

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, APRIL 28, 1951

7:30 to 8:00 PM EST

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

Joined Master

AB

**AS
BROADCAST**

MUSIC: JINGLE

SINGERS: Hello nice people from Maine to California
The Camel Caravan is here!
For 30 minutes of music for your pleasure
Just gather 'round and lend an ear!

MUSIC: (FADE AND SUSTAIN UNDER)

CONOVER: From Fort Slocum, New York -- the Camel Caravan --
starring Vaughn Monroe -- with the Moormaid, the
Moon Men, the Orchestra and guest singer -- Bettie
Clooney presented by Camel Cigarettes!

MUSIC: (UP AND SEGUE) .35

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rw

HUGH: The Jury -- America's cigarette smokers!

LEE: The Verdict -- More people smoke Camels than any other cigarette!

HUGH: The smokers of America have made many different mildness tests --- sniff tests, puff tests...and the sensible, thirty-day Camel test. After all these tests, Camel is America's most popular cigarette -- by still more billions! Yes, according to latest published figures, Camel leads all other brands by billions of cigarettes!

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!

1.20

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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! Ask us when
the Camel Caravan most enjoys making music, and our
answer is: when we're playing to the men and women
of our armed forces. Truly, it's our great pleasure
to bring them entertainment! Which is why we've set
up our music-stands tonight at Fort Slocum, New York...
and we're loaded with tunes that are top choices all
over the country! For a starter, here's a brand-new
ballad...the big request this week on Ed McKenzie's
disc-jockey show at station WJBK, in Detroit.
It's called, "I'll Never Know Why".....2.05

~~(MUSIC: "I'LL NEVER KNOW WHY" MONROE) 3.35~~

(APPLAUSE) 3.40

~~(MUSIC: SEGUE)~~

~~(MUSIC: "HOW HIGH THE MOON" ... MONROE) 6.05~~

(APPLAUSE) 6.15

6.15

MONROE: "How High The Moon"! When that tune was new, I imagine that most of our G.I. audience here were still wearing knee-pants, or rompers....or even less than that. But now, some 20 years later, it's the most-requested song on record-shows this week. Right, Mr. Conover...?

HUGH: Right you are, Skipper! It's the first choice in Baltimore, Los Angeles, Atlanta, Kansas City, Indianapolis, Milwaukee, Cincinnati and Minneapolis!

MONROE: That takes care of a big section of the country... but we haven't heard what's going on these days in Washington, I mean, what's going on musically. Well, here's the report...from our guest, Miss Betty Clooney...and it consists of another new ballad. It's Washington's leading record-show request... "Too Young". Take charge, Betty.... 6.55

(MUSIC: "TOO YOUNG"...CLOONEY) 9.20

(APPLAUSE) 9.30

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HUGH: After all the cigarette mildness tests-----

LEE: Camel leads all other brands by billions of cigarettes.

HUGH: Yes, latest published figures show that Camel is America's most popular cigarette by still more billions! Camel has its biggest lead in twenty-five years!

LEE: America's smokers have made many tests to see which cigarette suits them best --- sniff tests, puff tests ...and the sensible, thirty-day Camel test. Now after all these tests, Camel is even further out front as America's most popular cigarette!

HUGH: Camels have the two things smokers want most: flavor and mildness. Camels have a rich, full flavor no other cigarette has!

LEE: And no other cigarette offers this proof of mildness; In a coast-to-coast test of hundreds of people who smoked only Camels for thirty days, noted throat specialists reported not one single case of throat irritation due to smoking Camels!

HUGH: Make your own thirty-day Camel Test --- see how flavorful Camels are. See how well Camels get along with your throat! Then you'll know why Camel is America's most popular cigarette--- by billions!

(COMMERCIAL CONTINUED)

-6-

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

10.55

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rw

-7- 10.55

(MUSIC: ~~JINGLE~~)

ALL: Presenting now, from the list of record favorites,
Reported in Variety ---
A swingy waltz that's been steadily increasing
In current popularity!

MONROE: The choice of Norfolk fans this week
On their top record show---
So, Come on, let's start singing it---

GIRLS: We're with you, Vaughn Monroe! 11.30

(MUSIC: ~~"ON TOP OF OLD SMOKY" ... MONROE, CHOIR~~) 14.05

(APPLAUSE) 14.10

MONROE: Chances are we've got a boy or two from St. Louis
here in our Fort Slocum get-together. Well,
here's news from home: Frank Brown, the platter-
spinner at KXLW, says this is the number-one
request down there this week ... "I Apologize". 14.20

(MUSIC: ~~"I APOLOGIZE" ... MONROE~~) 16.25

(APPLAUSE) 16.30

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MONROE: The Camel Caravan plays on ... and from the bandstand at Fort Slocum, we send a salute to Southern Methodist University!

HUGH: On it's campus at Dallas, Texas, Southern Methodist marks it's 40th anniversary this year. One of the youngest of our universities, it has grown, since 1911, to an enrollment of over 6,000 and a faculty of 400 --- second largest in the Lone Star State.

MONROE: And on May Second, Southern Methodist holds it's traditional Honor's Day Convocation, when awards will be given for outstanding scholastic achievements. The Camel Caravan adds this music to the occasion.... a tribute to the Red and Blue of S.M.U.! 17.00

~~(MUSIC: "SOUTHERN METHODIST" MEDLEY... MONROE ENSEMBLE) 19.05~~

(APPLAUSE) 19.15

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(MUSIC: JINGLE)

19.15

ALL: And here's the song that is representing Richmond--
 That southern city's big request --
 And out in Denver, and Tulsa, Oklahoma,
 This tune's the one that folks like best!

In Portland, Maine, and Philly, too,
 They're calling for this song --
 Miss Betty Clooney sings it now
 As the Caravan rolls along! 19.45

(MUSIC: "MOCKING BIRD HILL".....CLOONEY) 22.55

(APPLAUSE) 23.10

HUGH: After all the mildness tests---

LEE: Yes, Camel is America's most popular cigarette by still more billions!

HUGH: Latest figures show that Camel leads all other brands by billions of cigarettes!

LEE: Make the sensible, thorough cigarette test -- make your own thirty-day Camel test --- and see why Camel is America's most popular cigarette by still more billions!

23.35

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23.35

(MUSIC: BRIDGE)

MONROE: And what do we have here but a tune made to order for Fort Slocum. Or, I should say, a tune that was made to order at Fort Slocum. I'm talking about an exciting set of words and music that was put together right here, in May, 1944, by Private Willie Duckworth... and overnight it became famous as the Duckworth Chant. Then Colonel Bernard Lentz heard it...spotted it immediately as a bright, catchy tune...and adopted it as one of the Fort's marching songs. From Slocum, it caught on at every army base from coast to coast. A few weeks ago, my crew and I made a new recording of it, and this week it's on the "Variety" Disc-Jockey list as the first choice of fans in Phoenix, Arizona. 24.20
 The Duckworth Chant ... better known as.... "Sound Off"

(MUSIC: "SOUND OFF" ... MONROE, MOONMEN) 26.45

(APPLAUSE)

27.00

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HUGH:

The Camel people send gift cigarettes each week to hospitalized servicemen and veterans in this country and overseas. This week, thousands of packs of Camels are on the way to: Veterans' Hospitals, Alexandria, Louisiana and Temple, Texas...U.S. Army Station Hospital, Fort Bragg, North Carolina ... U.S. Naval Hospital, Portsmouth, New Hampshire...the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

27.25

27.25

-13-

(MUSIC: MONROE THEME) - 27.40

MONROE: Well, our visit to Fort Slocum is just about over...
and this is a vote of thanks to Post Commander Colonel
Heath Twitchell and Major A.J. Woda for inviting us. These next
few months will find us playing for many more G.I.
audiences....and to all of them we'll give all we
can in the way of entertainment.

HUGH: Next Saturday night when Vaughn and the crew will
play and sing more of the top requests of the week,
it'll be from the campus of Lenoir-Rhyne College,
in Hickory, North Carolina!

MONROE: A half-hour of your favorite tunes ... with Shaye
Cogan as our guest. Give that radio dial a nudge
to this same station, same time... and we'll
do the rest!

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!

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HUGH: And folks, if you have a television set, we hope you'll be watching the Vaughn Monroe CAMEL Television Show. Your local paper will tell you where and when to find it on your CBS-TV Station.

MONROE: Until we meet again, this is Vaughn Monroe wishing you pleasant dreams...and....won't you have a Camel? *28.40*

MUSIC: C-A-M-E-L-S

(CAMEL THEME: FADE...APPLAUSE)

28.55

28.55

-15-

LEE: Men, what is America's largest-selling smoking tobacco? Why, Prince Albert, rich and flavorful, with the delightful natural fragrance of choice tobacco! P.A. is crimp cut for smooth, even burning and easy packing in your pipe. And it's specially treated to insure against tongue-bite! Get Prince Albert, the National Joy Smoke! 29.10

MUSIC: THEME

HUGH: This is Hugh Conover saying goodnight for the Vaughn Monroe Show! 29.15

(APPLAUSE) 29.25

This is CBSThe COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds -

WCBSNEW YORK

880 ON YOUR DIAL

29.30