

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

Timed Master

SATURDAY, MARCH 10, 1951

7:30 to 8:00 PM EST.

CUE: {COLUMBIA BROADCASTING SYSTEM}
 {.....30 seconds.....}

MUSIC: JINGLE

SINGERS: 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 - JOAN EDWARDS -- presented by Camel
 Cigarettes!

MUSIC: (UP AND SEGUE) 30

mab

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HUGH: One sniff won't tell you!

LEE: One puff won't tell you!

HUGH: It takes day-in, day-out smoking to judge the mildness of a cigarette, to see how well it gets along with your throat. Make the sensible, thorough cigarette test: smoke only Camels for thirty days and see how mild, how flavorful, how enjoyable Camels are!

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!

1.10

mab

3 1.10

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

(APPLAUSE) 1.30

MONROE: Hello, and how do you do, everybody! With flower
shows and fashion shows on the calendar these days,
Spring must be right around the corner. So, here
I'd like to open my sample-case and show you our new
spring line of popular tunes.

HUGH: Here's one the customers will go for, skipper! It's
reported in "Variety" as the leading request on
the leading disc-jockey show in Savannah, Georgia...
your own recording of "Faithful"! 1.50

~~(MUSIC: "FAITHFUL".....MONROE)~~ 4.40

(APPLAUSE) 4.45

~~(MUSIC: SEQUE TO:)~~

6.55

~~(MUSIC: "YOU'RE JUST IN LOVE".....MONROE, MOONMAIDS)~~

(APPLAUSE) 7.00

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7.00

MONROE:

From the Moonmaids and yours truly, that was the solid tune of the week in San Antonio, Texas ... the big request on records ... "You're Just In Love".

Which brings us to another sample of the Camel

Caravan's musical merchandise....with guest-singer

Joan Edwards ^{giving you an idea of the kind of performance} ~~in charge of selling it to you, not~~

~~she's giving the customers there a night at the famous that this song requires any sales talk....right~~

^{at the famous} ~~now, according to "Variety", it's the top choice in~~

Chicago, Boston, Cleveland, ^{at the famous} Baltimore, Springfield,

Utica, Detroit and Portland, Maine. Here's Joan

Edwards - and here's the tune. 7.35

(MUSIC "IF".....EDWARDS) 10.00

(APPLAUSE) 100

mab

HUGH: More people smoke Camels than any other cigarette!

LEE: Yes, Camels are America's most popular cigarette!

HUGH: Camels have the two things that are most important for your enjoyment: flavor and mildness!

LEE: No other cigarette has Camel's rich, full flavor -- the flavor of costly tobaccos, properly aged and expertly blended!

HUGH: And no other cigarette gives you this conclusive proof of mildness: 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: That's proof based on day-in, day-out smoking -- not just a puff or a sniff! Make your own Camel thirty-day test -- the sensible, thorough cigarette test. You'll enjoy Camel's fine flavor, pack after pack. You'll see how mild Camels are as a steady smoke.

HUGH: And you'll know why more people smoke Camels than any other cigarette!

(MORE)

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!

11.30

mab

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-7-
11.30

(MUSIC: JINGLE)

ALL: Our Camel show keeps on rolling 'cross the
country
With songs that record-fans like best ----
And these two ballads are up among the winners,
Each one is now a big request!

~~GIRLS:~~ Six cities go for "Be My Love" --
So that tune's on our show --

~~Mr. girls:~~ And then the Phoenix choice we'll hear
It's a record by Vaughan Monroe! 12.05

(MUSIC: "BE MY LOVE"....MONROE) 13.35

(MUSIC: "THE NIGHT IS YOUNG"....MONROE AND CHOIR) 15.30

(APPLAUSE)

15.40

ras

-8 15.40

MONROE:

The Camel Caravan sends greetings now to another famous American campus...Boston University
This is our salute to B.U. for Founders Day, March 13th!

HUGH:

112 years old, Boston University has students from every state in the nation and from 47 foreign countries....a total enrollment of 30,000! And with the retirement of its President, Dr. David L. Marsh, after 25 years of service, it welcomes his successor, Dr. Harold C. Case!

MONROE:

On their new campus on the Charles River, the students and faculty will gather soon, to mark an anniversary and the induction of a new President. Boston University...the friendly University...here are your traditional songs to mark the occasion! 16.15

(MUSIC: "ALMA MATER"...MONROE, ENSEMBLE) 18.10

(APPLAUSE)

18.15

18.15

(MUSIC: JINGLE)

GIRLS: Now tell us, maestro, what tune will be the encore
This evening from our singing guest?

MONROE: She's picked a ballad, the favorite in a city
About 3,000 miles out west.

ALL: The city is Los Angeles --
Joan Edwards, that's your cue --
We'd like to hear the west-coast hit
That's called, "Would I Love You". R.50

(MUSIC: "WOULD I LOVE YOU"....EDWARDS) 22.10

(APPLAUSE)

22.20

HUGH: According to a repeated nationwide survey, more doctors smoked Camels than any other cigarette!

LEE: Again, doctors all over the country, doctors in every branch of medicine were asked, "What cigarette do you smoke, Doctor"?

HUGH: Again, the brand named most was Camel!

LEE: Try Camels yourself! Make the sensible cigarette test -- smoke only Camels for thirty days and you'll see how mild, how flavorful, how thoroughly enjoyable a cigarette can be!

MONROE: Don't forget the cartons --- the handy, thrifty way to buy your Camels!

22.55

22.55

(MUSIC: BRIDGE)

MONROE: Every so often a song comes along that's
 neither in the dance-tune or popular-ballad
 category, but still has great popular appeal...
 because it touches the heart. I think this
 song can be so described...a melody and lyric
 that has special meaning in these days of
 doubt and anxiety. We're featuring it this
 evening for the first time on the Camel Caravan...
 a new song of hope and faith...called, "And
 Then I Prayed". 23.25

(MUSIC: "AND THEN I PRAYED"....MONROE, CHOIR)

26.55

(APPLAUSE)

27.00

ras

27.00

HUGH:

Friends, this week, as every week, gift packages of Camels are sent to hospitalized servicemen and veterans in this country and overseas. Camels are on their way to: Veterans Hospitals, Dallas, Texas and Phoenix, Arizona...U.S. Naval Hospital, Pensacola, Florida, and to all hospitals operated by the European command of the U.S. Army.

More than one hundred and ninety five million Camel cigarettes have now been sent to servicemen, servicewomen and veterans!

27.30

ras

27.30

(MUSIC: MONROE THEME) 27.45

MONROE: Well, that's it for tonight, good people...but the minute we leave you, we'll start wrapping up another package of tunes for delivery next Saturday night from Camp Kilmer, New Jersey.

HUGH: Call 'em off, Pappy...what'll you be sending our customers?

MONROE: An assortment of leading requests on leading disco-jockey shows, as listed in "Variety"...

HUGH: Check!

MONROE: A musical greeting to the University of California

HUGH: Check!

MONROE: And a visit from the young night-club and recording star, Nancy Reed! That's what the Camel Caravan has in store for you one week from tonight, friends...

And will be looking forward to entertaining all you men at Camp Kilmer, New Jersey.

On Monday night, remember the BOB HAWK SHOW. My good friend Bob will be looking for the LEMAO of the week. And handing out a lot of prizes and plenty of laughs. So don't miss the BOB HAWK SHOW on Monday night.

HUGH: And folks, if you have a television set, we hope you'll be watching the Vaughn Monroe CAMEL Television show. Your local paper will tell you where and when to find it on your CBS-TV Station.

MONROE: 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: FADE....APPLAUSE) 28.50

28.50

LEE:

Men, there's pleasure in every pipeful of
Prince Albert - the National Joy Smoke!
P.A's choice tobacco has a rich flavor and
a fine natural fragrance. It's crimp out for
smooth, even burning and specially treated to
insure against tongue bite. Get Prince Albert,
America's largest-selling smoking tobacco!

29.10

29.10

-16-

(MUSIC: THEME)

This is Hugh Conover saying goodnight for
the Vaughan Monroe Show! 29.15

(APPLAUSE)

29.25

THIS IS CBS...THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

WCBS...NEW YORK

29.30

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