

COLUMBIA BROADCASTING SYSTEM

*Timed Master*

THE CAMEL CARAVAN STARRING VAUGHAN MONROE

SATURDAY, JAN. 27, 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 Vaughan Monroe -- with  
the Moonmaid's, the Moon Men, the Orchestra and guest  
star -- Rosemary Clooney -- presented by Camel  
Cigarettes!

MUSIC: (UP AND SEGUE) 35

jd

51457 5210

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!

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. That's how  
mild Camels are!

LEE: Make your own Camel thirty-day test and you'll see  
why more people smoke Camels than any other cigarette!

1.10

51457 5211

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

(APPLAUSE) 1.30

MONROE: Hello, and how do you do, everybody! Here's this week's report on number one record-requests received by leading disc jockeys around the country! Heading the list alphabetically is Albany, New York...home of 135,000 good people...capital of the Empire State...It was news to me, but maybe you know this all along: Albany's been in business since 1686....~~the oldest city in the nation still operating under it's original charter!~~ But in spite of her age, the old gal has plenty of life in her...especially when it comes to picking a favorite tune. This week, says "Variety", Albany has a brand new one as it's top request...."The Roving Kind"! 2.00

(MUSIC: "THE ROVING KIND".....MONROE, MOONMEN) 4.25

(APPLAUSE) 4.30

(MUSIC: SEGUE TO:)

(MUSIC: "IF".....MONROE) 7.30

(APPLAUSE) 7.40

7.40

MONROE: Thank you. Two little letters..."I-F"...spell the big request on records this week in Chicago, Milwaukee and Claremont, New Hampshire.  
Hugh, <sup>one of our listeners writes</sup> ~~I meant to show you a letter I got the other day~~ ...~~a listener wanted~~ to know why we bother with the record choices in small towns.

HUGH: I guess he figures only the very big cities are important...

MONROE: But how wrong he is. It's the fans in all the small towns as well as in the big cities that make a tune a hit. Take Fitchburg, Massachusetts, for instance. There's a fine community of about 40,000...factory workers, college students and housewives...a typical New England industrial city.

HUGH: What have Fitchburg record fans been calling for this week...?

MONROE: According to "Variety" this Irving Berlin tune from "Call Me Madam". On-stage, please, Rosemary Clooney.. and let's hear <sup>you and the Moon Maids in</sup> "You're just in Love". 8.25

(MUSIC: "YOU'RE JUST IN LOVE".....CLOONEY, MOONMAIDS) 11.10

(APPLAUSE)

jd

11.20

51457 5213

HUGH: How mild can a cigarette be?

LEE: One puff won't tell you!

HUGH: One sniff won't tell you!

LEE: The way to find out is by day-in, day-out smoking.  
Make the one, really thorough test of cigarette  
mildness - make your own Camel thirty-day test! Smoke  
only Camels for thirty days and let your taste tell  
you about the wonderful, rich flavor of Camels -- a  
flavor no other cigarette has. Let your throat tell  
you just how mild 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 Camel thirty-day test - the sensible  
cigarette test - you'll enjoy every mild, flavorful  
puff...and 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!

12.30

51457 5214

12.30

MUSIC

(JINGLE)

ALL

Comes next two favorites with folks across the  
nation - The first is now a Boston hit -

MONROE

In New York City, Miami and in Lawrence,  
The fans are all requesting it!

GIRLS

And then you'll hear the biggest choice  
Of list'ners, coast to coast -

ALL

Reported in 10 cities as  
The song requested most! 13.05

(MUSIC

15.30  
"BE MY LOVE"

"TENNESSEE WALTZ"

MONROE)

~~15.40~~

16.55

(APPLAUSE)

17.05

51457 5215

17.05

MONROE

Thank you. And here we dedicate a few moments of words and music to a great American college .... Northwestern University! The Camel Caravan salutes Northwestern ~~on the eve~~ of it's centennial celebration!

HUGH

On it's campuses in Evanston and Chicago, Northwestern will mark it's 100th anniversary tomorrow, ~~with a special program devoted to Founder's Day and a Conference on International Understanding and World Peace.~~ 20,000 students and 2000 faculty members combine to make Northwestern one of the great schools of the mid-West and the nation ... a University noted for teaching and research.

MONROE

To the memory of it's first President, Dr. Clark T. Hirman .. to it's 70,000 alumni ... and to this hundredth milestone in it's history ... we salute Northwestern University on the Camel Caravan tonight with its ~~traditional songs!~~ *Beautiful Alma Mater and its famous fight song.* 17.45

(MUSIC "NORTHWESTERN MEDLEY" .. MONROE. ENSEMBLE) 19.45

(APPLAUSE)

19.55

51457 5216

MUSIC

(JINGLE)

19.55

MONROE

And once again, here's my singing guest, Miss Clooney -  
She's got a song that fits her style -

GIRLS

To hear this ballad - the same as for a Camel,  
Each one of <sup>us</sup> would walk a mile!

ALL

You'll like the words and melody -  
You'll like Miss Clooney's voice -  
She sings a tune that folks declare  
A leading record-choice! 20.30

(MUSIC

"LONGING" ... CLOONEY)

22.45

(APPLAUSE)

22.56



-9- 22.56

HUGH What cigarette do you smoke, Doctor?

LEE That question has been asked again of doctors in all parts of the country, doctors in every branch of medicine. And again the brand named most is Camel!

HUGH Yes, according to this repeated nationwide survey, more doctors smoke Camels than any other cigarette!

LEE Friends, try Camels and see why so many people say, "Once a Camel smoker, always a Camel smoker!"

23.21

51457 5218

(MUSIC BRIDGE)

23.21

MONROE

In my collection of great tunes of years gone by,  
I've got one with yellowed and torn pages ... it's  
that old. It dates back to the days when Dazzy  
Vance was the star pitcher for the Dodgers ... when  
"The Phantom of the Opera" was the movie of the year...  
when a young singer named Helen Morgan became a star  
in George White's "Scandals". That was way back in  
1925. Isham Jones had the most popular dance-  
orchestra of the day ... and you can be sure that  
every night he had requests to play this big favorite  
of the moment ..... 23.56

(MUSIC "SLEEPY TIME GAL" ... MONROE) 26.50

(APPLAUSE)

26.58

2658

HUGH

The hospitalized men of our Armed Forces have their days made brighter by weekly gifts of Camel Cigarettes. This week, the makers of Camels are sending Camels to: Veterans' Hospitals, Fayetteville, North Carolina and Des Moines, Iowa ... U. S. Air Force Hospital, Bolling Air Force Base, Washington, D. D. ... U.S. Naval Hospital, Memphis, Tennessee.

27.26

27.20

-12-

(MUSIC MONROE THEME) 27.40

MONROE            We'd like to do lots more tunes for you, friends ..  
but the Camel Caravan's got to roll along, now.  
Next Saturday we're going to have the pleasure of  
broadcasting from First Air Force Headquarters at  
Mitchell Field, New York. Hope you'll join us.

HUGH             Vaughn and the crew will bring you another half-hour  
of songs most-requested on leading disco-jockey shows.  
as reported in "Variety", and in the college spotlight,  
a Camel Caravan salute to the University of Wisconsin!

MONROE           Plus a visit from a very special guest ... Betty  
Clooney. That's one week from tonight ... and we'd  
like very much to have you 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.

51457 5221

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? 28.30

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

(CAMEL THEME .... FADE .... APPLAUSE)

28.50

28.50

-14-

LEE:

Men, pack your pipes with the National Joy Smoke ...  
Prince Albert! There's rich flavor and natural  
aroma in P.A.'s choice tobacco! And this fine  
tobacco is crimp out for smooth, even burning ...  
and sepcially treated to insure against tongue-bite.  
Get Prince Albert, America's largest-selling smoking  
tobacco! 29.09

(MUSIC THEME)

HUGH

This is Hugh Conover saying goodnight for the  
Vaughn Monroe Show! 29.14

(APPLAUSE) 29.27

This is CBS ... the CCLUMBIA BROADCASTING SYSTEM

- fade theme 15 seconds -

WCBS ..... NEW YCRK

880 ON YOUR DIAL

29.30

SW

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