

CBS RADIO NETWORK

Joined Master

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, NOVEMBER 3, 1951

7:30 to 8:00 PM EST

CUE: (THIS IS THE CBS . RADIO NETWORK)  
(.....30 soconds.....)

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 Campus of the University of Maryland,  
-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 BEGUE)

.35

51457 5713

HUGH: Smoke only Camels for thirty days and compare them with any other cigarette you've ever smoked!

LEE: See how rich and flavorful Camels are, pack after pack!

HUGH: See how mild Camels are, carton after carton!

LEE: See how well Camels agree with your throat, week in, week out!

HUGH: Yes, make the one sensible cigarette test -- the thirty-day Camel test -- and you'll know why Camel is by far America's most popular cigarette!

SINGERS: How mild,  
How mild,  
How mild can a cigarette be?  
Smoke Camels and see!

1.17

1.17

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

(APPLAUSE)

1.35

MONROE: Hello, and how do you do, everybody! Tonight, in  
front of our bandstand, we have a cross-section of  
young America. They're students of the University of  
Maryland ... young men and women from all parts of the  
country!

HUGH: And on the Camel Caravan music-stand .. a cross-section  
of America's favorite songs! Tunes reported in "Variety"  
as the leading requests on leading disc-jockey shows!

MONROE: Candidate number one this evening comes from the ~~deep~~  
*Fitchburg, Mass*  
~~South ... Birmingham, Alabama.~~

HUGH: In *Fitchburg* ~~Birmingham~~ the big request this week is this <sup>2.05</sup>  
ballad Vaughn Monroe sings for you ... *"And So To Sleep Again"*  
~~"Mixed Emotions"~~

(MUSIC: *And So To Sleep Again*  
~~"MIXED EMOTIONS"~~ ... MONROE)

4.00

(APPLAUSE)

4.05

(MUSIC: ~~SEGUE~~)

(MUSIC: *Maria*  
~~"IT'S ALL IN THE GAME"~~ ... MONROE, *Choir* ~~NOONMAIDS~~)

6.40

(APPLAUSE)

6.50

51457 5715

6.50

HUGH:

And that's a true Southerner just recorded. It is from  
~~And there, another Southern city has been represented~~  
the new musical "Paint Your Wagon" - how in Boston and  
~~on the Camel Caravan ... "It's All in the Game" ...~~  
on the way to ~~Brandenburg~~  
~~the choice this week in New Orleans~~

MONROE:

Let's hurry now to  
~~from New Orleans ... we head north by north west, to~~  
Des Moines, Iowa. Des Moines celebrates an anniversary  
this year: the city was founded exactly a century ago.

HUGH:

Now the largest city in the state .. an important  
industrial center, home of 5 colleges, and 180,000  
people.

MONROE:

Which brings us to the tune most of those folks have  
been asking for. We invite you to meet our guest,  
Miss Betty Cox .. and ~~the new ballad~~, "Undecided." 7.20

(MUSIC: "UNDECIDED" .. COX)

(APPLAUSE)

9.30

9.38

9.38

HUGH: Hundreds of men and women -- in cities across the country -- smoked only Camels for thirty days.

LEE: In each city, a noted throat specialist examined the throats of those smokers every week.

HUGH: The doctors made more than two thousand careful examinations and reported: Not one single case of throat irritation due to smoking Camels!

LEE: There you have the scientific report of experts. Verify their findings for yourself. Make your own thirty-day Camel test! Smoke only Camels for thirty days and compare Camels with any cigarette you've ever smoked -- as a steady smoke. You'll enjoy Camel's rich, full flavor -- a flavor you won't find in any other cigarette.

HUGH: And you'll see how mild Camels are...how well Camels agree with your throat as a steady smoke!

LEE: Then you'll know 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?  
Make the Camel thirty-day test  
And you'll see...Smoke Camels and see!

10.54

51457 5717

10.54

MUSIC: (JINGLE)

*Monroe*  
~~GIRLS:~~

And now good peoplo, I want to take you with mo,  
Each one of you are guests of mino.

~~MONROE:~~

So come along to a city in Virginia  
Below tho Mason - Dixan line.

*Girls*

In Richmond, music-fans agree  
This is their favorite song:

GIRLS:

Here's Vaughn to sing "Blue Velvet", now,  
As tho Caravan rolls along! 11.25

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

14.05

(APPLAUSE)

14.18

14.12

MONROE: The Camel Caravan class in intercollegiate football will now come to order. Take over, Coach Conover!

HUGH: Thank you. Here are some of the big games that were today's highlights:

Notre Dame 19 - Navy 0, Illinois 7 - Michigan, Texas 20 - So. Methodist 13, Columbia 21 - Cornell 20, Ohio State 3 - Northwestern 0, Duke 14 - Georgia Tech 14, Rutgers 13 - Durham 7 - And Mansfield beat Miami 35 - 0

MONROE: ~~Black~~ and gold are the colors of the University of Maryland; for 144 years, the symbol of the oldest college in the state.

HUGH: Founded in 1807, the University has an enrollment of 16,000..on it's two campuses in College Park and Baltimore. All of us on the Camel Caravan are rightly proud to be the guests of the University of Maryland this evening, as Vaughn Monroe and the choir sing those songs as our salute!

15.10

(MUSIC: "MARYLAND MEDLEY" ... MONROE CHOIR)  
(APPLAUSE)

17.25

17.35

17.35

MONROE:

In tonight's round-up of local favorites among the current tunes...here's an entry from *Down South New England*.

HUGH:

The city; *New Orleans!* ~~Fitchburg, Massachusetts~~ The song most-requested this week, according to "Variety" .. *"It's All in the Game"* ~~"And So To Sleep Again"~~ To demonstrate the words and music...here ~~is~~ *and*

Vaughn Monroe *and The Moonmaids* .17.50

MUSIC:

*It's All in the Game* - ~~AND SO TO SLEEP AGAIN~~ ...MONROE & Moonmaids . 20.20

(APPLAUSE)

20.30



2030

MUSIC: (JINGLE)

GIRLS: Now, tell us, maestro, what tune we'll next  
be hearing from Betty Cox, our singing guest?

MONROE Each time a lady drops in to pay a visit,  
We give her nothing but the best!

And so, tonight, I've set aside

This song for her to do:

The song 10 cities all prefer-

It's called, "Because Of You"!

21.00

MUSIC: "BECAUSE OF YOU"...COX

23.20

(APPLAUSE)

23.30

23.30

MONROE:

A fellow who sings for his living the way  
I do has to think of his throat! I've been  
smoking Camels now for a good many years and  
they get along fine with my throat. Yes,  
Camels have brought me nothing but pleasure.  
I'd like to suggest to all you guys and gals  
thirty days of Camel smoking. You'll soon  
join all the folks who say, "Once a Camel  
smoker, always a Camel smoker!"

23.52

23.52

MUSIC: (BRIDGE)

MONROE: Would you take a look at this tune Mr. Conover?.... published in 1923. Does it bring back any memories?

HUGH: 1923...<sup>28</sup>~~38~~ years ago. Vaughn, that's when I wanted to marry Theda Bara.

MONROE: Me, too. But my mother said first I had to graduate from public school.

HUGH: Did you?

MONROE: ....Another thing I remember about my school days- those crystal sets with ear-phones?

HUGH: Uh-huh... If you heard a station 10 miles away, you'd holler, "Hey, pop...I got distance!"

MONROE: And after my homework, I sometimes got permission to play the player-piano. Put in a roll, and pump the pedals with your feet until unconscious.

HUGH: I remember the songs: "Ja Da" .."Barney Google".. "Yes, We Have No Bananas".... And this one... perhaps the biggest hit of the year.

MUSIC: "LINGER AWHILE"...MONROE

(APPLAUSE)

2440  
2705  
2700  
ASM

27.08

HUGH:

To bring a little extra cheer and comfort to our hospitalized serviceman and veterans, the makers of Camels send them thousands of packs of gift Camels each week. This week's Camels go to:

Veterans' Hospitals, Omaha, Nebraska and Togus, Maine...U.S. Naval Hospital, Naval Air Station, Jacksonville, Florida and to all hospitals operated by the Far East Command of the U.S. Army.

27.25

asm

51457 5724

27.25-13-

27.55

MUSIC:

("CIGARETTE" THEME)

MONROE:

To our friends at the University of Maryland...  
a large "Thank you" for your hospitality. And  
to you good people from coast to coast...a cordial  
invitation to meet with us again next Saturday  
night.

HUGH:

With Nancy Reed as his singing guest, Vaughn  
Monroe will bring you another half-hour of music  
for your enjoyment! Leading requests on  
leading record-shows, as reported in "Variety"...  
and a musical greeting to Rutgers University!

MONROE: \_

Wherever you are, we'll be as near to you as  
your radio dial.

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

28.25

(MUSIC:

CAMEL THEME)

(APPLAUSE)

28.35

51457 5725

28,35

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 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 remember; there's more tobacco in every pocket-tin!

29.10

MUSIC:

THEME

HUGH:

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

29.15

(APPLAUSE)

29.25

This is the CBS . RADIO Network

- fade theme 15 seconds-

WCBS .....NEW YORK

29.30

51457 5726