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COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, AUGUST 4th, 1951

7:30 to 8:00 PM 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 Idora Park Ballroom in Youngstown, Ohio,  
THE CAMEL CARAVAN - STARRING VAUGHN MONROE --  
with the Moonmaids, the Moon Men, the Orchestra  
and guest singer - Bettie Clooney, presented  
by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

15  
BROADCAST

~~WFS~~  
Commercials  
Chuck O.K.

org  
9/14/51

HUGH:

How thorough can a cigarette test be?

LEE:

In the famous Camel mildness test, hundreds of people from coast to coast smoked only Camels for thirty days. Each week, noted throat specialists examined their throats. They made more than two thousand careful examinations and reported not one single case of throat irritation due to smoking Camels!

HUGH:

No other cigarette gives you such conclusive proof of mildness!

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!

50010 2139

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

(APPLAUSE)

MONROE: Hello, and how do you do everybody. Tonight  
we're visiting Youngstown to make music for the  
folks who live and work in the Mahoning Valley.  
It's a mighty busy neighborhood, with steel mills  
stretching out for miles. We've got a line-  
up of number one requests reported to "Variety"  
by disc jockeys all over the country, and from  
Pittsburgh and Atlanta the late news is that  
record fans are going for that solid country  
tune, "My Truly, Truly Fair".

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

(APPLAUSE)

(SEGUE TO...)

MUSIC: "WE KISS IN A SHADOW" . . . . MONROE.

(APPLAUSE)

50010 2140

MONROE:

The always reliable team of Rodgers and Hammerstein gave us that one. It's from their current Broadway hit, "The King and I". And Ron Curtis of Station WFBL in Syracuse, New York, tells "Variety" his listeners have put it in the number one spot on his record show... Calling on the good citizens of Youngstown with us is one of favorite guest stars -- Betty Clooney. Betty's going to take care of one of the biggest of the disc jockey requests. It's a tune that's been riding high for quite a while, and this week the platter brigade is calling for it in Omaha, San Francisco, Los Angeles, Washington, Johnstown, Pa., and Worcester, Massachusetts. It's the ballad, "Too Young", and here's Betty Clooney to sing it for you.

MUSIC: "TOO YOUNG" . . . . . BETTY CLOONEY.

(APPLAUSE)

50010 2141

HUGH:

"Come East, young lady!" -- that switch on the old slogan really paid off for Vivian Blaine. After a long string of movies, Vivian came to New York and got one of the most enviable parts a gal could wish for - the lead in "Guys and Dolls", one of the biggest musical hits ever to take over Broadway. Vivian does a lot of singing - and she has to keep in good voice. That's one of the reasons why Vivian Blaine's cigarette is Camels. She tried out different brands -- made different cigarette tests. And she found that Camels have just what she wants -- a flavor that she can't find in any other cigarette -- rich, full flavor. And the mildness her throat demands!

LEE:

Vivian Blaine made her own thirty day Camel test -- the sensible cigarette test -- and that convinced her. Friends, smoke only Camels for thirty days -- enjoy Camel's rich, full flavor...and see how mild Camels are, how well they agree with your throat. Then you'll know why, after all the mildness tests, Camel is by far America's most popular cigarette!

ras

50010 2142

MUSIC: JINGLE.

ALL: Two western cities are calling for a number  
That's been a hit for quite a while.  
In Denver out where the Rocky Mountains tower  
This tune is greeted with a smile.

GIRLS: And fans in Portland, Oregon  
Say "Jezebel's" the one  
So, since that's what the listeners want,  
No sooner said than done.

MUSIC: "JEZEBEL". . . . MONROE AND CHOIR.

(APPLAUSE)

MONROE: One of the newest songs in "Variety" survey  
of the platter spinners is rolling up requests  
in the big town on the Mississippi. That would  
be St. Louis, home of Washington University,  
St. Louis University and the army's Jefferson  
Barracks. So, taking our cue from the fans out  
there, we're happy to do "I Get Ideas".

MUSIC: "I GET IDEAS". . . . MONROE.

(APPLAUSE)

MONROE:

Here's where our once-over of disc jockey requests takes the Caravan back east for a few moments... to Nashua, New Hampshire.

HUGH:

That's back in your neck of the woods, isn't it, Skipper?

MONROE:

That's right, Hugh. It isn't so far from where I live, and it's on one of the prettiest rivers you ever saw...the Merrimac.

HUGH:

I see the folks up there have a yen for a ballad that was a big hit this past spring.

MONROE:

That's what Lou German says. He whirls the wax at Station WOTW, and he tells "Variety" that his fans are asking him to bring back, "Be My Love."

MUSIC:

"BE MY LOVE." . . . . MONROE

(APPLAUSE)

59010 2144

MUSIC: JINGLE.

ALL: Now, listen ladies, while Betty Clooney tells you  
About a lass who had her say.

MONROE: She lost her temper, and tangled with her boy friend,  
Then left for Shanghai, far away.

ALL: But back she came and phoned her guy  
To tell him she felt blue  
Her song's a hit in Jacksonville,  
And Indianapolis, too.

MUSIC: SHANGHAI.....BETTY CLOONEY.

(APPLAUSE)



HUGH:

Not one single case of throat irritation due to smoking Camels -- that's what noted throat specialists reported in a coast-to-coast test of hundreds of people who smoked only Camels for thirty days!

LEE:

Make your own thirty-day Camel test -- the sensible test -- and see just how mild Camels are!

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 2146

(MUSIC: BRIDGE)

MONROE: This week we dug into our collection of tunes from 'way back when, and came up with an oldie that's starting life all over again. It first began to haunt people in 1927, when that old Cotton Blossom Floating Palace Showboat came steaming round the bend and tied up on Broadway. Those were boom times. Fight fans paid \$2,650,000 dollars to see Gene Tunney defend his title against Jack Dempsey ... and the New York Yankees romped away to their third world championship in four straight games. Well, "Showboat's" back on Broadway -- this time as a movie -- so we thought we'd like to do one of those grand old Jerome Kern tunes again ... like, say, "Why Do I Love You?".

MUSIC: "WHY DO I LOVE YOU" . . . . . MONROE AND CHOIR

(APPLAUSE)

50010 2147

HUGH:

As a token of remembrance, the makers of Camels send free cigarettes each week to hospitalized servicemen in this country and overseas. This week, packs of Camels are being shipped to: Veterans' Hospitals, Grand Junction Colorado and Oteen, North Carolina ... Castle Air Force Hospital, Merced, California ... U. S. Naval Hospital Ship HAVEN.

50010 2148

MUSIC: "LET'S HAVE A CIGARETTE TOGETHER"

MONROE: Well, I guess we have to say so long for another one hundred sixty-seven and a half hours. But right on the dot the Camel Caravan will be coming to you again next week from the Pier Ballroom in Buckeye Lake, Ohio. Shaye Cogan will be back as our guest after a touch of movie-making in Hollywood, and we'll have the latest news for you on the number-one disc jockey requests as reported in "Variety".

HUGH: Vaughn and the gang will be entertaining the folks here at Idora Park in Youngstown for the rest of the evening. Then they head for <sup>Buckeye Lake</sup> ~~Dayton~~ by way of Freemont, Ohio, tomorrow. Port Stanley, Ontario on Monday, Kitchener, Ontario, Tuesday, Sarnia, Ontario, next Wednesday; Chatham, Ontario, Thursday; and on Friday, Walled Lake, Michigan.

MONROE: Until we meet again this is Vaughn Monroe wishing you pleasant dreams ... and ... won't you have a Camel?

MUSIC: CAMEL THEME

(APPLAUSE)

LEE:

Pipe smokers -- there's now more Prince Albert in every pocket-tin! Yes, you get more pipefuls of the National Joy Smoke with every tin you buy than you get in any other tobacco! Enjoy P.A.'s rich tobacco that's specially treated to insure against tongue bite. The bite's out -- and the pleasure's in!

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:

And remember: there's more tobacco in every pocket-tin!

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 -

WCBS.....NEW YORK

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