

COLUMBIA BROADCASTING SYSTEM

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Ext. 143 or 145

THE CAMEL CARAVAN STARRING VAUGHN MONROE

10/17/56, 1951

SATURDAY, MAY 26, 1951

7:30 to 8:00 PM EDT

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!

*W. S. S.*  
*Committee on Education*  
*OK. 8/20/51*

MUSIC:

(FADE AND SUSTAIN UNDER)

CONOVER:

FROM THE U.S. NAVAL AIR STATION IN LAKEHURST, NEW  
JERSEY --  
THE CAMEL CARAVAN ---- STARRING  
Vaughn Monroe -- with the Moonmaids, the Moon Men,  
The Orchestra and guest singer -- Shaye Cogan --  
presented by Camel Cigarettes.!

MUSIC:

(UP AND SEGUE)

50010 1752

cb

HUGH:

The more smokers test for mildness...the more Camel leads in popularity!

LUC:

Yes, after all the mildness tests -- sniff tests, puff tests and the one thorough test, the Camel thirty-day test -- published figures show Camel has its greatest lead in popularity in twenty-five years!

HUGH:

Make your own thirty-day Camel test. See how mild, how flavorful Camels are! Then you'll know why Camel leads all other brands by billions of cigarettes!

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

(APPLAUSE)

MONROE: Hello, and how do you do, everybody. The Camel Caravan crew is mighty pleased to be putting on a show for this wonderful gang at Lakehurst Naval air Station! Since 1923 and the days of the giant dirigibles, Lakehurst has been a famous name in American aviation; on this evening of 1951, we're proud to be entertaining the men and women who are keeping that name great!

So strike up the band .. we'll start the show with one of the new big record-requests. Disc-jockey Ira Cooke, at KECA, Los Angeles, says it's the number-one choice out his way this week...."Mr. and Mississippi"..

(MUSIC: "MR. AND MISSISSIPPI"....MONROE)

(APPLAUSE)

(MUSIC: SECUE) -

(MUSIC: "SHALL WE DANCE"....MONROE)

(APPLAUSE)

MONROE:

"Shall We Dance"....and I'm pleased to see in "Variety" that our recent recording of that tune is the top request of the week in Savannah, Georgia! Now, if any of the guys and gals at the Naval Air Station here in Lakehurst happen to be from Indianapolis, why we've got a song that represents their home town. Bill Faulkner reports from Station WISH: the leading request on his record-show is the ballad, "NO ONE BUT YOU". And to show off the words and music at their best...we call on our guest, Miss Shaye Cogan.....

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

(APPLAUSE)

SINGERS:

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

HUGH:

Mildness tests have smoked out the truth! Smokers have made the sensible thirty-day Camel test...they've also made quick tests and trick tests. They've tried to find the answer to "How mild can a cigarette be?"

LEE:

Now the smoke has cleared. After all the tests, Camel leads all other brands by billions of cigarettes! Latest published figures show that Camel is out front by its widest margin in twenty-five years!

HUGH:

You see, Camels have the two things smokers want most: flavor and mildness. No other cigarette has Camel's rich, full flavor -- pack after pack.

LEE:

And no other cigarette gives you such 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!

HUGH:

Make this thorough test yourself. Smoke only Camels for thirty days. Enjoy Camel's fine flavor and see how well Camels get along with your throat. Then

LEE:

you'll know why, after all the tests -- Camel leads by still more billions!

cb

(MUSIC: JINGLE)

ALL: This tune is almost as popular as Camels  
With record-fans from coast to coast -

GIRLS: In Cincinnati, in Phoenix and in Pittsburgh,  
This week it's been requested most!

ALL: In Syracuse and Baltimore  
The same report is true

GIRL: It's Vaughn Monroe's big record hit -  
He'll sing it now for you!

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

(APPLAUSE)

MONROE: From the Pacific Coast, "Variety" reports the  
big record-favorite of the week in Seattle is .....  
"I Apologize."

(MUSIC: "I APOLOGIZE" .. MONROE)

(APPLAUSE)

50010 1757

MONROE: And here the Camel Caravan sends a musical salute to another outstanding American college .... this evening, the University of Mississippi!

HUGH: 3,500 students are enrolled at the University of Mississippi ... founded 103 years ago, in 1848. Tomorrow is Commencement Day at Ole Miss., and it's a day of special sentiment for all the Rebels, because it will see the retirement of one of their most beloved faculty members - Dr. Christopher Longest, Chairman of the Department of Modern Languages.

MONROE: Tomorrow they'll leave Ole Miss. ... Dr. Longest, after 43 years of service ... and the graduating class with their diplomas. The Camel Caravan wishes them well ... and dedicates to them these songs of the University they love.

(MUSIC: "MISSISSIPPI MEDLEY" ... MONROE, ENSEMBLE)

(APPLAUSE)

50010 1758

HUGH:

Say, Vaughn, before we leave Mississippi, I'd like to read a telegram from our friends at Ole Miss. It's addressed to you and it says, "Be it herewith proclaimed that Vaughn Monroe shall be named Colonel Rebel with all the privileges and pleasures appertaining thereto including the lasting best wishes of the University of Mississippi Student Body."

And it's signed by Maurice Dantin and Jack Geary, co-presidents of the Associated Student Body.

MONROE:

Well, that's swell. I've heard about the Colonel Rebels and I'm mighty happy to become a member. Thanks a lot to all the students at Ole Miss.

(APPLAUSE)

(MUSIC: JINGLE)

ALL: Let's hear again from our singing guest, Shaye Cogan -  
She's got a tune that's hit the peak  
In Kansas City, in Denver and in Boston,  
It's been the big request all week!

And out in Portland, Oregon,  
It's now the favorite song -  
Just listen while Miss Cogan sings  
As the Caravan rolls along!

(MUSIC: "MOCKING BIRD HILL" .. COGAN)

(APPLAUSE)

50010 1760

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HUGH: What cigarette do you smoke, Doctor?

LEE: Again that question has been asked of doctors in every branch of medicine, and in all parts of the country.

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

MONROE: Friends, buy your Camels the handy, thrifty way -- buy them by the carton. That way you always have Camels when you want them.

(MUSIC: BRIDGE)

MONROE: Shall we have a go, now, at an old-timer? All in favor say "aye."

HUGH: Aye! *Delaney, Sue!*

MONROE: I knew I could depend on you, Mr. Conover. The folks here at the Naval Air Station will be interested to know that this one goes back to the days when Lindbergh made his non-stop flight from New York to Paris. It was the year that "The Jazz Singer", the first talking picture, came out of Hollywood, the year, Babe Ruth set the all-time record of 60 home runs for the season.

HUGH: In other words .. it was 1927 .. and this tune by Walter Donaldson was way out in front as the most popular song of the year .....

(MUSIC: "MY BLUE HEAVEN" ... MONROE)

(APPLAUSE)

50010 1762

HUGH:

There's no tonic for your morale like an unexpected gift! So the Camel people have made it a practice to send our hospitalized servicemen gift Camels each week. This week, Camels go to:

Veterans' Hospitals, Kerryville, Texas and  
Danville, Illinois...

U. S. Army Station Hospital, Fort Belvoir, Virginia ...

U. S. Naval Hospital, Coco Solo, Canal Zone.

50010 1763

(MUSIC: (MONROE THEME)

MONROE:

To Captain Benjamin May, Station Commanding Officer,  
and Lt. D. R. Kaiser, Recreation Officer.

a large thank you for inviting the Camel Caravan to visit the Lakehurst Naval Air Station! And our thanks to the men and women in navy blue who have been such a wonderful audience.

HUGH:

Next Saturday night, Vaughn and the crew will serve up another half-hour of Camel Caravan music .. from Broadway in New York City... Leading requests on leading record-shows .. a salute to WESTERN RESERVE UNIVERSITY and as our guest, Miss Dale Nunnaly!

MONROE:

You all know the address ... this same station at this same time .... so wherever you are along the network, join us again one week from tonight! 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 1764

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

50010 1765

LEE:

Men, pack your pipes with the National Joy Smoke --  
Prince Albert! That means choice tobacco, rich and  
flavorful...it means "crimp cut" for smooth, even  
burning..and it means the bite's out and the  
pleasure's in!

SINGERS:

The bite's 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!  
Get Prince Albert -- it's America's largest-selling  
smoking tobacco!

LEE:

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 1766