

Times Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JULY 15, 1950

7:30 - 8:00 PM EDT

**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 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)

51457 4864

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! It's been ²⁸
weeks since our last Camel Caravan show in New York
City ... ²⁸ weeks of touring around the country.
Hugh, do you think anybody noticed we were away?

HUGH:

Pappy, how you talk! Did you hear that welcome home
the folks just gave you? That calls for a speech!

MONROE:

I've got a fine speech all memorized, and it goes
as follows ... "Thank you!" To that, I'll add 30
minutes of music ... some of the tunes reported in
"Variety" as the top requests on leading record
shows from coast to coast.

HUGH:

And on every list of record favorites, there's
always one by Vaughn Monroe! Here's his latest ...
the number-one choice this week in Phoenix, Arizona
... "Violins From Nowhere"! 2.05

MUSIC:

"VIOLINS FROM NOWHERE" .. MONROE

5.20

(APPLAUSE)

5.25

5.25

MUSIC: (JINGLE)

MONROE: And here's the hit that's been keeping jockeys busy..
We'd like to sing it just for you

ALL: The choice of Denver as well as in Milwaukee,
In Gaffney South Carolina, too.

MONROE: In Memphis and in New Orleans
This song tops all the rest -

ALL: In Akron, all the record fans
Make this their first request!

MUSIC: "MONA LISA" .. MONROE, MOONMAIDS

6.00

8.45

(APPLAUSE)

8.50

8.50

MONROE: Thank you again! Up here beside me on the driver's seat of the Camel Caravan .. Miss Rosemary Clooney. Rosemary, are you as glad as I am to be back in New York?

CLOONEY: I love this town, Vaughn .. it has so many wonderful things. The crowds ..

MONROE: The subways ..

CLOONEY: The traffic jams ..

MONROE: The heat ..

CLOONEY: The humidity ..

MONROE: But who cares, as long as there's a fine new set of words and music to take your mind off the weather. Rosemary, ~~will you~~ cool us off with the tune "Variety", says is the big request in San Antonio this week "Play A Simple Melody". 9.20

MUSIC: "PLAY A SIMPLE MELODY" .. CLOONEY 11.10
(applause) 11.20

11.20

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

CONOVER: Yes, smoke Camels and see how mild -- and how
 flavorful -- a cigarette can be!

VINES: Just as you can't judge a baseball player by one
 time at bat, you can't judge a cigarette by one
 puff or one sniff. Make the sensible cigarette
 test: smoke Camels for thirty days and let your
 "T-Zone" -- T for taste and T for throat -- tell
 you all you need to know.

CONOVER: Your taste will tell you how rich and full-flavored
 Camel's costly tobaccos are. Your throat will tell
 you just how mild a cigarette can be!

VINES: In a coast-to-coast test, hundreds of people smoked
 only Camels for thirty days, averaging one to two
 packs a day. Each week, noted throat specialists
 examined the throats of these smokers and reported
 not one single case of throat irritation due to
 smoking Camels!

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

12.30

12.30

MUSIC: (JINGLE)

ALL: Our music-stand holds another ballad winner -
A leading tune all summer long -

MONROE: In San Francisco it's currently the favorite,
By far the most-requested song.

ALL: In Portland, out in Oregon,
Here's what they're calling for -
From Kansas City music-fans
Requests come by the score! 13.05

MUSIC: "BEWITCHED" .. MONROE 16.05

(APPLAUSE)

16.10

16.10

MONROE: Thank you. Once again the Camel Caravan offers a salute to a college fraternity ... this evening, Phi Kappa Sigma!

HUGH: This is the centennial of Phi Kappa Sigma, founded at the University of Pennsylvania, in 1850, 16,000 members in 44 chapters in the United States and Canada carry on the fraternity's 100-year old traditions..and many of them will be gathering in Philadelphia August 31st to September 2nd for their annual convention.

MONROE: So here tonight we dedicate this song to the gold and black of Phi Kappa Sigma "The Phi Kappa Rally March": 16.40

MUSIC: "PHI KAPPA RALLY MARCH" .. MONROE, ENSEMBLE 18.00

(APPLAUSE)

18.07

18.07

MUSIC: (JINGLE)

ALL: In Washington, in St. Louis and in Dayton and
Baltimore they all agree
Upon a tune that is leading all the others
In local popularity.

In Springfield, and in Lawrence, Mass.,
In New York City, too -

The song that they all want to hear,
Miss Clooney sings for you! 18.43

MUSIC:

"I WANNA BE LOVED" .. CLOONEY 22.05

(APPLAUSE)

22.15

22.15

CONOVER: What cigarette do you smoke, Doctor?

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

CONOVER: What cigarette do you smoke, Doctor?

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

CONOVER: Friends, try Camels yourself. Make the sensible cigarette test -- smoke Camels for thirty days and see how mild, how flavorful a cigarette can be!

VINES: Buy your Camels the handy, thrifty way -- by the carton!

22.53

ha

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22.53

(MUSIC: BRIDGE)

MONROE: Which brings us to an item we featured for the first time a few Saturday nights ago ... a new and exciting Western ditty.

HUGH: (EXCITED) Yee-oww! You mean that one about cowboys and gun-shots and hoofbeats roaring down the canyon..?

MONROE: That's the one ...

HUGH: (MORE EXCITED) With the whip-cracks and the bellowing cattle and the thundering wagon-wheels ..?

MONROE: That's it ..

HUGH: (HYSTERICAL) And the galloping horses and the dust flying and the bullets screaming ..?

MONROE: Right! Is that the kind of song you like to hear?

HUGH: (QUIETLY)Not particularly.

MONROE: Thank you, Mr. Conover .. and good luck to you on your next job.

HUGH: Aw, Pappy, I was only kiddin'...Because I know the tune you mean .. it's in your album of New Songs of the Old West, and since the last time you sang it on the show, there's been a barrel of mail asking for it again! "The Phantom Stage"....! 23.45

MUSIC: "PHANTOM STAGE" .. MONROE, MOONMEN 26.44

ha (APPLAUSE) 26.50

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26.50

CONOVER:

As a tribute to the men and women who served our country, the makers of Camels send gift cigarettes each week to servicemen's and veterans' hospitals around the country. This week, the Camels go to: Veterans' Hospitals, Hot Springs, South Dakota, and Togus, Maine...U.S. Army Station Hospital, Fort Benning, Georgia...U. S. Naval Hospital, San Diego, California. More than one hundred ninety-one million Camels have now been sent to servicemen, servicewomen and veterans.

27.17

ha

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27.17

MUSIC:

(MONROE THEME)

27.32

MONROE:

Well, we've cooked it up and dished it out, friends ... a half hour of some of the number-one choices among the current pop tunes. One week from tonight, we'll all be back .. and I hope you'll be among those present .. for another Camel Caravan convention.

HUGH:

That means music for your special enjoyment! Songs reported by leading disc-jockeys in "Variety" as their first requests ... a musical greeting to Alpha Chi Omega sorority .. and another new song of the old west!

MONROE:

Whether it be a crystal set or a 40-tube Chippendale .. tune your radio this way next Saturday night for the Camel Caravan, with Rosemary Clooney in the guest spot-light.

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 ON CUE)

28.20

28.20

VINES:

Men, pack your briars, your meerschaums, your
corncocks with the National Joy Smoke -- Prince Albert!
A fine tobacco, Prince Albert! -- specially
treated against tongue-bite, crimp out to smoke
smooth and even -- and what a rich flavor! Yes,
Prince Albert is America's largest-selling
smoking tobacco!

28.38

28.38 -15-

MUSIC:

CAMEL THEME... FADE....

29.45

HUGH:

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

28.50

(Applause) 28.58

Today, thousands of high school graduates are
choosing nursing as a career. For a student nurse
receives a professional education. Upon graduation,
she has countless opportunities in private duty,
in airline and foreign service. Her training is
invaluable as a wife and mother. Find out more
about nursing as a career at your nearest hospital
today!

29.17

(APPLAUSE)

29.27

This is CBS...THE COLUMBIA BROADCASTING SYSTEM.

29.30

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