

75  
COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JULY 14, 1951 --- (TAPE RECORDED JUNE 16th)

7:30 to 8:00 PM EDST

**AS  
BROADCAST**

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)

LEE: From the CBS Playhouse in the heart of New York City -  
THE CAMEL CARAVAN --- STARRING VAUGHN MONROE -- with  
the Moormaid, the Moon Men, the Orchestra and guest  
star --- Lisa Kirk, transcribed and presented by  
Camel Cigarettes!

MUSIC: (UP AND SEGUE)

50010 2429

LEE: Mildness tests have smoked out the truth!

MAC: All over the country, smokers have made the different cigarette tests -- the quick ones, the trick ones and the thorough one -- the thirty-day Camel test.

LEE: Now, after all the tests, Camel is America's most popular cigarette by still more billions. Yes, latest published figures show Camel leads all other brands by billions of cigarettes!

MAC: Make your own thirty-day Camel test and discover just how mild a cigarette can be!

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!

LEE:

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

(APPLAUSE)

MONROE:

Hello, and how do you do, everyboyd! Tonight, the  
Camel Caravan has a Summer-time Special for you:  
a review and preview of some of the best of our recent  
recordings. A couple have been featured on our show  
before ... some are brand new ... But new and old,  
I hope you'll find them all easy listening! For instance,  
you've been hearing a lot of "Old Soldiers Never Die."  
That one's had a big play in juke-boxes and on the  
platter-shows ... but tonight we're going to flip it  
over to the other side and let you hear our arrangement  
of "Love and Devotion!"

(MUSIC: "LOVE AND DEVOTION" ... MONROE)

(APPLAUSE)

(MUSIC: SEGUE:)

(MUSIC: "DARK IS THE NIGHT" ... MONROE)

(APPLAUSE)

MONROE: And that item comes under the heading of "brand new recordings," released just a few days ago ...  
"Dark Is The Night."

Here, I had planned to have a nice chatty interview with our Camel Caravan guest ... recently the star of the Broadway musical hit, "Kiss Me Kate" ... Miss Lisa Kirk. But every minute of my talk with her would mean a minute less of her singing ... and anybody who deprives you of Lisa Kirk's singing should be run out of the country. Accordingly, I've cut the interview down, as follows: Good evening, Lisa.

KIRK: Good evening, Vaughn.

MONROE: Your latest big recording is called ...?

KIRK: "Sad and Lonely."

MONROE: That does it, good people. Let's light up a Camel ... and listen to Lisa ....!

MUSIC: "SAD AND LONELY" ... KIRK

(APPLAUSE)

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LEE:

You know, Joan Crawford is one of Hollywood's best-loved leading ladies. Miss Crawford is a Camel smoker -- and I'd like to tell you why. She wanted to find a cigarette that was rich and flavorful and, at the same time, agreed with her throat. Like the rest of us, she has heard about the different cigarette mildness tests. So Miss Crawford decided to try them and find out the score. She made the sniff tests and the puff tests. And she made the thorough test -- her own thirty-day Camel test! Well, Camels won with flying colors! Like millions of other smokers, Joan Crawford found that Camels have just what she wants in a cigarette -- rich flavor, pack after pack ... and cool mildness that agrees with her throat. That's so important to an actress. Make your own thirty-day Camel test -- it's the one sensible cigarette mildness test -- and you'll discover why, after all the mildness tests, Camel is by far America's most popular cigarette!

ALL: Presenting now still another record-favorite -  
You've heard it on our Camel show -

GIRLS: A lovely ballad, preferred by many listeners,  
As sung by Maestro Vaughn Monroe!  
For many weeks, a top request,  
Once more we'll hear the song -  
Here's Vaughn to sing it: "Shall We Dance" -  
As the Caravan rolls along!

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

(APPLAUSE)

MONROE: And here's the pre-view we promised you. For the  
first time on the air ... a record that hasn't  
been released yet ... our new arrangement of the  
old familiar "Red Sails In The Sunset."

(MUSIC: "RED SAILS" ... MONROE)

(APPLAUSE)

MONROE: Continuing our Camel Caravan music on a midsummer night ... here's another entry in this review of our recent recordings. Another new one ... just arrived in the record-shops around the country ... it's called, "Wonder Why."

(MUSIC "WONDER WHY" ... MONROE)

(APPLAUSE)