

Jimed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHAN MONROE

SATURDAY, APRIL 7th, 1951

7:30 to 8:00 PM EST

ATB

AS
BROADCAST

CUE: { COLUMBIA BROADCASTING SYSTEM }
 {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 Sunnybrook Ballroom in Pottstown, Pennsylvania,
 -- the Camel Caravan -- starring Vaughm Monroe --
 with the Moonmaids, the Moon Men, the Orchestra
 and guest singer - Shaye Cogan - presented by
 Camel Cigarettes!

MUSIC: (UP AND SEGUE) . 35

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. 35

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: How mild can a cigarette be? One sniff won't
tell you. One puff won't tell you. It takes
day in, day out smoking to see how well a
cigarette gets along with your throat. So make
the sensible, thorough cigarette test; smoke
only Camels for thirty days and see how mild
Camels are! ~~1.05~~ 1.05

ras

1.05
~~1.10~~

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

(APPLAUSE) ^{1.25}
~~1.30~~

MONROE: Hello, and how do you do, everybody! Here we go
with another session of Camel Caravan music...
Number one requests on leading record-shows, as
reported in "Variety".

HUGH: Plus something extra-special tonight, friends!
In honor of one of the best-liked guys in the music
business, record-fans and disc-jockeys from coast
to coast, will celebrate Vaughn Monroe Week starting
next Monday. And they couldn't have picked a better
time...because Vaughn has just turned out a brand-
new batch of fine recordings for RCA-Victor!
Pappy, consider this a command performance!..your
fans would like to hear some of those new tunes
this evening.

MONROE: We aim to please, Mr. Conover. Here's how we
recorded a hit from the Broadway musical, "The King
and I"...called, "Shall We Dance".. 2.00

~~(MUSIC: "SHALL WE DANCE"... MONROE) - 4.30~~

(APPLAUSE) ~~4.30~~ 4.35

~~(MUSIC: SEGUE)~~

~~(MUSIC: ON TOP OF OLD SMOKY... MONROE) (APPLAUSE) 7.35~~

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MONROE:

"On Top of Old Smoky"...that's another one of our new Victor records.

Let's pay a short visit, to Rochester, New York... by way of a song that Variety reports at the top of the popularity list there. In that city of over 325,000...famous for its flowers, its fruit growing, and the manufacture of cameras and optical instruments...one of the leading platter-shows comes out of Station WHAM, with disco-jockey Mort Nussbaum in charge. Mort says, the tune most of his listeners have been calling for this week is a ballad..."No One But You".

So sit back, good people...light up a Camel...and listen to Shaye Cogan. 8.05

(MUSIC: "NO ONE BUT YOU"...COGAN) 10.35

(APPLAUSE) 10.45

ras

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HUGH: More people smoke Camels than any other cigarette!

LEE: Yes, Camels are America's most popular cigarette!

HUGH: The reasons for Camel's great popularity are flavor and mildness.

LEE: No other cigarette has Camel's rich, full flavor -- the flavor of costly tobaccos properly aged and expertly blended!

HUGH: No other cigarette gives you this conclusive 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!

LEE: Yes, that's proof based on steady smoking -- not just a sniff, not just a puff! Make your own Camel thirty-day test - the sensible, thorough test --and see for yourself how flavorful, how enjoyable Camels are, pack after pack...see how mild Camels are as a steady smoke!

HUGH: See for yourself why more people smoke Camels than any other cigarette.

-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!

12.05

ra^B

12.05

-7-

(MUSIC: JINGLE)

ALL: And here we feature a melody familiar
To countless million Army men --
The chances are all you folks will recognize it
You've surely heard it now and then!

GIRLS: But we predict it soon will be
A hit on record shows,
A brand new Vaughan Monroe release
And here's the way it goes! 12.35

(MUSIC: "SOUND OFF"...MONROE, MOONMEN) 15.00

(APPLAUSE) 15.05

MONROE: This is the report from "Variety" on one of the
best ballads of the season. On platter-shows
piloted by Buddy Dean of Station WJTB in
Baltimore, Rex Dale of WCKY in Cincinnati...and
by Ed Penney of WFGM in Fitchburg, Massachusetts...
the big request of the week is "I Apologize". 15.25

(MUSIC: I APOLOGIZE....MONROE) 17.30

(APPLAUSE)
17.35

MONROE: A college campus is the Camel Caravan's next stop this evening...at Charlottesville...the University of Virginia!

HUGH: One of the great men of American history founded the University of Virginia- Thomas Jefferson With the help of James Madison, and James Monroe, he organized the school in 1817...and it was Jefferson himself who planned the buildings and wrote the first text-books used by the students.

MONROE: On April 13th, the University will celebrate Thomas Jefferson's birthday...and 134 years of a proud tradition as one of the great schools of the South and the entire nation. With these songs, we salute the Cavaliers of the University of Virginia! 18.10

(MUSIC: "UNIVERSITY OF VIRGINIA MEDLEY"...MONROE, ENSEMBLE) 20.00

(APPLAUSE) 20.10

(MUSIC: JINGLE)

ALL: Come on, let's follow our singing guest, Shaye Cogan
She's heading toward the middle-west
Where Kansas City's 400,000 people
Have made this song their big request!

MONROE: And in Savannah, we are told,
No other tune will do -

ALL: On record-shows the current choice
Is called, "Would I Love You?" 20.45

(MUSIC: "WOULD I LOVE YOU"...COGAN) - 23.00

(APPLAUSE)

23.10

ras

HUGH: More people smoke Camels than any other cigarette!

LEE: Among the millions who enjoy Camels are many outstanding baseball players. Bob Lemon, Howard Pollet, Jim Konstanty, Vic Raschi, Andy Seminick, Mel Parnell, Hank Bauer, Preacher Roe, Carl Fuerillo are a few of the stars who find just what they want in Camels - rich, full flavor, pack after pack...and cool, cool mildness, week after week.

HUGH: Friends, try Camels in your "T-Zone" - T for Throat and T for Taste - and see why more people smoke Camels than any other cigarette!

23.45

11 (Revised)

23.45

MONROE:

And as I turn back to the Camel Caravan music-stand,
I find Brother Conover asking for the floor.

You've got it, Hugh....

HUGH:

Skipper, ~~xxxxxxxx~~ we've heard three of your newest
Victor records as a preview of Vaughn Monroe Week...

Now how about number 4?

MONROE:

Well, Hugh, it's called "Oh Merry Merry Me,"...and
here it is. 24.05

(MUSIC:

"OH MERRY MERRY ME"...MONROE & GROUP) 26.50

(APPLAUSE)

27.00

HUGH: To those members of our armed services who are hospitalized, the makers of Camels send a weekly gift of thousands of packs of Camels. These cigarettes go to hospitals in this country and overseas. Camels are now on their way to: Veterans' Hospitals, Altoona, Pennsylvania and San Francisco, California...U.S. Naval Hospital, Philadelphia, Pennsylvania...and to all hospitals operated by the Northeast Command of the U.S. Air Force.

27.25

ras

27.25
~~27.40~~

-13-

(MUSIC: MONROE THEME) ~~27.40~~ 27.40

MONROE: Before we wind up tonight's meeting,...my sincere thanks to the disc-jockeys and the record-fans for all they've done for us.

HUGH: Well, Vaughn, I'm sure they'll ^{start} ~~show~~ out next Monday to make Vaughn Monroe week a big success. ~~Now what's on the agenda for the Camel Caravan next Saturday night.~~

MONROE: ~~Next Saturday will have more top favorites~~ ~~A collection of songs from the Variety list~~ ~~from the Variety list of Records Show favorites.~~ ~~of record show favorites!~~ A great old tune of years gone by...and a salute to the University of Missouri, ~~and~~

HUGH: ~~And as co-chairman in charge of singing...~~

MONROE: ~~I've invited~~ ^{as} Nancy Reed ~~to be~~ our guest! That's one week from tonight,..when the makers of Camels are sending all of us on the Camel Caravan to entertain the men in uniform at Maguire Air Force Base, Fort Dix, New Jersey, Your radio is your front-row seat! On Monday night, remember the BOB HAWK SHOW. My good friend Bob will be looking for the LEMAO of the week. And handing out a lot of prizes and plenty of laughs. So don't miss the BOB HAWK SHOW on Monday night!

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HUGH: And folks, if you have a television set,
we hope you'll be watching the Vaughn Monroe
CAMEL Television show. Your local paper will
tell you where and when to find it on your
CBS-TV Station.

MONROE: Until we meet again, this is Vaughn Monroe
wishing you pleasant dreams...and...won't
you have a Camel? ~~28.35~~ 29.35

MUSIO: C-A-M-E-L-S

(CAMEL THEME: FADE....APPLAUSE)

~~29.35~~
29.50

ras

28.50

LEE: Men, whether you buy the handy pocket tin or the big one-pound size, you'll get more smoking enjoyment when you smoke Prince Albert. P.A.'s choice tobacco is specially treated to insure against tongue bite...it's crimp cut for smooth burning and cool smoking... and it has a wonderful natural flavor and aroma! Get Prince Albert, America's largest-selling smoking tobacco! 29.12

MUSIC: THEME

HUGH: This is Hugh Conover saying goodnight for the Vaughn Monroe show! 29.18

(APPLAUSE) - 29, 25

THIS IS CBS...THE COLUMBIA BROADCASTING SYSTEM
 -fade theme 15 seconds-
 WCBS...NEW YORK

29.30

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