

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHAN MONROE

SATURDAY, JULY 28th, 1951

7:30 to 8:00 P.M. EDT

CUE: (THIS IS THE C.B.S...RADIO NETWORK)
(.....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 Steel Pier in Atlantic City, New Jersey --
THE CAMEL CARAVAN - STARRING VAUGHN MONROE - with the
Moonmaids, the Moon Men, the Orchestra and guest
singer - Nancy Reid, presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

AS
BROADCAST

*Commercial checked
against check proof
with one change
as noted on
page 9
9/14/51*

HUGH: In a coast-to-coast test, hundreds of people smoked only Camels for thirty days.

LEE: Each week, their throats were examined by noted throat specialists. These specialists made over two thousand examinations in all.

HUGH: Here's what the throat specialists reported:
Not one single case of throat irritation due to smoking Camels!

LEE: Make your own thirty-day Camel test -- the sensible cigarette test! You'll see how mild Camels are, how well they agree with your throat. You'll enjoy Camel's rich, full flavor...Then, you'll know why Camel is by far America's most popular cigarette!

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

(APPLAUSE)

MONROE: Hello, and how do you do everybody. Greetings from
Atlantic City. The ocean breeze is blowing, the famous
Steel Pier is as bright and gay as ever, and we're
having a fine time on our visit to America's Playground.
Even "Variety" is in the mood, because right up there
in the disc-jockey request list is a tune that's
reported as the number one choice of the folks here
in Atlantic City. It's "Jezebel".

(MUSIC: "JEZEBEL". MONROE AND CHOIR)

(APPLAUSE)

(SEGUE TO.....)

(MUSIC: "BECAUSE OF RAIN". . . . MONROE)

(APPLAUSE)

50010 2453

MONROE: And that was a tune that has just become a number one request reported by the nation's disc jockeys to the show-business trade paper, "Variety". It's listed as the favorite this week in Albany, N.Y. Now, if Professor Conover, our walking geography, will rattle off a few cities...

HUGH: Oh, gladly, sir! How about Miami, Memphis, Indianapolis, Minneapolis and also Schenectady, New York?

MONROE: They'll do very nicely, thank you. The good citizens of those towns have jumped on the bandwagon for a ballad that's been doing fine for many weeks. The tune is "Too Young", and here to sing it for you is our always welcome guest Nancy Reid... Nancy?

(MUSIC: "TOO YOUNG" NANCY REID)

(APPLAUSE)

50010 2454

HUGH:

A handsome young man has been breaking all records over the country -- with his movies, his concerts, his phonograph records. His name is Mario Lanza. Yes, Mario has just about reached the top and he plans to stay there! As a singer, he's insistent that the cigarette he smokes agree with his throat. He tried different brands and he found that Camels are the mildest, best-tasting cigarette, he ever smoked. Mario told us, "Smoking is fun with Camels. They agree with my throat -- and I like their rich, full flavor".

LEE:

Many of our great singers have discovered that Camels are the secret of smoking enjoyment -- and you'll find it out, too! Make the one sensible cigarette mildness test -- make your own thirty-day Camel test. Enjoy Camel's rich flavor -- a flavor no other cigarette has. See for yourself how mild Camels are, how well they agree with your throat! Then you'll know why Camel is by far America's most popular 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!

MUSIC: JINGLE

ALL: Comes now a saga of riverboats and gamblers
And folks who lead a wand'ring life.

MONROE: And of a fellow who felt a great affection
For Mister Sippi and his wife

GIRLS: Right now in Portland, Oregon,
The record fans declare
They've got to hear this tune for sure.
It's number one out there.

MUSIC: "MISTER AND MISSISSIPPI"...MONROE AND BOYS.

(APPLAUSE)

MONROE: 'Way down there in Coleman, Texas, where they say you
can just reach out and rope a sirloin, or turn on the
spigot when you want oil, Vic Harbaugh spins the
platters at station KSTA. And Vic tells "Variety"
his fans are yodelin' requests at him for "My Truly,
Truly Fair".

MUSIC: "MY TRULY, TRULY FAIR"...MONROE AND CHOIR

(APPLAUSE)

MONROE: Professor Conover!

HUGH: Yes, sir!

MONROE: Do you know anything about Syracuse, New York?

HUGH: Do I know anything about Syracuse, New York!...Er, come to think of it, I do. That's where they hold the big State Fair every year...Been holding it since 1841. The folks up there make typewriters, chinaware, farm machinery..Oh, lots of things. It's the site of Syracuse University, and it's on the Erie Canal and Lake Onondaga..period!

MONROE: Make that a comma, Conover...because I want to add that Station WSYR is the sounding-off point for Ed Murphy who says the folks are keeping his phone busy with requests for "The Morning Side of the Mountain".

HUGH: Well, let's hear it, Skipper.

MUSIC: "THE MORNING SIDE OF THE MOUNTAIN".....MONROE.

(APPLAUSE)

MUSIC: JINGLE

ALL: A famous author just wrote a set of lyrics
That overnight has topped them all.

MONROE: That man, Saroyan, extends an invitation
To drop around and have a ball.

ALL: The fans in fifteen cities say
They want this tune and how!
So here's Miss Nancy Reid to sing
"Come Ona My House", now.

MUSIC: "COME ONA MY HOUSE". NANCY REID.

(APPLAUSE)



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HUGH: How ^{mild} thorough can a cigarette be?

LEE: Here's your answer! 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 - the sensible test - and see how mild and flavorful 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!

50010 2459

ras

10 (Revised)

(MUSIC: BRIDGE)

MONROE: Going back to songs from out ~~midwest~~ of the past, we've got a new oldie for you this week. It's a tune that's been sung by the cadets at West Point for a good many years. Meredith Wilson wrote some new lyrics for it and just last week the gang and I recorded it. It's called "Laura Lee."

(MUSIC: "LAURA LEE"....MONROE & CHOIR)

(APPLAUSE)



50010 2460

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HUGH: ✓

More than one hundred ninety-six million gift Camels have been sent to servicemen, servicewomen and veterans. This week, thousands of packs of Camels are on their way to: Veterans' Hospitals, Albany, New York and Big Spring, Texas...U.S. Naval Hospital, Key West, Florida...and the Military Air Transport Service, which evacuates virtually all overseas wounded personnel.



50010 2461

(MUSIC: "LET'S HAVE A CIGARETTE TOGETHER")

MONROE: And so we roll along to the end of another Camel Caravan, but the gang and I are settling down here on the Steel Pier at Atlantic City to sing and play for the rest of the evening. We'll be right here in fact through Thursday, August second. Next Saturday the Caravan will be setting up shop at Idora Park in Youngstown, Ohio, with the latest and the best from the "Variety" survey of disc jockey request tunes.

HUGH: On the way to Youngstown Vaughn and the entire crew will be stopping off at the Sunset Ballroom in Carrolltown, Pennsylvania next Friday.

MONROE: That's right, Hugh. And come Saturday we'll have that light burning in the window for our cute gal friend Betty Clooney. We hope you'll all be with us - same time - same station. Until we meet again this is Vaughn Monroe wishing you pleasant dreams... and....won't you have a Camel?

MUSIC: CAMEL THEME

(APPLAUSE)

LEE:

The bite's out and the pleasure's in --that's the story of America's largest-selling smoking tobacco, Prince Albert. P.A.'s choice tobacco is specially treated to insure against tongue bite!

SINGERS:

The bite is out and the pleasure's in
When you smoke Prince Albert...
It's specially treated not to bite your tongue
The bite's out and the pleasure's in!

LEE:

Yes, with Prince Albert, the bite's out and the pleasure's in -- and there's more tobacco in the pocket-tin!

50010 2463

HUGH:

The flood victims of Kansas, Missouri, Oklahoma and Illinois are depending on you! The President of the United States has asked the American people to contribute at least \$5,000,000 through the local chapters of your Red Cross to aid these citizens. Send your contributions now to your own local Red Cross chapter. Give generously.

MUSIC:

THEME

HUGH:

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

(APPLAUSE)

"This is the CBS . RADIO network"

-fade theme 15 seconds-

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