

VAUGHN MONROE  
JUN 16, 1951

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JUNE 16, 1951

7:30 to 8:00 PM EDST

*Handwritten scribble*

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!

*Handwritten notes:*  
wts  
commercials  
shane cogan  
post  
6/16/51

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 Moormmaids, the Moon Men, the Orchestra and guest  
singer -- Shaye Cogan, presented by Camel Cigarettes!

MUSIC: (UP and SEGUE)

50010 2222

LEE:

Smoke only Camels for thirty days. See how rich and flavorful Camels are, pack after pack....

MAC:

How mild Camels are...

LEE:

How well they agree with your throat!

MAC:

Then you'll know why, after all the mildness tests, Camel leads all other brands by 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!

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

(APPLAUSE)

MONROE: Hello, and how do you do, everybody! Savannah, Georgia,  
is the first stop on our Camel Caravan tour this evening..  
a tour that brings you the most-requested tunes on  
leading record-shows all around the country as reported  
in "Variety". And in Savannah, historic seaport of the  
South...a city of shipping, industry, magnificent  
gardens and 95,000 solid citizens...this is the big choice  
among the current hits. It's the ballad..."Because of  
You"!

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

(APPLAUSE)

(MUSIC: SEGUE:)

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

(APPLAUSE)

MONROE:

And there we've paid our respects to "Mr. and Mississippi"...according to "Variety", the top choice this week in Chicago, Los Angeles, Cincinnati and Schenectady!

Come along with us, now, to the city known as The Playground of the World....one of America's great seaside resorts. ~~Some fifteen million people visit this spot every year, famous for its Boardwalk, the Steel Pier, the Miss America Beauty Contests...and salt water taffy.~~ You guessed it.....I'm talking about Atlantic City, New Jersey....where Ben Heller runs a popular disc-jockey show at Station WMID. In the Camel Caravan spotlight, here's the tune his listeners have requested most this week... the new ballad called, "These Things I Offer You". And here's Shaye Cogan to sing it for the first time on our show.

(MUSIC: "THESE THINGS I OFFER YOU" . . . . COGAN)

(APPLAUSE)

tb

50010 2225

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

MAC: There are quick cigarette tests...trick ones...and the sensible thirty-day Camel test. Smokers have made many tests to find out which cigarette suits them best.

LEE: Now, after all the mildness tests, Camel leads all other brands by billions! Yes, latest published figures show that Camel has its greatest lead in popularity in twenty five years!

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

LEE: And no other cigarette gives you this 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!

MAC: Make your own thirty-day Camel test---the thorough test. You'll discover 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!

tb

(MUSIC:) (JINGLE)

ALL: This waltz has taken the fancy of the listeners. On two  
big record-shows out west:

MONROE: In Oklahoma, the fans who live in Tulsa  
Have picked it as their top request!

GIRLS: And out in Colorado, too,  
This tune is going strong--

ALL: On Denver's leading record-show  
It's now the favorite song!

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

(APPLAUSE)

MONROE: In Pittsburgh, platter-spinner Ed Bartell, at KQV,  
reports that the folks have taken to a Broadway show  
tune as their top choice this week. It's out of the  
Rogers and Hammerstein musical, "The King And I" and  
it's called, "We Kiss In A Shadow".

(MUSIC: "WE KISS IN A SHADOW" . . . MONROE)

(APPLAUSE)

MONROE: We're rolling along now to Williamstown, Massachusetts...  
with a Camel Caravan salute to Williams College!

HUGH: Marking it's 158th anniversary, Williams College will  
celebrate Charter Day on June 22nd...to commemorate  
it's founding in 1793 with funds provided by Colonel  
Ephraim Williams, hero of the French and Indian War.

MONROE: ~~And~~ Tomorrow, the eleven hundred students of Williams,  
~~headed by the President of the College, Dr. James Baxter,~~  
~~2nd,~~ will hold their annual Commencement Day. <sup>and so</sup> The Camel  
Caravan sends friendly greetings to Williams College...  
~~with these traditional songs of the Royal Purple!~~

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

(APPLAUSE)

(MUSIC:) (JINGLE)

ALL: And here we spotlight the song that leads all others  
This week in popularity  
In Washington, in New York and in Seattle,  
According to "Variety".

The tune Shaye Cogan sings for you  
Is what they're calling for  
In Philly and in Rochester,  
And down in Baltimore!

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

(APPLAUSE)



LEE:

What cigarette do you smoke, Doctor?

MAG:

Again that question was asked of doctors all over the country, doctors in every branch of medicine.

LEE:

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

MONROE:

Say, all you guys and gals, there's still time to get Dad a carton of Camels! It's a special Father's Day carton -- and Dad's going to like it!

10 (Revised)

(MUSIC:

BRIDGE)

MONROE:

Our Saturday night special was new when today's mothers and Dads were teen-agers. It goes back to the year Philadelphia won the World Series and Max Schmeling won the Heavyweight championship.

"The Green Pastures" was the Pulitzer Prize Play and "Cimarron" won the Motion Picture Academy Award. You've probably guessed it by now.... 1930, and "Time On My Hands."

(MUSIC:

"TIME ON MY HANDS" ... MONROE & CHOIR)

(APPLAUSE)

LEE:

The hospitalized men and women of our Armed Forces like to know they're not forgotten. The makers of Camels remember them with gift cigarettes every week. This week thousands of packs of Camels go to: Veterans' Hospitals, Waco, Texas and Manchester, New Hampshire ... U. S. Army Station Hospital, Camp McCoy, Wisconsin ... U. S. Naval Hospital, Naval Medical Center, Guam, Marianas Islands.

The Camel people have now sent more than one hundred ninety-six million free Camels to service personnel.

50010 2232

(MUSIC: (MONROE THEME))

MONROE: As always, we've enjoyed playing and singing for you this evening. Next Saturday night, as we entertain the servicemen and women of Fort Monmouth, New Jersey, we'll serve up another session of Camel Caravan music for your pleasure.

HUGH: Tunes from the "Variety" list of leading record-show requests ...

MONROE: And that's not all!

HUGH: A salute to Fordham University ...

MONROE: And added to that ...

HUGH: A visit from singing star Billie Holiday!

MONROE: That's one week from tonight, friends, on this same station ... I hope you'll all gather 'round to join the Camel Caravan.

On Monday night, remember the BOB HANK 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 HANK 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?

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

MAC:

Prince Albert is America's largest-selling smoking tobacco -- and here's why. It's choice tobacco, with a fine natural tobacco aroma. It's crimp cut to smoke cool and even. And -- "The bite's out and the pleasure's in!" Yes, P.A. is specially treated to insure against tongue bite!

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!

MAC:

If your Dad smokes a pipe, give him a pound-tin of Prince Albert!

LEE:

(PAUSE) The defense of America is everybody's job --and there's one way that everyone can participate: United States Defense Bonds. With every Defense Bond you buy, you're helping to strengthen America, and strengthen your own future! Join the Payroll Savings Plan where you work ...or the Bond-a-Month Plan at your bank. Don't put it off.

MUSIC:

~~THEME~~

LEE:

This is Lee Vines 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 DIA

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