

*Fixed Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, FEB. 10th. 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 Moonmaids, the Moon Men,  
the Orchestra and guest singer -- Shaye Cogan --  
presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE) .35

ras

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HUGH: One sniff won't tell you!

LEE: One puff won't tell you!

HUGH: It takes day-in, day-out smoking to judge the mildness of a cigarette, to see how well it gets along with your throat. Make the sensible, thorough cigarette test: smoke Camels for thirty days and see how mild, how flavorful, how enjoyable Camels are!

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!

1.08

ras

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

(APPLAUSE)

1.28

MONROE: Hello, and how do you do, everybody! On  
the Camel Caravan tonight...our music-stand  
is loaded! College songs...a great old Broadway  
show-tune...and big hits of the moment,  
number-one requests on leading disc-jockey  
shows from coast to coast! Let's take a look  
first at the "Variety" list of leading record-  
requests. In Chicago, Cleveland and New Orleans,  
this week, the majority of the fans call this  
ballad their favorite..."Be My Love!"

1.50

MUSIC: "BE MY LOVE"...MONROE

3.40

(APPLAUSE)

3.45

(MUSIC: SEGUE TO:)

(MUSIC: THE NIGHT IS YOUNG --- MONROE)

7.05

(APPLAUSE)

7.10

7.18

MONROE:

Thank you...thank you very much! And thank you again for the way you've taken to our recording of "The Night Is Young"...you've put it high on the list of record-requests. Back in 1914 a singing comedian used to do a number about a couple of lovesick monkeys Well, Tin Pan Alley has dusted it off, polished it up, and the result? ...a new novelty hit of 1951! The record choice this week in Boston and Albany, we're glad to have you back with us from Hollywood, Shaye Cogan, and our welcome-home present to you is the song I've been talking about..."Abba Dabba Honeymoon".

7.40

(MUSIC: "ABBA DABBA HONEYMOON"....COGAN)

9.55

(APPLAUSE)

10.00

ras

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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: Yes, smoke Camels for thirty days and you'll see...  
first, how mild they are, pack after pack...second,  
how rich and flavorful they are from first puff  
to last -- and you'll also see why more people  
smoke Camels than any other cigarette!

LEE: No other cigarette has Camel's rich, full flavor --  
the flavor of costly tobaccos properly aged and  
expertly blended.

HUGH: And no other cigarette gives you this proof of  
mildness: 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, thorough cigarette test. Then you'll  
understand why so many people say, "Once a Camel  
smoker, always a Camel smoker!"

11.10

11.10

(MUSIC: JINGLE)

ALL: In Kansas City, Milwaukee and in Norfolk,  
This tune is what they're calling for --  
Detroit agrees there's no other song quite like it -  
It leads the list in Baltimore!

GIRLS: Los Angeles goes for it, too,  
So says "Variety" --  
Here's Vaughn to sing the song that has  
Such popularity! 11.45

(MUSIC: "IF"...MONROE) 13.40

(APPLAUSE) 13.45

HUGH: Vaughn, if I may cut in for a moment...here's  
something the Camel Caravan is mighty proud of!  
Cosmopolitan Magazine took a poll among people in  
the music business...disco-jockeys, publishers, song-  
writers, just about everybody...to find out which  
were the 25 all-time <sup>favorite</sup> ~~best-selling~~ records. And  
high up on that list was your record, "There I've  
Said It Again"...so, let's hear it again, huh? 14.05

(MUSIC: "THERE I'VE SAID IT AGAIN"...MONROE) 17.10

(APPLAUSE)

ras

17.20

MONROE: Thank you. And here, from New York City, the Camel Caravan sends a salute some 2,000 miles to the University of Nebraska! This is our greeting on the University's 82nd anniversary.

HUGH: Next Thursday, the students of Nebraska will celebrate their traditional charter Day. Under the Chancellorship of Dr. R.G. Gustavson, the University has an enrollment of over 8,000 students on its campuses in Lincoln and Omaha.

MONROE: And since 1890, when the University began playing intercollegiate football, the Cornhuskers of Nebraska have turned out teams that rate with the best in the nation. Students and alumni of the University of Nebraska, in your honor we're singing your traditional songs...! 17.55

(MUSIC: NEBRASKA MEDLEY...MONROE. ENSEMBLE) 19.35

(APPLAUSE)

19.40

(MUSIC: JINGLE)

19.46

ALL: We're trav'ling back from our trip out to Ne raska  
We're going now up New York State -  
And our Miss Cogan will sing the choice of this town  
Where folks agree the tune is great!

MONROE So come along to Rochester  
Of camera-making fame -

ALL The flowers that it grows, give it  
"The Flower City" name! 20.15

(MUSIC: "A PENNY A KISS" .. COGAN) 22.30

(APPLAUSE)

22.38



HUGH: More doctors smoke Camels than any other cigarette, according to a repeated nationwide survey.

LEE: Again and again, doctors in all branches of medicine, doctors in all parts of the country have been asked what cigarette they smoke.

HUGH Again and again, the brand named most was Camel!

LEE: Friends, Valentine's Day will be with us next week. A fine Valentine gift is a carton of Camels. They come specially wrapped for the occasion!

23.03

(MUSIC: BRIDGE)

MONROE Mr. Conover, seems to me I promised our Camel Caravan friends a great old Broadway show tune.

HUGH That you did, Skipper. How far back are you going to take us.

MONROE Well .. how about 20 years? ... that's a nice round number. That brings us to the days when Herbert Hoover was President ... when Jack Dempsey was head man in the boxing business. It was 1931 ... the year the Pulitzer Prize was won by a musical comedy, "Of Thee I Sing". And another hit of the 1931 season was called, "The Bandwagon", starring Fred and Adele Astaire.

HUGH I remember seeing it, Vaughn ... Frank Morgan and Helen Broderick were in it, too.

MONROE Right. And this was one of the memorable tunes in the show, by Arthur Schwartz ..... 23.45

(MUSIC "DANCING IN THE DARK" .. MONROE) 26.25

(APPLAUSE)

26.30

26.30

HUGH

For a number of years, the makers of Camels have been sending gift cigarettes to servicemen's and veterans' hospitals in this country. Now we add to the list overseas hospitals where our wounded servicemen are confined. This week, Camels are on their way to U. S. Naval Hospital, Yokosuka, Japan, as well as to: Veterans' Hospitals, Coatesville, Pennsylvania and Fort Howard, Maryland ... U.S. Air Force Hospital, Lackland Air Force Base, San Antonio, Texas.

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

27.05

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27.05

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(MUSIC: MCNROE THEME) 27.20

MONROE Well, there's just about time left to say "So long"  
.. and to tell you we'll all be back one week from  
tonight, when we will be coming to you from Bayonne  
Naval Station, in Bayonne, New Jersey --- with more  
music for your pleasure.

HUGH That means tunes from the "Variety" list of leading  
record-show requests .. right, maestro?

MONROE Naturally, Mr. Conover.

HUGH With another salute to a college campus ...?

MONROE Correet again, Mr. Conover .. a salute to George  
Washington University!

HUGH And with a special singing guest ..?

MONROE You're psychic, Mr. Conover. Miss Joan Nichols  
will be our Camel Caravan guest next Saturday at  
Bayonne Naval Station.

HUGH Nice to have had this chat with you, skipper!

MONROE A pleasure, Mr. Conover. That's next Saturday night,  
friends...let's get together again at this same time.

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.

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MONROE

If you have a television set, we hope you'll be watching our 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? 28.20

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

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

28.35

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28.35

LEE:

Men, pack your pipes with Prince Albert! The rich flavor and natural fragrance will tell you why P.A. is America's largest-selling smoking tobacco! Prince Albert's choice tobacco is specially treated to insure against tongue-bite and it's crimp out to smoke cool and even. Get Prince Albert -- it's the National Joy Smoke! 28.56

(PAUSE)

HUGH:

Friends, here's one opportunity that knocks three hundred and sixty-five days a year. It's the opportunity to create a reservoir of <sup>future</sup> ~~feature~~ buying-power for yourselves and to help maintain the security of the nation. Buy U.S. Savings Bonds now -- and buy them regularly ... through the Payroll Savings Plan where you work, or through the bond-a-month plan where you bank! 29.14

(MUSIC: THEME)

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

29.30

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