

CBS RADIO NETWORK

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, DECEMBER 15, 1951

7:30 to 8:00 PM EST

Pinned 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 CBS Playhouse in the heart of New York City --
THE CAMEL CARAVAN - STARRING VAUGHN MONROE - with guest
singer JUNE VALLI -- and the songs America's asking
for ... presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

. 35

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

LEE: Make your own thirty-day Camel test -- the one thorough
test of cigarette mildness. Smoke only Camels for
thirty days. Enjoy Camel's rich, full flavor and see how
mild Camels are, how well they agree with your throat;
pack after pack and week after week!

HUGH: You'll soon see why Camel is by far America's most
popular cigarette-- why Camel is the cigarette for you!

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!

1.25

1.25

HUGH: Now... here is the star of the Camel Caravan...

Vaughn Monroe!

(APPLAUSE)

1.45

MONROE: Hello, and how do you do, everybody! Talk about tunes that're tops in popularity... we've got a big package of 'em for you tonight!

HUGH: Talk about songs folks have been calling for... these have been reported in "Variety" as the leading requests on leading record shows! And talk about the tune requested above all others this week... Vaughn's got it right here on his music-stand!

MONROE: Hugh, old boy.....

HUGH: I know what you mean, skipper: enough talk.. it's time for singing! Spotlight, please, on Vaughn Monroe and the ballad that leads the list in 11 cities from New York to San Francisco ~~VAUGHN!~~ 2.15

(MUSIC: "SIN" .. MONROE) 5.05

(APPLAUSE)

5.10

(MUSIC: SEGUE)

(MUSIC: "OUT IN THE COLD AGAIN" .. MONROE, MOONMAIDS) 8.15

(APPLAUSE)

8.20

8.20

MONROE: Maybe it's the winter weather, or maybe because it's a fine tune... but that's Philadelphia's favorite this week... "Out In The Cold Again".

HUGH: Maestro, how about steering the Camel Caravan toward a spot that's a little warmer?

MONROE: We aim to please, Mr. Conover. Next stop ... Los Angeles, California.

HUGH: That's for me!

MONROE: Los Angeles? Or are you talking about our guest who just came out on-stage?
She's really something special, good people.. the new Victor recording star, Miss June Valli!

HUGH: That latest release of hers.. "Cry" ... man, that's the one I dig the most!

MONROE:Translated: he likes that one best. We'll hear it a little later in the show... but at the moment, Los Angeles is calling. It's calling for this tune June Valli sings for us... "Solitaire"! 9.00

(MUSIC: "SOLITAIRE" .. VALLI)

(APPLAUSE)

11.15

11.25

11.25

HUGH: To get conclusive proof of the mildness of Camels, the makers of Camels want to experts -- leading throat specialists from coast to coast!

LEE: These doctors made careful weekly examinations of the ~~throats of~~ *people with normal throats* hundreds of ~~men and women~~ who smoked only Camels for thirty days. They made two thousand, four hundred and seventy examinations in all and reported:

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

LEE: That's right. These throat specialists reported not one single case of throat irritation due to smoking Camels!

HUGH: Test Camels for yourself! Smoke only Camels for thirty days and see how rich and flavorful Camels are, pack after pack... see how mild Camels are, how well they agree with your throat, weak in and weak out!

LEE: You'll soon see why, after all the different 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?

12.40

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12.40

(MUSIC: JINGLE)

GIRLS: The song we'll hear next from Vaughn Monroe this evening
Has charmed the fans from coast to coast -
Throughout the winter, this ~~song~~^{Tango}'s been appearing
On lists of songs requested most!

MONROE: ~~Savannah's~~ ^{It's Tampa's} favorite of the week -
~~And Richmond~~ picks it, ~~how~~^{how} -

GIRLS: ~~Here's where the Camel Caravan~~
~~Presents "Because of You"~~ ^{In Rochester and Ithaca}
^{It's Jealousy and how} 13.15

(MUSIC: "JEALOUSY" MONROE) 16.20

(APPLAUSE)

16.25

MONROE: And for these next few moments, the Camel Caravan visits the campus of one of the nation's great colleges ... the University of South Carolina!

HUGH: In Columbia, South Carolina, the University celebrates its 150th anniversary this week .. honoring the memory of its first president, Jonathan Maxcoey.

MONROE: This is our salute to the Garnet and Black .. to the traditions of the school .. to the teams it has produced in every sport!

HUGH: And tonight, Vaughn, a tribute is being paid to you! Right now, in the University's Field House, just before the basketball game between South Carolina and Georgia Tech, 4,500 students and alumni have gathered. They've come there to listen to this broadcast of the Camel Caravan .. and to hear you sing their very favorite songs: *So here's our salute to the* University of South Carolina! 17.10

(MUSIC: "SOUTH CAROLINA MEDLEY" .. MONROE, CHOIR) 19.20

(APPLAUSE)

19.25

MONROE: If you'd like to be a successful song-writer, here's a hint on how to make good. This season, at least, songs with one-word titles are clicking. There's "Solitaire" .. "Sin" .. "Cry" ..

HUGH: And this one, Vaughn .. *Cut* listed in "Variety" as the most-requested tune of the week in Rochester, Ithaca, St. Louis and Tampa "Jealousy"!

(MUSIC: "JEALOUSY" .. MONROE)

(APPLAUSE)

19.25

(MUSIC: (JINGLE)

MONROE: You heard us speak of a popular new ballad
Recorded by our singing guest -
Well, here's the spot where we're going to deliver
This tune that's now a big request!

GIRLS: It's Cincinnati's current choice,
And no one can deny
This combination's hard to beat: 20.00
June Valli singing "Cry"!

(MUSIC: "CRY" . . VALLI) 23.00

(APPLAUSE)

23.10

23.10

MONROE: Now for the Christmas season, we have a catchy, new
jingle for you.

MUSIC:

MOONMAIDS: Oh, cartons of Camels are sure to please!
Besides, they look so handsome under Christmas trees!
So easy to give, so good to get --
Give Camels, the Nation's fav'rite cigarette!

23.30

23.30

(MUSIC: BRIDGE)

MONROE: There are tunes that are favorites for the moment ..
and there are tunes that remain favorites year
after year, as each season rolls around.

HUGH: You mean, like each spring we hear "Easter Parade" ..

MONROE: Each summer, it's "Take Me Out To The Ball Game".
And comes December and January .. there's a song
made to order for the occasion.

HUGH: And this being December 15th ... well, let's hear
it, Vaughn ... your new arrangement of that
wonderful old-timer, "Winter Wonderland"! 24.00

(MUSIC: "WINTER WONDERLAND" .. MONROE)

26.50

(APPLAUSE)

27.00

27.00

HUGH:

The makers of Camels have sent more than one hundred and ninety-seven million gift cigarettes to servicemen, servicewomen and veterans. This week, as every week, thousands of packs of Camels are being sent to hospitalized Service personnel. They go to: Veterans' Hospitals, Tomah, Wisconsin and Newington, Connecticut..
....U. S. Naval Hospital, Portsmouth, Virginia...To all hospitals operated for the U. S. Air Forces In Europe.

27. ~~28~~ 25

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27.25

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

(MUSIC: "LET'S HAVE A CIGARETTE TOGETHER")

28.05

MONROE: It's almost time to say "Good night", now.. but only until next Saturday evening. And then we'll be back to entertain you with another half-hour of music on the Camel Caravan.

HUGH: Here's what the folks will be expecting, Vaughn: top tunes, most-requested on leading disc-jockey shows!

MONROE: That's what we'll have on hand, Mr. Conover!

HUGH: And a singing guest!

MONROE: Yes, indeed... we'll have a visit from Eileen Woods! To make the evening complete, we'd like all of you to be listening. Next Saturday night.. this same spot on your dial.

On Monday night, remember the BOB HAWK SHOW. My good friend Bob will be looking for the LEMAO of the week. And handing out a lot of prizes and plenty of laughs. So don't miss the BOB HAWK SHOW on Monday night!

Until we meet again, this is Vaughn Monroe wishing you pleasant dreams .. and.. won't you have a Camel? 28.50

(MUSIC: CAMEL THEME)

(APPLAUSE)

29.00

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29.00

LEE: Friends, give the pipe-smokers on your Christmas list
 America's most popular smoking tobacco -- Prince Albert!
 This fine tobacco comes in one-pound tins, packed in
 a handsome Christmas box. It's all ready to give.
 There's even a build-in greeting card! Give Prince
 Albert, the National Joy Smoke!

29:15

29.20

MUSIC: THEME

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

29.27

(APPLAUSE)

This is the CBS. RADIO Network
 -fade theme 15 seconds-
 WCBS.....NEW YORK

29.30

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