

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, FEB. 24th, 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 star- JOAN EDWARDS -- presented by Camel
Cigarettes!

MUSIC: (UP AND SEGUE) 35

SINGERS: How mild, 35
 How mild,
 How mild can a cigarette be?
 Make the Camel thirty-day test
 And you'll see...
 Smoke Camels and 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: Make your own thirty-day Camel test-- the sensible
 test-- and see how mild, how flavorful, how
 enjoyable Camels are!

1.10

HUGH: Now... here is the star of the Camel Caravan...

VAUGHN MONROE:

(APPLAUSE) 1.25

MONROE:

Hello, and how do you do, everybody! ^{Every week} ~~If you're~~
~~We read Variety, the Show Business~~
~~interested in entertainment, chances are you know~~
~~newspaper~~
~~about "Variety" the weekly show-business newspaper.~~
~~We read it ...~~ with special attention to the reports
 from leading disco-jockeys all over the country.
 That's where they list the ^{Most Requested Tunes} ~~tunes for which they've~~
~~had most requests each week...~~ and those are the
 tunes we feature on the Camel Caravan these
 Saturday nights! Yes, Mr. Conover...?

HUGH: I just wanted to say: Richmond, Los Angeles, Kansas
 City, New Orleans, Baltimore, Norfolk and Portland,
 Oregon...!

MONROE: I see what you mean... in all those cities this
 ballad is the number-one choice "If". 1.55

(MUSIC: "IF" .. MONROE) 4.00

(APPLAUSE) 4.05

(MUSIC: SEGUE TO:)

(MUSIC: "DOWN IN NASHVILLE, TENNESSEE" ... MONROE, MOONMAIDS) 6.25

(APPLAUSE)

6.35

6.35

MONROE:

Thank you... that was another tune starting to climb
on the record-shows... "Down In Nashville, Tennessee"!

Now the Camel Caravan rolls on to Rochester, New York
and Lawrence, Massachusetts. In those two cities,
an Irving Berlin show-tune is the record-rave of
the week.... "You're Just In Love",

from "Call Me Madam".

And from the heart of Broadway, this tune gets
the full treatment from our lovely guest of the
evening - radio, supper-club and recording star -

JOAN EDWARDS! *Joan is opening at the Savilles, here
in New York next Wednesday - here and now you'll
find out why she's a night club favorite too!*

MUSIC:

"YOU'RE JUST IN LOVE" .. EDWARDS)

Joan
6.55

(APPLAUSE)

9.25

9.35

HUGH: More people smoke Camels than any other cigarette!

LEE: Yes, Camels are America's favorite cigarette because in Camels you get what you want most in a cigarette: Flavor and Mildness!

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

LEE: And no other cigarette gives you this conclusive 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!

HUGH: Make your own Camel thirty-day test -- the sensible, thorough test-- not just a sniff, not just a puff, but thirty days of mild, rich-tasting smokes. You'll find out 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!

10.40

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10.40

(MUSIC: JINGLE)

ALL: And here we bring you a set of two fine ballads,
Both big requests on record shows:
There's one that's new to our Caravan this evening -
The other, everybody knows!

In 9 big cities what they want
Is "My Heart Cries For You" -
"Bring Back The Thrill" is Boston's choice -
We think you'll like it, too! 11.10

(MUSIC: "MY HEART CRIES FOR YOU" .. MONROE, CHOIR) 13.50

(MUSIC: "BRING BACK THE THRILL" .. MONROE) 16.25

(APPLAUSE)

16.34

MONROE: Thank you.. thank you very much! In the Camel Caravan spotlight tonight.. another great American college... the University of Texas! This is our salute to the "Longhorns" .. celebrating Texas Independence Day on March 2nd.

HUGH: And March 2nd will see the traditional Reunion of the Alumni of the University of Texas! Founded 68 years ago, in 1883, the University's enrollment has grown to 20,000 students, on it's main campus in Austin, and five other campuses throughout the state.

MONROE: The famous song of the Lone Star State- "The Eyes Of Texas" is the Alma Mater of the University ~~of~~ ~~Texas~~, words and music that are part of it's proud history. On-stage, Camel Caravan Choir... our greeting to the University begins with its "Alma Mater" 17.10

(MUSIC: UNIVERSITY OF TEXAS MEDLEY .. MONROE CHOIR) 19.05

(APPLAUSE)

19.10

(MUSIC: (JINGLE)

19.10

ALL: We know you're waiting to hear our guest, Joan Edwards,
Come out and sing another song -
So here she is, and she's happy to oblige you
With this great tune that's going strong.

MONROE: In Washington .. Chicago, too ..
No ballad rates above

all : This favorite on their record-shows,
Entitled, "Be My Love"! 19.45

(MUSIC: "BE MY LOVE" .. EDWARDS) 22.30

(APPLAUSE)

22.40

22.40

HUGH: What cigarette do you smoke, Doctor?

LEE: Again that question has been put to doctors in all branches of medicine, doctors in all parts of the country.

HUGH: What cigarette do you smoke, Doctor?

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

HUGH: Friends, smoke Camels for thirty days and see how rich and flavorful Camels are, pack-after-pack. See how mild Camels are, how well they agree with your throat, day-in and day-out!

23.13

23.13

(MUSIC: BRIDGE)

MONROE:

By way of introducing this tune out of my book of old favorites, here's a guessing game. When did a picture called "Grand Hotel" win the Academy Award? And when was a book called "The Good Earth" the country's big best-seller? In what year was Jack Sharkey the heavyweight boxing champion ...
~~well, it was 1932 --~~
~~and Burgoon King the winner of the Kentucky Derby?~~
~~Well, unless your memory goes away back, you're waiting for me to tell you: the year was 1932.~~
... and a certain sentimental song was number one on the popularity list .. "Say It Isn't So." 23.45

(MUSIC: "SAY IT ISN'T SO" .. MONROE) 26.40

(APPLAUSE)

26.50

HUGH:

Any way that we Americans can help make the lives of our hospitalized servicemen and veterans happier is always worthwhile. The Camel Cigarette people have been sending gift cigarettes to service hospitals in this country and overseas. This week's Camels go to:

Veterans' Hospitals, Roanoke, Virginia and Northport, New York...U. S. Air Force Hospital, Alaskan Air Command...U. S. Naval Hospital, St. Albans, New York.

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

27.50

ha

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(MUSIC: (MONROE THEME)

MONROE: And so we're closing up shop for tonight, friends ..
we haven't run out of tunes, but we've run out of
time. But next Saturday night we'll have another
half-hour of music for you ..

HUGH: Pop tunes ...!

MONROE: Yes, indeed .. right off the "Variety" list of
leading record-show requests!

HUGH: College songs ...!

MONROE: Definitely ... a double salute to two of New England's
great Women's Colleges - Smith and Wellesley!

HUGH: And a special guest ...!

MONROE: But of course ... a return visit from Miss Shaye Cogan!
All this and more next Saturday night when the Camel
Caravan puts ^{on} another show for the men and women of
our Armed Services at historic Fort Totten, New York.
I hope you'll all be with us at this same spot on
your dial.

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.
ha

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? 28.30

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

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

28.50

ha

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-14- 28.50

LEE:

Men, P.A. means Pipe Appeal and Prince Albert!
Yes, you get Pipe Appeal with Prince Albert -- for
the choice tobacco has a delightful natural aroma.
And you get smooth smokes -- P.A. is crimp out for
cool, even burning and specially treated to insure
against tongue bite. Get Prince Albert, the National
Joy Smoke -- America's largest-selling smoking tobacco!

29.11

(MUSIC: THEME)

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

29.15

(APPLAUSE)

29.25

This is CBS THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

WCBS.....NEW YORK

29.30

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