

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHAN MONROE

SATURDAY, JULY 21st, 1951

7:30 to 8:00 P.M. EDST

ABC
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!

MUSIC. (FADE AND SUSTAIN UNDER)

CONOVER: From Convention Hall in Asbury Park, New Jersey,
THE CAMEL CARAVAN - STARRING VAUGHN MONROE -
with the Moonmaids, the Moon Men, the Orchestra
and guest singer - Nancy Reed, presented by
Camel Cigarettes!

MUSIC: (UP AND SEGUE)

HUGH: ~~How mild can a cigarette be?~~

LEE: 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!

HUGH: Make your own thirty-day Camel test - the sensible, thorough test. You'll see how mild Camels are... how rich and flavorful - pack after pack. Then you'll knew why, after all the mildness 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!~~

ras

HUGH:

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

(APPLAUSE)

MONROE:

Hello, and how do you do, everybody! The boardwalk,
Baby parades, Mrs. America contest -- they're the
trademarks of Asbury Park. The gang and I are
paying our annual visit to this famous resort,
and we're sending you a run-down of the big tunes
of the week as reported to "Variety" by the
nation's disc jockeys. Our opener is one of our
new recordings, "Love and Devotion" which we're
happy to say is number one on Stan Friedman's
platter show way down south in Savannah, Georgia.

(MUSIC: "LOVE AND DEVOTION" MONROE AND CHOIR)

(APPLAUSE)

(SEGUE TO...)

(MUSIC: "TOO YOUNG" MONROE)

(APPLAUSE)

MONROE: And that was this week's champ - the tune that's out front in fifteen cities. Will you call them off, Mr. Conover?

HUGH: Okay, Skipper. In the east it's Syracuse, Baltimore, Portland, Maine; and Nashau, New Hampshire. Down south it's Richmond, Louisville, Washington and New Orleans. In the middle west, Chicago, Indianapolis, Kansas City. And out that in the wide-open spaces, the record fans voted "Too Young" number one in Omaha, Tulsa, Los Angeles and Gonzales, Texas.

MONROE: Now let's get along to a catchy novelty that's just arrived in the top choice division of "Variety's" disc-jockey list. It's called "Shanghai", and one of our favorite gals is paying us a return visit to sing it for you. The welcome mat is always out for Miss Nancy Reid...so, Nancy, let's hear about "Shanghai".

(MUSIC: SHANGHAI NANCY REID)

(APPLAUSE)

HUGH:

Robert Merrill is one of America's great singing stars - in opera, on the radio, on television - and he has recently been movie-making in Hollywood. When you make your living by your voice, you must think of your throat. Robert Merrill did just that when he chose Camels as his steady smoke. He told us: "I wanted to find the cigarette that suits my throat best. I tried different brands and Camels won easily - for mildness and flavor!" Robert Merrill made his own thirty day Camel test -- the sensible test of cigarette mildness. Try it yourself. Smoke only Camels for thirty days. Enjoy Camel's rich, full flavor -- a flavor no other cigarette has. See for yourself how mild Camels are, how well they agree with your throat, pack after pack. Then you'll know why, after all the mildness tests, Camels is by far America's most popular cigarette!

50010 2410

(MUSIC: JINGLE)

ALL: A song that tells of a fascinating lady
Is high up in the record race.

MONROE: Miss Jezebel wraps her boy friend 'round her finger.
She leads the lad a merry chase,

MONROE: She also captivates the fans.
For "Jezebel" they cry.

GIRLS: In Portland, where the roses grow,
And Rochester, N.Y.

(MUSIC: JEZEBEL. MONROE AND CHOIR)

(APPLAUSE)

MONROE: Out in Milwaukee, the gateway to the great midwest
dairyland, Tom Shannahan at WEMP tells "Variety"
that his listeners have put a new tune in the
number one spot. It's "The Morning Side of the
Mountain".

(MUSIC: THE MORNING SIDE OF THE MOUNTAIN. MONROE)

(APPLAUSE)

MONROE:

A country tune by a Broadway boy is still way up there in the disc jockey request lists. Bob Merrill who sits in Tin Pan Alley and turns out such hill billy items as "Sparrow in the Tree Top" and "Let me In", is collecting lots of corn pone and fat back with his new one, "My Truly, Truly Fair". This week it's number one in Boston, Atlanta and Miami.

(MUSIC:

MY TRULY, TRULY FAIR..... .MONROE AND CHOIR)

(APPLAUSE)

MUSIC: JINGLE

ALL: Miss Nancy Reid won't you step into the spotlight
And sing an encore on our show?
A lovely ballad is in the list of fav'rites
Please sing it for us sweet and low.

It's up on top in Buffalo.
Requests come in by scores.
The song's "Because of You" - Miss Reid,
The microphone's all yours.

(MUSIC: BECAUSE OF YOU NANCY REID)

(APPLAUSE)

ras

HUGH: What cigarette do you smoke, Doctor?

LEE: That question was recently asked of doctors in all branches of medicine and in all parts of the country.

HUGH: What cigarette do you smoke, Doctor?

LEE: The brand named most was Camel! Yes, according to this nationwide survey, more doctors smoke Camels than any other 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!

MUSIC: BRIDGE...FADE UNDER....)

MONROE: One of the greatest of all popular tunes was born back at the start of the jazz age, when radio was still around the corner and movies were silent. The big new recording sensation was Paul Whiteman and his band. Jack Dempsey, was wearing the heavyweight crown. And a couple of young fellas named Roger Hornsby and George Sisler were the batting champs of the National and American Leagues. Eugene O'Neill won his first Pulitzer Prize with "Beyond the Horizon". Marilyn Miller was capturing playgoers' hearts in "Sally" and the tune that was spinning on everybody's victrola was "Whispering"...remember? -- It was 1920 ...

(MUSIC: WHISPERING.....MONROE AND CHOIR)

(APPLAUSE)

HUGH:
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The makers of Camels send gift cigarettes each week to a group of people who like to know that they're remembered - hospitalized servicemen and veterans in this country and overseas.

This week's packs of Camels go to:

Veterans' Hospitals, Erie, Pennsylvania, and St. Cloud, Minnesota...U.S. Army Station Hospital, Fort McClellan, Alabama...to all hospitals operated for the U.S. Air Forces in the Far East.

50010 2416

MONROE:

Note { There's a new CAMEL CARAVAN on the road these days, giving shows for men in uniform. Next week they'll make appearances at Langley Air Force Base - the United States Naval Base in Norfolk - Fort Eustis - and Fort Monroe. We hope you men in the armed forces will see, and enjoy, the new CAMEL CARAVAN show when it comes your way.

(MUSIC: MONROE THEME)

MONROE: We're ringing down the curtain on this week's Camel Caravan, but we'll be around the Auditorium here in Asbury Park singing and playing for the rest of the evening.

HUGH: And when the curtain goes up again next week the Camel Caravan will be coming to you from the Steel Pier in Atlantic City.

MONROE: With more number one requests reported in "Variety" by disc jockeys from coast to coast. Making the trip to America's Playground with us will be our guest singer Nancy Reed.
That's next Saturday night, same time, same station.

HUGH: Between now and then, Vaughn and the Orchestra will be playing for dancing tomorrow at EPHRATA, Pennsylvania. Tuesday night in Norfolk; Wednesday at Glen Echo Park, Maryland; ^{Thursday} ~~and Friday~~ at Dorney Park, Allentown, ^{and Friday, Atlantic City,} where Vaughn and the gang will be playing for one week.

MONROE: Until we meet again, this is Vaughn Monroe wishing you pleasant dreams...and...won't you have a Camel?

MUSIC: CAMEL THEME.

(APPLAUSE OVER MUSIC...FADE FOR...)

LEE:

Prince Albert is America's largest-selling
smoking tobacco - and I'll tell you why.

It's choice tobacco with a fine, natural tobacco
aroma. It's crimp cut to smoke cool and even.

And, most important, "The bites 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!

LEE:

And now there's more tobacco in every tin!

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

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