

CBS RADIO NETWORK

Pimed Master

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, DECEMBER 29, 1951

(To be taped - December 22nd
1951)

7:30 to 8:00 PM EST

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 Cigaretts!

MUSIC: (UP AND SEGUE)

.35

HUGH: Make the one thorough test of cigarette mildness --
 make your own thirty-day Camel 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 and
 week after week!

LEE: Yes, make your own thirty-day test and see why 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!

1.15

1.15

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

1.35

MONROE: Hello, and how do you do, everybody! The new
 year will soon be with us .. and that calls for
 something special on tonight's Camel Caravan!
 Set to music, it's a review of 1951 and a preview
 of 1952!

HUGH: Strike up the band, Vaughn! Bring on some of
 the tunes that were top favorites of this year ..
 and songs that'll be high on the list during
 the year to come!

MONROE: The Caravan is rolling, Mr. Conover! First ..
 one of the country's big requests this past season!

HUGH: Spotlight on Vaughn Monroe and the ballad .. "And
 So To Sleep Again!"

2.00

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

3.50

(APPLAUSE)

(MUSIC: SEGUE)

3.55

(MUSIC: "JUST ONE MORE CHANCE" .. MONROE, CHOIR)

6.50

(APPLAUSE)

7.00

7.00

MONROE: "Just One More Chance" ... a hit of many years ago that came back to win a lot of new fans.

HUGH: Now, Vaughn, I take it you have a preview for us. Something that looks like a winner in 1952!

MONROE: Correct, Mr. Conover ... and this one happens to be a double-barrelled prediction. Both the song and the singer have a bright future if I'm any judge .. the singer being our guest of two weeks ago?

HUGH: Of course! Miss June Valli!

MONROE: Need I say more? On-stage, Miss Valli, if you please!

HUGH: And the song, skipper ..?

MONROE: A new one I think we'll be hearing a lot in weeks to come .. "It's All Over But The Memories."

It's all yours, June 7.25

(MUSIC: "IT'S ALL OVER BUT THE MEMORIES" ... VALLI) 10.40

(APPLAUSE)

10.50

10.5⁰

HUGH: To find out the answers to cigarette mildness, the makers of Camels went to the experts -- to noted throat specialists from coast to coast.

LEE: These specialists made careful weekly examinations of the throats of hundreds of people -- people with normal throats -- who smoked only Camels for thirty days. The doctors made two thousand, four hundred and seventy examinations in all and reported: Not one single case of throat irritation due to smoking Camels!

HUGH: Make your own thirty-day Camel test! You'll enjoy it and you'll learn for yourself what the millions of Camel smokers know -- how mild and flavorful a cigarette can be!

LEE: Yes, you'll find Camel's rich, full flavor doesn't tire your taste... and you'll see how well Camels get along with your throat -- pack after pack and week after week!

HUGH: You'll soon see why more people smoke Camels than any other cigarette!

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

11.5⁻⁷

(MUSIC: JINGLE)

11.57

GIRL: We hope the maestro won't mind if we take over -

MONROE: Why, Moonmaids, I won't mind at all!

GIRLS: Then here's the spot where the four of us will gather
To look into the crystal ball.

A record that you made will soon
Become a hit, we see -

MONROE: Well, thank you, girls - I'll sing it now
With Moonmaid Mary Lee!

12.35

(MUSIC: "I LIKE IT" .. MONROE. LEE)

15.10

(APPLAUSE)

15.20

15.20

MONROE: Next Tuesday .. New Year's Day Dallas, Texas. That's the time and place of the 1952 Cotton Bowl Game! This one brings together the University of Kentucky and Southern Methodist University!

HUGH: ...And the makers of Camels will bring you a broadcast of the game, play-by-play! That's Tuesday, January 1st!

MONROE: Some 75,000 fans will be watching that Cotton Bowl game. And every one of those fans will be cheering and singing ... singing these songs of ^{S.M.U} Kentucky and ~~S.M.U.~~ Kentucky. 15.45

(MUSIC: KENTUCKY-S.M.U. MEDLEY .. MONROE, CHOIR) 17.45
(APPLAUSE)

17.55

17.55

MONROE: Now, to pick up where we left off in our book of popular tunes. I think it's time to take another look into the future.

HUGH: And that brings us to another brand-new ballad. In '52, this one will probably light up many a juke-box...and many a disc-jockey will give it spin. Here's how Vaughn Monroe recently recorded the sentimental tune called .. "Once!"

18.12

(MUSIC: "ONCE" .. MONROE)

20.45

(APPLAUSE)

20.50

20.50

(MUSIC: JINGLE)

GIRLS: You're all invited to listen to an encore
Presented by our singing guest-

MONROE: In many cities the tune that she'll be doing
Has been a number-one request!

GIRLS: "You'd Better Go Now" - that's the name
Of this bright, bouncy song-

MONROE: You'll hear June Valli sing the words
As the Caravan rolls along!

21.25

(MUSIC: "YOU'D BETTER GO NOW" .. VALLI)

24.05

(APPLAUSE)

24.15

24.15

HUGH:

Tens of thousands of doctors -- doctors in every branch of medicine, in all parts of the country -- were asked: "What cigarette do you smoke, Doctor?" The brand named most was Camel! Yes, according to this nationwide survey, more doctors smoke Camels than any other cigarette! Try Camels yourself -- the cigarette that so many doctors enjoy!

24.35

G

24.35

(MUSIC: BRIDGE)

MONROE: Hugh, this next tune coming up has me worried.
It's been a favorite of a lot of folks for years and
years, whether they live in New York or Seattle - Miami
or Los Angeles.

HUGH: ~~What's your problem, Skipper?
Skipper, I think you've lost me. What do you mean?~~

MONROE: Well, down South folks seldom see any snow.

HUGH: Ohhh .. I see what you're getting at.

MONROE: They don't get a chance to build snowmen.

HUGH: That's right- But they still enjoy a winter time song,
especially when it has a happy New Year lilt to it.
And as for the folks up North, they just say....
"Let It Snow, Let It Snow, Let It Snow!"

25.13

(MUSIC: "LET IT SNOW" .. MONROE, MOONMAIDS)

26.45

(APPLAUSE)

26.50

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26.50

HUGH:

As a token of remembrance, the makers of Camels send free cigarettes each week to hospitalized servicemen in this country and overseas. This week, packs of Camels are on the way to: Veterans' Hospitals, Wichita, Kansas and Montgomery, Alabama...U.S. Army Station Hospital, Ft. Custer, Michigan...U.S. Naval Hospital, Pensacola, Florida...The Military Air Transport Service which evacuates virtually all overseas wounded personnel.

27.15

G

27.15

MONROE: Hope you enjoy those Cigarettes, Fellows - and now---

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

28.00

MONROE: Well, it's so long until next Saturday night, when we'll begin another year of music for your enjoyment. The makers of Camels and all of us on the Camel Caravan sincerely wish that 1952 be a Happy Year for all of you!

HUGH: Beginning next week, friends, the Camel Caravan will be heard each Saturday night on another network. Check your local paper for the new time and station.

MONROE: Our next show will come your way from Chicago.. where my crew and I will be appearing at the Chicago Theatre.

~~HUGH: Vaughn's singing guest will be Shaye Cogan.~~

~~MONROE:~~ And I'd like you to be our listening guests.

On Monday night, remember the BOB HAWK SHOW. My good friend Bob will be looking for the IEMAC 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, at a new time and another Network, this is Vaughn Monroe wishing you pleasant dreams..and.. won't you have a Camel?

(MUSIC: CAMEL THEME)

(APPLAUSE)

28.47

28.57

28.57

ANNCR:

The bite's out and the pleasure's in...
Yes, that's the story of Prince Albert! Prince
Albert's choice tobacco is specially treated to insure
against tongue bite. P.A. is rich tobacco, with a
delightful natural tobacco aroma. And now -- you get
more tobacco in every pocket tin!

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!

29.28

MUSIC: THEME

HUGH:

This is Hugh Conover saying goodnight for the ~~Monroe~~ Hugh
Monroe Show!

29:36

(APPLAUSE)

This program was transcribed.
This is the CBS . RADIO Network

29.55

-fade theme 15 seconds -

WCBS NEW YORK

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