

CBS RADIO NETWORK

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, AUGUST 25, 1951

8:30 to 8:00 PM EDT

AS
BROADCAST

CUE: (This is the CBS . RADIO MONROE)
(.....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 Hershey Park Ballroom in Hershey, Pennsylvania,
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)

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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:

No other cigarette offers you such conclusive proof of mildness! But make this sensible test yourself! Smoke only Camels for thirty days. Enjoy Camel's rich, full flavor -- and discover how mild Camels are ... how well they agree with your throat?

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!

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

(APPLAUSE)

MONROE: Hello, and how do you do, everybody! Glad to have you
with us for another session of your favorite tunes!
These are the songs listed in "Variety" by leading
disc-jockeys as the ^{Biggest requests} ~~most-requested~~ songs of the week.
So ... while you open a fresh pack of Camels, we'll
open the show with a ballad. Platter-spinner
Paul Dixon, at WCPO in Cincinnati, reports it as the
record-rave of the week out his way ... and it leads
the list in seven other cities!

HUGH: New York, Jacksonville, Dallas, Atlantic City, Cambridge,
St. Louis and Chicago!

MONROE: Correct! And what is this big record-request ...?
"Because Of You!"

MUSIC: "BECAUSE OF YOU" ... MONROE

(APPLAUSE)

MUSIC: SEGUE:

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

gia (APPLAUSE)

MONROE: Climbing high on the list of record show favorites is the
tune we've just played and sung for you...our recent recording of
"Laura Lee"

HUGH: Coming up now the big tune of the week in 14 cities from coast to coast.

MONROE: Reported by 14 leading disc-jockeys, including Robin Symour, at ~~WXX~~
WKMH, in Dearborn, Michigan...And sung on the Camel Caravan by our
guest, Shaye Cogan. "Come On-a My House."

(MUSIC: "COME ON A MY HOUSE".....COGAN)

(APPLSUE)

HUGH:

The baseball season is going into the home stretch. Lots of veterans have shown that they still have it and lots of youngsters have shown that they're Big Leaguers. Established pitchers, like Preacher Roe and Eddie Lopat, are having fine seasons. Young Bubba Church of the Phillies has fulfilled his promise of the Nineteen-Fifty season. It's interesting to note what a high percentage of the ball players are enjoying Camels. Roe, Lopat, Church, Furillo, Vic Raschi, Billy Goodman have tested and compared different cigarettes -- and chose Camels as their steady smoke!

LEE:

Try Camels yourself -- compare them with other brands you've smoked. Make the one sensible cigarette test: smoke only Camels for thirty days! You'll discover from steady smoking -- not just a sniff or a puff -- how ^{pack after pack} flavorful Camels are, ^{You'll see how mild Camels are,} how well they agree with your throat, week in and week out. You'll discover why, after all the mildness testing of recent years, Camel is by far America's most popular cigarette!

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MUSIC:

(JINGLE)

ALL

Let's listen, now, to the newest record-winner
In Utica, in New York State -
"Variety" says the leading record-spinner
Reports this tune is going great!

The fans of Utica request
The sentimental song
We'll sing for all you Camel fans
As the Caravan rolls along!

MUSIC:

"MORNING SIDE OF THE MOUNTAIN" .. MONROE
(APPLAUSE)

MONROE:

My crew and I just made a new recorded version of
an oldie, figuring it's too good a tune to be
forgotten. So once again we're saying ... "Don't
Fence Me In!"

MUSIC:

"DON'T FENCE ME IN" ... MONROE, GIRLS
(APPLAUSE)

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MONROE:

In our round-up of leading choices of leading record-shows around the country here's the one that represents Norfolk, Virginia! In Norfolk, you'll find one of the great naval stations of the world. You'll find a busy shipping center of coal, tobacco and cotton ... a resort center famous throughout the South ... and a population of 280,000 friendly, solid citizens. And if you look at "Variety", you'll find that Norfolk's current favorite among the new recordings is called, "Mixed Emotions".

MUSIC:

"MIXED EMOTIONS" ... MONROE

(APPLAUSE)

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MUSIC: (JINGLE)

ALL: We're on our way, next, to Phoenix, Arizona,
Away down near the Rio Grande -

MONROE: And here's the song it prefers to all the others
Now being played throughout the land!

GIRLS: The tune that's now the top request,
Out west, where men are men -

ALL: Our guest, Shaye Cogan, sings for you:
Called, "I'm in Love Again"!

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

(APPLAUSE)

HUGH: Two things have made Camels America's most popular cigarette -- flavor and mildness!

LEE: No other cigarette has Camel's rich, full flavor.

HUGH: And no other cigarette gives you 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!

MONROE: Friends, if you're going away for the Labor Day week-end, take along a carton of Camels. You'll be glad I reminded you!

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MUSIC:

(BRIDGE)

MONROE:

And here's where we flip back the pages of our Camel Caravan song-book to bring a great old-time favorite into the spotlight again.

Do you remember a picture called "42ND STREET"?

It was the very first of the big Hollywood musicals.

It set the pattern for hundreds that have followed down through the years. Warner Baxter was the male

star ... Ruby Keeler was the girl ... and back in

the chorus-line somewhere, playing a bit part, was

a kid called Ginger Rogers. That was "42ND STREET" ..

the big picture of 1932 ... and this was one of the

songs that made it great: "Lullaby Of Broadway"!

MUSIC:

"LULLABY OF BROADWAY"..... MONROE AND CHOIR

(APPLAUSE)

HUGH:

As a token of remembrance for a group of people no American should forget, the makers of Camels send thousands of packs of gift Camels to hospitalized servicemen and veterans each week. Camels are now on the way to: Veterans' Hospitals, Dayton, Ohio and Shreveport, Louisiana ... Larson Air Force Hospital, Moses Lake, Washington, and to all hospitals operated by the Alaska Command of the U. S. Army.

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MUSIC: "LET'S HAVE A CIGARET TOGETHER"

MONROE: That about rings down the curtain on another Camel Caravan, friends. The orchestra and I are going to have a little vacation from these Camel broadcasts. We'll be back with you the first Saturday in October.

HUGH: But while Vaughn and the gang will be vacationing from the Camel Caravan, they'll still be travelling around playing for the folks who like to dance. Tomorrow night they'll be in Bristol, Connecticut; Monday, Salem, Massachusetts; Tuesday, ^{Newport, Vermont} ~~New Bedford~~; Wednesday, Old Orchard Beach, Maine; Thursday, Hampton Beach, New Hampshire; Friday, Salem, New Hampshire; and next Saturday, ^{Alton Bay, N.H.} ~~Taunton, Massachusetts~~. Then they'll be back on the air with the Camel Caravan on Saturday, October 6th with the latest hit tunes of the fall season as reported to "Variety" by the disc jockeys all over the country.

MONROE: In the meantime, we hope you'll all be listening to my good friend Bob Hawk. He returns to your CBS station next Monday night. Bob will have lots of laughs and lots of prizes -- and he'll be heard one half hour earlier than before. That's Monday night for the Bob Hawk Show. Until we meet again - first Saturday night in October - this is Vaughn Monroe saying pleasant dreams and - won't you have a Camel?

MUSIC: CAMEL THEME
(APPLAUSE)

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LEE: The bite's out and the pleasure's in -- and there's more tobacco in the pocket-tin! That's the story of Prince Albert Smoking Tobacco in a nutshell! Yes, P. A.'s choice tobacco is specially treated to insure against tongue bite ... and now you get more of America's favorite tobacco in every pocket-tin!

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!

~~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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