

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MARCH 3, 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)

VINES: ^{the YMCA cut}
From Ft. Totten, New York, -- 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 SEQUE) 35

LEE: More people smoke Camels than any other cigarette!

2nd ANNOUNCER: No other cigarette has Camel's rich, full flavor!

LEE: 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!

SINGERS: So mild,
So mild,
So mild that you're bound to agree
That Camels suit you to a T
To a T...
Smoke Camels and see!

1.10

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

(APPLAUSE) 1.30

MONROE: Hello, and how do you do, everybody! In case you'd
like to know exactly where the Camel Caravan is
parked this evening .. here's the official address:
Fort Totten, New York, Headquarters of the New York
and New Jersey Sub Area of the First Army, Training
Center for the Organized Reserve Corps and the
National Guard! (I never thought I'd make that
all in one breath!) And in case you're wondering
what our lead-off tune is going to be tonight ..
here's the official report from "Variety": a record
we recently made is the number-one request this week
in Phoenix, Arizona! The words and music are as
follows 1.55

(MUSIC: "THE NIGHT IS YOUNG" ... MONROE) 5.20

(APPLAUSE) 5.30

(MUSIC: SEGUE TO:)

(MUSIC: "ROVING KIND" ... MONROE, MOONMEN) 8.15

(APPLAUSE)

ha

8.20

Q. 20

MONROE:

With an assist from the Moonmen, that was a ditty called "The Roving Kind" ... record-request of the week in Allentown, Pennsylvania!

At this moment, our audience at Fort Totten is going through an Army maneuver known as "Eyes right!" And there's a reason .. because who just walked out on-stage? .. our singing guest, Miss Shaye Cogan! Well, when it comes to holding the attention of a thousand men, no baritone can compete with a blonde ... so I'll just stick around long enough to tell you about her first song. It's reported in "Variety" as the leading request on disco-jockey shows in San Francisco, Omaha and Portland, Maine "My Heart Cries For You". Shaye? 850

(MUSIC: "MY HEART CRIES FOR YOU".... COGAN.) 11.30

(APPLAUSE)

11.40

ha

SINGERS:

How mild,

11.40

How mild,

How mild can a cigarette be?

Make the Camel thirty-day test

And you'll see...

Smoke Camels and see!

LEE:

One puff won't tell you how mild a cigarette is, day after day! One sniff won't tell you how well a cigarette agrees with your throat as a steady smoke! Make the one test that gives you conclusive evidence -- smoke only Camels for thirty days! Then you'll know how mild a cigarette can be!

2nd ANNCR:

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:

No other cigarette gives you this proof of mildness ...And no other cigarette gives you Camel's rich, full flavor, pack after pack -- the flavor of costly tobaccos properly aged and expertly blended!

2nd ANNCR:

Make your own Camel thirty-day test -- the sensible test -- and see how mild, how flavorful, how thoroughly enjoyable Camels are! See why Camels are America's favorite cigarette!

ha

12.50

-6- (ALTERNATE)

(MUSIC: JINGLE)

12.50

GIRLS: And here again, as he steps into the spotlight,
Is Camel's maestro, Vaughn Monroe -

MONROE: They say this tune is becoming quite a favorite
Since first we sang it on our show.

GIRLS: The maestro's record, "I Am Loved" -
Is one of this year's best -
And platter-spinners all report
It's now a big request! 13.25

(MUSIC: "I AM LOVED" MONROE)

15.55

(APPLAUSE)

16.05

MONROE: The Camel Caravan sends greetings now to two of America's great colleges for women ... Smith and Wellesley!

VINES: Smith College, in Northampton, Massachusetts, celebrating^{to} the 80th anniversary of it's charter, granted on March 3rd, 1871! Founded by Reverend John Morton Greene, with funds provided by Sophia Smith! Wellesley College, in Wellesley, Massachusetts, celebrates it's 81st anniversary ... chartered in March, 1870!

MONROE: Here we sing the Alma Mater of Smith College .. our salute to it's 2,300 students and 20,000 alumni.

~~(MUSIC: "SMITH COLLEGE MEDLEY" .. MONROE, ENSEMBLE)~~ 16.35 17.50

MONROE: And here is the Alma Mater of Wellesley College .. to mark the Honors Day Convocation it will hold on March 6th! 18.00

~~(MUSIC: "WELLESLEY COLLEGE MEDLEY" .. MONROE, ENSEMBLE)~~ 19.40

(APPLAUSE)

19.50

19.50

(MUSIC: JINGLE)

ALL:

These next few minutes we're giving to Miss Cogan,
And we'll just listen for a while -
She's picked a tune that is guaranteed to please you,
She'll charm you with her singing style!

In Philadelphia this week,
This ballad leads the rest -

"I Love The Way You Say Goodnight"
Is now the top request! 20.20

(MUSIC: "I LOVE THE WAY YOU SAY GOODNIGHT" 23.15 COGAN)

(APPLAUSE)

23.25

2nd ANNCR: Again, doctors in every branch of medicine have been asked:

LEE: What oigarette do you smoke, Doctor?

2nd ANNCR: Again, the brand named most was Camel! Yes, according to this repeated nationwide survey, more doctors smoke Camels than any other cigarette!

LEE: Camels are a favorite with doctors -- and a favorite with show people, too, people whose voices are their fortunes! Stars like Ezio Pinza, John Wayne, Lisa Kirk, Fran Warren, Dick Powell and others.

MONROE: Vaughn Monroe -- don't forget me --

LEE: And, Vaughn Monroe. They enjoy Camel's rich flavor and they appreciate the way Camels get along with their throats. So try Camels today.

MONROE: Buy your Camels the handy, thrifty way -- by the carton!

24.03

(MUSIC: BRIDGE)

MONROE: Every year for just about 40 years, now, there's been at least one tune by Irving Berlin high on the list of everybody's favorites. On sheet-music, on the old-fashioned piano-rolls, on the very first records ... the best-sellers were by Berlin. And then came radio .. juke-boxes .. television wherever music is played, you hear something by the old master. Tonight, let's take a look at the Irving Berlin song-book, under the section marked, "Broadway show-tunes". Here's one that was a "must" on every disco-jockey show a couple of seasons ago ... from his musical-comedy, "Miss Liberty" "Let's Take An Old-Fashioned Walk"! 24.40

(MUSIC: "LET'S TAKE AN OLD-FASHIONED WALK" .. MONROE)

26.55

(APPLAUSE)

27.00

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27.00

LEE:

This week, we add a new name to the list of recipients of gift Camels -- the Military Air Transport Service, United States Air Force, which evacuates almost all of our wounded servicemen overseas! Camels are also on the way to: Veterans' Hospitals, Lake City, Florida and Nashville, Tennessee...U. S. Naval Hospital Ship HAVEN.

27.20

ha

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27.20

-12-

(MUSIC: MONROE THEME)

27.35

MONROE:

And this is where the Camel Caravan has to pack up and roll along. I couldn't hope to have a more enthusiastic audience than the men here at Fort

Totton .. we're leaving with a vote of thanks to Colonel Henry P. Lewis - commanding officer of Fort Totton ~~for inviting us,~~ and Special Service officer Edward T. Renick.

LEE:

What's on tap for next week, ~~pappy?~~ skipper?

MONROE:

One week from tonight, more tunes from the "Variety" list of leading record-show requests.. with a special salute in music to Boston University!

LEE:

And a glamorous singing-star as your guest, no doubt?

MONROE:

None other than Miss Joan Edwards! The curtain will be going up at this same time, same spot on your dial next Saturday night ... I hope you'll all come along with the Camel Caravan!

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

ha

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LEE:

And folks, if you have a television set, we hope you'll be watching the Vaughn Monroe CAMEL Television Show. Your local paper will tell you where and when to find it on your CBS-TV station.

MONROE:

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)

28.50

ha

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28.50

ANNCR:

Pipe smokers, enjoy America's largest-selling smoking tobacco -- Prince Albert! The flavor is rich...the aroma is natural and delightful. The choice tobacco is crimp cut for smooth, cool smoking and it's specially treated to insure against tongue-bite. Get Prince Albert -- in the handy pocket tin or the big, one-pound size. 29.15

(MUSIC: THEME)

This is Lee Vines saying goodnight for the Vaughn Monroe Show! 29.20

(APPLAUSE) 29.25

This is CBS....THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

WCBS.....NEW YORK

29.30