

NBC

"THE CAMEL CARAVAN"

TIMED
MASTER

STARRING

VAUGHN MONROE

() ()
8:00-8:30 PM, EDST.

SEPTEMBER 10, 1952

WEDNESDAY

STUDIO 6A

(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: _ _ _ UNDER FOR:)

KING: From the NBC Studios, in the heart of New York City....
"THE CAMEL CARAVAN -- STARRING VAUGHN MONROE"...with
guest singer Connie Russell ...and the songs America's
asking for...presented by Camel Cigarettes.

(MUSIC: _ _ _ UP AND OUT)

135

WEDNESDAY, SEPTEMBER 10, 1952
FIRST COMMERCIAL

KING: You know, smoking is something you like to enjoy every day. And it makes sense to find a cigarette that gives you smoking pleasure day after day, pack after pack!

NEILSON: So make your own 30-day Camel test -- starting tonight! See how mild, how flavorful, how enjoyable Camels are -- as your steady smoke.

KING: Camel! America's most popular cigarette! Leading all other brands by billions of cigarettes per year!

1:05

(MUSIC: _ _ _ "RACING WITH THE MOON" _ _ _ _ _ STATEMENT TO HOLD FOR:)

KING: Let's say hello to the star of the show!

(MUSIC: _ _ _ CHORD)

KING: VAUGHN MONROE!

(MUSIC: _ _ _ TO TAG)

(APPLAUSE) 1:20

MONROE: Thank you and greetings everyone. The Camel Caravan is back again with a full thirty minutes of words and music which we hope are your special favorites.

KING: The songs which have been chosen number one by leading disc-jockeys across the nation, as reported in today's "VARIETY".

MONROE: Tonight's lead-off tune is a real coast-to-coast favorite. It's first choice this week in New York City, Dearborn and Los Angeles.

KING: Vaughn Monroe sings..."SOMEWHERE ALONG THE WAY!" 1:45

(MUSIC: _ _ _ "SOMEWHERE ALONG THE WAY" _ _ _ _ _ MONROE)

(APPLAUSE)

4:40

4:30

4:40

(MUSIC: _ _ SEGUES TO:)_

(MUSIC: _ _ "SUGARBUSH" MONROE AND MOON MAIDS)

6:10

(APPLAUSE)

6:20

6:20

KING: "SUGARBUSH" a bouncy favorite sung for you by Vaughn Monroe and the Moon Maids the song the disc-jockeys tell us all the folks are whistling this week in Richmond and St. Cloud, Minnesota.

MONROE: The guys and gals here on the Camel Caravan did a bit of whistling, themselves, when they saw our special guest this evening. A hazel - eyed brunette who stands just 5 foot 2 inches pretty. And just about the nicest thing Chicago ever sent New York lovely Miss Connie Russell!

KING: Tonight she sings the romantic ballad that's number one in eight cities.

MONROE: Connie Russell sings "YOU BELONG TO ME." 6:50

(MUSIC: _ _ _ "YOU BELONG TO ME" _ _ _ _ _ CONNIE RUSSELL)

(APPLAUSE)

9:55

9:45

WEDNESDAY, SEPTEMBER 10, 1952
SECOND COMMERCIAL ---#303

-6-

9:55

KING: One of the many famous people who smoke Camels is movie star John Wayne -- for two years in a row now, Hollywood's number one box office attraction! John Wayne tried Camels and found they were the steady smoke for him!

NELSON: Yes -- John Wayne made his own 30-day Camel mildness test and found that Camels gave him the last word in smoking pleasure. He says Camels have a fine, rich taste he never found in any other cigarette!

KING: Why not find out what John Wayne and millions of other Camel smokers have found out? Start your own 30-day Camel mildness test!

NELSON: Yes -- go steady with Camels for 30 days! Like John Wayne, you'll soon find out that Camels have a full, rich taste all their own. You'll discover how mild Camels are -- pack after pack, week after week!

KING: You'll 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!

11:00

51457 6269

MONROE: In Baltimore, Minneapolis and Denver
And down in New Orleans today
A tender ballad that's strictly sentimental
Is number one in ev'ry way.

11:00

GIRLS: Let's dim the lights and hear the song
They sing when lovers part.
Here's Vaughn to tell the story of
"AUF WIEDERSEH'N, SWEETHEART."

11:35

(MUSIC: _ _ _ "AUF WIEDERSEH'N, SWEETHEART." _ _ _ _ _ MONROE AND CHOIR)

13:10

(APPLAUSE)

13:20

13:20

MONROE: When home plate disappears from the empty lot down
on the corner and goal posts take its place
when small boys start kicking around a ninety-eight
cent pigskin it's autumn and football time!

KING: The sport pages of every newspaper and every national
magazine reflect the change in the seasons. Football
headlines bloom.... "Who'll be big in the Big Ten?"
....."Who'll lead the Ivy League?"..... "Can't win,
says Coach!"

MONROE: On every college campus, the squads are truning out
for practice, scrubs against varsity. Athletic
Associations groan their annual groan "Only so
many seats on the 50 yard line" florists look
over their greenhouses to make sure every pretty co-ed
will have a chrysanthemum for the opening kick-off.

KING: As a musical salute to the football teams of every
college from coast to coast ... Vaughn Monroe and the
CAMEL Caravan Choir sing "MR. TOUCHDOWN, U.S.A."

(MUSIC: _ _ "MR. TOUCHDOWN, U.S.A." MONROE AND CHOIR)

(APPLAUSE)

16:35

14:05

16:25

51457 6271

16:35

KING: Songs have been written about just about everything
from a comic strip horse to a cement mixer.

MONROE: But, by far the most popular subject for a pop tune is
love. Here on the Camel Caravan we play hundreds
of songs year after year and we find that the songs
that last are the love songs.

KING: And that's a cue for a romantic ballad!
Backed by the most-talked-about band in America
Vaughn Monroe sings his recent RCA Victor release
"FAITH."

16:55

(MUSIC: _ _ "FAITH" MONROE) _ 19:50

(APPLAUSE)

19:55

(MUSIC: _ _ _ JINGLE)

19:55

MONROE: In Fitchburg city, the folks are all excited
About a song that's really hot
The D.J. tells us it's now a local favorite
He spins this ditty quite a lot!

GIRLS: Here's Connie Russell back again
To bring a Bayou treat
So Connie step right up and sing
That "JAMBALAYA" boat!

20:30

(MUSIC: _ _ _ "JAMBALAYA" CONNIE RUSSELL) 22:15

(APPLAUSE)

22:25

WEDNESDAY, SEPTEMBER 10, 1952
THIRD COMMERCIAL:

22:25

KING: No other cigarette has Camel's rich full flavor and cool, cool mildness!

NELSON: That's because Camel's costly tobaccos are properly aged and expertly blended for flavor.... for mildness ...for wonderful cigarette smoking pleasure!

KING: Yes, flavor and mildness are two of the reasons why Camel is America's most popular cigarette -- leading all other brands by billions of cigarettes per year!

NELSON: Yes, more people smoke Camels than any other cigarette! So, if you want to find out how enjoyable a cigarette can be -- change to mild, flavorful Camels!

SINGERS: How mild,
How mild,
How mild can a cigarette be
Make the Camel 30-day test
And you'll see
Smoke Camels and see!

23:20

51457 6274

(MUSIC: _ _ _ BRIDGE)

23:20

MONROE: ~~A piece of~~ ^Music can certainly bring back memories.
Take our next tune, for example. It's from the
Fred Astaire-Ginger Rogers masterpiece, "Top Hat.".....
The year it came out was a busy one for me.

KING: What were you doing that year, Maestro?

MONROE: Well, let's see I was studying voice at the New
England Conservatory of Music And Jack Marshand
gave me my first job leading a band... a six-piece
combo at Gables Casino on Cape Cod! I was one scared
kid that night.

KING: It's a long way from Gables Casino to your present
address ... the Starlight Roof of the Waldorf-Astoria!

MONROE: It sure is!

KING: It's 295 miles from Cape Cod to New York and seventeen
song-years from the picture, "Top Hat." Yet Vaughn
Monroe and the Camel Caravan Choir bridge the distance
with a song the hit tune from "Top Hat"
"DANCING CHEEK TO CHEEK!"

24:05

(MUSIC: _ _ _ "DANCING CHEEK TO CHEEK" MONROE AND CHOIR) 26:35

(APPLAUSE)

26:45

WEDNESDAY, SEPTEMBER 10, 1952

26:45

KING: Friends -- every week the makers of Camels send out thousands of packs of Camel Cigarettes to the most deserving group of people in America: our hospitalized Servicemen and Veterans. This week's gift Camels go to: Veterans' Hospitals, Fayetteville, Arkansas, and Long Beach, California...U. S. Army Station Hospital, Camp LeRoy Johnson, Louisiana...to all hospitals operated for the U. S. Air Forces in the Far East.

27:05

27:05

MONROE: Hope you enjoy those CAMELS, fellows ... and now ...

(MUSIC: _ _ _ "LET'S HAVE ANOTHER CIGARETTE? TOGETHER" _ _ MONROE)_

27:35

MONROE: That means another thirty minutes have slipped away and it's time for the Camel Caravan to say good night until next week at this same time ... same place on your radio dial. We'll be waiting for you then with another full measure of your favorite music ... the songs, which according to "VARIETY", have been chosen number one by disc-jockeys across the nation.

KING: Next week ... Vaughn's special guest will again be lovely Connie Russell.

MONROE: Be sure to join us then, won't you?

KING: And don't you forget ... another great CAMEL show, the BOB HAWK SHOW," every Monday night with laughs, fun and prizes.

MONROE: Remember ... there's an election coming up soon. But -- no matter who your favorite candidate may be -- you can't vote unless you register. Be sure you register, so you can vote November 4 ... And now, until next week, this is Vaughn Monroe saying goodnight ... pleasant dreams and ... won't you have a "CAMEL?"

28:20

(MUSIC: _ _ _ THEME)

(APPLAUSE)

28:30

WEDNESDAY, SEPTEMBER 10, 1952

28:30

NELSON: Say, all you pipe smokers...take it easy -- smoke Prince Albert! Yes -- P.A. is an easy pipe tobacco. It's easy on the tongue -- the bite's out, the pleasure's in. P.A.'s choice tobacco is specially treated to insure against tongue bite. And Prince Albert is easy to draw -- packs just right in your pipe. And what a smooth, mild and mellow smoke P.A. is! Easy on your pocketbook, too! Now there's more to tobacco in every tin -- more smoking enjoyment for your money. So, take it easy -- smoke P.A.! It's mild, it's tasty -- all the way! That's Prince Albert -- America's largest-selling smoking tobacco!

29:10

(MUSIC: _ _ THEME)

KING: This is Joe King saying goodnight for "THE VAUGHN MONROE SHOW"

29:15

(APPLAUSE)

29:25