

CBS RADIO NETWORK

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, NOVEMBER 10, 1951

7:30 to 8:00 PM EST

CUE: {This is the CBS. RADIO Network}
(.....30 seconds.....)

*Comments
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MUSIC: JINGIE

SINGERS: Hello, nice people from Maine to California
The Camel Caravan is here!
For tunes reported as tops across the nation,
Just gather round and lend an ear!

MUSIC: (FADE AND SUSTAIN UNDER ...)

CONOVER: From the CBS PLAYHOUSE in the heart of New York City-
-THE CAMEL CARAVAN - STARRING VAUGHN MONROE - with guest
singer, Nancy Reed - and the songs America's asking
for... presented by Camel Cigaretts!

MUSIC: (UP AND SEGUE)

HUGH:

Will Camels agree with your throat? Here's the
experts' answer!

LEE:

The experts were noted throat specialists. These
leading doctors made careful weekly examinations
of the throats of hundreds of men and women who smoked
only Camels for thirty days. They reported:
Not one single case of throat irritation due to smoking
Camels!

✓
HUGH:

Smoke only Camels for thirty days and see how mild ---
and flavorful -- Camels are, pack after pack.
See how well they agree with your throat.

SINGERS:

How mild,

How mild,

How mild can a cigarette be?

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! Hugh, we're going to pack a lot of good music into these next 30 minutes. So let's keep our chatter brief and to the point!

HUGH: Right, skipper! These tunes are leading requests!

MONROE: Reported by leading disc-jockeys!

HUGH: In the show-business trade-paper, "Variety"! The Caravan gets rolling tonight with....

MONROE: The song most-requested this week in Philadelphia!

HUGH: And it's called "The Old Soft Shoe"!

(MUSIC: "THE OLD SOFT SHOE" ... MONROE, MOONMAIDS)

(APPLAUSE)

(MUSIC: SEGUE)

(MUSIC: "CHARMAINE" .. MONROE)

(APPLAUSE)

HUGH: "CHARMAINE" - familiar haunting, lovely as ever...and one of Vaughn Monroe's newest record releases.

MONROE: Now, let's give a thought to our Camel Caravan friends in St. Louis and Des Moines, Iowa.

HUGH: What's their first request among the current tunes, Vaughn?

MONROE: A very good question, Mr. Conover...and our singing guest this evening has the answer. Here is the voice owned and operated by Miss Nancy Reed. The song: A ballad called "Undecided"! I suggest that we light up a Camel and listen.....

(MUSIC: "UNDECIDED" .. REED)

(APPLAUSE)

HUGH: Camels are by far America's most popular cigarette!

LEE: Yes, after all the mildness tests, Camel leads all other brands by billions of cigarettes per year!

HUGH: Friends, make the one sensible test of cigarette mildness ... make your own thirty-day Camel test. Smoke only Camels for thirty days! Enjoy Camel's rich, full flavor-- a flavor no other cigarette has. And see how mild Camels are, how well they agree with your throat-- week after week!

LEE: 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 and see if you don't agree! See for yourself how mild, how flavorful, how enjoyable Camels are! Then you'll know why, after all the mildness tests, Camel leads all other brands-- 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!

MUSIC: (JINGLE)

MONROE: Come on, now, Moonmaids- let'd do a bit of singing;
The show is moving right along-

GIRLS: We're ready, maestro- just give the band a downbeat,
And we will join in this song!

MONROE: A-one, and two, and here we go -
It's in the key of G -

GIRLS: The choice in San Antonio
And in Schenectady!

(MUSIC: "THE WORLD IS WAITING FOR THE SUNRISE" .. MONROE,
MOONMAIDS)

(APPLAUSE)

MONROE: A new one coming your way, now. And with it, a special greeting to the music-fans in Boston!

HUGH: One of the great seaports and manufacturing centers of the East... Home of the world-renowned Boston Symphony Orchestra... And in New England's number one city, the number one request-
For the first time on the Camel Caravan, "DOMINO"!

(MUSIC: "DOMINO" .. MONROE)

(APPLAUSE)

MONROE: Mr. Conover, while the orchestra and I were going over our music, this afternoon, you were curled up next to a radio. What did you hear?

HUGH: Football games, skipper! Look at these scores!
Michigan State 35 - Notre Dame 0; Baylor 18 - Texas 6;
(SCORES) Purdue 35 - Northwestern 14; Columbia 21 -
Dartmouth 6 - Wisconsin 15 - Penn. State 7;
Cornell 20 - Michigan 7; Virginia 34 - Wash
Colonial 14; Georgia Tech 34 - UMI 7; and
Rutgers 28 - Princeton 21.

MONROE: Rutgers! There's a team that made football history!

HUGH: You're right, Vaughn! It was Rutgers that played the very first game of intercollegiate football...against Princeton .. in 1869!

MONROE: So it well deserves the honor of having on it's campus the Football Hall of Fame!

HUGH: And the school itself has a history that goes back to November 10, 1766. Established by a grant of King George III, it was then known as Queens College. Now, it is the State University of New Jersey. Today, the students and alumni of Rutgers celebrate Charter Day...and this is a salute from the Camel Caravan!

(MUSIC: "RUTGERS MEDLEY" .. MONROE, CHOIR)

(APPLAUSE)

(MUSIC: (JINGLE))

GIRLS: There's one big tune that we haven't heard this evening,
A song the fans are waiting for -

MONROE: And just like Camels, a favorite of the nation -
They're asking for it more and more!
In 8 big cities, coast to coast,
This ballad's in the lead -

GIRLS: The famous song entitled, "Sin"
Is sung by Nancy Reed!

(MUSIC: "SIN" .. REED)

(APPLAUSE)

HUGH: More doctors smoke Camels than any other cigarette,
according to a survey of doctors all over the country.

LEE: Tens of thousands of doctors -- doctors in every
branch of medicine -- were asked; "What cigarette do
you smoke, Doctor?" The brand named most was Camel!

HUGH: Smoke the cigarette so many doctors smoke-- change
to Camels today.

(MUSIC: (BRIDGE))

HUGH: Vaughn, you told me that one of these Saturday nights on the Camel Caravan, you were going to try out a new feature.

MONROE: Tonight's the night, Hugh. Here and now we open the door of the department called "Previews".

HUGH: Previews...to bring you good people a brand-new tune that we believe will soon appear on the list of leading requests! What's your nomination this evening, Vaughn...?

MONROE: A new novelty tune. It was inspired by the scene of a Southern fishing-port.

HUGH: We know the one you mean! It's called.. "Shrimp Boat!"

(MUSIC: "SHRIMP BOAT" ... MONROE)

(APPLAUSE)

HUGH:

No one deserves our gratitude more than our hospitalized servicemen and veterans. Each week, the makers of Camels send them thousands of gift packages of cigarettes. This week's Camels go to: Veterans' Hospitals, Bedford, Massachusetts and Cheyenne, Wyoming...Williams Air Force Hospital, Chandler, Arizona...U.S. Naval Hospital, Coco Solo, Canal Zone.

MONROE: Hope you enjoy those Camels, fellows -- And now--

(MUSIC: LET'S HAVE A CIGARETTE TOGETHER- MONROE)

MONROE: Well, this half-hour has just about disappeared into thin air. ^{Best Friday night will be playing and singing at the Pavilion that in} But next Saturday night we're looking forward ^{East 14.} to another visit with you.

HUGH: ^{The beautiful Pottstown} From Pottstown, Pennsylvania... there'll be another batch of tunes from the "Variety" list of leading requests.... a musical greeting to San Jose State College.... and as Vaughn's special guest, Miss ^{Shirley Cooney} Betty Clooney.

MONROE: To get your Saturday night off to a pleasant start.. spin your dial our way. This same time, same station...you'll find the Camel Caravan waiting to entertain you.
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 -- when you pack
your pipe with America's largest-selling smoking
tobacco, Prince Albert! P.A.'s choico tobacco is
specially treated to insuro 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!

MUSIC:

THEME

HUGH:

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

(APPLAUSE)

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