

*Timed Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JAN. 13, 1951

7:30 to 8:00 PM EST

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

MUSIC: JINGLE

SINGERS: 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 Moonmaid's, the Moon Men, the Orchestra  
and guest star ---- Rosemary Clooney -- presented  
by Camel Cigarettes!

MUSIC (UP AND SEGUE) 34

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34

SINGERS

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

HUGH

You can't judge the mildness of a cigarette from  
one sniff!

LEE

... or from just one puff of smoke!

HUGH

It takes day-in, day-out smoking to find out how  
mild a cigarette is, how well it agrees with your  
throat! Make the sensible cigarette test -- smoke  
Camels for thirty-days and see just how mild a  
cigarette can be!

1.05

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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! This regular  
Saturday night meeting is hereby called to order ...  
and the first piece of business is music ... top  
tunes from the "Variety" list of leading record  
requests. Mr. Conover, kindly read the report from  
our members in Norfolk, Virginia.

HUGH In Norfolk, this week, the number-one choice of  
record-show listeners is the ballad, "Nevertheless"!

MONROE We'll consider that nomination right now ...

1.45

(MUSIC: "NEVERTHELESS" ... MONROE) 3.40

(APPLAUSE) 3.45

(MUSIC: SEGUE TO:)

(MUSIC: MY HEART CRIES FOR YOU ... MONROE & GROUP) 6.20

(APPLAUSE)

6.30

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6.30

MONROE Thank you. You've just heard a newcomer to the Camel Caravan ... reported in "Variety" as the big request of the week in 7 cities ....

CLOONEY Detroit, Birmingham, Philadelphia, Albany, Baltimore, Lawrence and Portland, Maine.

MONROE My voice hasn't suddenly changed, good people ... Miss Rosemary Clooney was passing by and decided to help out, ~~with the statistics.~~

CLOONEY Always ready to lend a hand, Vaughn ...

MONROE Then here's a little job of singing I'll pass on to you, Rosemary. A new Cole Porter ditty, from his latest Broadway musical, "Out Of This World". The way you do it, I think a lot of people will soon be asking their favorite disc-jockeys to play .. "Nobody's Chasing Me". 11.05

(MUSIC: "NOBODY'S CHASING ME" ... CLOONEY) 9.55

(APPLAUSE)

10.03

HUGH

Not one single case of throat irritation due to smoking Camels -- that's what noted throat specialists reported in a coast-to-coast test of hundreds of people who smoked only Camels for thirty days!

LEE

Make your own thirty-day Camel mildness test --- the sensible, thorough cigarette test -- the test that delivers real proof of mildness. Smoke only Camels for thirty days. Enjoy the rich, full flavor of Camel's costly tobaccos. And you'll know how mild Camels are ... how well they get along with your throat ... pack after pack ... week after week!

HUGH

Yes, you'll see why smokers say, "Once a Camel smoker, always a Camel smoker." You'll see why more people smoke Camels than any other cigarette!

SINGERS

How mild,

How mild,

How mild can a cigarette be?

Make the Camel thirty-day test

And you'll see ...

Smoke Camels and see!

11.03

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(MUSIC: JINGLE)

~~11.25~~  
11.03

ALL: No music-show is complete without this ballad -  
The nation's leading record hit -  
Throughout the country, disco-jockeys keep reporting  
Their list'ners are requesting it!

In 12 big cities it's the choice  
Of every record fan -  
This tune we're singing for you now  
On the Camel Caravan! 11.35

(MUSIC: "TENNESSEE WALTZ" .. MONROE. MOONMAIDS) 13.05

(APPLAUSE)

(OVER MUSIC)

MONROE Thank you. A new recording of ours is climbing high  
on the popularity list, thanks to your requests ....  
"The Night Is Young". 13.20

(MUSIC: "THE NIGHT IS YOUNG" .... MONROE) 15.15

(APPLAUSE)

15.25

MONROE

Thank you very much! And here the Camel Caravan carries on with another of our weekly salutes to American colleges. Tonight, we're proud to send greetings to the University of North Carolina ... this week marking it's 156th anniversary!

HUGH

The first state university in the country, the University of North Carolina opened it's doors in 1795 ... with Joseph Caldwell as its first President. In the 156 years since its founding, it has grown from a student enrollment of 1, with a faculty consisting of 2 members, to a total student body of almost 11,000, and a faculty of 500.

MONROE

The South and the entire nation know the University of North Carolina .. for it's <sup>high</sup> scholastic standards and for the great Tarheel teams in every sport. To the 156th birthday celebration at Chapel Hill, we'd like to add these traditional songs of the school. 16 15

(MUSIC "NORTH CAROLINA MEDLEY" .. MONROE. ENSEMBLE) 19.00

(APPLAUSE)

19.05

(MUSIC: JINGLE)

19.05

ALL: Let's join the people now taking a vacation  
Where it's so sunny all year long -  
We're taking you to the city of Miami,  
To hear it's most requested song.

MONROE: You've heard it on our show before,  
These many winter nights --

ALL: Our guest, Miss Clooney, sings it now -  
The ballad, "Harbor Lights". 19.40

(MUSIC: HARBOR LIGHTS... CLOONEY) 22.40

(APPLAUSE)

22.50

ras

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HUGH: What cigarette do you smoke, Doctor?

LEE: That question was asked of doctors in every branch of medicine, doctors in all parts of the country.

HUGH: What cigarette do you smoke, Doctor?

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

MONROE: And, friends, Camels are a big favorite with stars of the entertainment world, too. People like myself, whose voices are so important to them, choose Camels because Camels get along fine with their throats. Let's see, there's John Wayne, Dick Powell, Rise Stevens, Martha Tilton -- and so many others. Get yourself a carton of Camels and see how mild, how flavorful, how thoroughly enjoyable a cigarette can be!

23.38

23.38

(MUSIC: BRIDGE)

MONROE: Which brings us back to the music-stand and another new song that the Camel Caravan crew and I recorded not long ago...this one, something of a departure from our usual run of popular tunes.

HUGH: Vaughn, I think, I'm speaking for all the folks who've heard it...it's a record you can really be proud of! At this time...when the story of Americanism must be told far and wide...well, a song like this is sort of a vote of confidence. As you sing it now, I hope all our friends listening will take the words to heart. 24.15

(MUSIC: "THIS IS MY COUNTRY"....MONROE) 27.18

(APPLAUSE)

29.15

27.15

HUGH:

This week, as every week, the makers of Camels send free cigarettes to a most deserving group of people -- hospitalized servicemen and veterans. This week's Camels go to: Veterans' Hospitals, Martinsburg, West Virginia and Coral Gables, Florida...U.S. Army Station Hospital, Camp Hood, Texas...U.S. Naval Hospital, Chelsea, Massachusetts.

The Camel people have now sent more than one hundred ninety-four million free cigarettes to servicemen, servicewomen and veterans.

27.20

ras

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27.20

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(MUSIC: MONROE THEME)

27.50

MONROE: And that's how we're saying "So long until next Saturday night," friends. When the Camel Caravan rolls up to your doorstep again one week from tonight, we'll have another half hour of music for your enjoyment...as follows:

HUGH: Number one requests on disc-jockey shows from all over the country, as reported in "Variety"...a special tune out of Vaughn's Collection of old-time favorites...and a words-and-music visit to another college campus..the University of Indiana!

MONROE: A return visit from Rosemary Clooney is on the schedule, too...so don't make any dates for next Saturday at this time...you've got a date with us!

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.

ras

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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? 28.40

(MUSIC: C-A-M-E-L-S)

(CAMEL THEME: FADE... APPLAUSE)

28.54

ras

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28.54

LEE:

Men, there's smoking pleasure in every  
pipeful of Prince Albert -- America's largest  
selling smoking tobacco! P.A.'s choice tobacco  
is naturally fragrant, rich and flavorful!  
It's specially treated to insure against tongue-  
bite. And it's crimp cut for smooth, even  
burning. Pack your pipe with Prince Albert,  
the National Joy Smoke!

29.15

ras

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29.15

-15-

(MUSIC:            THEME)

HUGH:            This is Hugh Conover saying goodnight for  
the Vaughn Monroe show! 29.20

(APPLAUSE) 29.27

THIS IS CBS...THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

WCBS...NEW YORK

880 ON YOUR DIAL

29.30

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