

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JUNE 23, 1951

7:30 to 8:00 PM EDST

VAUGHN MONROE
JUNE 23, 1951

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!

Handwritten notes:
10:15
10:30
10:45
11:00
11:15
11:30
11:45
12:00

MUSIC: (FADE AND SUSTAIN UNDER)

CONOVER: From Fort Monmouth, New Jersey, THE CAMEL CARAVAN ---
STARRING VAUGHN MONROE --- with the Moonmaids, the Moon
Men, the Orchestra and guest singer --- Eileen Barton,
presented by Camel Cigarettes!

MUSIC: (UP AND SEQUE)

50010 2200

HUGH:

After all the mildness tests -- the sniff tests, the puff tests...and the sensible test, the thirty-day Camel test -- Camel leads all other brands by billions!

LEE:

Yes, latest published figures show Camel in first place by its widest margin in twenty-five-years -- leading all other brands by billions of cigarettes!

HUGH:

Make your own thirty-day Camel test -- the thorough test of cigarette mildness. You'll see that Camels suit you to a T!

SINGERS:

So mild,

So mild,

So mild that you're bound to agree

That Camels suit you to a T --

To a T.

Smoke Camels and see!

50010 2201

HUGH:

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

(APPLAUSE)

MONROE:

Hello, and how do you do, everybody! Tonight, once again we're making good our Camel Caravan promise: to bring entertainment as often as possible to the men and women of our armed forces. That's why we're ^{The Special Camel Caravan} visiting Fort Monmouth, New Jersey, with a collection of tunes fresh off the "Variety" list of leading record-show requests! So let's start things off with a real disc-jockey special: a brand new hit written by Sherm Feller, the man who plays the records on station WCOP in Boston. And to prove that there's honor among disc-jockeys, another Boston platter-spinner, Jack McMasters, reports it as the top request on his record-show at WMEX! It's called .. Francesca"!

(MUSIC: _ _ _ "FRANCESCA" .. MONROE)

(APPLAUSE)

(MUSIC: _ _ _ SEGUE:)

(MUSIC: _ _ _ "TOO YOUNG" .. MONROE)

(APPLAUSE)

50010 2202

MONROE:

In the words and music of "Too Young", you've heard the big request of the week in 8 cities, according to "Variety" ...

HUGH:

In Atlanta, Miami, Memphis, Baltimore, Louisville, Jacksonville, Cambridge, Massachusetts and Rome, New York!

MONROE:

Representing well over two million people! Which brings us to our singing guest and a tune that represents over four million folks ... the choice in Minneapolis, Los Angeles, Washington and San Francisco! The tune is "How High The Moon" and here to sing it for you is the young lady who once baked a cake that put her total record sales over the million mark. You've seen her in theatres. You've heard her on the air. Here she is Miss Eileen Barton.

(MUSIC

"HOW HIGH THE MOON" ... BARTON)

(APPLAUSE)

HUGH: Smokers all over the country have made cigarette mildness tests-- sniff tests, puff tests ... and the thorough test, the thirty-day Camel test. They've wanted to find out which cigarette gets along best with their throats.

LEE: Now the smoke has cleared. After all the tests, Camel leads all other brands in popularity by billions of cigarettes. Published figures show Camels with its biggest lead 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 offers 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!

HUGH: Find out how well Camels agree with your throat! Smoke only Camels for thirty days. Then you'll know how mild Camels are, week in, week out. And you'll know, too, why, after all the tests, 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: The tune you'll hear next is now the current favorite
of record fans a-way out west -
They're calling for it in Phoenix, Arizona,
That's where it is the top request!

GIRLS: And judging from reports we've heard,
Fort Mornmouth likes it, too -
We're talking 'bout that "Sound Off" song -
Vaughn sings it now for you!

(MUSIC: "SOUND OFF" .. MONROE, MEN)
(APPLAUSE)

MONROE: We'll stay our West for another record-show winner ...
this one, reported by Dave Walshak, at KCTI, Gonzales, Texas.
Light up a Camel, while you're listening to..
"These Things I Offer You".

(MUSIC: "THESE THINGS I OFFER YOU" .. MONROE)
(APPLAUSE)

MONROE:

Now, come along with us to a great college campus!
The Camel Caravan this evening salutes...Fordham
University!

ANNCR:

On the old Rose Hill Farm the Right Reverend John Hughes,
first Arch-bishop of New York, founded Fordham University
on June 24, 1841. Under the guidance of the Jesuits
since 1846, Fordham has grown to an enrollment of
10,000 students in it's non-sectarian academic and
professional schools.

MONROE:

And as a send-off to Fordham's celebration of Founder's
Day tomorrow... here are the songs the students and
alumni will be singing... the "Alma Mater".... and the
fight song of the Fordham Rams!

MUSIC:

"FORDHAM MEDLEY".....MONROE, CHOIR

(APPLAUSE)

MUSIC: (JINGLE)

ALL Comes now a treat for you fellows here at Monmouth,
And for our friends from coast to coast -

MONROE: Miss Eileen Barton is ready with an encore -
A song that's been requested most!
A brand-new tune that's going strong
With many fans, I know -

ALL In Portland, Oregon, it's tops
On their big record-show!

MUSIC: "PRETTY EYED BABY".....BARTON

(APPLAUSE)

50010 2207

HUGH:

Baseball fans, here are a few of the big league stars, who are Camel smokers! Bob Lemon, Ed Lopat, "Preacher" Roe, Carl Furillo, Hank Bauer, Billy Goodman, Mel Parnell, Vic Raschi, Andy Seminick... Yes, these stars have discovered how mild, how flavorful, how enjoyable Camels are, pack after pack. Smoke Camels for thirty days and you'll see why Camel is by far America's most popular cigarette!

lg

50010 2208

MUSIC: (BRIDGE)

MONROE: I don't know about all you good people along the network.... but when this tune was new, most of the ^{Signal Corps} men here at Fort Mornouth were doing their soldiering with cap pistols and wooden swords.

If they were good boys, they got movie-money on Saturday....to see a picture called "The Wizard of Oz". Remember it? ~~There was Judy Garland as "Dorothy".... Jack Haley as "The Tin Man".... and Bert Lahr tried his best to be ferocious as "The Cowardly Lion".~~ Many a ~~year has rolled by since then....~~ it was way back in 1936..... but this song from "The Wizard of Oz" is still a great favorite: "Over The Rainbow".

MUSIC: "OVER THE RAINBOW" MONROE

(APPLAUSE)

HUGH:

Each week, the makers of Camels send gift cigarettes to hospitalized servicemen and veterans. This week's Camels go to: Veterans' Hospital, Fresno, California and Kennedy Veterans' Hospital, Memphis, Tennessee....U.S. Army Valley Forge General Hospital, Phoenixville, Pennsylvania....and to all hospitals operated for the U.S. Air Forces in Europe.

50010 2210

(MUSIC: (MONROE THEME))

MONROE:

To the servicemen and women of ^{The Signal Corps Center at} Fort Monmouth...we hope you've enjoyed our songs as much as we've enjoyed singing them for you, And to General Reichelderfer Pact Commander, and the Post Special Services Office, all of us on the Camel Caravan are proud that you invited us. Next stop ... Broadway, in New York City!

HUGH:

That's next Saturday night, friends .. Vaughn Monroe, with another collection of number one requests on leading record shows, as reported in "Variety!"

MONROE:

In the college spotlight ... the University of Chicago!

HUGH:

And how about your very special guest, Vaughn?

MONROE:

A few weeks ago, we told you about the new travelling CAMEL CARAVAN, which is bringing free entertainment and free CAMELS to the men in our Armed Forces. They've just returned from Korea, where they've been giving shows for our fighting men right up in the front lines. We think they're real troupers..and we're happy to have as our guest next week their singing star, the King of the Yodelers, Elton Britt. So we hope you'll be with us one week from tonight, same time, same station. 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!

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50010 2211

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 2212

LEE:

What's the National Joy Smoke? Why, Prince Albert, of course! Pack your pipe with P.A. and enjoy the rich flavor of choice tobacco, the pleasant natural, tobacco aroma. It's crimp cut for smooth, cool smoking -- and it's specially treated to insure against tongue bite! The bite's out and the pleasure's in!

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:

Get 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 -