

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JUNE 2, 1951

7:30 to 8:00 PM EDST

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 Nunnally, presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

50010 2269

HUGH:

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

LEE:

Yes, after all the cigarette tests -- the sniff tests, the puff tests...and the one thorough test, the Camel thirty-day test -- Camel leads all other brands by billions of cigarettes! Published figures show that Camel leads by its widest margin in twenty-five years.

HUGH:

Make your own thirty-day Camel test -- and see why, after all the mildness tests, Camel is by far America's most popular cigarette!

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! New York,  
New York, it's a wonderful town!...that's what a song-  
writer said...and that's the way my crew and I feel,  
after being away for quite a few weeks! But the Camel  
Caravan says hello to a lot of other wonderful towns  
each Saturday night, by way of tunes that Variety  
reports are most-requested on leading record-shows.

Right now, we've got a date in Denver, the capital city  
of the Rocky Mountain area.

*Out there Ray Perkins is celebrating  
the 5th Anniversary of his show at station KFEL. He reports that his big  
request this week is*  
~~there this week, reported by Ray Perkins, at  
Station KFEL. It's our own recording of...~~

"On Top Of Old Smoky"!

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

(APPLAUSE)

(MUSIC: SECUE:)

(MUSIC: "BECAUSE OF YOU" .. MONROE)

(APPLAUSE)

vq

50010 2271

MONROE: A new ballad... "Because Of You"... and it's on the "Variety" list as the leading request of the week in Buffalo and Savannah!

Now, let's visit two more fine old cities... Cincinnati and Los Angeles!

HUGH: Old cities, pappy? Maybe Cincinnati... but Los Angeles isn't very old.

MONROE: I have news for you, Mr. Conover. Cincinnati's been in business since 1788... but Los Angeles got started even earlier.. in 1781. Anyway, those two fine cities have something in common this week... a ditty called "Mr. and Mississippi" is the top request on their leading record-shows. Our guest, Miss Dale Nunnaly, will now escort you through the words and music... Dale?

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

(APPLAUSE)

HUGH: After all the mildness tests --

LEE: Camel leads all other brands by billions.

HUGH: Smokers have made the quick tests, the trick tests... and they've made the one thorough test, the Camel thirty-day test -- to find out which cigarette suits them best.

LEE: Now -- after all the tests -- Camel's lead in popularity has increased by billions of cigarettes, according to latest published figures!

HUGH: You see, Camels have the two things smokers want most in a cigarette: flavor and mildness. You won't find another cigarette with Camel's rich, full flavor -- a flavor you enjoy, pack after pack!

LEE: And you won't find another cigarette with 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!

50010 2273

HUGH:

Make your own thirty-day Camel mildness test -- the sensible, thorough cigarette test. You'll see how flavorful Camels are, how well they agree with your throat. Then you'll know why Camel is by far America's most popular cigarette!

SINGERS:

How mild,

How mild,

How mild can a cigarette be

Smoke Camels and see!

(MUSIC: JINGLE)

ALL: And here we have still another record favorite  
As listed in "Variety" -  
It's now reported the tune that's most-requested  
By fans who live in Albany!

GIRLS: This song has been in great demand  
On every record show -  
It's called, "Old Soldiers Never Die" -  
As sung by Vaughn Monroe!

(MUSIC: "OLD SOLDIERS" . . . MONROE)

(APPLAUSE)

MONROE: The number-one choice in Memphis this week, according  
to Hal Benson, at WMPF, is another new ballad...  
"My Prayer".

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

(APPLAUSE)

MONROE:

And here, as is our custom these Saturday nights, the Camel Caravan sends greetings to a college campus... this evening, Western Reserve University!

HUGH:

11 schools and colleges, with 13,000 students and 36,000 alumni...that is how Western Reserve has grown since it was founded in 1826. With courses in the liberal arts and the major professions, the University is especially proud of its Medical School, the spearhead of a \$50,000,000 medical center in the city of Cleveland.

MONROE:

These next few days will see the climax of a great event at Western Reserve...the celebration of its 125th anniversary. So here's our salute to the University and its colors - red and white.

(MUSIC: "WESTERN RESERVE" MEDLEY... MONROE, ENSEMBLE)

(APPLAUSE)



(MUSIC: (APPLAUSE)

ALL: We're now presenting the song that is the stand-out  
In six big cities, coast to coast:

MONROE: In Minneapolis, Seattle and in Boston,  
This week it's been requested most.

ALL: In Johnstown and Schenectady,  
And New York City, too -  
They've picked the song Dale Nunnaly  
Is singing now for you!

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

(APPLAUSE)

HUGH: Smoke only Camels for thirty days and you'll know how flavorful Camels are ...

LEE: How mild Camels are ...

HUGH: How well Camels get along with your throat ...

LEE: Then you'll know why, after all the mildness tests, Camel is by far America's most popular cigarette!

MONROE: Father's Day is coming up in a couple of weeks. So, all you guys and gals, don't forget to give Dad a carton of Camels -- it's a special carton for Father's Day!

(MUSIC: BRIDGE)

MONROE: . Next on the Camel Caravan tour tonight ... Philadelphia and Baltimore! Many a soldier has come out of those two cities .. in 1776, in 1812, in all the years right on down to 1951. Maybe that's why the good citizens fancy a tune with an army swing to it. At any rate, that's what they've picked as their big favorite this week ... our recording of "Sound Off"!

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

(APPLAUSE)

50010 227\*

HUGH:

The hospitalized men of our armed forces are remembered every week by the makers of Camels who send gift packages to hospitals in this country and overseas. This week's Camels go to: Veterans' Hospitals, Fort Thomas, Kentucky and Minot, North Dakota ... U. S. Army Station Hospital, Fort Lawton, Washington ... U. S. Naval Hospital, Mare Island, Vallejo, California ... and to the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

50010 2279

(MUSIC: MONROE THEME)

MONROE: Well, this is so long to Broadway for a little while. Next Saturday night, the Camel Caravan puts on a special show for the men and women of our armed forces at Fort Dix, New Jersey.

HUGH: With Shaye Cogan as his guest, Vaughn will have another batch of leading requests from the country's leading record-shows ... plus a musical salute to the University of Pennsylvania!

MONROE: That's one week from tonight ... and this is my invitation to all of you: tune in and let us sing and play for 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 2290

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)

50010 2281

LEED:

Say, is your Dad a pipe smoker? Well, Father's Day is June Seventeenth. Give Dad a one-pound tin of America's largest-selling smoking tobacco -- Prince Albert. It has a wonderful rich flavor and a natural tobacco fragrance. It's specially treated to insure against tongue bite. And it's crimp cut, too, for smooth even burning. So give Dad Prince Albert!

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

880 ON YOUR DIAL

50010 2282