

James Warner

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHAN MONROE

SATURDAY, JAN. 6, 1951

7:30 to 8:00 PM EST

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 CBS Playhouse in the heart of New York
City 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

ras

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35

HUGH: More people smoke Camels than any other cigarette!

LEE: Yes, Camels are the favorite of millions of smokers -- including many whose voices are their fortunes. Stars like John Wayne, Dick Powell, Rise Stevens...people whose cigarette must be mild!

HUGH: Friends, make your own thirty-day Camel mildness 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!

1.14

ras

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

(APPLAUSE) 1.34

MONROE: Hello, and how do you do, everybody! As always,
we're glad to have you with us...especially tonight,
for our first Camel Caravan session of 1951!
And with this new year, we're adding something
new to these Saturday night get-togethers; a
salute each week to an American college...a bit
of campus history set to the words and music of
traditional college songs.

HUGH: And Vaughn and the gang will keep on singing the
pop tunes, too -- the songs reported in "Variety"
by leading disc-jockeys as their number-one requests.

MONROE: ~~This week and every week, you'll find them right
here on my music stand...~~the first choices on
record-shows all over the country. Here's one to ~~start~~
start with...a jingly item called "Marshmallow World".

(MUSIC: "MARSHMALLOW WORLD"...MONROE, MOONMAIDS) 3.15

(APPLAUSE) 3.20

(MUSIC: SEGUE TO:)

(MUSIC: CAN'T SEEM TO LAUGH ANYMORE -- MONROE) 5.40

ras (APPLAUSE) 5.50

5.50

MONROE:

Thank you. That ballad, too, is one of the current favorites of the week...according to "Variety", the big request on many a platter-show. And from platter-shows, let's go to a Broadway show...by way of Miss Shaye Cogan and a tune from "Guys and Dolls". Shaye, seems to me that ~~someone as good to look at and as good to listen to~~ as you should be starring in a Broadway musical.

COGAN:

There's nothing I'd like better, Vaughn...I hope Broadway will discover me in Hollywood.

MONROE:

You mean in the picture you're going to make with Abbott and Costello. Well, ~~if those two daffy gentlemen are listening, I have a message for them: Boys, you made a smart choice of a leading lady...~~ ^{Well} and I hope ~~you~~ ^{the boys} give ~~her~~ ^{you} some good songs to sing. Songs as bright as this Frank Loesser hit that record-fans are calling for..."A Bushel And A Peck". 6.20

(MUSIC:

"BUSHEL AND A PECK"...COGAN)

8.40

(APPLAUSE) 8.47

ras

HUGH: What's the best way, the surest way to test a cigarette for mildness?

LEE: One sniff won't tell you about day-in, day-out mildness!.

HUGH: One puff won't tell you how well a cigarette agrees with your throat.

LEE: Friends, make the sensible cigarette test -- the one test that will give you the answer. Smoke Camels for thirty days. You'll enjoy your first puff --- and every puff of Camel's costly tobaccos. And you'll know how mild a cigarette can be!

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 thorough cigarette test -- and see how mild, ^{flavorful} how ~~flavorable~~, how enjoyable Camels are!

-more-

ras

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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!
 Smoke Camels and see.

9.55

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9.55

(MUSIC: JINGLE)

ALL: Comes next a tune that has swept across the nation --
 It looks like it is here to stay! --
 For each disc-jockey keeps hearing from his list'ners
 That this is what they hope he'll play!

A simple little melody,
 It's going mighty strong --
 We'll sing it for you Camel fans
 As the Caravan rolls along! 10.30

(MUSIC: "TENNESSEE WALTZ"....MONROE) 12.55

(OVER MUSIC) (Applause)

MONROE: Thank you. Here's a new Irving Berlin tune
 that people are asking for around the country ---
 a hit from his musical-comedy, "Call Me Madam":
 Wait you join me, Shaye Cogan? 13.10

(MUSIC: "YOU'RE IN LOVE"....MONROE)

15.25

(APPLAUSE)

15.32

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15.32

MONROE: Thank you. And here we open the doors of a new department of the Camel Caravan...where each week we'll find a snapshot and the songs of a college campus.

HUGH: This evening, in our spotlight...Columbia University, and one of it's famous sons...Alexander Hamilton!

MONROE: Almost 200 years have passed since Columbia...then known as King's College...was established in 1754, and 20 years later, Alexander Hamilton enrolled as a student... next Thursday, Columbia holds its annual celebration of Hamilton's birthday.

Alexander

HUGH: It was Hamilton who put through the state charter that changed the name of King's College to Columbia College and his statue stands today in front of Hamilton Hall, on the Columbia campus on Morningside Heights. ~~In tribute to him, the Alexander Hamilton Award...a medal...is presented each year to an outstanding Columbia alumnae.~~

MONROE: In honor of Hamilton's birthday the Camel Caravan is proud to salute Columbia University and its 28,000 students with their beloved Alma Mater and their famous fight song. 16.17

(MUSIC: "COLUMBIA MEDLEY"....MONROE. ENSEMBLE)

18.15

(APPLAUSE)

18.22

18.22

(MUSIC: JINGLE)

ALL: We'll hear once more from our singing guest this evening

Before she leaves for Hollywood -

Just listen now as she sings this current ballad.

And you'll know why she's making good!

MONROE

This tune's been on our winners' list

For several Saturday nights -

Shaye Cogan sings it here again -

The song called "Harbor Lights"! 18.55

(MUSIC: "HARBOR LIGHTS" .. COGAN) 21.55

(APPLAUSE) 22.03

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2203

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, there's a thrifty, handy way to buy your Camels -- and that's by the carton. Yes, buy the carton and you'll always have Camels when you want them.

22.32

22.30

(MUSIC: BRIDGE)

MONROE

Well, we've explored the list of top tunes of this first week of 1951 now, how about something a little more mellow ... a song to bring back memories. I've got one here that dates back to 1933 ... ~~the year of the World's Fair in Chicago .. the year Primo Carnera was the heavyweight boxing champ .. and~~ ^{In Hollywood} a picture called "It Happened One Night" won all the Academy Awards ~~in Hollywood.~~ On Broadway, "Men In White", "Ah, Wilderness" and "Mary of Scotland" were ^{was the} ~~three~~ big hits of the season .. ~~and on the air~~ and on records, this ~~was the~~ tune ~~that~~ was everybody's favorite. 23.05

(MUSIC: "YOU'RE MY EVERYTHING" ... MONROE) 26.40

(Applause) 26.49

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26.49

HUGH:

No one deserves the appreciation of the American people more than the men and women who have served in our Armed Forces. The Camel people send weekly gifts of cigarettes to those servicemen and veterans who are hospitalized. This week's Camels go to: Veterans' Hospitals, Sunmount, New York, and Augusta, Georgia ... U. S. Army Station Hospital, Fort Sill, Oklahoma ...U. S. Naval Hospital, Corpus Christi, Texas.

27.12

27.12

-13-

(MUSIC:

MONROE THEME)

27.30

MONROE:

And that ties it up in a package, friends ..
our first Camel Caravan show of 1951

I hope you'll join us again next Saturday
night and every Saturday night right through
till 1952.

One week from tonight, we'll bring you another
half-hour session of disc-jockey show requests,
as reported in "Variety" ... another tune of
10 or 20 years ago .. and our spotlight will
shine on another great college campus.

HUGH

Next week, the Camel Caravan salutes the University
of North Carolina!

MONROE

And Rosemary Clooney will be on hand to add a
couple of current choruses ... so here's where
you'll find music you like to listen to, at
this same spot on your dial, same time.

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? 28.28

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

(Camel Theme - Fade - Applause)

28.50

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28.50

LEE: Men, for pipe smoking pleasure, get Prince Albert, the National Joy Smoke! Prince Albert's choice tobacco is rich and flavorsome ... it's crimp cut for smooth, even burning ... and specially treated to insure against tongue bito! Yes, P.A. is America's largest-selling smoking tobacco! 29.08

(MUSIC: _____ THEME)

HUGH: This is Hugh Conover saying goodnight for the Vaughn Monroe Show! 29.14

(APPLAUSE) 29.27

This is CBS....the COLUMBIA BROADCASTING SYSTEM

- fade theme 15 seconds -

WCBS NEW YORK

880 ON YOUR DIAL

29.29

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