

CBS RADIO NETWORK

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, DECEMBER 22, 1951

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

Turned 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: With a very Merry Christmas from the makers of  
Camel Cigarettes- here's - THE CAMEL CARAVAN -  
STARRING VAUGHN MONROE - with guest star,  
Ilene Woods - and the songs America's asking for  
.....

MUSIC: (UP AND SEGUE)

. 35-

35

HUGH: Not one single case of throat irritation due to smoking Camels -- that's what noted throat specialists reported in a coast-to-coast test of hundreds of people with normal throats who smoked only Camels for thirty days!

LEE: Make your own thirty-day Camel test -- the sensible cigarette test! Smoke only Camels for thirty days... enjoy their rich, full flavor... and see how mild Camels are, how well they agree with your throat pack after pack, week after week!

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)

(MUSIC: "CHRISTMAS SONG" .. MONROE)

(APPLAUSE)

1.45  
4.35  
4.40

MONROE: Hello, and how do you do, everybody! That was "Christmas Song", sort of a greeting card. A wish from all of us to all of you for a very happy holiday!

HUGH: And the card is attached to a great big package, friends ... and that's addressed to you, too! It's an assortment of the top tunes from coast to coast.. the songs most requested this week, as reported in "Variety"!

MONROE: I don't see any label that says, "Do not open until Christmas". So, untie the ribbons, Hugh!

HUGH: Right, Skipper! Here we go... the first one we unwrap is the big request of the week in Jacksonville and Detroit! "Shrimboats"! 5.10

(MUSIC: "SHRIMPBOATS" .. MONROE)

(APPLAUSE)

8.00

7.55

8.00

MONROE: There's lots more in our Camel Caravan gift package for you this evening! Mr. Conover, dig into it and let's see what you come up with!

HUGH: Okay, Vaughn. Say, this is a picture of Cinderella. Must've got in here by mistake.

MONROE: Oh, no! That's by way of introducing our guest. Remember the Walt Disney picture, "Cinderella"? Well, the Cinderella voice you heard in the film was the voice of Miss Ilene Woods. And since I have an idea you folks will be writing her fan-letters after hearing her tonight.. I ought to tell you that Ilene is spelled I-L-E-N-E.

HUGH: Here she is.. paying her first visit to the Camel Caravan! And her song, Vaughn...?

MONROE: The number-one request in New York City this week, according to "Variety"....."If Wishes Were Kisses"!

8.40

(MUSIC: "IF WISHES WERE KISSES" .. WOODS) 11.40

(APPLAUSE)

11.50

HUGH: Why are Camels by far America's most popular cigarette?  
Here are two excellent reasons:

LEE: No other cigarette has Camel's rich, full flavor  
-- a flavor that never tires your taste!

HUGH: And no other cigarette offers such <sup>convincing</sup> ~~convincing~~ proof  
of mildness! In a coast-to-coast test of hundreds of  
people -- people with normal throats-- who smoked only  
Camels for thirty days, noted throat specialists made  
two thousand, four hundred and seventy careful  
examinations. They reported: Not one single case of  
throat irritation due to smoking Camels!

LEE: You'll enjoy making your own thirty-day Camel test.  
You'll enjoy the rich flavor and the cool, cool  
mildness that Camel offers you, pack after pack, week  
after week. You'll see how well Camels agree with  
your throat as your steady smoke. Then you'll know  
why, after all the various mildness tests, Camel leads  
all other brands in popularity -- by billions!

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

13.05

13.05

(MUSIC: (JINGLE).....)

GIRLS: And now a treat for our friends who live in Hartford:  
The tune that they've been calling for!

MONROE: And down in Norfolk, this song is now the favorite-  
Requests keep coming by the score!

GIRLS: Way back in 1925  
You first heard this refrain -  
Vaughn recently recorded it;  
The ballad called, "Charmaine"!

13.40

(MUSIC: "CHARMAINE" .. MONROE)  
(APPLAUSE)

15.45

15.50

15.6<sup>0</sup>

MONROE: Tonight in front of our Camel Caravan bandstand,  
I see youngsters, teen-agers, middle-agers, and older  
folks. And all of them have the smile, the happy  
look that comes with the Christmas season.

HUGH: And they're with you all along the network, Vaughn ...  
nice people from 8 to 80, getting ready for the  
merriest day of the year! I think they'll especially  
enjoy this next batch of tunes you lined up for them...  
three of the brightest songs in your Christmas book! 16.15

(MUSIC: "THIRTY-TWO LITTLE TAILS" )

( "WILTE CHRISTMAS" )

19.55

( "RUDOLF, THE RED-NOSED REINDEER" ..... MONROE & CHOIR )

(.APPLAUSE)

20.00

20.00

(MUSIC: (JINGLE) ...)

GIRLS: We're glad you came to our Camel Christmas party,  
With Vaughn Monroe as Santa Claus-

MONROE: And now I have something for our many list'ners  
That's guaranteed to win applause!  
  
From Brattleboro, in Vermont,  
This most-requested song-

GIRLS: On-stage we have Miss Ilene Woods-  
As the Caravan rolls along!

20.35

(MUSIC: "SLOW-POKE" ... WOODS)  
(APPLAUSE)

22.42

22.50



22.50

HUGH:

If there are still Christmas gifts you haven't bought, here's a suggestion. It's a gift that's so easy to get and so sure to please-- a carton of Camels, America's most popular cigarette! It's a special Christmas carton that's all ready to give. There's even a built-in card for your greeting. Get the Camel Christmas carton at your favorite tobacco counter.

23.07

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23.07

(MUSIC: (BRIDGE)...) )

MONROE: Be patient, boys and girls.. and big boys and big girls... Christmas will soon be here.  
Take my word for it.

HUGH: Tuesday morning.. the Christmas tree.. the gifts.. the stockings full of toys...

MONROE: I hope each and every one of you enjoy the happiest holiday you've ever had. ~~I hope the troubles of the world will disappear...~~ and that this December 25th will be a day of laughter and joy for all.

HUGH: <sup>yourself</sup> "Have A Merry Little Christmas" ... that's the wish sent to you by Vaughn Monroe, Ilene Woods and the Camel Caravan Choir!

23.40

(MUSIC: "HAVE A MERRY LITTLE CHRISTMAS" .. MONROE)

27.00

(APPLAUSE)

27.05

27.05

HUGH:

To bring a little extra cheer and comfort to our hospitalized servicemen and veterans, the makers of Camels send them thousands of packs of gift Camels each week. This week's Camels go to: Veterans' Hospitals, Wilkes Barre, Pennsylvania and Amarillo, Texas... Nellis Air Force Hospital, Las Vegas, Nevada... U.S. Naval Hospital, Naval Medical Center, Guam, Marianas Islands.

27.25

27.25

MONROE: Hope you enjoy those cigarettes, Fellows- And now..

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

27.40

MONROE: Well, we're a half-hour nearer to Christmas than when we started this evening. The Caravan crew and I and the makers of Camels, wish <sup>all of you</sup> the <sup>happiest</sup> of holiday seasons.

HUGH: Next Saturday night .. another Camel Caravan session will get under way at this same time .. another half-hour of tunes from the "Variety" list of leading requests!

MONROE: And a special feature: the marching songs of the two teams that will meet in the Cotton Bowl.... Kentucky and ~~South~~ <sup>Southern</sup> Methodist University!

HUGH: And we'll have a return visit from our singing guest, Miss June Valli.

MONROE: It'll be a sort of pre-New-Year's Eve party here one week from tonight. You're all invited.. and bring your friends!

On Monday night, remember the BOB HAWK SHOW. My good friend Bob will be looking for the LEMAC 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?

(MUSIC: CAMEL THEME) .....(APPLAUSE)

28.30

28.40

28.40

ANNOUNCER: For the pipe-smokers on your Christmas list, be sure to get the one-pound tin of the National Joy Smoke--Prince Albert! It comes in a special, Christmas box that you don't even have to wrap. And, remember:

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!

29.07  
29.15

MUSIC: THEME

HUGH: This is Hugh Conover saying Merry Christmas to all from the Camel Caravan --starring VAUGHN MONROE.  
(APPLAUSE)

29.25

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

29.30

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