

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JULY 7, 1951 (TAPE RECORDED JUNE 30)

7:30 to 8:00 PM EDST

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 star -- Shaye Cogan, transcribed and
presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

HUGH:

Mildness tests have smoked out the truth!

LEE:

Smokers have made the puff tests, the sniff tests...
and the thorough, sensible, thirty-day Camel test.
Now, after all the mildness tests, Camel leads all
other brands by billions of cigarettes!

HUGH:

Yes, latest published figures show Camel in first
place by its widest margin in twenty-five years!

LEE:

Make your own thirty-day Camel test and you'll see
why!

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! We're especially
glad you joined us tonight, because it's an
anniversary we're kind of proud about. The gang
and I are starting our sixth consecutive year of
broadcasting for Camels.

(APPLAUSE)

MONROE:

Thank you very much.. Well, let's get on with
the show and more of the top favorites reported to
"Variety" by the nation's disc jockeys. Our lead
off tune tonight comes to us by way of Jerry Nessler
at KGGM, in Albuquerque, and Al Owen, at WMID, in
Atlantic City. Both report the top choice of their
fans this week is "Jezebel"!

(MUSIC: "JEZEBEL" MONROE)

(APPLAUSE)

(MUSIC: SEQUE:)

(MUSIC: "TOO YOUNG" MONROE)

(APPLAUSE)

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MONROE:

And there we've paid our respects to the biggest of the current hits ... "Too Young" the record-show leader this week in 10 cities!

HUGH:

Chicago, Baltimore, Cleveland, New York, Miami, Cincinnati, Milwaukee, Johnstown, Indianapolis, and Coleman, Texas!

MONROE:

Thank you, Mr. Conover. That gave me time to lower the microphone to the five-foot-two level of our singing guest, Miss Shaye Cogan. On one of her recent visits to the Caravan, Shaye sang a tune that has been quite a favorite on platter shows. It's a summery sort of thing, and I've asked Miss C. to give us an encore on "No One But You".

(MUSIC: "NO ONE BUT YOU (COGAN)

(APPLAUSE)

HUGH:

Some cigarette mildness tests ask you to decide in an awful hurry. A sniff or a puff ... and you're supposed to know which cigarette suits you best?

LEE:

But there's one sensible test you can make -- the thorough Camel mildness test. No tricks. No snap judgments. Just smoke Camels for thirty days. You'll enjoy the rich flavor -- a flavor no other cigarette has. And you'll discover -- on the basis of steady smoking -- how mild Camels are, how well they agree with your throat!

HUGH:

Noted throat specialists supervised just such tests with hundreds of people from coast-to coast. The men and women in the test smoked only Camels for thirty days. Each week, the specialists examined their throats and reported not one single case of throat irritation due to smoking Camels!

LEE:

You know, here's an interesting thing: after all the cigarette testing of the last few years, Camel's lead in popularity has increased by billions of cigarettes! That's right, published figures show Camel leads all other brands by billions!

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(MORE)

COMMERCIAL CONTINUED

HUGH: Start your own thirty-day Camel test tonight!

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!

(MUSIC: JINGLE)

ALL: We're rolling on now to Denver, Colorado -
The Mountain City, way out west -

MONROE: A mountain song is the tune that's been reported
Their leading record-show request:

ALL: But this big hit is not about
A Rocky Mountain peak -
"Old Smoky" is the current choice
Of Denver fans this week:

(MUSIC: "OLD SMOKY" MONROE, CHOIR)

(APPLAUSE)

MONROE: Exactly 1,156 miles from Denver, in the automotive
city of Detroit, a Broadway show tune is at the top
of the record-request list, according to "Variety".
From "The King and I" it's "Hello, Young
Lovers".

(MUSIC: "HELLO YOUNG LOVERS" MONROE)

(APPLAUSE)

MONROE:

As to this next big record-show favorite .. the "Variety" list has four very different cities standing together. Atlanta, capital city of Georgia and the southeast ... Lawrence, busy industrial center of Massachusetts Albany, the New York State capital and Cambridge, home of Harvard University. Different cities, different people ... but this week they're all agreed on the tune they like best, the tune they've been requesting most on their leading disc-jockey programs. It's... "My Truly, Truly Fair"!

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

(APPLAUSE)

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(MUSIC: JINGLE)

ALL: We're trav'ling next out to sunny California,
By way of this requested song -
And here, in charge, is our singing guest,
Shaye Cogan -
She wants you all to come along!

This week, out in Los Angeles,
No other tune will do
But this big hit they're calling for -
Shaye sings it now for you!

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

(APPLAUSE)

HUGH: What cigarette do you smoke, Doctor?

LEE: Again that question has been asked of doctors in every branch of medicine. Again the brand named most was Camel!

HUGH: Yes, according to this repeated nationwide survey, more doctors smoke Camels than any other cigarette!

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(MUSIC: BRIDGE)

MONROE: The stage is set for the Saturday Night special.. out of my collection of top tunes of years ago. This one is 19 years old... and to many of you, it'll bring back memories: the best-selling novel, "The Good Earth" .. Amelia Earhart flying solo across the Atlantic ... the musical "Of Thee I Sing" on Broadway ...and the Hollywood hit of the year, Charles Laughton as Henry the Eighth. And the year that produced those highlights gave us a song that everybody knew in 1932... a tune that's worth an encore now and then: "Say It Isn't So".

(MUSIC: "SAY IT ISN'T SO" .. MONROE)

(APPLAUSE)

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HUGH:

The makers of Camels consider it a privilege to send gift cigarettes each week to hospitalized servicemen and veterans. This week, thousands of packs of Camels are on their way to: Veterans' Domiciliary Hospitals, Thomasville, Georgia and Veterans' Hospitals, Long Beach, California... U.S. Air Force Hospital, Westover Field, Massachusetts.. and to all hospitals operated by the Caribbean Command of the U.S. Army.

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(MUSIC: MONROE THEME)

MONROE: Well, this Camel Caravan half-hour has been here and gone... but one week from tonight, there'll be another one, full of music for your enjoyment. I hope you won't miss it... it's going to be something special!

HUGH: Tell us more, Skipper! I know your guest will be the exciting singing-star of the Broadway stage, Lisa Kirk!

MONROE: And the show will be a round-up of some of the biggest and latest tunes we've each recorded. You're all invited, friends.. next Saturday night! Time and station, same as usual.... waiting to sing for you will be Lisa Kirk and yours truly. Until we meet again, this is Vaughn Monroe.. wishing you pleasant dreams.. and.. won't you have a Camel?

(MUSIC: CAMEL THEME AND APPLAUSE)

LEE:

The bite's out -- and the pleasure's in! That's the story of Prince Albert, America's largest selling smoking tobacco! P.A.'s choice tobacco is rich and flavorful, and crimp cut for smooth, even burning. And it's 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!

LEE:

Yes, pack your pipe with Prince Albert!

MUSIC:

THEME

HUGH:

This is Hugh Conover saying goodnight for the Vaughn Monroe Show!

(APPLAUSE)

This program was transcribed -

-fade theme 15 seconds-

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