

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JULY 8, 1950

7:30 - 8:00 PM EDST

*Joined Master  
As Broadcast*

CUE: (COLUMBIA BROADCASTING SYSTEM)  
(.....30 seconds.....)

MUSIC: JINGLE

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 Meadows Restaurant in Framingham, Massachusetts,  
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)

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

CONOVER: 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!

VINES: Test Camels yourself in your "T-Zone" -- T for taste,  
T for throat -- and see why more people smoke Camels  
than any other cigarette!

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! Caravans are  
made to travel...and lately, this Camel Caravan of ours  
has been doing just that...traveling from that end of  
the country to this end of the country.

HUGH: And tonight we lead off with the number one choice in  
that end of the country.

MONROE: Conover, readjust your radar. The nation's disc  
jockeys report in "Variety" that this tune is number  
one not only in Los Angeles, but in Denver, Chicago,  
Miami and Washington, D. C.

HUGH: Seems to be following us around the country. So,  
Pappy, why don't you wind up and pitch a couple of  
choruses of "Bewitched". 2.00

MUSIC: "BEWITCHED"...MONROE 4.55

(APPLAUSE) 5.05

5.05

MUSIC: (JINGLE)

ALL: Now here's a ditty we're featuring this evening  
The very first time on our show -  
The tune's a favorite that's leading all the others  
In Cleveland, out in O-hi-o!

From Shaker Heights right to The Mall  
They ask for this refrain -  
A song that may be new to you,  
Entitled, "Down The Lane"!

5.40

MUSIC:

"DOWN THE LANE"...MONROE, MOONMAIDS

7.50

(APPLAUSE)

8.00

9.00

MONROE:

Thank you! It's getting to be a habit...and one that everybody approves of...I mean having Rosemary Clooney with us on the Camel Caravan. Rosemary, tell me something: how old are you? (CLOONEY DEAD-PANS MONROE. AFTER PAUSE: ) Well, that takes care of the interview portion of our program. But the reason I asked...I figure that Rosemary was a little girl in pig-tails when this next tune was new. For a while, it was quite a hit...then it dropped out of sight...gathered dust on the publisher's shelf...and now, all of a sudden...well, look what "Variety" says: this week it's the number-one request of the record-show listeners in Indianapolis! Just goes to show that you can't keep a good tune down...And here's 8.35 Rosemary to welcome back "Are You Lonesome Tonight?"

MUSIC:

"ARE YOU LONESOME TONIGHT"...CLOONEY  
(APPLAUSE)

11.40

11.50

11.50

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

CONOVER: Yes, make the sensible cigarette test. One sniff or one puff can't tell you how mild a cigarette is -- or how much you'll enjoy smoking it! It takes day-in, day-out smoking!

VINES: Make the sensible cigarette test -- smoke only Camels for thirty days. Your "T-Zone" -- T for taste and T for throat -- will tell you all you want to know: how mild, how flavorful Camel's choice tobaccos are...how enjoyable a cigarette can be! You'll see why more people smoke Camels than any other cigarette!

CONOVER: Friends, 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! That's how mild Camels are!

VINES: Make your own thirty-day Camel test -- the sensible test -- and see why more people smoke Camels than any other cigarette!

13.05

13.05

MUSIC: (JINGLE)

GIRLS: A little later we'll hear more from Miss Clooney,  
But now let's hear from Vaughn Monroe -  
The song he's got on his music-stand, we notice  
Is from the latest Broadway show!

His brand new record of this tune  
Ranks with his very best -  
In Phoenix, it's the choice this week -  
The number-one request! 13.40

MUSIC: "VIOLINS FROM NOWHERE"...MONROE 16.45  
(APPLAUSE) 16.55

16.55

MONROE:

Thank you very much!

HUGH:

And this is the spot in the show where Vaughn Monroe and the Camel Caravan send greetings to a college fraternity!

MONROE:

Tonight we salute Alpha Sigma Phi!

HUGH:

To Alpha Sigma Phi...to its 55 chapters and 22,000 members...to its traditions that date back to 1845...to its worthy activities in providing scholarship funds...to the fraternity's colors of cardinal and gray...Vaughn and the Camel Caravan Choir dedicate the song, "Alpha Sig Sweetheart." 17.25

MUSIC:

"ALPHA SIG SWEETHEART"...MONROE, ENSEMBLE 19.50  
(APPLAUSE)

20.00



-9- 20.00

MUSIC: (JINGLE)

MONROE: Comes next the tune I've been waiting for all evening -  
The latest Clooney record-hit!  
And when it's voted the choice across the country,  
Remember I predicted it!

GIRLS: What is this song - describe it, please -  
A slow or swingy thing?

MONROE: I'll say no more - I'll just step back  
And let Miss Clooney sing! 20.35

MUSIC: "I'M GONNA HAUL OFF AND LOVE YOU"...CLOONEY 22.35  
(APPLAUSE)

22.45

51457 4857

22.45

VINES: What cigarette do you smoke, Doctor?

CONOVER: That question was asked of one hundred thirteen thousand, five hundred and ninety-seven doctors -- doctors in all parts of the country, doctors in every branch of medicine.

VINES: What cigarette do you smoke, Doctor?

CONOVER: The brand named most was Camel! Yes, according to this nationwide survey, more doctors smoke Camels than any other cigarette!

MONROE: Friends, I'd just like to remind you to take along plenty of Camels on your vacation. Buy them by the carton, so you'll always have Camels when you want them!

23.15

23.15

(MUSIC: BRIDGE)

MONROE: Comes now our special old favorite out of the Camel Caravan music book...and let's see if you can guess when this tune first scored a hit. As Miss Brannigan used to say back in public school...put on your thinking cap!

HUGH: What ever happened to Miss Brannigan, Vaughn?

MONROE: Last I heard, she was playing second base for Detroit. Now, start thinking everybody...the year this song came out Jack Sharkey became the heavyweight champ of the world...and Amelia Earhart made the first solo flight by a woman across the Atlantic. It was the year of the famous novel, "The Good Earth"...the year Mickey Mouse was created by Walt Disney. Has anybody guessed it yet? The year was 1932 ... and the ballad we'll sing for you now was on everybody's request list wherever music was played -- "Say It Isn't So."

MUSIC: "SAY IT ISN'T SO"...MONROE  
(APPLAUSE)

27.07

27.15

24.05

27.15

CONOVER:

The men in our veterans' and servicemen's hospitals like to know that they are not forgotten. It is a privilege for the makers of Camels to send them gift Camels every week. This week's Camels go to: Veterans' Hospitals, Fort Custer, Michigan and Dwight, Illinois ...U. S. Army Station Hospital, Fort Jay, New York... and U. S. Naval Hospital, Coco Solo, Canal Zone.

27.35

27.35

-13-

27.50

MUSIC:

(MONROE THEME)

MONROE:

And that's the curtain on the July 8th edition of the Camel Caravan. When the crew and I close this week's festivities at the Meadows Restaurant in Framingham, we'll roll along to our headquarters for next Saturday night...Broadway, in New York City.

HUGH:

And a big homecoming it'll be, pappy! with top tunes from the disc-jockey reports in "Variety"...a salute set to music for Phi Kappa Sigma fraternity...and as a special treat, a great old-time hit brought right up to date!

MONROE:

That's one week from tonight...Rosemary Clooney has been invited to come along...and this is your special invitation to spend another half hour with us.

Until we meet again, this is Vaughn Monroe...wishing you pleasant dreams...and...won't you have a Camel?

MUSIC:

C-A-M-E-L-S

28.25

CAMEL THEME -- FADE ON CUE

28.40

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mg

28.40

VINES:

Summer is the time for relaxing...and if you like a pipe, fill it up with Prince Albert and enjoy the smoothest of smokes while you take it easy. Prince Albert's choice tobacco is specially treated not to bite your tongue -- and crimp out to smoke cool and even. Get Prince Albert, America's largest-selling smoking tobacco!

29.00

mg

51457 4862

29.00

-15-

MUSIC:

CAMEL THEME...FADE.....

29.10

HUGH:

This is Hugh Conover saying goodnight for the Camel  
Caravan -- starring Vaughn Monroe!

29.15

(APPLAUSE)

29.25

This is CBS...THE COLUMBIA BROADCASTING SYSTEM

29.30