

CBS RADIO NETWORK

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, OCTOBER 13, 1951

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

CUE:            {This is CBS RADIO Network}  
                  {.....30 seconds.....}

MUSIC:        JINGLE

SINGERS:        Hello, nice people from Maine to California  
                  The Camel Caravan is here!  
                  For tunes reported as tops across the nation,  
                  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 guest  
                  singer Betty Cox - and the songs America's asking for...  
                  presented by Camel Cigaretts!

MUSIC:        (UP AND SEGUE)

50010 2840

cb

HUGH:

No other cigarette gives you 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!

HUGH:

Mildness...flavor! They're two of the reasons that  
Camel is by far America's most popular 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!

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

(APPLAUSE)

MONROE: Hello, and how do you do, everybody! Curtain  
going up on another up-on another half-hour of  
music for your enjoyment! Mr. Conover, will you  
kindly set the scene ..?

HUGH: The scene .. the Camel Caravan stage on Broadway!  
On-stage .. Vaughn Monroe, the orchestra and the  
choir! And here's the plot ...

MONROE: Now, wait, Hugh. We have no plot. This is a  
musical show?

HUGH: But it has an idea behind it, <sup>Singer</sup> ~~paper~~ .. the idea  
being to bring our listeners the most popular  
tunes of the week ... the songs reported in  
"Variety" by leading disc-jockeys as their number  
one requests. And to get things rolling tonight,  
Vaughn has the tune requested by millions of fans  
from coast to coast! In 15 cities, the number  
one choice on records is ... "BECAUSE OF YOU"!

MUSIC: "BECAUSE OF YOU" .. MONROE

(APPLAUSE)

cb

MONROE:

In New York City, <sup>these days</sup> ~~at the moment~~, the big ~~show-business~~ attraction is at Madison Square Garden. It's the annual cow-country convention and carnival known as The Rodeo.

~~HUGH:~~

~~And featuring the music of Vaughn Monroe and his orchestra!~~

~~MONROE:~~

It's got everything .. ~~this 1951 edition of the Rodeo.~~  
Cowboys, bronco-busters, Indians .. the whole works!

HUGH:

Plus, in person, Vaughn Monroe and his orchestra!

~~MONROE:~~

~~All right, Hugh .. we've mentioned it .. let's not over-do it.~~  
*Vaughn is the star of the 1951 Rodeo. And*

~~HUGH:~~

~~But let's not forget you're one of the big hits of the show, skipper! Especially with these Western tunes you play. One of these nights at the Garden, I expect you'll be featuring this <sup>new Western tune - his</sup> ~~one .. your new~~ recording of .. "Maria"!~~

MUSIC:

"MARIA" .. MONROE

(APPLAUSE)

MONROE:

Each Saturday night, the Camel Caravan rambles all around this wide country of ours. Tonight we're giving a special greeting to Omaha, Nebraska.

~~HUGH:~~

~~What is the occasion, maestro?~~

*Wish:*  
MONROE:

*The Camel Caravan*

~~For one thing, our show has a lot of friends among~~

~~the 250,000 citizens of Omaha -- Omaha's 225,000 citizens. Historically the city goes~~

~~back to the days of the gold-rush in '49. Today, it's~~

↙  
a key community of the mid-west, a center of

railroading, meatpacking and manufacturing. *Reed*

~~HUGH:~~

~~And another thing, Vaughn... our guest this evening~~  
comes from Omaha. Right?

MONROE:

*yes, that's*  
~~Correct. That's~~ where she made her name, and a good deal of fame in radio. So - with a bow to Omaha - we invite you to meet Miss Betty Cox. Betty bows to Hattiesburg, Mississippi....and the top request there this week... "And So To Sleep Again."

MUSIC: "AND SO TO SLEEP AGAIN" ... COX)

(APPLAUSE)

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, make the one sensible test of cigarette mildness..make your own thirty-day Camel test. Smoke onlyCamels for thirty days. Enjoy Camel's rich, full

flavor -- a flavor you won't find in any other

cigarette. And see how mild Camels are...how well they

agree with your throat, week in and week out!

LEE:

In a coast-to-coast test, hundreds of men and women

smoked only Camels for thirty days. Each week, noted

throat specialists examined the throats of these smokers.

They made over two thousand careful examinations and

reported not one single case of throat irritation due

to smoking Camels!

HUGH:

Start your own thirty-day Camel test tonight! Compare

Camels with any other cigarette you've ever smoked.

You'll agree that Camels please you most of all. You'll

see why, after all the mildness tests, Camel is byfar America's most popular cigarette!

50010 2845

cb

(MUSIC: JINGLE)

GIRLS: Comes next a tune that will take us' cross the country  
Way out to the Pacific Coast --

MONROE: The land of sunshine and oranges and movies  
Have been requesting this the most!

Tonight it's being featured here  
The first time on our show --

GIRLS: It's called "Blue Velvet" - and it's sung  
By Maestro Vaughn Monroe!

(MUSIC: "BLUE VELVET"....MONROE)

(APPLAUSE)

rax

MONROE: Which brings us to a tune I've sung several times during the past few years.

HUGH: How many times, Vaughn ...?

MONROE: Shall we say "quite a few times," Hugh?

HUGH: Let's stop teasing the people. This is the song you made famous wherever there's a radio, a phonograph or a juke-box! On three occasions, friends, Vaughn has been awarded a gold record by the RCA-Victor Recording Company for having made recordings that sold over a million copies. Now, for the fourth time he's been honored with a gold record .. for another hit that went over the million mark!

It's the song we all think of when we hear Vaughn Monroe...  
*The Song He Wrote*  
his trade-mark and his theme ... "~~Racing With The Moon!~~"

(MUSIC: "RACING WITH THE MOON" .. MONROE)

(APPLAUSE)



MONROE:

This afternoon, as most of you did, I listened to some football games. And once again, I made some notes on the Camel Caravan scoreboard ... as follows:

HUGH:

(SCORES)

Columbia 14	-	Yale 0.	-	Syracuse 41	-
Illinois 20.		Northwestern 21	-	Minnesota 7.	
Southern Methodist 27	-	Notre Dame 20.			
Princeton 13	-	Pennsylvania 7.			

MONROE:

*In our College Spotlight tonight*  
~~And that list score of the University of Vermont into~~  
~~our spotlight.~~ Today was Homecoming Day at Vermont. The big event was the game with Norwich, a rivalry that goes back to 1897. *Norwich won 7-0.* This year, Vermont University is 160 years old. It was founded by Ira Allen, brother of the famous Ethan Allen.

HUGH:

To the students and alumni who have gathered in Burlington, this is a salute from the Camel Caravan ... as Vaughn, and the choir sing songs of the University of Vermont!

(MUSIC: VERMONT MEDLEY .. MONROE)

(APPLAUSE)

(MUSIC: JINGLE)

GIRLS: A brand-new tune occupies a place of honor,  
According to "Variety" -  
With folks in Cleveland, as well as Cincinnati,  
It's first in popularity!

MONROE: In Norfolk, and in Cambridge, too,  
The record-shows all spin  
This song Miss Betty Cox will sing:  
Let's listen, now, to "Sin!"

(MUSIC: "SIN" .. COX)

(APPLAUSE)

HUGH:

More doctors smoke Camels than any other cigarette, according to a nationwide survey. Doctors in every branch of medicine were asked what cigarette they smoked. The brand named most was Camel!

LEE:

Smoke the cigarette so many doctors smoke. Change to mild, flavorful Camels!

MONROE:

Don't forget the handy, thrifty way to buy Camels --  
by the carton!

(MUSIC: BRIDGE)

MONROE: People are always calling disc jockeys to tell them their favorite tunes. Well, just for a switch we decided to call a disc jockey and ask him his favorite tune.

HUGH: A sort of "be kind to disc jockeys" movement, eh, Vaughn?

MONROE: Right, Hugh. So we put the question to Irwin Johnson at Station WBNS in Columbus, Ohio. He told us he had just done his four thousandth Early <sup>Week</sup> ~~Bird~~ program, and the tune he'd like to hear is "The World Is Waiting for the Sunrise."

HUGH: He's not the only one. "Variety" tells us that the folks in Atlanta, Pittsburgh and Worcester, Massachusetts are asking their platter spinners to play it for them. So, let's hear it, skipper.

MUSIC: "THE WORLD IS WAITING FOR THE SUNRISE" MONROE & CHOIR

(APPLAUSE)

HUGH:

The makers of Camels send out thousands of packages of Camels each week to a most deserving group of people: our hospitalized servicemen and veterans. This week's gift Camels go to: Veteran's hospitals, Fayetteville, Arkansas and Downey, Illinois...Hunter Air Force Hospital, Savannah, Georgia...U.S. Naval Hospital, Naval Operating Base, Guantanamo Bay, Cuba.

50010 2852

(MUSIC: MONROE THEME)

MONROE: And so we're saying "so long" for tonight, good people. But next Saturday night, the old reliable Camel Caravan will be here waiting for you, as usual, and we hope you'll join us.

HUGH: That's your invitation, friends, to another session of the leading record-requests as listed in "Variety" with Anna Mary Dickey on hand to join Vaughn in the singing. And on the college campus honor-roll... the music of Princeton University!

MONROE: Before we go, I'd like to <sup>extend my best</sup> ~~thank Governor~~ wishes to ~~Hauenshaw~~ <sup>John S. Fine</sup> and all the ~~of Pennsylvania for appointing me his honorary~~ <sup>good people of Pennsylvania on the occasion</sup> ~~ambassador for Pennsylvania week. Good luck to all~~ <sup>of Pennsylvania Week -</sup> ~~the folks of the Keystone State.~~

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

(MUSIC: CAMEL THEME)

(APPLAUSE)

LEE:

Pipe smokers -- there's now more Prince Albert in every pocket tin! Yes, you get more pipefuls of the National Joy Smoke with every tin you buy. Enjoy P.A.'s rich tobacco that's specially treated to insure against tongue bite. The bite's out -- and the pleasure's in!

SINGERS:

The bite is cut  
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 remember: there's more tobacco in every pocket tin!

HUGH:

This evening we salute the 39th National Safety Congress, which convened in Chicago this week, National Safety Congress Week.

Unless those of you who drive cars exercise more caution on our highways, soon we shall have marked the one-millionth death due to traffic accidents. Help postpone this grim event by knowing and obeying traffic laws. Remember -- the life you save may be your own!

MUSIC:

THEME

HUGHL

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

(APPLAUSE)

THIS IS THE CBS...RADIO NETWORK

-fade theme 15 seconds-

WCBS...NEW YORK