

CBS RADIO NETWORK

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, NOVEMBER 17, 1951

7:30 to 8:00 PM EST

Timed master

CUE: (This is the 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 Sunny Brook Ballroom in Pottstown
Pennsylvania - THE CAMEL CARAVAN - STARRING VAUGHN
MONROE - with guest singer, SAYE COGAN -and the songs
America's asking for...presented by Camel Cigaretts!

MUSIC: (UP AND SECUE)

.35

.35

HUGH: The proof of cigarette mildness is in the smoking!

LEE: Make the one sensible, thorough test of cigarette mildness! Smoke only Camels for thirty days --- and compare America's most popular cigarette with any brand you've ever smoked. You'll discover, through steady smoking, how mild a cigarette can be...how well Camels agree with your throat, pack after pack.

HUGH: Yes, and you'll enjoy every rich, flavorful puff. Camels have a flavor you won't find in any other cigarette!

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

1.20

G

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1.20

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

(APPLAUSE)

1.35

MONROE: Hello, and how do you do, everybody! On this
brisk November evening, here's an idea I think
you'll like:

HUGH: Pick yourself a comfortable chair .. light up a
Camel ... and listen to the music of the Camel
Caravan!

MONROE: Songs reported in "Variety" by leading disc-jockeys
as their big requests of the week!

HUGH: Songs like this one ... at the moment, the number
one choice in Fitchburg, Massachusetts! It's
the ballad, "And So To Sleep Again." Take over,
skipper

2.00

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

3.50

(APPLAUSE)

3.55

(MUSIC: SEGUE)

(MUSIC: "SHRIMP BOATS" ... MONROE, CHOIR)

6.45

(APPLAUSE)

6.55

6.55

MONROE: Last week we got out the crystal ball and predicted that "Shrimp Boats" would soon be in the list of number one disc jockey requests. It seems our crystal ball was working pretty well.

HUGH: According to "Variety", "Shrimp Boats" is at the top of the request-list this week in New York City! Now, Vaughn, about this next tune, called, "More More, More" ... what are these two letters you scribbled next to the title?

MONROE: Right there? S.C.

HUGH: Ohh .. S.C. .. Smoke Camels! I get it! More and more people are smoking Camels, and that's what this song is about!

MONROE: Hugh .. sit down, boy .. this is going to break your heart. "More, More, More" is a new ballad...the request of the week in Los Angeles. It has nothing to do with our favorite cigarette.

HUGH: Oh. Then S.C. doesn't mean ...?

MONROE: No. It means this is where we spotlight our guest of the evening ... Shaye Cogan!

7.45

(MUSIC: "MORE, MORE, MORE" .. COGAN)

10.35

(APPLAUSE)

10.40

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HUGH: When you want an expert opinion, you go to the experts.

LEE: That's just what the makers of Camels did. For expert opinion on throat irritation, they went to leading throat specialists.

HUGH: In a coast-to-coast test, these well-known doctors made careful weekly examinations of the throats of hundreds of people who smoked only Camels for thirty days. They made well over two ^{Thousand} ~~hundred~~ examinations and reported:

LEE: Not one single case of throat irritation due to smoking Camels!

HUGH: No other cigarette offers you such conclusive proof of mildness! And no other cigarette offers you such rich, full flavor, a flavor that never tires your taste!

LEE: Start your own thirty-day Camel test tonight! Smoke only Camels for thirty days and see how mild, how flavorful, how thoroughly enjoyable a cigarette can be!

(MORE)

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

12.00

12.00

(MUSIC: (JINGLE)

GIRLS: Now here's the song that's been picked by many cities
We really don't know what to do -

MONROE: The list is long and would take us many minutes -
Suppose we mention just a few:

Miami, Tampa, Baltimore,
And Denver fit right in -

GIRLS: Atlanta, Dearborn, Washington -
All like the song called, "Sin!"

12.30

(MUSIC: "SIN" ... MONROE)

14.05

(APPALUSE)

14.15

14.15

MONROE

A bit of news, now, from the football front.
Mr. Conover tally up some touchdowns for us, will
you?

HUGH

Here we go! Michigan State 30 - Indiana 26;
Navy 21 - Columbia 7; Illinois 0 - Ohio State 0;
Penn. 46 - Miss. 21; Penn State 13 -
Rutgers 7; Notre Dame 12 - N. Carolina 7;
Texas 32 - Texas Christian 21;
Pennsylvania 7 - Army 6.

MONROE

And here, the Camel Caravan sends greetings to San Jose
State College - the oldest state college in California,
it celebrates it's 89th anniversary this year.

HUGH

With over 7,000 students, San Jose State College is one
of the Pacific Coast's outstanding schools for teacher -
training and vocational instruction. Friday, November
23rd, is Homecoming Day at San Jose .. and in the
stadium where the Spartans meet their old rivals, College
of the Pacific ... these are the songs the students and
alumni of San Jose will be singing!

15.10

MUSIC

"SAN JOSE MEDLEY" .. MONROE CHOIR

17.00

(APPLAUSE)

17.10

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17.10

MONROE

Chicago, second city of the land...cross roads of our nation's transportation system...home of the famous Chicago Art Institute...that's where our next number one disc jockey request comes from.

HUGH

A brand-new one it is ... featured this evening for the first time on the Camel Caravan. Here's Vaughn Monroe with the words and music of ...

"Never"!

17.25

(MUSIC

"NEVER" .. MONROE)

19.55

(APPLAUSE)

20.00

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JAN

20.00

(MUSIC (JINGLE)

MONROE The Caravan rolls along with songs requested on record-
shows from day to day:

GIRLS "Variety" lists the favorites people call for,
And this is one from I-o-way!

MONROE Des Moines has listened to them all,
The old songs and the new -

GIRLS The tune that city chose this week
Shaye Cogan sings for you!

20.35

(MUSIC "UNDECIDED" .. COGAN)

22.40

(APPLAUSE)

22.50

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JLN

22.50

HUGH: What makes Camels America's most popular
cigarette? Well, smoke Camels for thirty days!
Enjoy the rich, full flavor...see how mild Camels
are, how well they agree with your throat! Then
you'll know why Camel leads all other brands --
by billions!

MONORE: Friends, buy your Camels the handy, thrifty way --
buy them by the carton. That way you always have
Camels around when you want them.

23.15

23.15

(MUSIC BRIDGE)

MONROE Comes the moment when we invite you to go back with us a few years. Back to the days when steak was 45 cents a pound.

HUGH I remember, Vaughn

MONROE To the days when you could get a fine apartment for \$50 a month ... gas and electric free.

HUGH Stop it, Vaughn .. I can't stand it.

MONROE All right, Hugh .. I was just setting the scene for this lovely old song.

HUGH A favorite of 1935 .. And this week, according to "Variety"; the favorite in St. Louis. Here's Vaughn Monroe ^{and the Choir} singing .. "Just One More Chance"!

(MUSIC "JUST ONE MORE CHANCE" .. MONROE)

23.50
27.00

(APPLAUSE)

27.10

27.30

HUGH: Each week, the makers of Camels send gift cigarettes to hospitalized servicemen and veterans in this country and overseas. This week's Camels go to: Veterans' Hospitals, Hot Springs, South Dakota and San Fernando, California...U. S. Army Station Hospital, Fort Monroe, Virginia...and to all hospitals operated by the Alaskan Air Command.

28.00

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J/N

28.00

MONROE: Hope you enjoy those cigarettes, fellows - and now --

(MUSIC

"LET'S HAVE A CIGARETTE TOGETHER" - MONROE)

~~28.10~~

MONROE

Well, we're down to the tag end of our half-hour together tonight. Just time left now to invite you all back again for another session next Saturday night.

HUGH

Vaughn and the Camel Caravan will be saying hello to you from Frank Dailey's Meadowbrook Restaurant, in Cedar Grove, New Jersey one week from tonight. And as his guest, Vaughn will have Betty Clooney, paying a return visit. The songs you'll hear? The week's big favorites on leading disc-jockey shows, as reported in "Variety":

MONROE

And a medley of tunes saluting Ohio State University. In the meantime - All of us on the Camel Caravan send to all of you out there our hearty good wishes for a wonderful Thanksgiving Day.

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

(MUSIC

CAMEL THEME)

~~29.15~~

(APPLAUSE)

~~29.20~~ 28.40

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JAN

29.50

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, pack your pipe with the National Joy Smoke --
Prince Albert! Its choice tobacco is specially
treated to insure against tongue bite. And now --
there's more tobacco in the handy pocket-tin!

MUSIC: THEME

29.15

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

29.20

(APPLAUSE)

29.28

This is the CBS . RADIO Network
-fade theme 15 seconds -
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29.30

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