

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, NOVEMBER 4, 1950

7:30 to 8:00 PM EST

Timed Master
**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 Valencia Ballroom in York, Pennsylvania
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)

.35

51457 5101

SINGERS: How mild,
 How mild,
 How mild can a cigarette be?

HUGH: One puff won't tell you!

LEE: One sniff won't tell you!

HUGH: It takes day-in, day-out smoking to find out how
 mild a cigarette is. Make the sensible test -- the
 Camel mildness test. You'll see just how mild
 Camels are!

SINGERS: Make the Camel thirty-day test
 And you'll see...
 Smoke Camels and see! 1.02

102

-3-

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

(APPLAUSE) 1.20

MONROE: Hello, and how do you do, everybody! Quite a town -
York, Pennsylvania! A busy industrial center these
days, home of the famous Interstate Fair every year ...
and I'll bet you never knew that York was once our
national capital!

HUGH: You mean like Washington, D. C., Vaughn?

MONROE: That's right, Hugh. Back in 1777 and 1778, this was
the headquarters of Congress, ~~this was~~ where Lafayette
was commissioned to aid the Revolutionary Army, ~~... this~~
~~is where Thanksgiving Day was first proclaimed a~~
~~national holiday.~~ *And* Here, where history was made, the
Camel Caravan makes music tonight!

HUGH: Ring up the curtain Maestro. Here's what ~~was reported~~
reported ~~in~~ "Variety" *h* as the big request this week in Phoenix,
Arizona ... a song you recorded yourself not long ago -
"Dream a Little Dream of Me"! 1.55

MUSIC: "DREAM A LITTLE DREAM" ... MONROE 3.45

(APPLAUSE) 3.50

(MUSIC SEGUE TO:)

MUSIC: ~~"ALL MY LOVE" ... MONROE~~ "Heavenly Bodies" ... Monroe 6.40

(APPLAUSE) 6.50

ms

51457 5103

6.50

MONROE: Thank you. That, too, is a request favorite of the week, according to "Variety" ... the number one ~~choice~~ *choice in Kansas City and Haffney,* ~~on disc-jockey shows in New York, Minneapolis, Seattle, South Carolina, Detroit, Springfield and Fitchburg.~~

Rosemary Clooney, does the mention of Cincinnati, Ohio, do anything to you?

CLOONEY: It makes me homesick, Vaughn. It takes me back to the days when two kids who called themselves The Clooney Sisters auditioned as singers on Station WLW.

MONROE: "Kids" is right. You were all of 13 years old. And you got yourselves a job ... on the old "Moon River Show". And then Tony Pastor heard you ... hired you as his band-vocalist ... and another local girl made good. Well, Rosemary, here's your chance to send a greeting card to all the folks back home. It's in the form of Cincinnati's top request reported by the City's leading platter-spinner ... "Orange Colored Sky"! 7.30

(MUSIC: "ORANGE COLORED SKY" ... CLOONEY) 9.27

(APPLAUSE) 9.35

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

HUGH: When you light up your first Camel, you notice the rich, full flavor of Camel's costly tobaccos -- you notice the cool, cool mildness of every puff. And when you keep on smoking Camels, you find that the wonderful qualities of flavor and mildness go right on bringing you smoking enjoyment. That's why it makes sense to test a cigarette as a steady smoke -- one sniff or one puff will tell you very little.

LEE: Make the Camel thirty-day test. Your "T-Zone" -- T for throat and T for Taste -- will tell you just how mild, how flavorful a cigarette can be!

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

10.50

10.50

(MUSIC: (JINGLE)

ALL: And here, three favorites reported by the jockeys
In several towns from coast to coast -

GIRLS: There's one brand new, and two others are familiar-
But all have been requested most!

MONROE: In Indianapolis, all this week,
Each record fan agrees,

ALL: The ballad he would like to hear
Is "Music Maestro Please"! 11.25

(MUSIC: "MUSIC MAESTRO, PLEASE" .. MONROE) 13.10
(OVER MUSIC:)

MONROE: The Camel Caravan Orchestra takes over with the
record-show winner in Portland, Maine and Portland,
Oregon ... "Thinking Of You". 13.20

(MUSIC: "THINKING OF YOU" .. ORCH) 14.20
(OVER MUSIC:)

MONROE: ~~As advertised, here's the brand-new one~~ ... Rosemary
Clooney adds the necessary notes to mine for the
number one choice in Chicago and Los Angeles
"Bushel and a Peck". 14.25

(MUSIC: "BUSHEL AND A PECK" .. MONROE, CLOONEY) 15.35
(APPLAUSE) 15.45

15.45

MONROE: Thank you. North, South, East and West .. the football season is really rolling along! And to give you an idea of which teams may be on the way to a conference championship ... or to a Bowl game ... here's Coach Conover and today's Camel Caravan score-board!

HUGH:

A win for Army over Penn, 28 to 3...
Columbia beat Cornell, 20 to 19 ...
 it was Kate Dame over Harvard, 19 to 10 ...
Michigan State took Oklahoma by a score of 35 to 0...

MONROE:

And at Knoxville, below the Mason-Dixon line, North Carolina and Tennessee packed the stadium. At the final whistle, it was Tennessee, 16; N. Carolina, 0! To the Tarheels and to the Volunteers, the Camel Caravan sends this salute ... the songs of two of the South's finest teams! 16.25

(MUSIC:

N. CAROLINA - TENNESSEE MEDLEY) 19.05

(APPLAUSE)

19.15