

CBS RADIO NETWORK

THE CAMEL CARAVAN STARRING VAUGHN MONROE.

SATURDAY, AUGUST 11th, 1951

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

CUE: (THIS IS THE CBS...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 Pier Ballroom in Buckeye Lake, Ohio,
THE CAMEL CARAVAN - STARRING VAUGHN MONROE -
with the Moonmaids, the Moon Men, the Orchestra
and guest star - Shaye Cogan, presented by Camel
Cigarettes!

MUSIC: (UP AND SEGUE)

ERCA-2-10-1

*W. H. H. S.
W. H. S.
Commercials
check OSC.
C. H. J.
9/14/51*

HUGH:

The scene: Cities from coast to coast!

LEE:

The participants: Hundreds of men and women.

HUGH:

The action: These men and women smoked only Camels for thirty days. Each week their throats were examined by noted throat specialists.

LEE:

The result: The doctors reported not one single case of throat irritation due to smoking Camels.

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HUGH:

Make your own thirty day Camel mildness test -- the sensible cigarette test - and see how mild, how flavorful, how enjoyable a cigarette can be!

SINGERS:

How mild,

How mild,

How mild can a cigarette be?

Smoke Camels and see!

ras

50010 2119

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

(APPLAUSE)

MONROE: Hello, and how do you do, everybody! Once
again, on this summer Saturday night, we've strung
together some of the biggest and brightest tunes
of the week...songs listed in "Variety" as the
top requests on leading record-shows around the
country!

First in our line-up this evening is the favorite
of the fans in Utica, New York. Says disc-
jockey Dan Fusco, at WRUN: the number one choice
up his way is..."Morning Side of the Mountain"

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

(APPLAUSE)

(MUSIC: SEGUE:)

(MUSIC: TRULY, TRULY FAIR...MONROE)

(APPLAUSE)

MONROE:

And there we've served up "My Truly, Truly Fair"...
the tune that tops all the other requests this
week in Coleman, Texas!

For our next tune, we're off to Massachusetts.
And to add another geographical note...~~our guest~~
~~this evening~~, Shaye Cogan, has just returned
from Hollywood, with another picture to her
credit.

For your enjoyment, Shaye's got a song we haven't
heard before on our Camel Caravan. At the moment,
it's the record-rave in Boston....called,
"Vanity".

(MUSIC. VANITY..... COGAN)

(APPLAUSE)

ras

HUGH: Ezio Pinza is one of the great opera stars of our time---and now he's also a movie star. Because cigarette mildness is so important to him as a singer, Ezio Pinza decided to try the different cigarette tests. He made the sniff test....the puff test...and his own thirty-day Camel test. After making these tests, he knew that Camel was the cigarette for him! Pinza says, "Camels agree with my throat....and have such fine flavor!"

LEE: Friends, make your own thirty-day Camel test---the sensible cigarette test---and you'll discover, too, how mild, how flavorful, how enjoyable a cigarette can be! You'll see why, after all the mildness tests, Camel is America's most popular cigarette---by 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!

50010 2122

(MUSIC: (JINGLE)

ALL: The tune that's next on our music-stand this evening
Is first in popularity
On record-shows that are heard in Minneapolis,
And down in Washington, D.C.

MONROE: And fans in Indianapolis, too.
All ask to have it sung--

ALL: A leading choice for many weeks:
The ballad called, "Too Young"!

(MUSIC: "TOO YOUNG", . . . MONROE)

(APPLAUSE)

MONROE: Our Camel Caravan mail has been pretty heavy these
past few days with requests for one tune or another
And when I added ^{them all up,} ~~up all the requests,~~ I was happy to find
that this one was way out in front...our own recorded
version of "Sound Off"!

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

(APPLAUSE)

50010 2123

MONROE: On the list of leading record-show requests, here's another entry from Massachusetts...this one, from the city of Cambridge.

HUGH: Cambridge...population 111,000, seat of Harvard University, Radcliffe College and M.I.T...it was also the home of Henry Wadsworth Longfellow, James Russell Lowell and Oliver Wendell Holmes! Anything else you want to know about Cambridge, skipper?

MONROE:This boy's ^{Re Amert} ~~become~~ unbearable since he bought that encyclopedia. All right, Conover, what's the big request on records up there this week?

HUGH: Just a second...I'll check....

MONROE: No, not the encyclopedia, Hugh...you've got to consult "Variety". That's where you'll find the report from platter-spinner Ed Kenny, at WTAO. The tune his fans have been asking for is this ballad... "Because Of You".

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

(APPLAUSE)

50010 2124

(MUSIC: (JINGLE)

MONROE: Once more Shaye Cogan is in our Camel spotlight with still another big request:

ALL: This tune's the choice in Detroit and Philadelphia,
As well as Phoenix, way out West!

MONROE: In Dallas, record-fans all say
This is their favorite song --

ALL: So here is "I'm in Love Again"
As the Caravan rolls along!

(MUSIC: (I'M IN LOVE AGAIN"....COGAN)

(APPLAUSE)

50010 2125

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:

Friends, vacation time is a good time to start your own thirty-day Camel test. If you're going away, take a carton or two of Camels -- enjoy their rich, full flavor and see for yourself how mild Camels are ... how well they agree with your throat, pack after pack, week after week!

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(MUSIC: BRIDGE)

MONROE: From 1916 to 1951 ... that's 35 years. And not a single one of those years has gone by without a hit song by Irving Berlin. Sometimes ^{he turned out} ~~there were~~ three, four and five tunes in one season that were best-sellers, ~~by Berlin~~ ... and all of us in the music business hope he'll keep turning them out for many years to come: ^{especially} ~~ballads, dance tunes~~ and great show numbers like this one, from his Broadway musical of 1946, "Annie Get Your Gun".... "There's No Business Like Show Business":

(MUSIC: "THERE'S NO BUSINESS LIKE SHOW BUSINESS" .. MONROE)

(APPLAUSE)

HUGH:

Our hospitalized servicemen and veterans like to know they are not forgotten. Each week, the makers of Camels remember them with gift cigarettes. This week's Camels go to: Veterans' Hospitals, Lebanon, Pennsylvania and Grand Island, Nebraska ... U. S. Naval Hospital, Santa Margarita Ranch, Oceanside, California ... and to all overseas hospitals operated by the North East Command of the U. S. Air Force.

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(MUSIC: LET'S HAVE A CIGARETTE TOGETHER)

MONROE: Well, we've only got a couple of minutes left in this Camel Caravan half-hour, but we're inviting you back for another session next Saturday night. The gang and I will be at Lakeside Park in Dayton, Ohio, and you can catch up with us at this same spot on your dial.

HUGH: Vaughn will be around the Pier Ballroom here at Buckeye Lake for the rest of the evening. Then tomorrow the whole gang rolls along to Canton, Ohio; Monday they're at Vermillion, Ohio; Tuesday, Monticello, Indiana; Wednesday, Fruitport, Michigan; Thursday, Toledo, Ohio; Friday, Russell's Point, Ohio; and next Saturday, Lakeside Park, Dayton.

MONROE: That's the Camel Caravan, with songs from the "Variety" list of leading record requests...and with Shaye Cogan paying us a return visit. We'll be happy if you're tuned our way when Saturday night rolls around, again.

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

(CAMEL THEME)

(APPLAUSE)

LEE: Pipe smokers -- here's good news! There's more tobacco
in the handy Prince Albert pocket-tin -- yes, more than
in any other leading pocket-size! And what tobacco!
The bite's out -- and the pleasure's in! 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, and there's more tobacco in the pocket-tin!
Get Prince Albert!

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

880 ON YOUR DIAL

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