

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MAY 12, 1951

7:30 to 8:00 PM EDT

Columbia Caravan
MAY 12, 1951

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

Continental Check
OK. 290
5/18/51.

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 UNITED STATES MILITARY ACADEMY, WEST POINT,
NEW YORK -----THE CAMEL CARAVAN--STARRING
Vaughn Monroe -- with the Moonmaids, the Moon Men,
the Orchestra and guest singer -- Bettie Clooney
presented by Camel Cigarettes.!

MUSIC: (UP AND SEGUE)

50010 1798

(have you given blood today?
(Join the pint parade.
(Call Judson 6-3000, Extension 143 or 145.

mw

SINGERS:

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

HUGH:

The smokers of America have made many mildness tests -- the quick tests, the trick tests -- and the one thorough test -- the thirty-day Camel test.

LEE:

Now, after all these tests, Camel leads all other brands by billions of cigarettes! Yes, latest published figures show that Camel's lead in popularity is its greatest in twenty-five years!

HUGH:

Make your own thirty-day Camel test -- and see why Camel is by far America's most popular cigarette!

50010 1799

HUGH:

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

Vaughn Monroe!

(APPLAUSE)

MONROE:

Hello, and how do you do, everybody! We travel a good deal, my crew and I, to places far and near all around the country. But nothing has whipped up quite as much excitement on the Camel Caravan as this visit to West Point. Somehow, these historic surroundings .. this enthusiastic audience of cadets .. make us want to do extra good in the way of making music! So ... we've put together some of the very top tunes of the day for this session ... outstanding favorites on the nation's leading disc-jockey shows.

Such as ^{new record hit, "Shoe Like Dance"} ~~this new item ... at the moment, the big choice in Detroit ... "Rose, Rose, I Love you"!~~

(MUSIC:

~~"ROSE, ROSE, I LOVE YOU" .. MONROE)~~

(APPLAUSE)

(MUSIC:

SEGUE)

(MUSIC:

"BEAUTIFUL BROWN EYES" .. MONROE, CHOIR)

(APPLAUSE)

50010 1800

4 (REVISED)

MONROE:

"Beautiful Brown Eyes". Fred Cooley reports it in "Variety" as
the leading request this week on his platter-show on KWJJ,
in Portland, Oregon. When we were invited to bring the
Camel Caravan to West Point, we called up one of our favorite
gal singers...Bettie Clooney. We asked her to come
along and help take the Cadets' minds off Logistics and
trigonometry....which is what she's about to do with her
newest record release..."A Month Of Sundays". Bettie, Girl....

(MUSIC:

"A MONTH OF SUNDAYS"....CLOONEY)

(APPLAUSE)

50010 1801

HUGH:

Mildness tests have smoked out the truth!

LEE:

America's smokers have made the sniff tests...the puff tests...and the sensible thirty-day Camel test. Now, after all the tests---

HUGH:

Camel leads all other brands by billions of cigarettes!

LEE:

Latest published figures show Camel has increased its lead by billions! Camel is in first place by its widest margin in twenty-five years.

HUGH:

The reasons are easy to find. First -- flavor. No other cigarette has Camel's rich, full flavor -- pack after pack.

LEE:

Second - mildness! Here's proof, based not on a sniff or a puff, but 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!

HUGH:

Make your own thirty-day Camel test. See how flavorful Camels are...now well they agree with your throat. Then you'll know why, after all the mildness tests ---
---more---

ras

50010 1802

LEE:

Camels is America's most popular cigarette --
by still more 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!

ras

50010 1803

(MUSIC: JINGLE)

ALL: For all our listeners who have a favorite ballad,
The chances are that this one's it --

MONROE: In 10 big cities, "Variety" reports it
The most-requested record-hit!

ALL: So here we feature on our show
The sentimental tune
That's been around for many years--
It's called, "How High the Moon".

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

(APPLAUSE)

MONROE: From Birmingham, Alabama, Bill Wright, at WSGN,
sends word that the leading request on his
record show is also a ballad...but a new one:
"Down the Trail of Aching Hearts".

(MUSIC: "DOWN THE TRAIL"...MONROE)

(APPLAUSE)

50010 1804

MONROE: A salute to West Point is now in order ... a salute to the history and proud traditions of the famous United States Military Academy!

HUGH: On the Hudson River, in New York State.. on the site selected by George Washington ~~and Alexander Hamilton..~~ stands the oldest permanent military post in the country. And here, on March 16, 1802, the United States Military Academy came into being.. with a faculty of 5 officers and an enrollment of 10 Cadets. Today, the Academy has ^{nearly} ~~over~~ 2500 Cadets attending its classes!

MONROE: And these are classes not only in military science, but a complete, well-rounded college course leading to a Bachelor of Science degree. It's a course of instruction that has enabled 16,800 graduates to become officers in the Army and leaders in many other fields. ~~throughout the history of the United States.~~ Americans are proud of the United States Military Academy. It's motto is one that each of us might well adopt as his own ... "Duty, Honor, Country"! This evening, these songs of West Point are a tribute from all of us on the Camel Caravan!

(MUSIC: -- "WEST POINT MEDLEY" -- MONROE, ENSEMBLE)

(APPLAUSE)

(MUSIC: JINGLE)

ALL:

The stage is set for our guest, Miss Bettie Clooney,
To sing another big request --
The folks in Pittsburgh, as well as in Seattle,
Agree that they like this one best!

In Binghamton and Washington

And down in Baltimore --

For this new tune that's called "Too Young" --

Requests come by the score!

(MUSIC: "TOO YOUNG"....CLOONEY)

(APPLAUSE)

HUGH:

What cigarette do you smoke, Doctor?

LEE:

Again that question has been asked of doctors in all branches of medicine, in all parts of the country.

HUGH:

Again the brand named most was Camel! Yes, according to this repeated nationwide survey, more doctors smoke Camels than any other cigarette!

ras

50010 1807

(MUSIC: BRIDGE)

MONROE: ~~We present here a~~
~~if you think you can stand it... here comes another~~
20-second Camel Caravan drama. The cast: ~~(Same as~~ ^{(Sure truly end}
~~before.~~ ^{the. Hugh} The time; yesterday.

HUGH: Skipper, you've got a swell line-up of songs for your date at West Point! But what's going to be your big tune..the Saturday Night special?

MONROE: I haven't decided yet, Hugh...

HUGH: Well, I insist you do that new recording of yours!

MONROE: You insist, Conover? You know, that's how we lost our last announcer.

HUGH: Beg pardon, sir. I recommend. I suggest. No... I insist! Why, it's a natural for your audience at West Point...and it's a sensation all over the country! In New York, at WMCA. Ted Steele says it's out in front of all his other requests! I'm talking about your brand-new record..."Old Soldiers Never Die"!

(MUSIC: "OLD SOLDIERS NEVER DIE".....MONROE)

(APPLAUSE)

HUGH:

This week, as every week, the Camel people send thousands of packs of Camels to hospitalized servicemen and veterans, in this country and overseas. Gift cigarettes are on their way to: Veterans' Hospitals, Spokane, Washington and Montrose, New York..U.S. Army Station Hospital, Fort Eustis, Virginia...and to all hospitals operated by the Alaskan Air Command.

50010 1809

MUSIC: (MONROE THEME)

MONROE: And so the Camel Caravan says, "So long for now", after a most pleasant and gratifying visit to the United States Military Academy at West Point. To all of the officers and cadets...and especially to Major Leaver ^{President} ~~President~~ of the ~~of the~~ Guard ~~of the~~ of the...thank you for inviting us.

HUGH: Next Saturday night, Vaughn and the Camel Caravan crew will be heard from the Boston Garden! The orchestra will be playing at the celebration of the 100th anniversary of the Jordan Marsh Company.

MONROE: And for you Camel fans from coast to coast, we'll have 30 minutes of your favorite tunes on tap, with Shaye Cogon as our guest. This same station...same time...make a note to listen, will you?

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!

50010 1810

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?

~~MUSIC:~~~~C-A-M-E-L-S~~~~(CAMEL THEME: FADE....APPLAUSE)~~

15

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~~ out and the pleasure's in!

LFE:

Prince Albert's "NO-Bite" process, patented way back
in Nineteen-Seven, means extra pipe comfort! Yes,
Prince Albert is specially treated to insure against
tongue bite! It's crimp-cut, too, for smooth, even ..
burning. Get Prince Albert, America's largest-selling
smoking tobacco!

MUSIC:

THEME

HUGH:

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

(APPLAUSE)

This is CBS...THE COLUMBIA BROADCASTING SYSTEM

-FADE THEME 15 SECONDS

WCBS.....NEW YORK

50010 1812