

CBS RADIO NETWORK

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, OCTOBER 20, 1951

7:30 to 8:00 PM EST

AS
BROADCAST

CUE: (This is the CBS. RADIO Network.)
(.....30 seconds.....)

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COMMERCIALS
CHECK D.I.C.

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11/14/52

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
star, ANNAMARY DICKEY - and the songs America's asking
for ... presented by Camel Cigaretts!

MUSIC: (UP AND SEGUE)

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HUGH: How thorough can a cigarette test be?

LEE: Noted throat specialists made weakly examinations of the throats of hundreds of people who smoked only Camels for thirty days and reported not one single case of throat irritation due to smoking Camels!

HUGH: This coast-to-coast test was based on steady smoking. Try Camels yourself -- as a steady smoke-- for thirty days. You'll see how mild a cigarette can be!

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! ~~Saturday night is the night for fun and relaxation. And~~ this half-hour of music, we hope, will get your Saturday night off to a pleasant start!

HUGH: It's music from the "Variety" list of number one requests .. reported by leading disc-jockeys all around the country!

MONROE: Our first report comes from Birmingham, Alabama!

City of iron and steel.

HUGH: City of 310,000 citizens...all rightly proud of their great mills and factories.

MONROE: Proud, too, of their 48 parks and playgrounds.. and the campuses of two colleges: Howard and Birmingham Southern.

HUGH: And first choice this week in Birmingham, Alabama, is the ballad Vaughn sings first for you .. "Mixed Emotions"!

(MUSIC: "MIXED EMOTIONS" .. MONROE)

(APPLAUSE)

MONROE: Mr. Conover... about our guest on the Camel Caravan this evening .. has everything been taken care of?

HUGH: Everything, as ordered, maestro! The red carpet's been rolled out.. and in her dressing room, a bouquet of roses and a fresh carton of Camels!

MONROE: Very good. Because tonight we're playing host to a lovely concert star.. Annamary Dickey. At the famous Cotillion Room of the Hotel Pierre, in New York.. at Lewisohn Stadium .. at the Robin Hood Dell.. on the air and on the television screen... Annamary is a favorite of many, many music-lovers.

HUGH: And her song is a great favorite, too.
The leading request on record-shows in 15 cities, coast to coast!

MONROE: Spotlight, please, On Miss Annamary Dickey..and..
"BECAUSE OF YOU"!

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

(APPLAUSE)

MONROE: Everybody knows Atlantic City as a famous vacation spot..
with 15 million visitors a year. ~~But here's what we found~~
~~out about Atlantic City~~ ^{is also} ~~as~~ a home-town community.

~~HUGH: 64,000 people live there all year round.. An important
center of commercial fishing, it is also a center of
furniture manufacture, chicken farming and peach orchards.~~

~~MONROE: So, you see, Atlantic City is not all hotels and boardwalk.
It's a middle-sized town of families and friends and
neighbors.~~

HUGH: ^{a Community of}
Friends and neighbors who call their favorite disc jockeys
to request their favorite tunes. This week, according
to "Variety", the song they requested most was..
"Cold, Cold Heart"!

(MUSIC: "COLD, COLD HEART" .. MONROE & MOONMAIDS)

(APPLAUSE)

HUGH: Two of the things that have made Camel America's most popular cigarette are mildness and flavor.

LEE: Camels have a flavor you won't find in any other cigarette-- the rich, full flavor of costly tobaccos!

HUGH: And only Camels offer you this 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: Friends, make your own thirty-day Camel test! It's the one sensible, thorough test of cigarette mildness. Smoke only Camels for thirty days and enjoy the rich, full flavor. You'll see how mild Camels are, how well they agree with your throat, week in and week out.

HUGH: Yes, you'll see 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!

MONROE: And these next few minutes we'll devote to football. Mr. Conover, kindly bring the folks up-to-date on today's events.

HUGH: (SCORES)

MONROE: The famous Orange and Black of Princeton ..it has a long history. In 1747, the school was known as the College of New Jersey, and so it remained for 149 years. Then, in 1896, it became Princeton University. ~~And Nassau Hall, dating back to the Revolutionary War, still stands on the campus.~~

HUGH: In this month of October, Princeton University marks the anniversary of it's founding and the adoption of it's name. Tonight, on the Camel Caravan, Vaughn Monroe and the choir salute Princeton, with these songs of Old Nassau!

(MUSIC: PRINCETON MEDLEY... MONROE, CHOIR)

(APPLAUSE)

MONROE: Tell me, Mr. Conover, do you remember a musical comedy called "The Boys From Syracuse"?

HUGH: I most certainly do, skipper. And I remember a fine song from the show... "Falling In Love With Love".

MONROE: The very song I had in mind.

HUGH: But Vaughn, that's usually done as a duet.

MONROE: Mr. Conover, do we or do we not have a guest on the show this evening?

HUGH: Say no more.. In just five seconds we'll be all set!
Two micriphones..two spotlights.. and two voices:
Vaughn Monroe and Annamary Dickey!

(MUSIC: "FALLING IN LOVE" .. MONROE, DICKEY)

(APPLAUSE)

(MUSIC: JINGLE)

MONROE: The song they call for in Nashua, New Hampshire,
Is right here on my music stand-

GIRLS: And that's the song folks prefer this week in Boston,
So, Maestro, please strike up the band!

MONROE: You've left out Philadelphia -
Where stands old William Penn-

GIRLS: In other words, three cities choose
"And So To Sleep Again".

(MUSIC: "AND SO TO SLEEP AGAIN" .. MONROE)

(APPLAUSE)

HUGH:

You've probably heard of different cigarette mildness tests. But there's only one test based on day-in, day-out smoking. Make your own thirty-day Camel test, the sensible test! Compare Camels as a steady smoke with any cigarette you've smoked before. You'll soon see why Camel is by far America's most popular cigarette!

LEE:

Make a note. Think of your throat! Try Camels today!

(MUSIC: BRIDGE)

MONROE: This is the moment when we turn the tables. Our friends the disc jockeys are always glad to play the songs you request. But what are their favorite tunes? Well, we called Radio Station KNX in Los Angeles. We asked for Paul Masterson. "Paul" we said, "Request a song -- old or new. We'll play it for you on the Camel Caravan." And Paul said --

HUGH: There's an oldie I always liked. "I Don't Stand A Ghost of A Chance With You" - remember?

(MUSIC: "I DON'T STAND A GHOST OF A CHANCE" MONROE)

(APPLAUSE)

HUGH:

To someone in the hospital, an unexpected gift is so cheering. Each week, the makers of Camel cigarettes send thousands of packs of gift smokes to hospitalized servicemen and veterans. This week, Camels go to: Veterans' Hospitals, Houston, Texas and Livermore, California... U.S. Army Station Hospital, Pine Camp, New York...and to all overseas hospitals operated by the North East Command of the U.S. Air Force.

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MONROE: Hope you enjoy them fellows!

(MUSIC: "LET'S HAVE A CIGARET")

MONROE: As always, we've enjoyed spending this half-hour with you, friends. One week from tonight let's meet again, shall we?

HUGH: The Camel Caravan will be back with more of your favorite songs ... and a greeting to Oregon State *College* University.

MONROE: We'll also have a very special guest on hand....Elton Britt.

HUGH: The singing star of the Camel Caravan troupe that toured the fighting front in Korea - Elton returns next week from Germany and Austria, where he and the Caravan have been giving shows for the Armed Forces.

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

(MUSIC: CAMEL THEME)

(APPLAUSE)

LEE:

The bite's out and the pleasure's in...

And there's more tobacco in the pocket tin!

Yes, that's the story of Prince Albert! P.A.'S choice tobacco is specially treated to insure against tongue bite. And P.A. has a delighted natural tobacco aroma.

And now...you get more tobacco in every pocket tin!

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!

HUGH:

Everyone benefits when you give to the Community Chest

-- for Red Feather services make your community a

healthier, happier, better place in which to live. Give

generously to your Community Chest! This year, the

need is greater than ever before.

MUSIC: THEME

HUGH:

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

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