

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JUNE 30, 1951

7:30 to 8:00 PM EDT

VAUGHN MONROE
June 30, 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!

*copy
sent
Columbia
June 30, 1951*

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
star -- ELTON BRITT, presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

50010 2292

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

Yes, smoke only Camels for thirty days -- that's
one thorough test of any cigarette! You'll enjoy
Camel's rich, full flavor...you'll see how mild
Camels are, pack after pack. And then you'll
know why, after all the mildness tests --

LEE:

Camel leads all other brands by billions of
cigarettes!

HUGH

Now .. here is the star of the Camel Caravan

Variety Monroe!

(APPLAUSE)

MONROE:

Hello, and how do you do, everybody! ~~Here is my~~

~~personal recommendation for this warm summer~~

~~evening:~~ Sit back and relax, light up a Camel, and listen to our songs.. Number one requests on leading record-shows, as listed in "Variety"!

Let's begin with the report from disc-jockey Kenny Sargent, at WHHM, in Memphis, Tennessee. Down yonder, the big favorite is "Because Of You"

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

(APPLAUSE)

(MUSIC SEGUE)

(MUSIC: "MY TRULY, TRULY FAIR" ..MONROE)

(APPLAUSE)

MONROE:

"My Truly, Truly Fair" .. the record-request of the week in Atlanta, Georgia .. on the platter-show run by Bill Lowrey at WGST.

Now, in the Camel Caravan spotlight .. our very special guest. ...Elton Britt. You know him as a radio and recording favorite, but you may not know that he's just returned from Korea .. one of the Camel Caravan troupe entertaining our servicemen.

Free shows for our armed forces are a tradition of the Camel Caravans.. but this one was different. This was a group of 14 performers who went right to the Korean combat zone .. the very first big entertainment unit

~~has been the 32nd Cavalry~~
~~in the front lines!~~ Two and three shows a day within sight and sound of the artillery.... their mission was to bring laughter and fun to the GI's. That's why we're so proud of that Camel Caravan unit ... represented on our show tonight by it's singing-star.. the cowboy-yodeler, Elton Britt!

(APPLAUSE)

(MUSIC: "MAYBE I'LL CRY" .. BRITT)

(APPLAUSE)

HUGH:

More people smoke Camels than any other cigarette -- because more people find what they want in Camels: flavor and mildness!

LEE:

No other cigarette has Camel's rich, full flavor -- the flavor of costly tobaccos properly aged and expertly blended. It's a flavor your taste won't tire of!

HUGH:

And no other cigarette offers 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!

LEE:

You've probably heard of other cigarette mildness tests -- sniff tests and puff tests, tests that ask you to make up your mind in a hurry. People have made these tests...and they've made their own thirty-day Camel tests. Now, after all the tests, Camel's lead in popularity is greater than at any time in twenty-five years! Yes, published figures show Camel leads all other brands by billions!

HUGH:

Make your own thirty-day Camel test -- and you'll know why Camel is by far America's most popular cigarette!

(MORE)

50010 2296

SINGERS:
✓

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

(MUSIC: (JINGLE)

GIRLS: Now maestro, tell us about this tune that follows -
Where is it now the top request?

MONROE: A platter-spinner reporting from Chicago
Says this one's leading all the rest!

ALL: On many other record-shows
This song is doing well -
We'll sing it for you Camel fans:
It's titled, "Jezebel!"

(MUSIC: "JEZEBEL" .. MONROE, CHOIR)

(APPLAUSE)

MONROE: As to the popularity of the song next on our schedule ..
"Too Young" .. I refer you to Mr. Hugh Conover.

HUGH: This is the big tune of the week, according to "Variety"
the first request in New York, Rochester, Philadelphia,
Denver, Seattle, Baltimore, Louisville and Norfolk!
Here it is, sung by Vaughn Monroe ...

(MUSIC: "TOO YOUNG" .. MONROE)

(APPLAUSE)

MONROE: And here .. another of our Camel Caravan salutes to a college campus. Tonight .. the University of Chicago!

HUGH: Founded in 1891, the University of Chicago now has an enrollment of over 9,000 students. ~~Recently retired, Robert M. Hutchins was the youngest educator ever to hold the post of college president;~~ on the University's staff ^{are} two Nobel prize-winners, ~~are represented;~~ Professor Urey and Professor Fermi, leader in the atomic energy and nuclear research program of the University.

MONROE: Tomorrow, July 1st, the University of Chicago celebrates its 60th Anniversary. The Camel Caravan sends these greetings to the students and alumni throughout the nation:

(MUSIC: "UNIVERSITY OF CHICAGO" MONROE, CHOIR)

(APPLAUSE)

MONROE:

On-stage once again .. our guest of honor .. Elton Britt! Elton, you've made many friends with your records and your radio and television appearances. I'll bet you made a lot more friends among the front line troops in Korea. About how many did you play to?

BRITT:

All told, I guess around 80,000. And talk about enthusiastic audiences ... I never saw anything to compare to those soldiers, with their rifles on their backs, jammed all around the little stages we set up.

MONROE:

You mean you did your shows outdoors?

BRITT:

Vaughn, where those men are fighting, there's ^{just aint} nothing but outdoors. And you know ^{how nice it is} how ~~singers are~~ ^{to sing when it's so quiet you can't hear a pin drop -} ~~ordinarily, we get fidgety if somebody in the~~ ^{audience coughs or sneezes} Well, sometime you ought to try hitting a high note with ^{heavy artillery} howitzer shells ^{hundreds yards back.} screaming over your head from a ^{quarter of a mile} ~~away!~~

MONROE:

Sounds real cosy .. And we know you and the others did a great job entertaining the front-line combat troops .. For that, you deserve a tremendous vote of thanks.

BRITT:

And I think the makers of Camels ^{ligarettes} rate a bow for making it possible.

MONROE:

I'll go along with that. About the songs you sang for the boys, Elton .. was there any special favorite they asked for?

BRITT:

Well, just before we left Japan, I made an advance tape recording of my newest Victor release. I understand it's a big request now on Radio Tokyo.

MONROE:

Well, we're really spreading out on the Camel Caravan! These Saturday nights we feature top requests on American disc-jockey shows..but this is a favorite all the way from Tokyo! Called ... "Cowpoke."
Sing it, Elton!

(MUSIC: "COWPOKE" .. BRITT)

(APPLAUSE)

HUGH:

Vacation time is with us once more and, if you're going away, be sure to take along plenty of Camels! Put a couple of cartons in your bag so you'll always have Camels when you want them. And, say, if you haven't made your own thirty-day Camel test, this is a good time to start. Smoke only Camels for thirty days. You'll like the rich flavor of Camel's costly tobaccos. You'll see just how mild a cigarette can be! And you'll know why, after all the mildness tests, Camel is by far America's most popular cigarette!

(MUSIC: BRIDGE)

MONROE:

Time now, for our Saturday Night special... a great old song of years gone by. And this one takes us way back to the days when Francis X. Bushman was the current movie idol.. when Wilbert Robinson managed the Dodgers to their first pennant. Jess Willard was king of the heavyweights.. and Sarah Bernhardt made her farewell appearance on the American stage. All that came about in 1916.. 35 years ago... along with this famous ballad of the First World War, by Hayden Wood..... "Roses Of Picardy".

(MUSIC: "ROSES OF PICARDY"... MONROE)

(APPLAUSE)

-- #254

HUGH:

The Camel people have sent more than one hundred and ninety-six million cigarettes to hospitalized servicemen, servicewomen and veterans! This week's shipment of thousands of gift packages of Camels go to Veterans' Hospitals, Dublin, Georgia and Ft. Logan, Colorado...U.S. Naval Hospital, Bremerton, Washington... U.S. Army Station Hospital, Camp Edwards, Massachusetts... and the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

50010 2304

jr

(MUSIC: MONROE THEME)

MONROE: Well, that's "so long" until next Saturday night, good people. The Camel Caravan will set up the music-stands again at this same time .. for another half-hour of leading requests on important disc-jockey shows all over the country. Plus a return visit from singing star Shaye Cogan! We'll all be right here to entertain you... one week from tonight ... the old reliable Camel Caravan!

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)

LEE:

Pipe smokers, here's the phrase to remember about Prince Albert -- the bite's out and pleasure's in! Yes, P.A. is specially treated to insure against tongue bite. And P.A.'s choice tobacco is rich and flavorful, crimp cut for smooth, even burning. Get Prince Albert!

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:

It's the National Joy Smoke -- Prince Albert!

MUSIC:

THEME

HUGH:

By the way, folks, you'll like the picture and story on Vaughn in the August issue of "TV SCREEN", now on the stands.

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 -