

*Irving Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, APRIL 14, 1951

7:30 to 8:00 PM EST

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 Maguire Air Force Base, <sup>Trenton</sup> ~~Fort Dix~~, New Jersey, -  
--the Camel Caravan -- starring Vaughn Monroe--  
with the Moonmaids, the Moon Men, the Orchestra  
and guest singer - Nancy Reed - presented by  
Camel Cigarettes!

MUSIC: (UP AND SEGUE) .35

HUGH: After all the oigarette mildness tests --

LEE: Camel is America's most popular oigarette -- by  
still more billions!

HUGH: Yes, the smokers of America have made many mildness  
tests -- quick tests, trick tests-- and the sensible,  
thorough thirty-day Camel test ...

LEE: Now Camel is in first place by its widest margin  
in twenty-five years! Make your thirty-day Camel  
test and see why!

SINGERS: How mild,  
How mild,  
How mild can a oigarette be?  
Make the Camel thirty-day test  
And you'll see ...  
Smoke Camels and see!

1.10

HUGH: Now.. here is the star of the Camel Caravan...

VAUGHN MONROE!

(APPLAUSE) 1.30

MONROE: Hello, and how do you do, everybody!

Tonight we carry on with an old Camel Caravan custom... bringing entertainment to the men of our Armed Forces. The makers of Camels, the Caravan crew, and yours truly are happy to add to their pleasure!

So.. this evening we're making music at Maguire Air Force Base, ~~Port Dix~~ <sup>Truax</sup>, New Jersey....music from the "Variety" list of leading record-requests around the country!

HUGH: Disco-jockeys Cliff Mercer, at WLOU, in Louisville, and Bob Larsen, at ~~WHP~~ <sup>WHP</sup>, in Milwaukee, both report that the first record choice of their listeners this week is "ON TOP OF OLD SMOKY". And here's the way Vaughn and the Choir recorded it. 2.05

(MUSIC: "ON TOP OF OLD SMOKY" ..... MONROE AND CHOIR) 5.05

(APPLAUSE) 5.10

(MUSIC: SEGUE)

(MUSIC: "IF" .. MONROE 7.10

(APPLAUSE) 7.15

7.15

MONROE: You're not alone when you say "IF" is your big favorite among the ballads; it's at the top of the request-list this week in Chicago, Miami, Denver, Washington, Pittsburgh, San Francisco and San Antonio! And here we turn the Camel Caravan spotlight on two more current favorites. One is a song and one is a singer. The singer.. well, you first heard her on our show from Camp Kilme, some weeks ago, and now she's with us again to help entertain the men with wings here at Maguire Air Force Base. Enter Miss Nancy Reed! And the song... "Variety" reports it as the most-requested tune of the week in Los Angeles and Allentown... "Would I Love You". Nancy...? 7.50

(MUSIC: "WOULD I LOVE YOU" .. REED) 10.10

(APPLAUSE) 10.20

HUGH: After all the cigarette mildness tests --

LEE: Camel is America's most popular cigarette -- by still more billions!

HUGH: Yes, Camel has its biggest lead in popularity in twenty-five years! Camel leads all other brands by billions of cigarettes!

LEE: In the past year or two, the smokers of America have made many cigarette mildness tests -- quick tests, trick tests... and the sensible, thorough Camel thirty-day test. And, now, after all these tests, the latest published figures show that Camel's lead had increased by billions!

HUGH: You see, Camels have the two things you want most in a cigarette-- flavor and mildness! No other cigarette has Camel's rich, full flavor -- a flavor your taste doesn't tire of!

LEE: And no other cigarette offers this striking 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.'

HUGH: That's proof of mildness based not on a puff or a sniff, but steady smoking. Make your own thirty-day Camel test and see why after all the cigarette mildness tests --

LEE: Camel is America's most popular cigarette -- by still more billions!

11.35

11.35

(MUSIC: JINGIE)

ALL: Let's roll along with another record-winner  
Among the music-fans out West-  
Reports are in now from Phoenix, Arizona,  
And here's the tune that leads the rest!

MONROE: The ballad, "Faithful", is the choice  
On their top record-show-

GIRLS: And may we add: this record-hit  
Was made by Vaughn Monroe! 12.10

(MUSIC: "FAITHFUL" .. MONROE, MOONMAIDS) 14.10

(APPLAUSE) 14.15

MONROE: And before anyone says we're neglecting little old  
New York in our coast-to-coast tour... in Manhattan,  
Jack Lacy, at WINS, says this is the big request  
from his listeners... "Bring Back The Thrill"! 14.25

(MUSIC: "BRING BACK THE THRILL" .. MONROE) 16.10

(APPLAUSE) 16.20

MONROE: For the next few minutes of our visit to Maguire Air Force Base the Camel Caravan salutes the University of Missouri!

Ward: Today, April 14th, the Black and Gold of Missouri flies high, in celebration of Founder's Day.. the 110th anniversary. In 1841, the first handful of students were admitted to the University's few classrooms; in 1951, it has an enrollment of over 10,000 young men and women, including more than 3,000 G.I.'s, in 10 schools and colleges on it's campus.

Ward: To the students and Alumni of the University of Missouri ..to their traditions and to their teams.. we dedicate their famous songs! 16.55

~~(MUSIC: "MISSOURI MEDLEY" .. MONROE, ENSEMBLE) 18.40~~

(APPLAUSE)

18.50

18.20

(MUSIC: JINGLE)

ALL: With many cities remaining to be heard from,  
The Caravan now picks up speed -  
To Kansas City, from there we're off to Cleveland-  
We're following Miss Nancy Reed!

Then on to Dearborn, Michigan,  
And New Orleans, she goes -  
Her song is now the big request  
On four big record shows! 19.25

(MUSIC: "MOCKING BIRD HILL" .. REED) 22.20

(APPLAUSE)

22.30

22.30

HUGH: After all the cigarette mildness tests --

LEE: Camel is America's most popular cigarette -- by  
still more billions!

HUGH: Make the one, thorough cigarette test -- make your  
own thirty-day Camel test -- and see for yourself  
why Camel is far and away America's most popular  
cigarette! See why, after all the cigarette  
mildness tests .....

LEE: Camel is America's most popular cigarette -- by  
still more billions!

22.55

22.55

(MUSIC: (BRIDGE))

MONROE: Judging from our mail, the Camel Caravan's got two kinds of steady customers along the network. One group goes strong for the top tunes of the day, fresh off the list of new record-raves. And then there are the folks who smile happily when we play an old-timer .... a song they remember from way back when. Well, good people, I've got something here to please all of you ... a ballad that's old and new. It was first a hit some fifteen years ago ... and this week, it's the number-one request on disco-jockey shows in St. Louis, Boston, Cincinnati and Lawrence, Massachusetts!

And so, for all our listeners and for the crew here at McGuire Air Force Base, here's ....

"How High The Moon". 23.40

(MUSIC: "HOW HIGH THE MOON" ..... MONROE AND CHOIR) 26.30

(APPLAUSE)

26.40

26.40

HUGH: Friends, when you're in the hospital, you know the wonderful feeling of an unexpected gift. Our hospitalized servicemen and veterans know that feeling when their gift packages of Camels arrive. This week, as every week, Camels are sent to service hospitals in this country and overseas. They're on their way to: Veterans' Hospitals, Bay Pines, Florida and Marion, Illinois ..... U. S. Army Fitzsimmons General Hospital, Denver, Colorado ... U. S. Naval Operating Base, Guantanamo Bay, Cuba.

More than one hundred and ninety-five million Camel cigarettes have now been sent to servicemen, servicewomen and veterans.

27.10

27.10

-13-

(MUSIC: (MONROE THEME) 27.30

MONROE: Before we wind up this Camel Caravan session at Maguire Air Force Base, <sup>Traylor</sup>~~Port Dix~~, New Jersey ... may I say again that we greatly enjoy the privilege of these visits, to entertain our armed forces. We've got many more camps and military bases on our schedule, and we'll give each of them the best show we know how. For our very pleasant visit tonight -- our thanks to Colonel Ernest H. Beverley, Commanding officer 52<sup>nd</sup> Wing, and Special Services officers Lieutenant El Newman, and Lieutenant Lou Mauerer.

HUGH: Next Saturday night ... same time, same spot on the dial ... Vaughn and the Camel Caravan will be back on Broadway with another half-hour of songs from the "Variety" list of leading record-show requests ....

MONROE: A musical salute to the University of New Hampshire ....

HUGH: And as our singing guest... Miss Dale Nunnally.

MONROE: That's one week from tonight...and this is your engraved invitation to join us!

On Monday night, remember the BOB HAWK SHOW. My good friend Bob will be looking for the LEMAC 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

(MUSIC: C-A-M-E-L-S.)

(CAMEL THEME: FADE.....APPLAUSE)

28.50

-15- 28.50

LEE: Pipe smokers, enjoy America's largest-selling smoking tobacco -- Prince Albert! The flavor is rich .... the aroma is natural and delightful. The choice tobacco is crimp cut for smooth, cool smoking and it's specially treated to insure against tongue bite. Get Prince Albert -- in the handy pocket tin or the big one pound-size! 29.12

MUSIC: THEME

HUGH: This is Hugh Conover saying goodnight for the Vaughn Monroe show! 29.16

(APPLAUSE)

29.25

THIS IS CBS... THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds -

WCBS .... NEW YORK

830 ON YOUR DIAL

29.30