

Jimel Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, OCTOBER 21, 1950

7:30 to 8:00 PM EST

**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 Campus of Duke University in Durham, North
Carolina, 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

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!

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

1.05

1.05

-3-

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! Making music
for Duke University is a very nice way to spend an
evening. We have an audience of young people from all
over the country ... from all the various cities where
our Camel Caravan tunes are especially popular.

HUGH: Right you are, skipper! And "Variety" says. Your first
tune tonight is the disc jockey choice in Atlanta,
Georgia - A revival of that easy-to-listen to ballad,
"Harbor Lights" 1.45

(MUSIC: "HARBOR LIGHTS" .. MONROE) 3.25

(APPLAUSE) 3.30

(MUSIC: SEGUE TO:)

(MUSIC: "ALL MY LOVE" MONROE)- 5.50

(APPLAUSE) 5.55

5.55

MONROE: Thank you. If you're from St, Louis, Washington, New York, New Orleans or Charlotte .. the tune you just heard is the record-rave this week in your home town. And here is the spotlight, my guest this evening.. new to our radio session, but a charter member of the cast of our Camel television show. Meet Miss Shaye Cogan..!

(Applause)
COGAN: Good evening, everybody ...

MONROE: Shaye, did Hugh Conover follow my instructions? I told him to show you around the Duke campus this afternoon.

COGAN: Well, he did take me to a place called the Senior Walk...

MONROE: I might've known. And where else did he take you?

COGAN: We went to the top of a hill, where he said you could see the most beautiful campus in the country.

MONROE: Duke University!

COGAN: No, the school he went to.. the University of North Carolina.

MONROE: Listen in next week for our new announcer, friends! But so much for comparing campus notes.. time now, Shaye, for some notes out of a song hit. This one is the leading request in Indianapolis this week.. "Simple Melody". 7.10

(MUSIC: "SIMPLE MELODY" .. COGAN)

8.55

(APPLAUSE) 9.00

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, hundreds of people smoked only Camels for thirty days. They smoked an average of 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! That's how mild Camels are!

LEE: Yes, Friends, the thirty-day test is the sensible test of a cigarette. One puff of a cigarette or one sniff of the tobacco will tell you very little. After all, smoking cigarettes is day-in, day-out pleasure -- and only by day-in, day-out smoking can you judge how mild and how flavorful a cigarette can be!

HUGH: So, Friends, make the sensible cigarette test -- the Camel thirty-day mildness test. Smoke only Camels for thirty days and see for yourself how mild, how full-flavored, how thoroughly enjoyable Camels are! Find out for yourself why more people smoke Camels than any other cigarette!

10.14

10.14

MUSIC: (JINGLE)

ALL: We'll start from Durham and travel 'cross the country
Way out to the Pacific coast -

MONROE: A great old ballad is now a record favorite,
A song that's been requested most!

ALL: The city of Los Angeles,
Out in the Golden West,
Says here's the favorite song this week,
Its number-one request! 10.45

(MUSIC: "NEVERTHELESS" .. MONROE) 12.05

(OVER MUSIC:)

MONROE: ~~Thank you~~. With the Camel Caravan in high gear, we'll
roll along to Syracuse, New York...! And there,
"Variety" tells us, the leading disc-jockey show rates
this as top choice among it's listeners... 12.15

(MUSIC: "CAN ANYONE EXPLAIN" ... MONROE) 13.40

(APPLAUSE) 13.50

7

13.50

MONROE: And this time of year, football is the big topic of talk on the Duke Campus .. so let's get into the conversation, shall we, Hugh ..?

HUGH: Here we go, pappy, with some of the day's scores! *Duke*
beat *Richmond*, 41 to 0 .. it was *Indiana*
over *Kate Dame*, 20-7 .. a win for *W. Carolina State*
over *Newford*, 16 to 13 *and Duke took Purdue 33 to 21*
..... and in one of
the big intersectional games, the final score was
University of Washington 13, Illinois, 20 !

MONROE: Here's music to fit the picture of that game ... the fight songs of Washington and Illinois as they were sung by thousands of fans this afternoon! 14.30

(MUSIC: "WASHINGTON - ILLINOIS MEDLEY" .. MONROE. ENSEMBLE) 16.45

(~~APPLAUSE~~)

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16.45

MONROE: ~~Thank you.~~ This is the first visit of the Camel Caravan to Duke University.. and all of us were eager to see its landmarks. The Chapel Tower .. the Sarah Duke Memorial Garden .. the lovely West Campus .. they're familiar sights to us now. And the welcome we've received makes us doubly glad to be here. This is our way of saying to the students and to the President of Duke University, A. Hollis Edens, "Thank you for your hospitality!" 17.10

(MUSIC: "DUKE ALMA MATER" .. MONROE. ENSEMBLE) 19.05

(APPLAUSE)

19.13

19.13

MUSIC: (JINGLE)

ALL: Come out, Shaye Cogan, and sing for all the people,
They want to hear you - that we know!
And here's a tune that is guaranteed to please 'em -
That's what we aim for on this show!

It's Cleveland's leading choice this week,
So says "Variety" -
This hit of years ago once more
Has popularity! 19.45

(MUSIC: "THINKING OF YOU" .. COGAN) 22.10

(APPLAUSE) 22.20

HUGH: What cigarette do you smoke, Doctor?

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

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, try Camels in your "T-Zone" -- T for throat and T for taste. Make the sensible cigarette test -- the Camel thirty-day mildness test -- and let your "T-Zone" tell you how mild and flavorful Camel's costly tobaccos are! Buy your Camels the handy, thrifty way-- by the carton!

23.00

(MUSIC: BRIDGE)

MONROE: For you folks old enough to go back quite a few years,
here's a tune to test your memory. You were humming
it and dancing to it the year the League of Nations
was organized.. the year women were given the right
to vote .-- Pearl White was Hollywood's big star in
"The Perils of Pauline" ... Eugene O'Neill won the
Pulitzer Prize ... and regular radio broadcasting
began, at Station KDKA, in Pittsburgh.
Well, if you remember all that, you'll surely recall
this song ... the big favorite of 1920, 23.30

(MUSIC: "DO YOU EVER THINK OF ME" .. MONROE)

26.25

(APPLAUSE)

26.33

HUGH: The makers of Camels deem it a privilege to send gift cigarettes each week to the most deserving group of people -- the patients in veterans' and servicemen's hospitals around the country.

This week, the Camels go to: Veterans' Hospitals, Gulfport, Mississippi and Fort Harrison, Montana...
U.S. Air Force Hospital, Brookley Field, Alabama...
U.S. Naval Hospital, Key West, Florida.

26.53

26.53

-12-

(MUSIC: MONROE THEME) 27.10

MONROE: And that's "So long until next week," Camel Caravan customers ... nice to have had you with us on this visit to Duke University. We're inviting you to join us again up North next Saturday night .. when our half-hour of music will be coming to you from the Carousel Ballroom in Manchester, New Hampshire.

HUGH: With a stop in between, maestro!
For a ~~dance date~~ ^{show} Friday night in White Plains,
New York.

MONROE: Right, Mr. Conover. And on Saturday, one week from tonight, it'll be another 30 minutes of Camel Caravan entertainment on the air. Songs on the "Variety" list of leading requests.. another tune out of my collection of old-timers.. and football ~~music to the tune of the~~ ^{prayer and the} fight songs of ~~the great~~ ^{two great} ~~and~~ ^{and} ~~the~~ ^{team} ..
On the guest list, I have ~~.....~~ ^{Rosemary Clooney} ..
... so consider yourself invited, and come on along!

HUGH: On Monday night don't forget to listen to the BOB HAWK SHOW when 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.

MONROE: If you have a television set, we hope you'll be watching our new CAMEL Television Show. Your local paper will tell you where and when to find us on your CBS-TV Station.

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) 28.25

28.25

LEE: Men, if you like tobacco that smokes with a delightful.
natural tobacco fragrance... get 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!

28.45

28.45

-15-

MUSIC: CAMEL THEME ... FADE ...

28.55

CONOVER: Don't forget the CAMEL FOOTBALL ROUNDUP on most of these CBS stations every Saturday afternoon ... with play-by-play broadcasts from five of the top games each week, and highlights and scores for the entire country. 29.05

(MUSIC THEME)

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

-fade theme 15 seconds-

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30