

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHAN MONROE

SATURDAY, DECEMBER 9, 1950

7:30 to 8:00 PM EST

Times Master

**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 Central Park Ballroom in Allentown,
Pennsylvania, the Camel Caravan----starring Vaughan
Monroe.....with the Moonmaid's, The Moon Men, the
Orchestra and guest singer --- Shaye Cogan - presented
by Camel Cigarettes.

MUSIC: (UP AND SEGUE) . 35

35

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 -- and see just how
mild Camels are!

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

1.05

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

(APPLAUSE) 1, 20

MONROE: Hello, and how do you do, everybody! If you've just come home all worn out from a day of Christmas shopping .. well, sit right down, light up a Camel, and we'll help you relax with some mellow music! And if you've had a restful day, and you're getting ready to go out for a big time tonight...well, roll back the rug, light up a Camel, and we'll give you music to put you in the mood for dancing!

HUGH: As usual, the Camel Caravan's got a big assortment of tunes...fresh off the "Variety" list of songs most-requested on leading disc-jockey shows around the country. What's our first stop tonight?

MONROE: Los Angeles, California...where the record-show fans have been calling for "Marshmallow World" 1, 55

(MUSIC: "MARSHMALLOW WORLD" .. MONROE) 3, 45

(APPLAUSE) 3, 50

(MUSIC: SEGUE TO:)

(MUSIC: TENNESSEE WALTZ --- MONROE, MOONMAIDS) 6, 15

(APPLAUSE) 6, 25

MONROE: Thank you. And that's the simple little tune at the top of the request-list in 7 cities this week.... Chicago, Boston, Norfolk, Washington, Atlanta, Philadelphia and Birmingham! Louisville, Kentucky, you're represented on our show tonight, too by way of a song from our Camel Caravan guest this evening...Shaye Cogan.

COGAN: Vaughn, I thought of a very clever way to introduce the song. You see, Louisville is famous for the Kentucky Derby .. the Kentucky Derby is run by race-horses .. horses eat oats by the bushel and the peck .. and "Bushel And A Peck" is what I'm going to sing!

MONROE:Aside from things like that, friends, Shaye Cogan is really a very nice girl. Louisville, if you're still with us, here's your first choice among the popular tunes this week! 7.05

(MUSIC: "BUSHEL AND A PECK" .. COGAN) 9.45

(APPLAUSE) 9.55

MONROE: You know, mildness in a cigarette is pretty important to a singer. A fellow like myself has to be careful about his throat. I'm an old hand at smoking Camels and I couldn't want a milder, cooler, more agreeable cigarette! What do you say to that, Hugh?

CONOVER: Well, Vaughn, you know the old saying, "Once a Camel smoker, always a Camel smoker!" And, today, more people smoke Camels than any other cigarette!

VINES: Friends, if you want to find out how mild a cigarette can be, smoke Camels for thirty days. Your "T-Zone" --- T for throat and T for taste --- will give you the answer!

CONOVER: 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 who reported not one single case of throat irritation due to smoking Camels!

VINES: Make your own Camel thirty-day test --- the sensible cigarette 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!

11.6

(MUSIC: JINGLE)

11.09

ALL: So far this evening, we've heard from nine big cities -
The tunes their record-fans like best -
And now we feature the favorite of three others -
A ballad is their big request.

GIRLS: This week, Miami, San Antone,
And New York City, too,
Have picked the tune called "Harbor Lights" -
Vaughn sings it now for you! 11.40

(MUSIC: "HARBOR LIGHTS"... MONROE) 13.35

(OVER MUSIC:)

MONROE: The disc-jockey ratings in "Variety" have still
another ballad high on the request-list. Top choice
of the week in Detroit and Portland, Oregon, is
"All My Love". 13.45

(MUSIC: "ALL MY LOVE"... MONROE) 15.10

(APPLAUSE)

15.20

15.20

MONROE:

Thank you. January first is the date .. and Pasadena, California, is the place... I'm talking about the big fireworks of the college football season, the Rose Bowl Game! For 20 years .. since 1930 ... the greatest and best of teams from all over the country have met in the Rose Bowl and in the game coming up this New Year's Day, it'll be the University of California and the University of Michigan! Pretty soon the coaches will be warming up their teams for the contest.. but right now, we'd like to warm up the cheering sections! Here's the Camel Caravan salute to the Rose Bowl Game of 1951..... the fight songs of California and Michigan!

15.55

(MUSIC:

"CAL. - MICH. MEDLEY"..... MONROE. ENSEMBLE)

18.30

(APPLAUSE)

18.40

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(MUSIC JINGLE)

18.40

ALL: We're going next to the city known as Hartford,
Capital of the Nutmeg State -
They've picked a winner, so says a platter-spinner:
His list'ners say this tune is great.

Two hundred thousand citizens
In Hartford can't be wrong -
So here's Shaye Cogan singing, now,
Their most-requested song! 19.10

(MUSIC: "CAN'T SEEM TO LAUGH"... COGAN) 22.30

(APPLAUSE)

22.40

22.40

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: Friends, Christmas will soon be with us. Let me suggest cartons of Camels for the smokers on your Christmas list! The Christmas carton is a honey ~~very~~ very smart-looking -- and there's a space right on it for your greeting. Yes, a carton of Camels is sure to please!

23.15

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23.15

(MUSIC:

BRIDGE)

MONROE:

Tonight, in our department devoted to Old Time Tunes,
we're putting the spot light on an old-timer of 25 years ago.
It was one of the more romantic tunes of the Jass Age...written
by Ferde Grofe and Paul Whiteman...
So here, from way back in 1922, we give you "My Wonderful One."

23.40

(MUSIC:

"MY WONDERFUL ONE".....MONROE & CHOIR)

26.30

(APPLAUSE)

26.35

26.35

HUGH:

This week, as every week, the makers of Camels send free cigarettes to a most deserving group of people ---- hospitalized servicemen and veterans. This week's Camels go to: Veterans' Hospitals, Cleveland, Ohio, and North Little Rock, Arkansas..... U. S. Army Station Hospital, Fort Warden, Washington ... U. S. Naval Hospital, Charleston, South Carolina.

The Camel people have now sent more than one hundred ninety-four million free cigarettes to servicemen, servicewomen and veterans.

27.01

27.01
MUSIC:

MONROE THEME 27.7¹²⁻

MONROE:

The Camel Caravan's got to start rolling along, now.... but make a note to come along with us again next week, will you? Friday night the makers of Camels have arranged to send the orchestra, all the gang and me to Fort Dix, New Jersey, where we're going to have the pleasure of putting on a special show for the men in the Army. And next Saturday we'll be at First Army Headquarters, Fort Jay, New York, with another Camel Caravan show for the men in uniform.

HUGH:

Skipper, I hear tell you've got something special lined up for next week's broadcast! Sort of a Camel Caravan surprise.

MONROE:

I'll tell you what it is, Hugh...but don't let it get around. I've lined up a wonderful batch of show-tunes... top favorites in musical comedies from the gay 90's to 1950...from Victor Herbert to Irving Berlin. It'll be Broadway set to music...the hits that made show-business history! But let's keep it a surprise, Hugh....

HUGH:


I won't tell a soul!

MONROE:

Good! Camel Caravan customers, we'll see you next week..
....same time, same station.

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 with a prize of one thousand two hundred and fifty dollars. 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? *28.40*

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

(CAMEL THEME .. APPLAUSE -- FADE)

28.50

28.50

ANNOUNCER: Friends, here's a fine gift suggestion for your pipe-smoking friends ... a one-pound tin of the National Joy Smoke -- Prince Albert! This fine tobacco comes in a gay red and green Christmas box, with a space reserved for your greeting -- all ready to give! Yes, give Prince Albert, America's largest-selling smoking tobacco!

29.08

(MUSIC THEME)

(APPLAUSE)

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

29.13

(APPLAUSE)

29.26

This is CBS.... THE COLUMBIA BROADCASTING SYSTEM

- fade theme 15 seconds -

WCBSNEW YORK

880 ON YOUR DIAL

29.30

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