

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MAY 5, 1951

7:30 to 8:00 PM EDT

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 CAMPUS OF LENOIRE RHYNE COLLEGE, IN HICKORY
NORTH CAROLINA --- 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)

*Cable Canceled
May 5, 1951*

*Communications check
OK*

*PJW
5/15/71*

HUGH

The more smokers test for mildness...the more Camel leads in popularity!

LEE

Yes, after all the cigarette tests -- the sniff tests, the puff tests...and the sensible thirty-day Camel test -- Camel leads all other brands by billions of cigarettes! Latest published figures show that Camel is in first place by its widest margin in twenty-five years!

HUGH

Make your own thirty-day Camel test -- and see why, after all the mildness tests, Camel leads by still more billions!

SINGERS:

How mild,

How mild,

How mild can a cigarette be?

Smoke Camels and see!

3 (Revised)

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

(APPLAUSE)

MONROE: Hallo, and how do you do, everybody! On this first Saturday in May, the Camel Caravan is visting the pleasant little city of Hickory, North Carolina. It's really Spring down here. The Dogwood is in bloom around the quadragle at Lenoir Rhyne College....The students are all turning out for the May frolics.... and we're starting off the festivities with a ~~mix~~ half hour of tunes most requested on the country's leading Record Shows.

HUGH: Curtain up on Exhibit A....The number one choice this week in Rochester and Jacksonville. It's the song inspired by a magnificent scenic spot not many miles from here in the great Smoky Mountains....and this is how Vaughn and the crew recently recorded it...

(MUSIC: "ON TOP OF OLD SMOKY"....MONROE & GROUP)

(APPLAUSE)

(MUSIC: SEGUE TO)

(MUSIC: "SHALL WE DANCE"....MONROE)

(APPLASUE)

MONROE:

"Shall We Dance?"....and Savannah, Georgia says,
^{According to Variety}
 "Yes, indeed.!". Our recording of that new hit is now
 the leading request in Savannah.

~~Here, I might remind you how we find out which tunes
 are on top in various cities. It's just a matter of
 consulting "Variety", the show-business trade paper...
 that's where disc-jockeys from coast to coast report
 the songs their fans are calling for.~~

^{Now}
 And so, our guest, Shaye Cogan, steps up to sing out
 the news from Philadelphia....reported by platter-
 spinner Herb Dexter at WPEN. According to Mr. D., a
 new waltz-ballad leads the request list in the Quaker
 City..."NO ONE BUT YOU". Miss Cogan will now take us
 on a guided tour through the words and music.....

(MUSIC: "NO ONE BUT YOU"....COGAN)

(APPLAUSE)

50010 1825

HUGH:

Various brands of cigarettes have suggested certain tests to help smokers decide what cigarette suits them best. There have been sniff tests...puff tests... and the thorough Camel thirty-day test. After all these tests, latest published figures show that Camel has increased its lead as America's most popular cigarette!

LEE:

Yes, after all the tests, Camel leads all other brands by billions of cigarettes! Camel has its greatest lead in popularity in twenty-five years!

HUGH:

You see, Camel has the two things people want most in a cigarette: Flavor and mildness! No other cigarette has Camel's rich, full flavor -- a flavor you'll enjoy pack after pack, week after week!

LEE:

And no other cigarette has 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:

Make your own thirty-day Camel test--and you'll have proof based on steady smoking--proof of Camel mildness and Camel flavor. And you'll know why, after all the cigarette tests, Camel leads all other brands by billions!

cb

(MUSICJINGLE)

GIRLS:

From New York City, and Phoenix, Arizona,
 The vote is in - and this is it:
 The tune outstanding in both of those two cities
 Is Vaughn Monroe's new record hit!

In Hanover, New Hampshire, too,
 They're calling loud and long
 For this exciting melody;
 The famous "Sound Off" song!

MUSIC"SOUND OFF"...MONROE, MOONMEN)

(APPLAUSE)

MONROE

Out to Omaha, Nebraska, now, for our next record rave...
 listed in "Variety" as the leader on *Sandy Jacobs* Gaylord Avery's
 disc-jockey show on KOWH....."BE MY LOVE".

(MUSIC"BE MY LOVE".....MONROE)

(APPLAUSE)

MONROE:

The Camel Caravan has taken this jaunt to Hickory, North Carolina, for a very special occasion....May Dat at Lenoir Rhyne College. And this is an opportunity to make you better acquainted with the school. The gifts of Captain Walter Lenoir, and Daniel Eford Rhyne, made possible establishment of Lenoir Rhyne College by the Lutheran Synod of North Carolina.

HUGH:

The college opened its doors in 1891, and today some 850 young men and women are enrolled as students. All of them seem to be here with their dates tonight for the May Frolics. So, here's to the red and black of Lenoir Rhyne College.... We salute them with these traditional songs.

(MUSIC:

LENOIR RHYNE MEDLEY....MONROE & CHOIR)

(APPLAUSE)

(MUSIC (JINGLE)

ALL Just stay right with us to hear another favorite,

As on to Michigan we go!

MONROE: Detroit has made this the tune that's most requested
This week on it's big record-show!

ALL And when two million people say

No other song will do -

We think our guest should sing the words -

Miss Cogan, that's your cue!

(MUSIC "GOTTA FIND SOMEBODY TO LOVE"....COGAN)

(APPLAUSE)

HUGH

Smoke only Camels for thirty days and you'll know how
flavorful Camels are...

LEE

How mild Camels are...

HUGH

How well Camels get along with your throat!

LEE

You'll see why, after all the mildness tests, Camel
is America's most popular cigarette -- by still more
billions!

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!

(MUSIC(BRIDGE)

MONROE

It never fails... whenever the Camel Caravan visits
 a college campus, I get to thinking about my own
 college days at Carnegie Tech.. ~~some 30 or 40~~

~~And,~~
~~years ago.~~ I begin to muse about that ~~no-headed~~

~~girl~~ I invited to the Senior Prom... ~~and I still~~

~~can't figure out why she stood me up.~~ And then I

start humming some of the tunes that were big

favorites at the time... and pretty fine tunes

they were.

This is one of them.... perhaps you remember it.

(MUSIC"YESTERDAYS".... MONROE)

(APPLAUSE)

HUGH

More than one hundred and ninety-six million gift
Camels have been sent ^{by the makers of Camels} to servicemen, servicewomen and
veterans. This week, thousands of packs of Camels
are on their way to: Veterans' Hospitals, Albuquerque,
New Mexico and Lincoln, Nebraska..U.S. Naval Hospital,
Great Lakes, Illinois... and to all hospitals operated
for the U.S. Forces in Trieste.

50010 1832

(MUSIC(MONROE THEME)

MONROE

Well, our Camel Caravan session at Lenoir Rhyno College is racing the clock...we have just enough time left to tell you about next Saturday night's meeting.

HUGH

One week from tonight, Vaughn and the Camel Caravan set up shop at the United States Military Academy, at West Point. And his guest will be Bettie Clooney.

MONROE

It'll be a half-hour of music you'll enjoy...big tunes fresh off the "Variety" list of record-show favorites. I hope you'll all be tuned in!

On Monday night, remember the BOB HAWK SHOW. My good friend Bob will be looking for the LFMAC 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!

50010 1233

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?

MUSIC:

C-A-M-E-L--S(CAMEL THEME: FADE....APPLAUSE)

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!

HUGH:

America, like other Nations, is open to attack. This
situation, while not a crisis, does demand that we set
up a sound defense. Individual survival is most
important since we individuals, collectively, are
America! In protecting ourselves and our families, we
must avoid confusion and establish organization. Get
civil air-raid instructions from your local authority or
write to: The Superintendent of Documents,
Washington, D.C., enclosing 5¢.

MUSIC:

THEME

HUGH:

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

(APPLAUSE)

This is CBS....THE COLUMBIA BROADCASTING SYSTEM

FADE THEME 15 SECONDS

WCBS.....NEW YORK

50010 1835