUSE)

~~(MUSIC: SEQUE TO:)~~

~~(MUSIC: MARSHMALLOW WORLD....MONROE. MOONMAIDS)~~ 6.35

(APPLAUSE) 6.40

MONROE: And there you have the report from Milwaukee and Claremont, New Hampshire: in those two cities, the first choice on records is our own recording of "Marshmallow World". Which brings us to a report from our guest of the evening...Shaye Cogan. Miss Cogan, in her spare time, is quite a sight-seer.

COGAN: And there are fine sights to see here in Johnstown, Vaughn. ~~The Genesee River~~...Laurel Mountain.. Gallitzin State Forest...and the famous Incline Plane.

MONROE: ...This girl is a walking guide-book. What is the Incline Plane?

COGAN: Haven't you seen it? It connects the central part of Johnstown with the residential suburb, 500 feet above the city. It's the steepest incline in the country, with a wonderful view for miles around!

MONROE: Miss Cogan, you are not only blonde and beautiful, but you definitely add an educational note to this program. And now will you kindly continue your geography lesson with the song "Variety" says is the disc jockey choice in Springfield, Ohio . It's called "Strangers". 7.35

(MUSIC: "STRANGERS"....COGAN) 9.10

(APPLAUSE) 9.17

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9.17

HUGH: More people smoke Camels than any other cigarette!

LEE: Yes, more people smoke Camels than any other cigarette!

HUGH: Find out for yourself why Camels are so popular! Make the sensible cigarette test--the Camel thirty-day test! Not just a whiff...not just a puff...but steady smoking in your normal manner!

LEE: Your "T-Zone"-- T for throat and T for taste-- will provide the evidence. Your throat will tell you how cool and mild Camels are. Your taste will tell you about the rich, full flavor of Camel's costly tobacco!

HUGH: In a coast-to-coast test, hundreds of people smoked only Camels for thirty days. Each week, their throats were examined by noted throat specialists. These doctors 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!

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

10.30

(MUSIC: \_\_\_\_\_ JINGLE)

GIRLS: And here Vaughn brings you, from Johnstown,  
Pennsylvania,  
The ballad Birmingham likes best-  
In New York City, and Springfield, Massachusetts,  
This song is now the top request!

The folks out in Detroit agree  
That nothing rates above  
This tune in popularity -  
It's titled "All My Love". 11.05

(MUSIC: \_\_\_\_\_ "ALL MY LOVE".....MONROE) 12.30

(OVER MUSIC)

MONROE: And here's a tune we just recorded <sup>from the new</sup> ~~to our new~~  
<sup>Seen too often in New York</sup>  
~~album for the Cole Porter show~~ "Out Of This World"  
<sup>and the tune is</sup>  
~~..it's~~ called "Use Your Imagination". 12.40

(MUSIC: \_\_\_\_\_ "USE YOUR IMAGINATION"....MONROE) 15.35

(OVER MUSIC) (Applause) 15.45

~~MONROE: And while ballads are all very nice, New Orleans~~  
~~record fans seem to prefer something with a little~~  
~~more jump, this week, they've been asking for~~  
~~"Bachel and a Tick". Sure to join me in this one,~~  
~~Miss Gagan?~~

~~(MUSIC: \_\_\_\_\_ "BACHEL AND A TICK".....MONROE)~~

~~(APPLAUSE)~~

MONROE:

Thank you. ~~On this second day of December,~~ <sup>Today,</sup> the college football season still had some important unfinished business. Championships were still to be decided...traditional games were still to be played. The Camel Caravan scoreboard, with Hugh Conover in charge, reads as follows:

HUGH:

Princeton beat Dartmouth, 13 to 7 ...  
it was Duke over Carolina 7 to 0 ...  
Tennessee, 7, Kentucky, 0 ...  
Michigan, 9, Ohio State, 3 ...and it was a win for Oklahoma over Nebraska, 49 to 35 !

MONROE:

But what about Pennsylvania and Cornell, Hugh? Talk about traditional games.. that rivalry goes back years and years. And this afternoon at Philadelphia, they picked up where they left off last season...with a victory this time for Cornell, 13 to 6. To the Red and Blue of the University of Pennsylvania...and to the Red and White of Cornell.. the Camel Caravan sends greetings tonight... a salute set to the music of their fight songs! 16, 35

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(MUSIC: PENNSYLVANIA-CORNELL MEDLEY... MONROE. ENSEMBLE) 19,30

(APPLAUSE) 19,35

19.35

(MUSIC: JINGLE)

ALL: We've heard the choice of a dozen different cities,  
But now our spotlight comes to rest  
On old Chicago and its three million people-  
They've made this song their first request!

So listen to Shaye Cogan sing,  
And then you'll all know why  
Chicago's calling for the tune  
Called "Orange Colored Sky": 20.10

(MUSIC: "ORANGE COLORED SKY"....COGAN) 22.05

(APPLAUSE) 22.15

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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 test, more doctors smoke Camels than any other cigarette!

HUGH: Friends, smoke the cigarette that so many doctors smoke-- the cigarette that's also the favorite of so many stars whose voices are their fortunes... mild, flavorful Camels!

LEE: Buy your Camels the handy, thrifty way-- by the carton. That way you'll always have Camels when you want them!

22.50

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(MUSIC: BRIDGE)

MONROE: Hugh, for this part of our show, where we renew acquaintance with tunes of years ago, I've come up with a favorite of 1939. Now let's see what you can remember of 11 years ago. Can you name a great movie of 1939...?

HUGH: 1939. I can think of one for 1938....

MONROE: No...1939. How about "Goodbye Mr. Chips"...or "Gone With The Wind". Who were some of the champions in sports back in 1939?

HUGH: Let's see.. I can remember some in 1949...

MONROE: 1939. There was Byron Nelson in golf...Johnny Mize, the National League batting champ...and Bobby Riggs in tennis. How about a famous book of 1939..?

HUGH: Er... I pass.

MONROE: "The Late George Apley". A stage-play...?

HUGH: Next question, please..

MONROE: "Abe Lincoln In Illinois" won the Pulitzer Prize in 1939. And as for one of the big popular songs of the year...a best-seller on records and a radio favorite was this ballad..."Moonlove". 23.55

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(MUSIC: "MOONLOVE"....MONROE) 26.30

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(APPLAUSE)

26.40

26.40

HUGH:

Friends, over the past few years, the Camel people have sent out more than one hundred ninety-~~three~~<sup>four</sup> million gift cigarettes to sericemen, servicewomen and veterans. This week we're pleased to salute a fine, new addition to our Camel list of Veterans' Hospitals-- the Veterans' Hospital in Shreveport, Louisiana, which is being dedicated on Monday. Gift Camels are ~~also~~ on their way to: Veterans' Hospital, Shreveport, Louisiana, and Medford, Oregon...U.S. Army Station Hospital, Fort Ord, California...National Naval Medical Center, Bethesda, Maryland.

27.15

27.15

(MUSIC: MONROE THEME) 27.33

MONROE: And that takes us to the end of our half-hour with you tonight, friends... *Will be making a personal appearance at Wausachet, R.I. on Friday - and Saturday will be back on the air with the Camel Caravan.*

~~along with another Camel Caravan~~  
~~week at this same time.~~ Mary Mayo will be our guest when we take to the air from the United States Merchant Marine Academy at Great Neck, New York. I can promise you a line-up of music you'll all enjoy.

HUGH: An old favorite out of Vaughn's collection of hits of years gone by...football songs saluting Southern Methodist and Texas Christian Universities ..and of course you'll hear Vaughn and his guest singing songs that are first choice across the nation..tunes listed in "Variety" as the big requests on leading record-shows!

MONROE: It's the Camel Caravan..and you know the address: the CBS station on your radio dial.. next Saturday night.

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.

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? *28.35*

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

(CAMEL THEME.. APPLAUSE -- FADE)

*28.35*

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29.50

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!

29.17

(MUSIC

THEME)

(APPLAUSE)

HUGH:

This is Hugh Conover saying goodnight for the Vaughn Monroe Show!

29.20

(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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