

*Time Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, SEPT. 16, 1950

7:30 to 8:00 PM EDST

**AS  
BROADCAST**

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

MUSIC: JINGLE

ANNCR: 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 featuring Rosemary  
Clooney -presented by Camel Cigarettes.

MUSIC: (UP AND SEGUE)

35

ras

51457 4984

35

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

HUGH: 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!

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

1.07

1.07

-3-

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do everybody! Before  
we start the Camel Caravan rolling tonight,  
I have eight letters here I'd like to read.

HUGH: Skipper, I hate to criticize, but that's no  
way to open a musical show...by reading eight  
letters....!

MONROE: Why not? These letters are: M-O-N-A ...L-I-S-A!  
"Mona Lisa"...the title of one of the most  
popular tunes in the country.

HUGH: You speak the truth, Mr. Monroe! According to  
"Variety", it's the most-requested song this  
week on disco-jockey shows in Denver, Miami,  
Richmond, Rochester, Schneetady and Portland,  
Oregon! And customers, here's just the man  
to sing it for you....! 1.55

MUSIC: "MONA LISA"....MONROE 5.00

(APPLAUSE) 5.07

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5.07

MUSIC: (JINGLE)

ALL: This list we're singing begins with New York City.  
To San Francisco it goes West-  
Then add Chicago and Springfield and Gonzales -  
That's where this tune's the big request!

Add Syracuse and Omaha -  
Milwaukee, in between -  
And Louisville and Washington --  
All want "Goodnight, Irene"! 5.40

MUSIC: "GOODNIGHT IRENE"....MONROE. MOONMAIDS 8.00

(APPLAUSE) 8.15

8.15

-5-

MONROE: Thank you. The Camel Caravan crew is busier than usual these days. In addition to these Saturday night radio sessions, the orchestra and I are spending our evenings on the bandstand of the Starlight Roof at the Waldorf Astoria...And Miss Rosemary Clooney, there's a table reserved for you whenever you'd like to drop in for a visit.

CLOONEY: How about tonight, Vaughn? I have some friends in from out of town who've never been to the Starlight Roof.

MONROE: Entertaining out-of-towners is our specialty, Rosemary. And right now I'll pass on a little trade secret to you. What tune would you pick if you knew that at one table there were some folks from Pittsburg...at another table, a couple from St. Louis...and over there, some visitors from Indianapolis...?

CLOONEY: I'd stay right with the tune I'm going to sing, because "Variety" says it's the number one disc jockey choice in Pittsburg, St. Louis, and Indianapolis.

MONROE: And you'd be so right, Rosemary...so let's hear, <sup>that</sup> ~~that~~ Simple Melody. 8.57

(MUSIC: "PLAY A SIMPLE MELODY"....CLOONEY) 10.50

(APPLAUSE)

ras

11.00

51457 4988

11.00

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

HUGH: The cigarette you smoke should please you day  
after day, week after week! That's why the  
sensible test of a cigarette calls for day-in,  
day out smoking! One puff or one sniff can't  
tell you whether a cigarette will agree with  
your throat...or whether its taste will  
continue to please you, ~~without pulling.~~

LEE: Make the sensible cigarette test. Smoke only  
Camels for thirty days. Let your "T-Zone" --  
T for throat and T for taste be the judge.  
Yes, your "T-Zone" will tell you how mild,  
how flavorful, how enjoyable Camels are!

HUGH: In a coast-to-coast test, hundreds of people  
smoked only Camels for thirty days. Each  
week noted throat specialists examined their  
throats and reported not one single case of  
throat irritation due to smoking Camels.

LEE: Friends, make your own thirty-day Camel mildness  
test --the sensible test - and see why more people  
smoke Camels than any other cigarette!

ras

12.15

12.15

-7-

MUSIC: (JINGLE)

GIRLS: Comes next a new song you folks will soon be  
hearing  
On record-shows from coast to coast -  
It's going to be on the nations list of favorites  
With hits that are requested most!  
  
It's just come out - this record made  
By Maestro Vaughn Monroe --  
He'll sing this ballad for you now,  
The first time on our show! 12.50

MUSIC: "WHY FIGHT THE FEELING"....MONROE 15.50  
(APPLAUSE) 16.00

16.00

MONROE: Thank you. And this is the spot in our show where we carry on the Camel Caravan custom of salutes to fraternities and sororities.

HUGH: This evening, we extend greetings to the oldest of American college sororities...Alpha Delta Pi! 99 years have passed since Alpha Del Pi was founded at Wesleyan Female College...and on the eve of its centennial, it numbers <sup>34,000</sup>~~24,600~~ members in <sup>79</sup>~~69~~ chapters. Its Memorial Fellowship Fund makes gifts to members and non-members who wish to study abroad, and brings students from foreign lands to study in America.

MONROE: This is our tribute to the student and alumnae members of Alpha Delta Pi...the words and music of the sorority's "Sweetheart Song". 16.35

MUSIC: "SWEETHEART SONG"...MONROE. ENSEMBLE 19.10  
(APPLAUSE)

19.20



19.20

MUSIC: (JINGLE)

GIRLS: The next report comes from Phoenix, Arizona  
The leading city in that State --

MONROE: From Central Street way out to Apache Junction  
This tune's the one they say is great!

ALL: Salt River Valley folks agree  
There is no better song  
Than this, the one Miss Clooney sings  
As the Caravan rolls along! 19.55

MUSIC: "IT'S LOVE"....CLOONEY 22.05

(APPLAUSE) 22.10

22.10

HUGH: What cigarette do you smoke, Doctor?

LEE: One hundred thirteen thousand, five hundred and ninety-seven doctors were asked that question -- doctors in all parts of the country and in every branch of medicine.

HUGH: What cigarette do you smoke, Doctor?

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

HUGH: Friends, make the Camel thirty-day test -- the sensible test - and see how mild, how flavorful Camel's costly tobaccos are!

MONROE: And I'd like to remind you that the handy, thrifty way to buy your Camels is by the carton!

22.47

22.47

(Music Bridge)

-11-

MONROE :

I've dug deep into the trunk for this big hit of years ago .. and although you'll all recognize the song, not many of you will recall when it first appeared in the music--shops. Unless of course you remember riding in a Model T Ford .. or watching the Mack Sennett Bathing Beauties in the movies. The year it was composed, Woodrow Wilson had just been re-elected President.. Jess Willard was the world's heavyweight champion.. William S. Hart was at the peak of his career.. and Tris Speaker was the big baseball star. Does that give you a clue? 1916 was the year .. and this lovely ballad of 34 years ago was everybody's sentimental favorite .... "Roses of Picardy". 23.28

MUSIC"ROSES OF PICARDY" ... MONROE

26.25

(APPLAUSE)

26.30

26.30

ANNCR

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, Murphreesboro, Tennessee, and Brecksville, Ohio ... U.S. Army Beaumont General Hospital, El Paso, Texas ... U. S. Naval Hospital, Naval Medical Center, Guam, Marianas Islands.

26.56

51457 4995

26.56

-13-

MUSIC

(MONROE THEME)

27.15

MONROE

Well, the Camel Caravan's got to roll along now ..  
but we'll be by next Saturday night to pick you up  
again for another half-hour of music for your  
enjoyment. New songs from the "Variety" list of  
leading record--show requests .. an old-timer out  
of our Camel Caravan collection ...

HUGH

And for you football fans, Vaughn will be right in  
step with the season ... a run-down of late football  
scores, along with the first of a series of college  
~~fight~~ marching songs!

MONROE

It'll be Kentucky and L.S.U. on our football singing  
schedule next Saturday night .. ~~the songs of those~~  
~~two fine teams that play next week.~~ So .. spin  
your radio dial our way ... join us here with  
Rosemary Clooney and the rest of the crew .. and  
you'll find a happy half-hour waiting for you!  
On Monday night don't forget to listen to the Bob  
Hawk Show when my good friend Bob will be looking for  
the LEMAC of the week. So for lots of laughs and  
lots of prizes don't miss the Bob Hawk Show on  
Monday night. Until we meet again this is Vaughn  
Monroe wishing you pleasant dreams..and..won't you  
have a camel? 28.00

51457 4996

(MUSIC

C-A-M-E-L-S)

(CAMEL THEME: FADE ON CUE)

28.20

28.20

-14-

LEE:

Men ... put a rich, full-flavored tobacco in  
your pipe ... and really enjoy your smoke!  
Pack it with Prince Albert -- the largest-  
selling smoking tobacco in America! Prince  
Albert's choice tobacco is specially treated  
to insure against tongue bite ... and crimp  
out to burn slow and even, and smoke cool.  
Ask for the tobacco with the delightful  
natural fragrance! Prince Albert -- the  
National Joy Smoke!

28.45

51457 4997

28.45

-15-

MUSIC: CAMEL THEME .... FADE ... 29.00

HUGH:

This is Hugh Conover saying goodnight for the  
Camel Caravan -- starring Vaughn Monroe! 29.05

(APPLAUSE) 29.20

This is CBS ... the COLUMBIA BROADCASTING SYSTEM

-- fade theme 15 seconds --

WCBS ..... NEW YORK

880 ON YOUR DIAL

29.28