

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MARCH 24, 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 singer - Shaye Cogan -- presented by  
Camel Cigarettes!

MUSIC: (UP AND SEGUE)

35

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35

HUGH: More doctors smoke Camels than any other cigarette, according to a repeated nationwide survey!

LEE: Again, doctors in all branches of medicine, doctors in all part of the country have been asked what cigarette they smoked.

HUGH: Again, the brand named most was Camel!

LEE: Test Camels yourself -- in your "T-Zone", T for Throat and T for Taste. You'll see how mild, how flavorful, how enjoyable a cigarette can be!

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!

1.15

1.15

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

(APPLAUSE)

1.35

MONROE: Hello, and how do you do, everybody! The lead-off  
tune on the Camel Caravan ~~music stand~~ tonight is  
a ballad that seems to be the talk of the entire  
country. ~~And they're doing more than just talking  
about it...~~ Folks are humming it, whistling it,  
and asking their favorite disc-jockeys to play it!

HUGH: According to "Variety", skipper, it's the song  
that's been most-requested on platter shows this  
week in 17 cities from coast to coast!

MONROE: To sum it all up in one little word ... it's the  
ballad called "If"! 1.55

(MUSIC: "IF" .. MONROE) 4.00

(APPLAUSE) 4.05

(MUSIC: SEGUE)

(MUSIC: "ACROSS THE WIDE MISSOURI" .. MONROE, CHOIR) 7.15

(APPLAUSE)

7.22

7.28

MONROE:

"Across The Wide Missouri" ... that's a newcomer to the "Variety" list of leading requests. Disc-jockey Larry Berril, from Station WIND in Chicago, sends word that it's the number one record-choice of his fans!

Which brings us to the report from Roger Clark, the man who spins the platters at WNOR, in Norfolk, Virginia. In Norfolk, you'll find the country's largest Naval Base ... ~~one of the finest harbors in the world ... and the scene of an historic~~

~~moment in our history: the famous battle between the Monitor and the Merrimac. And in Norfolk,~~

*and* you'll also find some 300,000 very nice people.

~~and~~ Those who listen to brother Clark's program decided that their favorite tune this week is ...

"Abba Dabba Honeymoon"! *and here's how* ~~I think you'll be glad to hear that Miss Chayo Cogan is on hand tonight with the words and music ...~~ 7.50

(MUSIC: "ABBA DABBA" .. COGAN) 10.05

(APPLAUSE)

10.10

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10.10

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!

HUGH: You'll discover many things when you make the Camel  
thirty-day test! You'll discover how rich and flavorful  
Camels are, pack after pack! No other cigarette has  
Camel's fine flavor, the flavor of costly tobaccos  
properly aged and expertly blended!

LEE: You'll discover how mild Camels are -- how well they get  
along with your throat, week-in and week-out! 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: Yes, you'll discover how flavorful Camels are, how mild  
Camels are...and you'll see why more people smoke Camels  
than any other cigarette! Camels are far and away  
America's most popular cigarette!

LEE: Start your own Camel thirty-day test today!

11.20

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MUSIC: JINGLE

11.20

ALL: And next, a balad, a current choice on records,  
A brand-new tune that's going great;  
Reports are in from a leading eastern city.  
That's Binghamton, in New York State!

So many fans request this song -  
But that is no surprise -  
Just hear it once, and you'll be sold  
On "I Apologize": 11.55

MUSIC: "I APOLOGIZE" MONROE

14.35

(APPLAUSE) 14.40

MONROE: And here's the news from Buddy Black of KCKN, Kansas  
City, and Stan Friedman of WDAR in Savannah, Georgia.  
The big request from their fans is "Would I Love You"!  
14.50

MUSIC: "WOULD I LOVE YOU" MONROE

17.00

(APPLAUSE)

17.05

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17.15

MONROE: And here the Camel Caravan rolls right across the nation to Pullman, Washington ... to offer a salute to Washington State College!

HUGH: Washington State marks it's 61st anniversary this year ... and celebrates it's growth, since 1890, to a student enrollment of more than 11,000. One of our great state colleges, it has added even more to it's prestige in recent years with it's developments in atomic research ~~... and courses and degrees in the field of Police Science.~~

MONROE: To its President, Dr. Wilson Compton ... ~~to the "Cougars" whose fame we know on the sports field ...~~ to the students and alumni of Washington State ... we dedicate these songs... 17.35

MUSIC: Washington Melody  
~~"ALMA MATER"~~ MONROE, ENSEMBLE 19.10

(APPLAUSE)

19.50

MUSIC:

JINGLE

19.20

ALL:

Another new one is on our show this evening -  
You'll hear it from our singing guest -  
It's now the choice of the folks out in St. Louis,  
The center of the great mid-west.

And fans in Portland, Oregon,  
Have taken to it, too -

So here's Shay Cogan, once again,  
To sing this song for you!

19.55

~~MUSIC:~~

~~"MOCKING BIRD HILL"~~

~~COGAN~~

22.05

(APPLAUSE)

22.10



22.10

HUGH: More people smoke Camels than any other cigarette!

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

HUGH: Make the sensible, thorough cigarette test and you'll find out why! Smoke only Camels for thirty days. Your "T-Zone" -- T for Throat and T for Taste -- will tell you all you need to know. Your throat will tell you how mild Camels are, week after week. Your taste will tell how flavorful, how enjoyable Camels are, pack after pack. You'll see why so many people say, "Once a Camel smoker, always a Camel smoker!"

MONROE: And don't forget ... buy your Camels the handy, thrifty way -- by the carton!

22.52

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22.50

MUSIC: BRIDGE

MONROE: To get in the mood of this next tune ... our Saturday night Old-Timer ... come along with us, now, back to 1939. ~~You remember 1939 ... that's when the World's Fair opened in New York ... and the Golden Gate Exposition, in San Francisco.~~ That's when King George and Queen Elizabeth made their visit to the United States ... the year of the Pulitzer-prize winning play, "Abe Lincoln In Illinois" ... the year of a movie called, "Gone With The Wind". Well, do you remember any of the big popular songs of 1939? Here's one that may still be in your record-collection ... ~~or in that bundle of sheet music on the top shelf of the closet.~~

"I Didn't Know What Time It Was". 23.20

MUSIC: "I DIDN'T KNOW WHAT TIME IT WAS" MONROE 26.20

(APPLAUSE)

26.27

26.27

HUGH:

Friends, nothing can boost your morale like a gift --  
especially if you're in a hospital bed! That's why  
the Camel people send several thousand packages of  
cigarettes each week to hospitalized servicemen and  
veterans, in this country and overseas. This week's  
gift Camels go to: Veterans' Hospitals, Rutland  
Heights, Massachusetts and Lyons, New Jersey ...  
U. S. Naval Hospital, Quantico, Virginia ... and to  
all hospitals operated by the Far East Command of  
the United States Air Force.

26.55

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2655

(MUSIC: MONROE THEME) 27.10

MONROE: ~~Before we leave you the Camel Caravan gang and I~~  
~~Mr. Shakespeare said, quote, "Parting is such a sweet~~  
~~sorrow" but he forgot to add, quote, "I'll be back~~  
~~time - And he promise you will be back~~  
again next Saturday night with more music."

HUGH: More music means more songs from the "Variety" list of leading record-requests on leading record-shows....

MONROE: And it also means a salute to The University of Notre Dame.  
AND A return visit from Shaye Cogan! Our session one week from tonight will be on the air from the United States Naval Receiving <sup>Station</sup> ~~Yard~~, Brooklyn, New York... ~~But wherever you happen to be, we'll be as near to you as your radio dial.~~  
That's the Camel Caravan....same time, same station.

On Monday night, remember the BOB HAWK SHOW. My good friend Bob will be looking for the LEMAC 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? *28-10*

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

(CAMEL THEME: FADE.....APPLAUSE)

*28-23*

28.23

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! 28.44

HUGH: This year, the Red Cross needs eighty-five million dollars to carry on its work! Sure, that's a lot of money! But the Red Cross is carrying a staggering responsibility! The Red Cross has its regular job to do, plus helping members of the Armed Forces here and abroad! War in Korea and the state of national emergency have required an immediate increase in these services. Help the Red Cross mobilize for defense! Give now! Give for the sake of your family, your community, your Nation! 29.15

(MUSIC: THEME)

This is Hugh Conover saying goodnight for the Vaughan Monroe Show! 29.20

(APPLAUSE) 29.27

THIS IS CBS...THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

WCBS.....NEW YORK

29.30