

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MARCH 31, 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 U. S. Naval Receiving Station in Brooklyn,
 New York----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) 37

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HUGH: More people smoke Camels than any other cigarette!

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

HUGH: No other cigarette has Camel's rich, full flavor!

LEE: And no other cigarette offers this 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!

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!

1.18

3 1.18

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

(APPLAUSE) 1.35

MONROE: Hello, and how do you do, everybody! We're mighty glad to be here with all these men in blue at the United States Naval Receiving Station. Right now, The Camel Caravan is ready to ramble...~~all set to visit~~ a dozen different cities tonight, by way of their leading record-show requests! Our first ^{stop}~~jump~~ is ~~a short one...~~ Camden, New Jersey. And in Camden...a great center of industry and ship-building...the record-favorite of the week ~~among it's 100,000 people~~ is this ballad... "Bring Back The Thrill"! 1.55

(MUSIC: "BRING BACK THE THRILL"...MONROE) 3.35

(APPLAUSE) 3.40

MUSIC: SEGUE TO:

(MUSIC: "SPARROW IN THE TREE-TOP"...MONROE, MOONMAIDS) 5.55

(APPLAUSE) 6.00

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6.00

MONROE:

With the Moonmaids chirping in the background, that was "Sparrow In The Tree-Top". In his report in "Variety", disc-jockey Bill Silbert of WXYZ names it the big choice this week of his fans in Detroit!

Heading back east again, the Camel Caravan now invites you to Hartford, Connecticut. ~~The capital of the Nutmeg State has picked~~ ^{is} a brand new tune ~~as~~ it's choice of the week, and to sing it for you, I've picked the blonde and beautiful Shaye Cogan. Right now, at the United States Naval Receiving Station with Shaye on-stage, I'm getting about as much attention as an apprentice-seaman in a room full of admirals. So I'll quietly step aside by saying here's Miss Cogan...and... "Always You". 6.35

(MUSIC: "ALWAYS YOU".....COGAN) 9.10

(APPLAUSE)

9.20

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9.20

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: How mild can a cigarette be?...and now here's another question: How thorough can a cigarette test be?

LEE: This is the most convincing proof of mildness we know: Hundreds of men and women from coast to coast smoked only Camels for thirty days, averaging one to two packs a day. Each week, noted throat specialists ^{reported} ~~examined~~ the throats of these smokers ^{that} ~~and reported~~ not one single case of throat irritation due to smoking Camels ^{was} ~~caused~~

*Announcer
 misread and
 tried to correct
 sentence.*

HUGH: Yes, that's proof of mildness, based on not just a puff or sniff, but on steady smoking! Make your own Camel thirty-day test and see how mild Camels are, how well they agree with your throat, pack after pack, week after week!

LEE: You'll enjoy the Camel thirty--day test---every rich, flavorful puff---and you'll see why more people smoke Camels than any other cigarette!

10.30

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(MUSIC: (JINGLE)

10.30

ALL: Comes next the choice of the folks down in Miami and
Portland, on the western coast---

MONROE: In Washington, and in Fitchburg, Massachusetts, This
ballad's been requested most!

ALL: In Richmond and in Louisville,
As well as Baltimore -
This tune, like Camel cigarettes,
Is what they're calling for! 11 05

(MUSIC: "IF"....MONROE) 13.15

(APPLAUSE) 13.20

MONROE: In "Variety", platter-spinner Dick Gilbert, at KPYL,
in Phoenix, Arizona, reports that the number-one favorite
of his listeners is our own recording of...."Faithful".^{13.30}

(MUSIC: "FAITHFUL"....MONROE) 16.05

(APPLAUSE)

16.10

MONROE: And tonight, in the Camel Caravan college spotlight..
the University of Notre Dame!

HUGH: This is our salute to one of the nation's great schools..
founded 109 years ago by Rev. Edward F. Sorin and 7
Brothers of the Congregation of the Holy Cross. With a
faculty and student-body of men of all religious faiths
and from 15 foreign countries, Notre Dame has a proud
record of academic and scientific achievements.

~~MONROE: At Notre Dame, the first wireless message was transmitted
in the United States!~~

~~HUGH: At Notre Dame, Father Julius Niewland discovered the
process for making synthetic rubber!~~

MONROE: AND adding to the University's fame...the victories of
it's football teams...! On April 2nd, 5,000 students and
20,000 alumni all over the world will celebrate Universal
Notre Dame night...~~to mark the ideals and traditions
of the school.~~ We're happy to help that celebration get
going...with these famous Notre Dame Songs! 16.50

~~(MUSIC: "NOTRE DAME MEDLEY".....MONROE ENSEMBLE) 19.25~~
(APPLAUSE)

19.30

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(MUSIC: (JINGLE)

19.30

ALL: Our show continues with still another winner
With record-fans both east and west --
Los Angeles says this tune is now it's favorite;
In Allentown, it leads the rest!

Savannah and St. Louis fans
Have chosen this one, too --
Our guest, Shaye Cogan, sings it now --
It's called, "Would I Love You"! 20.05

MUSIC: "WOULD I LOVE YOU" GOGAN) 22.20

(APPLAUSE)
22.27

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22.27

HUGH: Again, doctors have been asked to give their cigarette preference -- doctors all over the country and in every branch of medicine.

LEE: Again the brand named most was Camel!

HUGH: Yes, according to this repeated nationwide survey, more doctors smoke Camels than any other cigarette!

LEE: Friends, smoke the cigarette so many doctors smoke -- rich, full-flavored and mild -- CAMELS! Get yourself a carton!

22.55

22.55

MUSIC: BRIDGE

MONROE: I don't think there's a record-collection in the country that doesn't include at least one tune by Cole Porter. Believe it or not, as long ago as 1916 he was writing song hits/ ~~and~~ Each and every year since then, he's come up with at least one that's on the list of leading record-requests. ~~"Begin The Beguine", "Night and Day", "Reveille" ... there are a hundred or more like that.~~ And here's a ballad he wrote in 1939 23.20

MUSIC: "I CONCENTRATE ON YOU" MONROE) 26.30

(APPLAUSE) 26.40

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HUGH:

The makers of Camels are sending gift packages of cigarettes to our hospitalized servicemen. These cigarettes are forwarded to and distributed by the Military Air Transport Service, United States Air Force, which evacuates virtually all overseas wounded personnel. Gift Camels are also on the way to: Veterans' Hospitals, Fort Meade, South Dakota and Oklahoma City, Oklahoma ... U. S. Army Station Hospital, Camp Campbell, Kentucky ... U. S. Naval Hospital, Beaufort, South Carolina.

27.05

27.05

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MUSIC: (MONROE THEME) 27.25

MONROE: Well, much as we hate to break it up ... our half-hour has run out ... and now it's time for the Camel Caravan to shove off after a pleasant visit to the United States Naval Receiving Station in Brooklyn.

From all of us in my crew ... a large "Thank you" *Captain W.R. Cook - Commander S.J. McKee and to ~~the~~ Chaplain T.J. Reilly for inviting us aboard!*

HUGH: Next Saturday night, there'll be another session of the Camel Caravan ... coming your way from the *Casual* Sunnyside Ballroom, in Pottstown, Pennsylvania! In the guest spotlight ...

MONROE: Shaye Cogan!

HUGH: In the college-salute section ...

MONROE: The University of Virginia!

HUGH: And along with the number one disc jockey requests as reported in "Variety", we'll be starting the celebration of Vaughn Monroe Week among the platter spinners and record fans with four of Vaughn's brand new Victor recording releases.

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MONROE: Hope you'll be listening ... same time, one week from tonight. 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? 28.35

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

CAMEL THEME: FADE ... APPLAUSE

28.50

LEE: Whether you smoke a briar, a meerschaum or a corn cob, you'll enjoy it more with Prince Albert, America's largest-selling smoking tobacco! P.A.'s choice tobacco is rich and flavorful ... it's crimp out for easy packing and cool smoking ... and it's specially treated to insure against tongue bite. Get the National Joy Smoke -- Prince Albert! 29.10

MUSIC: THEME

HUGH: This is Hugh Conover saying goodnight for the Vaughn Monroe Show! 29.15

(APPLAUSE) 29.27

THIS IS CBS ... THE COLUMBIA BROADCASTING SYSTEM

- fade theme 15 seconds -

WCBSNEW YORK

29.30