

*Timed Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MAY 19, 1951

7:30 to 8:00 PM EDST

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 BOSTON GARDEN IN BOSTON MASSACHUSETTS -----  
THE CAMEL CARAVAN --- STARRING  
Vaughn Monroe -- with the Moonmaids, the Moon Men,  
The Orchestra and guest singer -- *Shirley Casan*  
~~Bettie O'Connell~~  
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.

HUGH Smokers have made the sensible Camel thirty-day test ... and they've made other mildness tests -- sniff tests and puff tests. Now, after all the tests, Camel leads all other brands by billions of cigarettes!

LEE Yes, latest published figures show Camel in first place by its widest margin in twenty-five years!

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

1.15

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1.15

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

(APPLAUSE) 1.30

MONROE Hello, and how do you do, everybody! On this Camel  
Caravan excursion to Boston tonight we're joining  
a birthday celebration; the 100th anniversary of  
the Jordan Marsh Company Store! And now we'll  
add music to the festivities ... tunes that <sup>Variety Says</sup> are  
top requests on leading record-shows all over the  
country. In Phoenix, Jacksonville and Baltimore  
this is the number-one choice ... our own  
recording of "Sound Off"! 1.50

(MUSIC "SOUND OFF" .. MONROE, MOONMEN) 4.15

(APPLAUSE) 4.20

(MUSIC SEGUE)

(MUSIC "MY PRAYER" ... MONROE) 5.55

(APPLAUSE)

6.05

6.05

MONROE

~~That was the~~  
~~in that set of words and music, you've heard the~~  
song most-requested this week by the townsfolk  
in Hanover, New Hampshire ... "My Prayer".

~~That's an old hit, currently a favorite again ...~~  
~~but now,~~ here's a new ballad, listed in "Variety"  
as the request of the week in three cities. In  
near-by Lawrence, Massachusetts, disc-jockey Bob  
Terry at WLAW, reports it as the number-one choice  
of his listeners. Way out in Seattle, Washington,  
Wally Nelskog, at KRSC, makes the same report ...  
and Jack Lacy, at WINS, New York City, says it's  
the big request of his audience, too.

So, with our guest, Shaye Cogan, in charge ~~of~~  
~~high notes, low notes and notes in-between ...~~  
we invite you to light up a Camel and listen to ...  
"Too Young"! 6.45

(MUSIC "TOO YOUNG" ... COGAN) 8.55

(APPLAUSE) 9.05

HUGH: Among the millions of Camel smokers, there are such stars as Ezio Pinza, Joan Crawford, John Wayne, Rise Stevens, Mario Lanza, Dick Powell. They're people whose voices are important to them -- and they put great emphasis on mildness in a cigarette. They've found that mildness in Camels!

LEE: There have been many different mildness tests in the past few years -- quick tests, trick tests... and the sensible thirty-day Camel test. Many smokers have made these tests to find out which cigarette gets along best with their throats. Now, after all these tests, Camel leads all other brands by billions of cigarettes!

HUGH: Yes, latest published figures show that Camel has its biggest lead in popularity in twenty-five years!

LEE: Make your own thirty-day Camel test. Smoke only Camels for thirty days. Enjoy Camel's rich, full flavor. See how mild Camels are, how well they agree with your throat as a steady smoke. Then you'll know why, after all the mildness tests, Camel is by far America's most popular cigarette!

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

10.30

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10.30

~~(MUSIC (JIGGLE)~~

ALL: Let's roll along, next, to Louisville, Kentucky,  
To hear the song it likes the best -  
Among that city's 300,000 people  
This tune is now the big request!

GIRLS: The leading record-hit this week  
On it's big record-show  
Is called, "Old Soldiers Never Die" -  
As sung by Vaughn Monroe! 11.05

~~(MUSIC "OLD SOLDIERS" MONROE) 14.00~~

(APPLAUSE) 14.10

MONROE: Coming closer to home ... Hartford, Connecticut,  
is represented on our show tonight. Platter-  
spinner Joe Girand, at WHTT, tells us in  
"Variety" that his fans are going strong for  
... "This is No Laughing Matter". 14.20

~~(MUSIC "THIS IS NO LAUGHING MATTER" MONROE) 17.15~~

(APPLAUSE)

17.25

17.25

MONROE:

~~In our salutes to great American colleges,~~ The Camel  
 Caravan takes off now to College Station, Texas...  
 where we pay our respects to the Texas Aggies! ~~And~~  
 The occasion is a traditional ceremony that took place  
 last night.. ~~the awarding of rings to the senior~~  
~~students at~~ the annual Senior Ring Dance.

HUGH:

The history of the Texas Agricultural and Mechanical  
 College goes back 75 years, to it's founding in 1876,  
~~under the sponsorship of Governor Richard Coke.~~  
*Read* Jefferson Davis was the first president. *Today it has*  
~~New~~  
~~an enrollment of over 7,500, one of the largest of~~  
~~agricultural colleges, it is famed for it's military~~  
~~training program and the operation of it's own airport.~~

MONROE:

The Texas Aggies have come a long way since the days  
 when Texas was young and a six-shooter state.  
 Still growing and contributing more than ever to  
 the welfare of Texas and the nation, it commands our  
 respect and our salute. Let's sing these songs of  
 Texas A. and M.!

17.55

(MUSIC: ~~TEXAS AGGIES MEDLEY... MONROE ENSEMBLE~~) 19.50

(APPLAUSE)

20.00

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(MUSIC: JINGLE)

20.00

GIRLS: Our guest, Shaye Cogan, is ready with an encoore,  
So, maestro, will you call the song?

MONROE: This tune's the choice of the record-fans in  
Cleveland -- it's been their favorite all week long!

ALL: And that is why we're featuring  
This hit that leads the rest  
On Cleveland's leading record-show -  
The city's top request! 20.30

(MUSIC: "GOT TO FIND MYSELF SOMEBODY TO LOVE" ... COGAN) 22.50

(APPLAUSE)

22.55

22.55

HUGH:

Not one single case of throat irritation due to smoking Camels --- that's what noted throat specialists reported in a coast-to-coast test of hundreds of people who smoked only Camels for thirty days!

LEE:

Make your own thirty-day Camel test --- the sensible cigarette test. See how flavorful, how mild Camels are, how thoroughly enjoyable, pack after pack. Then you'll know why, after all the mildness tests, Camel is by far America's most popular cigarette!!

23.30

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(MUSIC: BRIDGE)

MONROE: ~~The next order of business consists of dusting off~~  
*have for*  
 a great tune of years gone by... ~~to take you back~~  
~~to~~ the days when Calvin Coolidge was in the White  
 House ... when Jack Dempsey was head man in the boxing  
 business. Those were the days when Gloria Swanson  
 was the star in Hollywood... ~~when the "Garrick~~  
~~Gaieties" was the big hit on Broadway.~~ Maybe you've  
 guessed it ... the year was 1925.

~~And if you remember any of the events of that year,~~  
*And*  
 you surely remember this tune. It was being hummed  
 by just about everybody.... the ditty called,  
 "Sleepy Time Gal" ..... 24.00

(MUSIC: "SLEEPY TIME GAL" ... MONROE) 26.30

(APPLAUSE)

26.35

HUGH: This week, as every week, thousands of packs of Camels go to hospitalized servicemen and veterans, in this country and overseas. The Camel people are sending gift cigarettes to: Veterans' Hospitals, Waukesha, Wisconsin and Providence, Rhode Island ... U. S. Naval Hospital, Annapolis, Maryland ... and to all hospitals operated by the Pacific Command of the U. S. Army.

26.55

MONROE: Here's something of special interest to the men and women in our Armed Forces. The makers of Camels have formed a new traveling Camel Caravan - to bring free entertainment to our men and women in uniform. ~~26.55~~

CONOVER: It's a wonderful show, the new traveling Camel Caravan. Lovely girls - hit songs - and lots of laughs. They've left today for Japan to bring some songs from home and a laugh or two to our men who are in hospitals there. Then on to Korea to entertain our fighting men. And then home to visit the Army, Navy, Air Force and Marines in person at camps and bases around the country.

27.30

~~26.55~~

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27.30

~~27.55~~

-13-

(MUSIC (MONROE THEME)

27.<sup>45</sup>~~55~~

MONROE: Well, it's been fun, this brief visit with my friends in Boston ... and all of us on the Camel Caravan were glad to be invited to the centennial celebration of the Jordan Marsh Company Store.

HUGH: Now, <sup>Slipper</sup>~~party~~, your schedule calls for a trip to Lakehurst, New Jersey ... for your appearance next Saturday night at the United States Naval Air Station!

MONROE: We're practically on our way, Mr. Conover. As always, it'll be our great pleasure to entertain the men and women of the armed forces ... with songs from the "Variety" list of leading record-show requests <sup>A Salute to the University of Mississippi</sup> ..... and with Shaye Cogan returning as our singing guest. I hope you'll all be tuned our way one week from tonight ... for a solid half-hour of solid tunes on the Camel Caravan!

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? 28.45

~~MUSIC CAMEL~~

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

28.50

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's out and the pleasure's in!

LEE: Yes, pipe smokers enjoy the National Joy Smoke  
-- Prince Albert. P. A.'s choice tobacco is  
specially treated to insure against tongue  
bite. It's crimp cut, too, for smooth, cool  
smoking and easy packing in your pipe. 29.20

MUSIC: THEME

HUGH: This is Hugh Conover saying goodnight for the  
Vaughn Monroe Show! 29.25

(APPLAUSE)

This is CBS ... THE COLUMBIA BROADCASTING SYSTEM

-- fade theme 15 seconds --

29.30 WCBS ..... NEW YORK

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