

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHAN MONROE

SATURDAY, JANUARY 20, 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 Vaughn Monroe-- with
 the Moonmaids, the Moon Men, the Orchestra and guest
 star -- Rosemary Clooney-- presented by Camel
 Cigarettes!

MUSIC: (UP AND SEGUE) 35

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!

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!

1.08

1.88

HUGH: Now...here is the star of the Camel Caravan...

Vaughn Monroe!

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! And an extra

"how d'you do" to ~~Kansas City, Missouri~~ ^{Philadelphia, Pa}...

~~One of the great industrial centers of the nation - home of agricultural center of the great midwest... home of some 2 million solid citizens!~~

HUGH: Why the spotlight on ~~Kansas City~~ ^{Philadelphia} this evening, skipper?

Any special reason?

MONROE: Just that it's a ~~big~~ ^{big} and busy town...and it caught

my eye on the "Variety" list, where leading disc-jockeys

report their leading record-requests. In ~~2.0~~ ^{Philadelphia},

according to the favorite platter-spinner ~~out~~ there, the

number-one choice of his listeners this week is the

ballad .. ~~"Harbor Lights"~~ ^{Be My Love} 1.55

~~(MUSIC: "HARBOR LIGHTS" .. MONROE) 4.35~~

(APPLAUSE) 4.40

(MUSIC SEGUE TO:)

~~(MUSIC: "GET OUT THOSE OLD FASHIONED RECORDS". MONROE) 6.45~~

(APPLAUSE)

6.55

MONROE: Thank you. "Get Out Those Old-Fashioned Records"... mark that down as one of the big new record requests, friends. And, as I always say, one good record deserves another. So Rosemary Clooney's going to give us a pre-view of her newest platter...It'll be in the record shops next week, and here's how it's going to sound... It's that ditty with the daffy title..."When Apples Grow on Cherry Trees." 7.15

(MUSIC: "WHEN APPLES GROW ON CHERRY TREES".... CLOONEY) 9.45

(APPLAUSE)
9.55

vq

9.55

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

HUGH: The way to find out about the day-in, day-out mildness of a cigarette is not one sniff...not one puff...but steady smoking. Make the sensible test, the thorough test of cigarette mildness. Smoke only Camels for thirty days-- in your normal manner. You'll enjoy the rich, full flavor of Camels from first puff to last... and you'll see just how mild Camels are!

LEE: 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!

HUGH: Make your own Camel thirty-day test-- the sensible cigarette test -- and see how mild, how flavorful, how thoroughly enjoyable a cigarette can be. Find out why people say, "Once a Camel smoker, always a Camel smoker!"

LEE: Yes, and you'll see why more people smoke Camels than any other cigarette!

11.10

11.10

(MUSIC: JINGLE)

ALL: The song that's getting the most requests from list'ners,
According to "Variety",
Is this fine ballad- this week in 15 cities
It's first in popularity!

Perhaps this, current record-hit
Is your big favorite, too-
We'll sing the words and music, now,
Called, "My Heart Cries For You"! // 11.45

(MUSIC: "MY HEART CRIES FOR YOU" .. MONROE, MOONMAIDS) 14.13

(APPLAUSE) (OVER MUSIC)

MONROE: Thank you. I'm happy to hear that another new
recording of ours is getting quite a play on diso-
jockey shows around the country... "Use Your
Imagination". 14.25

(MUSIC: "USE YOUR IMAGINATION" .. MONROE) 16.40

(APPLAUSE)

16.45

51457 5201

16.45

MONROE: Thank you.. thank you very much. Come with us, now, to visit a college campus...in another of our salutes to outstanding American schools.

HUGH: Tonight, the Camel Caravan sends greetings to Indiana University, in Bloomington, Indiana! Founded in 1820, Indiana was the first state university to admit women students to full status. With its total enrollment of 24,000 men and women, it is one of the largest of the nation's universities...its campus of 875 acres, one of the most beautiful.

MONROE: 87,000 alumni call Indiana University "Alma Mater".. proud of its Hoosier traditions in the classrooms and on the field of sport. To the students of Indiana, past and present, we dedicate these famous songs of a famous school! 17.30

MUSIC: "INDIAN MEDLEY" ... MONROE, ENSEMBLE 19.20

(APPLAUSE)

19.30

19.25

(MUSIC: JINGLE)

ALL: ~~We're heading next to the city known as Dallas,~~
~~the Big town in the "Show-Me" State~~
~~Located in the Lone Star State~~
And Now we're going out West to Kansas City

GIRLS: The folks who live there - about ~~three~~ ^{five} hundred thousand-

Agree that this new tune is great!

MONROE: So sing the song, Miss Clooney, please,
That ^{K.C.} ~~Dallas~~ likes the best-

ALL: The ballad it's been calling for -
It's number-one request! 2003

(MUSIC: "HARBOR LIGHTS" .. CLOONEY) 22.10

(APPLAUSE)

22.20

22.20

HUGH: More people smoke Camels than any other cigarette!

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

HUGH: One reason is taste -- the rich, full flavor of Camel's costly tobaccos. Another reason is mildness-- cool, cool mildness, pack after pack! Make your own Camel thirty-day test and find out why more people smoke Camels than any other cigarette!

MONROE: Friends, buy your Camels the handy, thirfty way-- buy them by the carton. That way you always have Camels when you want them!

22.55

22.55

(MUSIC: BRIDGE)

MONROE: A Broadway show-tune takes the stage now.. one of the prize items in my collection of musical-comedy hits of years gone by. ~~Here's what the theatre marquees along Broadway looked like~~ the year this song was new. "Craig's Wife" was the Pulitzer prize-winning drama.. and the comedy hits were "The Butter and Egg Man".. "Is Zat So".. and "The Fall Guy". A revue called "Garrick Gaieties", with music by Rodgers and Hart, was a sell-out...~~as was the new Marx Brothers show, "The Cocoanuts".. and "The Vagabond King".. and "No, No, Nanette"~~. But biggest hit of all among the musicals was "Sunny", starring Marylin Miller. Jerome Kern wrote the score for that one...the year was 1925... and this song from the second act is still remembered....

(MUSIC: "WHO" .. MONROE)

26.25

23.35

(APPLAUSE)

26.35

vq

26.35

HUGH:

The makers of Camels deem it a privilege to send gift cigarettes each week to hospitalized servicemen and veterans. This week's Camels go to: Veterans' Hospitals, Topeka, Kansas and Oakland, California... U. S. Army Percy Jones General Hospital, Battle Creek, Michigan...U. S. Naval Hospital, Portsmouth, Virginia. The Camel people have now sent more than one hundred and ninety-four million free Camels to servicemen, servicewomen and veterans.

27.05

vq

27.05

(MUSIC: ~~MONROE THEME~~ 27.43)

MONROE: As always, it was fine to have you with us on the Camel Caravan this evening. Let's do it again next Saturday night. Turn your dial to this same station, this same time, and you'll hear another batch of tunes reported in "Variety" as the top record-show requests of the week...

HUGH: ...another song to take you back 10 or 20 years..

MONROE: ...in our college cheering section, a salute to Northwestern University...

HUGH: ... and a return visit from Rosemary Clooney!

MONROE: In other words, a big half hour of music for your enjoyment! I hope you'll be listening.

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? 28.34

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

(CAMEL THEME.....FADE.....APPLAUSE) 28.55

28.55

LEE:

Men, what is America's largest-selling smoking tobacco? Why, Prince Albert, of course -- rich and flavorful, with the delightful natural fragrance of choice tobacco! P.A. is crimp out for smooth, even burning and easy packing in your pipe. And it's specially treated to insure against tongue bite. Get Prince Albert, the National Joy Smoke! 29.15

(MUSIC: THEME)

HUGH:

This is Hugh Conover saying goodnight for the Vaughn Monroe Show! 27.20

(APPLAUSE) ~~27.20~~

This is CBS...THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

WCBS.....NEW YORK

880 ON YOUR DIAL

27.30

vq