

CBS RADIO NETWORK

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY OCTOBER 27, 1951

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

RE  
BROADCAST

CUE: (This is the CBS RADIO Network  
(.....) introduction.....)

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!

COMMERCIALS  
LIVE CBS P.M.  
11/14/51

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, Elton Britt and the songs America's  
asking for.....presented by Camel Cigaretts!

MUSIC: (UP AND SEQUE)

LDC

50010 2793

HUGH: Camel leads all other cigarettes in popularity.....

LEE: Because with millions of smokers Camel leads all other brands in flavor -- rich, full flavor that never tires your taste.

HUGH: And because Camels are mild, so mild that, 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: Make a note. Think of your throat! Try Camels, today!

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! Just one word  
describes the music on these Saturday night sessions  
of ours. And the word is "popular"!

HUGH: Right you are, skipper! The most popular songs on  
leading disc-jockey shows all around the country!

MONROE: And our first tune is the ballad most-requested this  
week in 8 cities:

HUGH: In Atlanta, Washington, Worcester, St. Louis, Norfolk,  
Akron, Cincinnati and Chicago the fans have been  
asking to hear...."Sin"!

~~MUSIC: "SIN".....MONROE)~~

(APPLAUSE)

~~(MUSIC SEQUE)~~

~~(MUSIC: "WORLD IS WAITING FOR THE SUNRISE".....MONROE)~~

(APPLAUSE)

50010 2795

HUGH: And with Vaughn Monroe in charge of the lyric, you've heard "The World Is Waiting For The Sunrise"... Variety tells us it's the number-one request this week in San Antonio, Schenectady and Detroit! Next on tonight's schedule, maestro....?

MONROE: A warm welcome to our guest. You know, in addition to our Camel Caravan on radio, there's the Camel News Caravan on television, and a third Camel Caravan entertaining the Armed Forces.

HUGH: That's the travelling Camel Caravan which gives shows every night of the week for our men and women in uniform.

MONROE: Let's say hello to its western singing star - one of America's favorites on records and radio - Elton Britt!  
(APPLAUSE)

BRITT: Thank you...it's mighty good to see you again, Vaughn.

MONROE: Elton, you've covered a lot of territory since your last visit with us. At that time, you had just come back from entertaining front line fighting men in Korea.

BRITT: That's right - and this time we're just home from Germany and Austria.

LEG

MONROE:

And on your way to camps and bases in Texas, I understand. Between the Far East...Europe...and touring the United States...you and the travelling Camel Caravan must have covered some 40,000 miles in the past few months.

BRITT:

One thing I'm sure of, Vaughn - we're playing to the most wonderful audiences in the world.

MONROE:

Let's hear the most requested Elton Britt song.... with those wonderful audiences from the Army, Navy Air Force and Marines.. It's Elton's famous - "Chime Bells!"

(MUSIC:

"CHIME BELLS" BRITT)

(Applause)

SINGERS:

Smoke Camels for thirty days,

You'll have a welcome smile for 'em!

Smoke Camels for thirty days

And see why folks'd walk a mile for 'em!

HUGH:

Yes, make the one sensible test of cigarette

mildness---make your own thirty-day Camel

test! Smoke only Camels for thirty days and

compare them with any other cigarette you've ever

smoked as a steady smoke. You'll see how rich and

flavorsome Camels are, pack after pack---a flavor

no other cigarette has. You'll see how mild Camels

are, how well they agree with your throat, week in

and week out!

LEE:

You know, hundreds of smokers made the Camel thirty

day test under the supervision of noted throat

specialists. These smokers, from coast-to-coast,

smoked only Camels for thirty days. Each week, noted

throat specialists examined their throats and reported

not one single case of throat irritation due to smoking

Camels!

HUGH:

So smoke only Camels for thirty days and see why,

after all the mildness tests, Camel is by far America's

most popular cigarette!

SINGERS:

Smoke Camels and see!

LDG

(MUSIC: (JINGLE)

GIRLS: this song has captured the fancy of the nation,  
A favorite, now, from coast to coast -

MONROE: In words and music, it tells a lovely story,  
That's why it's been requested most!

GIRLS: The stage is set - the music starts -  
The lights are soft and low -  
Let's listen to "Because of You"  
As sung by Vaughn Monroe!

(MUSIC: "BECAUSE OF YOU" MONROE)

(APPLAUSE)

MONROE:

The Caravan keeps right on rolling...and our next stop is Hanover, New Hampshire!

HUGH:

And in Hanover... home of Dartmouth College...a brand-new novelty is reported as the number-one choice. Here it is for the first time on our Camel Caravan.... Vaughn Monroe and the Moormmaids doing.... "The Old Soft Shoe"!

(MUSIC: "OLD SOFT SHOE"... MONROE, MOORMMAIDS)

(APPLAUSE)

LIG



MONROE: This afternoon... East, West, North and South...

there was exciting football played. Here are some of the games that had millions of fans cheering:

HUGH: *Princeton 53 - Cornell 15, Army 14 - Columbia 9  
(SCORES) Notre Dame 30 - Purdue 9, Illinois 21 -  
Indiana 0, Wisconsin 41 - Northwestern 0, Georgia Tech 8 - Vanderbilt 7, Baylor 21 - Texas Aggies 21.*

MONROE: And this is a Camel Caravan salute to Oregon State College..... a pioneer in education!

HUGH: Founded just 83 years ago today, at Corvallis, Oregon... Oregon State offered the first courses in agriculture, engineering and home economics in the Pacific Northwest!

MONROE: With a campus that covers 1,700 acres, the school now has an enrollment of over 8,000. To the students and alumni, we dedicate these songs of Oregon State College!

(MUSIC: OREGON STATE MEDLEY... MONROE, CHOIR)

(APPLAUSE)

(MUSIC: (JINGLE))

MONROE: We've heard one song from our singing guest  
this evening - But that just left us wanting more -

GIRLS Let's bring him out here to sing another ditty -  
Come on, what are we waiting for?

MONROE: Exactly what I had in mind -  
To call on Elton Britt  
And ask him if he'll sing "Cow Poke"  
*His Current Record hit.*

(MUSIC: "COW POKE"....BRITT)

(APPLAUSE)

LDG

50010 2802

HUGH: More doctors smoke Camels than any other cigarette,  
according to a nationwide survey.

LEE: Doctors in every branch of medicine were asked what  
cigarette they smoked. The brand named most was  
Camel!

HUGH: Smoke the cigarette so many doctors enjoy. Smoke  
Camels, and see how flavorful, how mild, how thoroughly  
enjoyable a cigarette can be!

MONROE: And don't forget to buy the carton--it's handy and  
it's thrifty and you always have Camels when you want  
them!

LDG

50010 2803

(MUSIC: (BRIDGE))

We're playing our old favorite tonight for our  
good friend Eddie Gallacher - the platter  
(Spinner) at station WT-07 in Washington. It's  
from our collection of old favorites, here's a tune  
a tune  
/ that made its debut 11 years ago... in 1940.

MONROE:

HUGH:

Vaughn, isn't that about the time you took your first  
bow as an orchestra-leader?

MONROE:

That same year, Hugh... on April 11th, to be exact.  
With 12 men and a girl singer... at Wayland,  
Massachusetts.....

~~I had the thrill of first leading my own band~~

Many times, in those days, our paying customers were  
few and far between. I used to think, "Maybe I should  
have stood in Carnegie Tech!"

HUGH:

And I'll bet it didn't help to have a big song of the  
season called "Fools Rush In."

(MUSIC: "FOOLS RUSH IN"..... MONROE)

(Applause)

. DG

HUGH:

More than one hundred and ninety-seven million gift  
Camels have been sent to Service personnel. This  
week, the makers of Camel Cigarettes are sending  
thousands of packs to hospitalized servicemen and  
veterans. These Camels are on the way to: Veterans'  
Hospitals, Sioux Falls, South Dakota and Beckley,  
West Virginia...Hill Air Force Hospital, Ogden, Utah...  
U.S. Army Station Hospital, Fort Devens, Massachusetts..  
and the Military Air Transport Service which evacuates  
virtually all overseas wounded personnel.

LIG

MONROE: <sup>Have Camels</sup> Hope you enjoy <sup>h</sup> ~~them~~ fellows...and now...

(MUSIC: "LETS HAVE A CIGARETTE TOGETHER"----MONROE)

MONROE: Just one week from tonight, we've got another Camel Caravan session on tap for you. One and all, you're invited to join us.

HUGH: The music of Vaughn Monroe and his orchestra will come your way from the campus of the University of Maryland - another half-hour of songs, reported in Variety as most-requested on leading disc-jockey shows around the nation!

MONROE: As our guest of the evening... Betty Cox will make a return appearance. So, until we meet again, this is Vaughn Monroe wishing you pleasant dreams...and.. won't you have a Camel?

(MUSIC: CAMEL THEME)

(APPLAUSE)

LDG

50010 2806

LEE:

The bite's out and the pleasure's in-- when you pack  
your pipe with America's largest-selling smoking  
tobacco, Prince Albert! P.A.'s choice tobacco 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:

Yes, with Prince Albert, the bite's out and the  
pleasure's in-- and there's more tobacco in the  
pocket tin!

~~HUGH:~~

~~Erton Britt and the travelling Camel Caravan will be  
at Lackland Air Force Base, San Antonio, all next  
week. We hope you fellows in the Air Force will enjoy  
their shows.~~

MUSIC:

THEM

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