

*James Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MARCH 17, 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 Camp Kilmer, New Jersey -- the Camel Caravan -  
starring Vaughn Monroe -- with the  
Moonmaids, the Moon Men, the Orchestra and guest singer--  
NANCY REED -- presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE) 35

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, make the sensible, thorough cigarette test --  
smoke only Camels for thirty days and see how mild,  
how flavorful, how enjoyable a cigarette can be!  
Yes, and you'll see why more people smoke Camels  
than any other cigarette!

1.05

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

VAUGHN MONROE!

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! Every so often the Camel Caravan rolls into a United States Army, Navy, or Air Force Base to put on a show for the guys and gals in uniform. Tonight, Camp Kilmer is the spot from which we bring you the big requests on disc-jockey shows here and there around the country!...

Let's start with Portland, Oregon! From the Rose City, the leading platter-spinner checks in with this report: an Irving Berlin tune is first choice ....

"YOU'RE JUST IN LOVE". Step up and join me, Moonmaids .....! 1.50

MUSIC: "YOU'RE JUST IN LOVE" .. MONROE, MOONMAIDS) 3.55

(APPLAUSE) 4.00

MUSIC: SEGUE)

MUSIC: "IF" .. MONROE 6.05

(APPLAUSE) 6.15

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6.15

MONROE: Brother Conover, that last ballad is the great big favorite on record-shows this week .. am I right?

HUGH: No question about it, Vaughn...according to "Variety", it's the number-one request in Chicago, Atlantic City, Pittsburgh, Washington, Richmond, Worcester, Syracuse and Utica!

MONROE: And if you fans in Milwaukee and Phoenix are wondering when you're going to hear your home-town favorite... stay right with us, it's next on our list. Miss Nancy Reed has joined the Camel Caravan on this visit to Camp Kilmer.. which means that these next three minutes will bring you a great singer, lovely to look at, with a bright tune!

That's you, Nancy.. and .. "PENNY A KISS." 6.50

MUSIC: "PENNY A KISS" .. REED) 8.45

(APPLAUSE)

9.00

HUGH: More people smoke Camels than any other cigarette!

LEE: Yes, Camels are America's most popular cigarette!

HUGH: Camels have a rich, full flavor you won't find in any other cigarette -- the flavor that comes from costly tobaccos properly aged and expertly blended.'

LEE: And Camels give 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!

HUGH: That's proof based on day-in, day-out smoking -- not just a sniff, not just a puff! Do as so many smokers have done: Make your own thirty-day Camel test. Smoke only Camels for thirty days and you'll know how mild Camels are -- how well they agree with your throat, pack after pack!

LEE: You'll enjoy every puff of your Camel test -- and you'll see why people say, "Once a Camel smoker, always a Camel smoker!"

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!

51457 5315

10.50

(MUSIC: JINGLE)

10.20

ALL: The time has come, now, to hear another ballad,  
A leading record-show request -  
So here's the choice of the folks down in Savannah,  
The one they seem to like the best!

GIRLS: But first, before our maestro sings,  
There's something you should know:  
The record that's the choice this week  
Was made by Vaughn Monroe! 10.50

(MUSIC: "FAITHFUL" .. MONROE) 13.25

(APPLAUSE)

MONROE: And now me laddy, bucks and colleens, since it's after  
being March 17th, here's a nod to all the wearers of  
the green. *Are you listening Mother? 13.45*

(MUSIC: "WHEN IRISH EYES ARE SMILING" .. MONROE) 15.10

(APPLAUSE)

15.20

-7- 15.28

MONROE: From Camp Kilmer, New Jersey, the Camel Caravan sends a salute across the nation, now, to the University of California!

HUGH: Since it was founded on March 23, 1868, the University has grown to a student enrollment of over 43,000 .. the largest of our state universities. Eight campuses throughout California hold it's various colleges and schools.. at Berkeley, Los Angeles, San Francisco, Santa Barbara, Mount Hamilton, La Jolla, and Riverside.

MONROE: And with courses including every field from agriculture to atomic research, the University of California ranks with the highest and the best in American education! Tonight, in honor of the University's traditional celebration of Charter Week, we're offering this musical tribute to it's students, alumni and faculty. 16.00

(MUSIC: "CALIFORNIA MEDLEY" .. MONROE ENSEMBLE) 18.36

(APPLAUSE)

18.35

18.35

(MUSIC: JINGIE)

ALL: Our show continues - and here we have a ballad  
That's first in popularity  
With record fans in Detroit and Kansas City,  
According to "Variety".

It's first out in Los Angeles -  
On top in Baltimore -

You'll hear it sung by Nancy Reed,  
This tune they're calling for! 19.10

(MUSIC: "WOULD I LOVE YOU" REED) 22.15

(APPLAUSE)

22.25



22.25

HUGH: John Wayne knows!

LEE: Rise Stevens knows!

HUGH: Dick Powell knows!

LEE: Yes, so many stars whose voices are their fortunes know from steady smoking how mild Camels are, how well Camels get along with their throats!

HUGH: Make the sensible, thorough cigarette test -- smoke only Camels for thirty days -- and see how mild, how flavorful, how enjoyable Camels are, pack after pack, week after week!

LEE: See for yourself why more people smoke Camels than any other cigarette!

22.55

22.55

MUSIC: BRIDGE)

MONROE: For our Saturday Night Special, let's go back a few years ... and Mr. Conover, see if you can guess when this tune was new. It was the year the Duke of Windsor gave up the British throne.....

HUGH: Let's see.... 19 .. uh.. 36?

MONROE: It was the year Jim Braddock was the heavyweight champion... and Carl Hubbell was the National League pitching star.....

HUGH: Mmm... it wasn't 1936 .. ?

MONROE: From Hollywood, the big hits were, "My Man Godfrey", and "Mr. Deeds Goes To Town" .. and on Broadway, the Pulitzer Prize winner was "Idiot's Delight".

HUGH: Skipper, I giver up. What year was all that?

MONROE: .....1936! And this tune was at the top of the popularity list. Cole Porter's ballad, "I'VE GOT YOU UNDER MY SKIN." 23.45

MUSIC: "I'VE GOT YOU UNDER MY SKIN" .. MONROE) 26.35

(APPLAUSE)

26.45

26.45

HUGH: The knowledge that they are being remembered is a great boost to our hospitalized servicemen and veterans. Each week, thousands of gift Camels are sent to these men, both in this country and overseas, by the makers of Camels. This week's cigarettes go to: Veterans' Hospitals, Downey, Illinois and Indianapolis, Indiana....Army and Navy General Hospital, Hot Springs, Arkansas... U.S. Naval Hospital Ship CONSOLATION.

27.10

57.10  
(MUSIC: MONROE THEME) 57.2-5

MONROE: And so we ring down the curtain on this half-hour of music from the Camel Caravan. Playing and singing for the men in the armed services is always a great pleasure for us.. and this visit to Camp Kilmer calls for a vote of thanks to the men who invited us:

*Colonel E. A. Hines, Post and Commander and  
Captain Doyle Mills, Special Service Officer*

HUGH: Next Saturday night, Vaughn Monroe and the gang will be back on Broadway to bring you another 30-minute line-up of songs... leading requests on the "Variety" list of record-show favorites .. and a musical greeting to the Washington State College!

MONROE: And our guest, Shaye Cogan, will add a couple of choruses. You know our address .. this same spot on your dial... you're all invited!

On Monday night, remember the BOB HAWK SHOW. My good friend Bob will be looking for the IEMAC of the week. And handing out a lot of prizes and plenty of laughs. So don't miss the BOB HAWK SHOW on Monday night.

HUGH: 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?

28.25

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

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

28.45

28.45

LEE: P for "Prince" ... A for "Albert" -- Prince Albert.  
America's largest-selling smoking tobacco!  
P.A.'s choice tobacco is rich and flavorful, with  
a delightful natural aroma... and it's specially treated  
to insure against tongue bite. Yes, and P.A. is crimp  
cut for easy packing in your pipe! Get Prince Albert.  
the National Joy Smoke! 29.05

(MUSIC: THEME)

HUGH: This is Hugh Conover saying goodnight for  
the Vaughn Monroe Show! 29.10

(APPLAUSE)

29.25

This is CBS...THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

WCBS.....NEW YORK

880 ON YOUR DIAL

29.30

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