

*Timed Master*

*As Broadcast*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, APRIL 21, 1951

7:30 to 8:00 PM EST

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 the CBS Playhouse in the heart of New York  
City - - the Camel Caravan -- starring Vaughn  
Monroe -- with the Moonmaids, the Moon Men, the  
Orchestra and guest singer- Dale Nunally -  
presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE) 36

1ST ANNOUNCER: After all the cigarette mildness tests--

2ND ANNOUNCER: Camel is America's most popular cigarette by still more billions!

1ST ANNOUNCER: Smokers have made sniff tests... puff tests... and the sensible thirty-day Camel mildness test to see what cigarette suits them best!

2ND ANNOUNCER: After all these tests, Camel has its greatest lead in twenty-five years! Yes, according to latest published figures, Camel leads every other brand by many, many billions of cigarettes per year!

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!

1.19

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

VAUGHN MONROE!

(APPLAUSE) 1.35

MONROE: Hello, and how do you do, everybody! Glad to have you all with us at this Camel Caravan session... and here's a quick run-down of tonight's events! You're going to meet a bright new singing star.. there'll be a musical greeting to one of our great <sup>Universities</sup> ~~colleges~~... and you'll hear the tunes most-requested this week on some of the country's top disc-jockey shows!

HUGH: Here's our curtain-raiser! Howard Malcom runs a leading record-show at WTRY, in Albany, New York.... and in "Variety" he reports that the number-one request up his way is... "BE MY LOVE"! 2.05

MUSIC: "BE MY LOVE" .. MONROE 4.25

(APPLAUSE) 4.35

MUSIC: \_\_\_\_\_ SEGUE

MUSIC: "ON TOP OF OLD SMOKY" .. MONROE, MOONMAIDS 7.35

(APPLAUSE) 1.40

MONROE: In the words and music of "Old Smoky", you've heard another tune that's going strong these days... the first choice of the record-fans this week in Norfolk, Virginia!

And here, as advertised, you're going to meet a new and exciting young singer. All of us in the music-business like to make discoveries ... and not long ago, when I first heard a girl named Dale Nunally sing, <sup>I WAS SURE</sup> ~~it took me no time to decide~~ that you'd like to hear her, too.

So this evening Dale makes her debut on the Camel Caravan ... with one of the top tunes of the season. It's listed in "Variety" as the number-one request of the week in Detroit... "I Love The Way You Say Good-night". Go ahead and charm the people, Miss Nunally..... 8.10

MUSIC: "I LOVE THE WAY YOU SAY GOOD NIGHT" ... NUNALLY 10.45  
(APPLAUSE) 10.55

CIGARETTE

1ST ANNOUNCER: Here's the big news, ~~in cigarettes~~:

2ND ANNOUNCER: After all the mildness tests, Camel is America's most popular cigarette by still more billions!

1ST ANNOUNCER: Smokers have made the quick tests... the trick tests... and the sensible thirty-day Camel mildness test to find out the truth about cigarette mildness.

2ND ANNOUNCER: And the more smokers test for mildness... the more Camel leads in popularity! Latest published figures show that America's smokers enjoy billions and billions more Camels than any other cigarette!

1ST ANNOUNCER: Make your own Camel thirty-day test and you'll know why! No other cigarette has Camel's rich, full flavor -- the flavor of costly tobaccos, properly aged and expertly blended.

2ND ANNOUNCER: And no other cigarette offers this proof of mildness, proof based on steady smoking! 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!

1ST ANNOUNCER: So make your own thirty-day Camel test and see how mild, how flavorful Camels are! Then you'll know why more than ever 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!

12.25

MUSIC:

(JINGLE)

12.25

ALL:

We'll roll along with a tune that's now a favorite  
Way out on the Pacific coast -

MONROE:

Of all the songs folks are calling for in Portland,  
This waltz has been requested most!

And way down South, in Birmingham,  
The record-fans agree:

ALL:

They ask their leading platter-show,

"Please play this song for me!" 13.00

MUSIC:

~~"BEAUTIFUL BROWN EYES" .. MONROE, MOONMEN 15.00~~

(APPLAUSE) 15.05

MONROE:

The new ones are climbing to the top of the  
popularity list, according to "Variety".

Disc-jockeys Tom Shanahan, at WEMP, in Milwaukee  
and Don Tibbetts, at WTSN, in Hanover,

New Hampshire, both report this as their leading  
request... "Down The Trail Of Aching Hearts". 15.25

MUSIC:

~~"DOWN THE TRAIL OF ACHING HEARTS" .. MONROE 14.25~~

(APPLAUSE)

17.35

17.35

MONROE: The college colors in the Camel Caravan spotlight tonight are... the Blue and White of the University of New Hampshire!

HUGH: Marking it's 85th Anniversary this year, the University of New Hampshire celebrates Founder's Day and the birthday of it's chief benefactor, Benjamin Thompson, on April 22nd. The students and Alumni know it as "Ben Thompson Day"; in his honor, they observe the growth of their school, since 1866, to an enrollment of over 3,000.

MONROE: To the University's Campus at Durham, we send this salute... these traditional New Hampshire songs! 18.00

MUSIC: "UNIV. OF NEW HAMPSHIRE MEDLEY" .. MONROE, CHOIR 19.40  
(APPLAUSE)

19.45



MUSIC:

(JINGLE)

19.45

ALL:

We've been around on a tour of several cities  
To hear their favorites of the day-  
But now our guest takes us on a trip to Philly,  
Just 90 miles from old Broadway!

So here's the ballad, "Lonesome Gal" -

The Quaker City song-

Dale Nunally will sing the words

As the Caravan rolls along! 20.20

~~MUSIC:~~

~~"LONESOME GAL" .. NUNALLY 23.10~~

(APPLAUSE)

23.20

23.20

1ST ANNOUNCER: After all the cigarette mildness tests--

2ND ANNOUNCER: Camel is America's most popular cigarette by  
still more billions!

1ST ANNOUNCER: Yes, latest published figures show Camel leads  
every other brand by billions of cigarettes per  
year!

2ND ANNOUNCER: Make the sensible, thorough cigarette test--  
make your own thirty-day Camel test-- and see why  
Camel is by far America's most popular cigarette!

23.45

23.45

MUSIC: ..... (BRIDGE)

MONROE: Which brings us to a tune we introduced on the Camel Caravan a couple of weeks ago. Mr. Conover, why are you waving your arms around ...?

HUGH: Skipper, let me tell the people about this tune! I want them to know it's your big, brand-new record hit... one of the most exciting songs you've ever done! On juke-boxes, in record-shops, and on disco-jockey shows ... they're all giving a big send-off to the Vaughn Monroe recording of.. "SOUND OFF"! 24.20

MUSIC: ..... "SOUND OFF" .. MONROE, MOONMEN. 26.45

(APPLAUSE)

26.55

26.55

ANNOUNCER:

Each week for years, the makers of Camels have been sending thousands of packs of cigarettes to servicemen's and veterans' hospitals in this country! Now gift Camels are sent to hospitals overseas as well. This week's Camels go to: Veterans' Hospital, Salt Lake City, Utah and Excelsior Springs, Missouri...U.S. Naval Hospital, Camp Lejeune, North Carolina...and to all hospitals operated by the Third Air Division of the U.S. Air Force.

27.20

27.20

MUSIC: (MONROE THEME) 27.40

MONROE: Well, that's about all the words and music we have for you tonight, friends.. No.. come to think of it, we have a few more words.. to remind you that the Camel Caravan will be back next Saturday night, as usual.

HUGH: With more tunes from the "Variety" list of top record-requests..?

MONROE: With more tunes from the "Variety" list of top record-requests!

HUGH: With a salute to another famous college?

MONROE: With a salute to Southern Methodist University.

HUGH: With another fine singing guest..?

MONROE: With another fine singing guest ... Miss Betty Clooney! Tune us in, everybody.. we'll be on the air from Fort Slocum, New York, in another of our regular Camel Caravan visits to Army, Navy and Air Force Bases to put on a show for all the guys and gals in uniform.

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!

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

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28,50

LEE:

Pipe got your tongue? Then switch to Prince Albert -- it's specially treated to insure against tongue bite! P.A.'s choice tobacco is also crimp cut for smooth, even burning and cool smoking. And it has a rich natural flavor and aroma. Get Prince Albert, the National Joy Smoke-- America's largest-selling smoking tobacco! 29.10

MUSIC:

~~THEME~~

HUGH:

This is Hugh Conover saying goodnight for the Vaughn Monroe show! 29.15

(APPLAUSE)

29.25

This is CBS...the COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

WCBS...NEW YORK

880 ON YOUR DIAL

29.30