

AB

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JUNE 9, 1951

7:30 to 8:00 PM EDT

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 Fort Dix, 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 SEQUEL)

50010 2246

HUGH: After all the mildness tests, Camel leads all other brands by billions of cigarettes!

LEE: Yes, after the quick tests, the trick tests ... and the sensible thirty-day Camel test, Camel is in first place by its widest margin in twenty-five years, according to published figures!

HUGH: Make your own thirty-day Camel test -- and see how mild, how flavorful Camels are, pack after pack. 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?
Make the Camel thirty-day test
And you'll see ...
Smoke Camels and see!

50010 2247

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

(APPLAUSE)

MONROE: Hello, and how do you do, everybody! Another
Saturday night is here ... with another Camel Caravan
session of music ... ~~and another opportunity for~~
~~us to appear in person before members of our armed~~
~~forces!~~ Tonight we're on the band-stand at Fort Dix
... and our opening tune fits the scene perfectly.
In Indianapolis, disc-jockey Easy Gwynn reports our
recording of it as the number-one choice of his fans
at WIBC. In other words ... we're going to lead
off with ... "Sound Off"!

~~(MUSIC: "SOUND OFF" MONROE)~~

(APPLAUSE)

~~(MUSIC: SEGUE)~~

~~(MUSIC: "FAITHFULLY YOURS" MONROE)~~

(APPLAUSE)

MONROE:

"Faithfully Yours" ... according to "Variety", the top record-request this week in Rochester, New York!

As for Chicago -- there are two big favorites there these days: in the American League, it's the White Sox ... on Carl Nelson's record-show at WBBM, it's

a ditty called, "Mr. and Mississippi". For details ^{Our guest Shaye Cogan piece about} about the White Sox, ~~I refer you to the sports page of your local newspaper, but for details on that big record-hit, I refer you to our guest this evening,~~

~~Miss Shaye Cogan. Shaye will you give the details~~ to our listeners and to the guys and gals here at

Fort Dix.

(MUSIC: "MR. AND MISSISSIPPI" COGAN)

(APPLAUSE)

HUGH: How thorough can a cigarette test be?

LEE: There are sniff tests and puff tests, which call for snap judgment. And there's the one thorough test, the thirty-day Camel test, which asks you to judge mildness by day-in, day-out smoking.

HUGH: Smokers have made the quick-trick tests and the sensible Camel test. Now, after all the tests, Camel leads all other brands by billions! Yes, latest published figures show that Camel has its biggest lead in popularity in twenty-five years!

LEE: Smoke only Camels for thirty days and see how mild Camels are, pack after pack ... how well Camels get along with your throat. You'll enjoy Camels' rich, full flavor -- a flavor no other cigarette has. And they, you'll know why --

HUGH: After all the mildness tests, Camel is by far America's most popular cigarette!

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

(MUSIC: JINGLE)

ALL: We'll sing the song, now, that leads the list in Denver,
In Omaha and Binghamton -
"Variety" says in each of those three cities
This tune is now the favorite one!

GIRLS: And in Miami, way down South -
And Portland, way out West -

MONROE: "Old Smoky" is the tune they want,
The song they all request!

(MUSIC: "ON TOP OF OLD SMOKY" MONROE, MOONMAIDS)

(APPLAUSE)

MONROE: And that brings us to a brand-new one that's almost
as popular as Camels these days; at the moment it's
the first choice on record shows in Los Angeles,
Phoenix, Cincinnati, Milwaukee and Kansas City ...
"Jezebel"!

(MUSIC: "JEZEBEL" MONROE)

(APPLAUSE)

50010 2251

MONROE: A salute, now, from the Camel Caravan to the University of Pennsylvania!

HUGH: With a history that goes back more than 200 years ~~to the Philadelphia Free School founded in 1740 ... and to its successor, the College and Academy of Philadelphia founded by Benjamin Franklin in 1749 ...~~ the University of Pennsylvania is the oldest and largest school in the state. Now, 18,000 students are enrolled in its various branches ... including the famous Wharton School of Finance ~~and the Medical School, the first one in North America, organized in 1765.~~

MONROE: Student activities are on a high standard at the University of Pennsylvania ... with their Mask and Wig Club; their newspaper, the Daily Pennsylvanian; and their campus radio station, WXPEN. ~~And the University's Franklin Field, is the scene each year of a great sports competition ... the nationally famous Penn Relays.~~

Next Friday, the University of Pennsylvania will celebrate Alumni Day. These songs of the Red and Blue carry our greetings and good wishes to the students and all the old grads.

(MUSIC: ~~"UNIV. OF PENNSYLVANIA MEDLEY" ... MONROE, CHOIR~~)

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(APPLAUSE)

(MUSIC: (JINGLE)

ALL: The stage is set for an encore by Shaye Cogan,
The gal who is our singing guest--
She's got a ballad that folks down in St. Louis
Have made their number-one request.

In New Orleans, and Philly, too,
It's now the leading song--
So here's the ballad called, "Too Young",
As the Caravan rolls along!

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

(APPLAUSE)

50010 2253

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 and see why, after all the mildness tests, Camel leads all other brands by billions!

MONROE: Father's Day is coming along real soon---June Seventeenth, to be exact. Give Dad a carton of Camels specially packed for Father's Day.

S0010 2259

(MUSIC: BRIDGE)

MONROE: Which brings us to our Saturday Night Special.....a great old favorite of years ago! A tune that was new when most of our friends here at Fort Dix were wearing baby blue instead of army brown. They were singing this tune the year Gertrude Ederle swam the English Channel. It was a best-seller on records and sheet music the year Admiral Byrd made his famous flight over the North Pole...the year Gene Tunney won the heavyweight championship from Jack Dempsey.

That was long, long ago.....1926...and the tune I'm talking about is...."June Night."

(MUSIC: "JUNE NIGHT" . . . MONROE)

(APPLAUSE)

50010 2255

HUGH: The makers of Camels send gift packages of cigarettes each week to hospitalized servicemen and veterans in this country and overseas. This week's Camels go to: Veterans' Hospitals, Poplar Bluff, Missouri and Bronx, New York... U. S. Air Force Hospital, Joint Long Range Proving Ground, Cocoa, Florida...and to all hospitals operated by the Army for U. S. Forces in Austria.

50010 2256

(MUSIC: MONROE THEME)

MONROE: Well, that rings down the curtain on this Camel Caravan get-together at Fort Dix, Jew Jersey.

To General Wm. R. Harrison - Commanding General - and
Major A. J. Corte - Special Services Officer -

our thanks for giving us this opportunity to entertain these servicemen and women.

HUGH: Where will our headquarters be next Saturday night, skipper?

MONROE: Broadway, in New York City, Mr. Conover...with Shaye Cogan back again as our guest! For leading requests from the country's leading record shows...a greeting in music to Williams College...and another great tune out of my collection of old timers---just come right back to this same spot on your dial one week from tonight! It's the Camel Caravan...and we'll be happy to have you with us! 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 2257

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?

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

50010 2258

~~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. If Dad smokes a pipe, give him a one-pound
tin of Prince Albert for Father's Day!

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 2259