

CBS . RADIO NETWORK

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, DECEMBER 8, 1951

7:30 to 8:00 PM EST

Turned master

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 tunes reported as tops across the nation,
Just gather round and lend an ear!

MUSIC: (FADE AND SUSTAIN UNDER. . .)

CONOVER: From Rhodes-on-the-Pawtuxet, in Cranston, Rhode Island-
THE CAMEL CARAVAN - STARRING VAUGHN MONROE - with
guest singer Shaye Cogan - and the songs America's
asking for...presented by Camel Cigarettes!

MUSIC: (UP AND SIGUE)

.35

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35

HUGH: Make the one sensible test of cigarette mildness!

LEE: Make your own thirty-day Camel test! Smoke only
Camels for thirty days. You'll enjoy the rich, full
flavor -- a flavor no other cigarette has!

HUGH: And you'll see how mild Camels are...how well they
agree with your throat, pack after pack and week
after week!

LEE: You'll soon see why, after all the different mildness
tests, Camel is by far America's most popular
cigarette!

SINGERS: How mild,
How mild,
How mild can a cigarette be?
Smoke Camels and see!

1.15

1.15

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

1.30

(APPLAUSE)

MONROE: Hello, and how do you do, everybody. We're starting
tonight with a greeting to the good people of St.
Louis, Missouri.

~~You know, I always think of St. Louis as being close
to the heart of these United States. It's pretty
near the center of things, whether you're going from
Boston to France or from Chicago to New Orleans.~~

HUGH: A fine city to stop and visit, skipper. A city where
there's always been all kinds of music in the air.
This week in St. Louis, according to Variety, the
music most requested is our old favorite...

"Jealousy!" 1.50

(MUSIC: "JEALOUSY"....MONROE) 4.35

(APPLAUSE) 4.40

(MUSIC: SEGUE)

(MUSIC: "JUST ONE MORE CHANCE"....MONROE, CHOIR) 7.35

(APPLAUSE) 7.45

7.45

MONROE: "Just One More Chance"...and that tune took us 3000 miles west. It's the top choice of the week, says "Variety", in Seattle, Washington.

HUGH: You're in the driver's seat, Vaughn. Where does the Caravan head next?

MONROE: South, Mr. Conover....to hear the leading request in New Orleans.

HUGH: Aah - New Orleans ...~~the city with the French touch...~~
the city of the Mardi Gras...where everyone dreams of going some day...~~way down yonder in New Orleans.~~

MONROE: Well, man -- -let's go!...with our guest, Shaye Cogan.. and her' song "Down Yonder"... 8.10

(MUSIC: "DOWN YONDER"....COGAN) 10.15

(APPLAUSE)

10.22

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HUGH: Why does Camel lead all other brands by billions of cigarettes per year?

LEE: Here are two of the answers?

HUGH: First, no other cigarette has Camel's rich, full flavor -- a flavor that never tires your taste!

LEE: Second, no other cigarette offers such conclusive proof of mildness! In a coast-to-coast test of hundreds of people who smoked only Camels for thirty days, noted throat specialists made more than two thousand careful examinations and reported not one single case of throat irritation due to smoking Camels!

HUGH: Find out how much you enjoy Camels as your steady smoke! Make your own thirty-day Camel test! Smoke only Camels for thirty days -- enjoy Camel's rich flavor and see how mild Camels are, how well they agree with your throat, pack after pack and week after week!

LEE: You'll see why Camel leads all other brands in popularity ... you'll see why Camel is the cigarette for you! (MORE)

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!

11-40

SFM

= 7 =

11.40

MUSIC: (JINGLE)

GIRLS: We're on our way, next, to Nashua, New Hampshire -
The man in charge is Vaughn Monroe!
The folks up there have been asking for this ballad,
A song that most of you all know.

MONROE: A record-rave for many weeks,
We've sung it now and then:

GIRLS: It's in the spotlight here once more:
"And So To Sleep Again!"

12.15

(MUSIC: "AND SO TO SLEEP AGAIN" ... MONROE)

14.10

(APPLAUSE)

14.20

SFM

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14.20

MONROE: It's just about three weeks away....the big game of the college football season...the Rose Bowl Game at Pasadena.

HUGH: ~~Yes...on January 1st ... New Year's Day ... two of the greatest teams in the country will meet before a crowd of some 90,00 fans!~~ In this 23rd edition of the Rose Bowl classic, it'll be Stanford University against the University of Illinois!

MONROE: The Camel Caravan wishes good luck to both those fine teams. And this is our salute...~~the songs their fans will be singing at the kick-off.~~ The marching songs of Stanford and Illinois! 14.40

MUSIC: ~~STANFORD-ILLINOIS MEDLEY... MONROE, CHOIR)~~ 16.30
(APPLAUSE)

16.25

16.35

MONROE: It's time we looked in on the State of New Hampshire, friends. And that's a State I happen to look on with a good deal of affection, because my Dad has a farm there.

HUGH: I'll bet these are busy days in the Granite State, Vaughn. There's the Christmas tree to be cut and carried home. ~~Then the children will be stringing cranberries and popcorn to trim the tree.~~ And Mom will be baking plum puddings and mince pies and gingerbread men. Of course in Hanover, New Hampshire, a few thousand students are finishing another college term. Maybe that's why their first choice this week is the ballad Vaughn sings next...

(MUSIC: "IT'S ALL OVER BUT THE MEMORIES".....MONROE)

(APPLAUSE)

19.45

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(MUSIC: JINGLE)

19.45

MONROE: And now, to Pittsburg, Atlanta, Tulsa, Hartford,
Milwaukee, Worcester, Baltimore -

GIRLS: The maestro's singing a list of all the cities
where this tune's what they're calling for!

MONROE: San Francisco, Albany,
And several others, too,
Have voted for the song called "Sin",
Shaye Cogan sings for you! 20.20

(MUSIC: "SIN" .. COGAN) 23.00

(APPLAUSE)

23.08

23.08

HUGH: Give Camels for Christmas!

LEE: America's most popular cigarette comes in a special Christmas carton -- all ready to give. No wrapping. No card -- for your card is right on the carton! A carton of Camels is so easy to give, so good to get!

HUGH: Give Camels for Christmas!

~~24.18~~
23.24

fs

~~24.15~~
23.24

MUSIC: (BRIDGE)

HUGH: Folks, Vaughn received a telegram this week that made us all very happy. I'd like to read it to you. It's from Sid Pernes, music editor of "The Cash Box", and it says: "It is with a great deal of pleasure that we inform you the juke box operators of America have voted your orchestra the best orchestra of 1951 through their ballots cast in the sixth annual poll conducted by the Cash Box. Congratulations."

MONROE: I'm mighty proud of that vote, and mighty grateful for that swell telegram.

HUGH: Well, Vaughn, I hereby cast my vote in favor of letting us hear the best orchestra of 1951, together with their singing maestro, in the great old timer you and the gang ~~choir~~ recently recorded. "Tenderly". 24.15

(MUSIC: "TENDERLY" VAUGHN & CHOIR)

27.00

(APPLAUSE)

27.07

27.07

HUGH:

It's especially pleasant in the Christmas season to announce Camel's weekly gift of thousands of packs of gift cigarettes to hospitalized servicemen and veterans. This week's Camels go to: Veterans' Hospitals, Marion, Indiana and Sheridan, Wyoming... U.S. Army Station Hospital, Camp Gordon, Georgia... U.S. Naval Hospital Ship REPOSE.

27.25

fs

27.25

MONROE: Hope you enjoy those cigarettes, fellows...And now--

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

28.00

MONROE: We have lots more music for you, friends...but no more time tonight. So let's adjourn until next Saturday evening...when a fresh batch of tunes will come your way from the Camel Caravan.

HUGH: Vaughn and the crew will be on the air from New York City, one week from tonight...with more of the leading requests reported in "Variety", a medley of songs saluting the University of South Carolina...and a very special guest!

MONROE: A new young singing star, paying her first visit to the Camel Caravan...Miss June Valli. I think you'll enjoy meeting her...and I know we'll all enjoy having you listen. This same time...same number on your dial...we'll all be here next Saturday night!

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

28.40

(MUSIC: CAMEL THEME)

(APPLAUSE)

28.45

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SINGERS: The bite is out and the pleaser's in
When you smoke Prince Albert...

28.45

LEE: A gift that's sure to please the pipe-smokers on your
Christmas list is a one-pound tin of America's largest
selling smoking tobacco--Prince Albert! The pound tin
of P.A. comes in a gay Christmas box with a built-in
greeting card. Get it at your favorite tobacco counter. 29.10

MUSIC: THEME

29.15

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

(APPLAUSE)

29.25

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-fade theme 15 seconds-

29.30

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