

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, NOVEMBER 29, 1952

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

ORIGINATION: "THE ARMORY", ALBANY, NEW YORK

TIMED 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: UNDER FOR:)

KING: From "The Armory", in Albany New York. "THE CAMEL
CARAVAN - STARRING VAUGHN MONROE" ... with guest
singer Bethe Douglas...and the songs America's
asking for...presented by Camel Cigarettes.

(MUSIC: UP AND OUT)

:35

51457 6435

KING: For mildness - for flavor!..

NELSON: For the last word in rich, wonderful smoking pleasure!..

KING: More people smoke Camels than any other cigarette!

NELSON: Yes -- Camel is by far America's most popular cigarette, leading all other brands by billions of cigarettes per year!

KING: Why don't you smoke Camels, too? Then you'll see why so many smokers, all over America, coast-to-coast, say: "I'd walk a mile for a Camel!"

1:05

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 how do you do, everybody. It's Saturday night again and that means that you and I can be together for our weekly date. And a very special word of welcome to ^{ALL} the students of Siena College in our audience here in the Albany Armory tonight.....Now sit back, relax and listen... and the Camel Caravan crew and I will see what we can do about bringing you a half hour of your favorite words and music.

KING: Our lead-off tune tonight is one that "VARIETY" reports is the disc jockey nomination for top honors in eight big cities across the land ... Here's Vaughn Monroe to sing...."WHY DON'T YOU BELIEVE ME?"

1:50

(MUSIC: "WHY DON'T YOU BELIEVE ME?" ... MONROE)

4:40

(APPLAUSE) 4:50

4:50

KING:

High on "VARIETY'S" list of songs voted first
choice by disc jockeys from Maine to California
is a tune that's really getting a whirl these days.
It's first choice this week in Jacksonville,
Florida and Rochester, New York. Here's Vaughn
and the Choir with....."LADY OF SPAIN."

5:00

(MUSIC "LADY OF SPAIN" MONIE AND CHOIR)

7:50

(APPLAUSE) 8:00

MONROE: Thank you...and that brings us to the special guest in our Camel Caravan spotlight tonight....a lovely, young, green-eyed red-head who is pretty enough to be an Esquire Calendar girl.

KING: In the movies ... musical comedy and supper clubs... she's fast making a reputation as one of the country's top vocalists.

MONROE: May we present "the face with a voice"...lovely Betho Douglas.....and the top tune in Milwaukee this week....."KEEP IT A SECRET." 8:20

~~(MUSIC: "KEEP IT A SECRET".....DOUGLAS)~~ 10:25

(APPLAUSE) 10:35

10:30

MONROE:

Say Folks -- ⁶ I'd like
~~Fellas and Gals~~ - I want to talk to you about
popularity. You know ... you take sports, the
popular songs, singers, ^{well} ~~at~~, any field -- there
must be a reason why one leads all the rest!
Do you agree with that, Wayne Nelson?

NELSON:

I sure do, Vaughn! Take cigarettes, for instance!
Every day, more people - millions of people -
ask for Camel cigarettes! And, Folks -- you can
bet there's a reason. Why not find out what that
reason is? Make your own 30-day Camel mildness test!
Smoke only Camels for 30 days. Enjoy that wonderful
Camel blend - an exclusive blend of costly tobaccos.
Enjoy that cool Camel mildness and rich, full
Camel flavor - it's a flavor you won't find in any
other cigarette! Yes, Folks -- when you try Camels
for 30 days, you'll know the reason why more people
smoke Camels than any other cigarette!

MONROE:

~~That night,~~
~~Good idea,~~ Wayne! Yes, Friends - I've made the
30-day Camel test time and time again. And I still
find them the most enjoyable smoke I've ever known!
Ask for Camels, wen't you?

11:35

11:35

(MUSIC: JINGLE)

ALL: This week down yonder in New Orleans they've chosen
A ballad as their fav'rit song
And Connelville, that's a town in Pennsylvania
With New Orleans will go along

MONROE: This tune tells how to get the girl
If romance is your goal

GIRLS: Just sing like Vaughn and tell her it's
With all ^{your} ~~my~~ "HEART AND SOUL"

12:10

(MUSIC: "HEART AND SOUL" MONROE) 14:40

(APPLAUSE) 14:50

14:50

8

MONROE:

It's time for a look at the Camel and Caravan
Scoreboard, Joe ... What's the latest from the
College gridirons across the country?

KING:

Lots of action in the season wind-ups today, Vaughn..
In ^{an upset} the ~~Midwest~~, it was Notre Dame 9 and Southern Cal 0

~~it~~ a game that was a highlight of today's schedule...
Down South Texas Christian took Southern Methodist 14
to 7 while In the Southeastern Conference Georgia
won over Georgia 23 to 9 ... Here
in the East Holy Cross stopped Boston College 21
to 7.

MONROE:

One of the most colorful games of the season was
played this afternoon in Philadelphia's Municipal
Stadium, when the Kaydets of Army met the Navy
Midshipmen When the smoke of battle had cleared,
the scoreboard read ARMY 0, NAVY 7.

KING:

And to echo the cheers of the 102,000 fans at today's
game ... here's Vaughn Monroe and the Camel Caravan
Choir with a musical salute to these two great teams.

(MUSIC:

COLLEGE MEDLEY.....MONROE AND CHOIR)

15:35

17:15

(APPLAUSE)

17:25

51457 6442

17:25

-9-

KING: On our musical map of America, we travel south now...through the Blue Ridge foothills to Atlanta, the capital city of Georgia.

MONROE: It's a city rich in history and tradition. The Uncle Remus Festival...~~the Irish Horse Festival~~...the Irish Horse Traders' Reunionthe McDowell festival...and the Joel Chandler Harris Memorial are just a few of Atlanta's annual events which are famous all through the country.

KING: And from Peachtree Street to Druid Hills, VARIETY tells us our next song is Atlanta's leading favorite. Here's Vaughn Monroe and...
OUTSIDE OF HEAVEN.

17:55

~~MUSIC: OUTSIDE OF HEAVEN.....MONROE~~

19:46

(APPLAUSE) 19:50

51457 6443

19:50

(MUSIC: JINGLE)

MONROE: Here comes Bethe Douglas into our Camel spotlight
The tune that's next is just her style

ALL: It's tops this week in the town of Philadelphia
To hear it folks would walk a mile!

ALL: So step up, Bethe, it's time to sing
The song that won the prize
A warning to you not to let
The stars get in your eyes.

20:25

(MUSIC: DON'T LET THE STARS GET IN YOUR EYES... DOUGLAS 22:45
(APPLAUSE) 23:00

23:00

-11-

KING: More people smoke Camels than any other cigarette!

NELSON: Among the many millions of Camel smokers are movie stars John Wayne, Alan Ladd and Linda Darnell!

KING: Opera singers Rise Stevens, John Brownlee and Patrice Munsel! They all smoke Camel cigarettes! They've tried Camels as their steady smoke and they've found Camels wonderfully mild and flavorful -- pack after pack!

NELSON: Why don't you find out what these stars and millions of other Camel smokers already know? Make your own 30-day Camel test! Smoke only Camels for 30 days, You'll see how completely enjoyable a cigarette can be!

KING: You'll see why Camel is America's most popular cigarette -- leading all other brands by billions of cigarettes per year!

NELSON: And say! Here's a wonderful Christmas gift idea! Camel cigarettes -- in the special Camel gift carton with your own personal greeting card to write on printed on the carton! This year give Christmas cartons of Camels to your friends.

51457 6445

23:55

23:55

(MUSIC: BRIDGE)

KING: We're in Albany tonight...deep in the historic Mohawk valley...
and just a few miles away is Loudonville New York...and the
quiet Georgian-Colonial campus of Siena College.

MONROE: In the words of Siena's own President—"Siena College is not old...
it's Ivy has not yet covered the walls of it's beautiful
buildings...But Siena takes pride in it's newness. We believe
that in a young college, as in a man, we find enthusiasm,
vitality and a determination to excel..."...and one fine example
of this is Siena's outstanding Basketball team...So, to the
officers, the faculty and the student body of Siena we extend
our very best wishes for continued success.

KING: Now...Just as they recorded it for SGA Victor...Here's Vaughn
Monroe and the Camel Caravan Choir with the top tune in Detroit
this week...the lovely new waltz..."I"

24:50

(MUSIC: "I".....MONROE AND CHOIR)

26:40

(APPLAUSE) 26:50

26:50

-13-

KING:

It's always pleasant for me to announce that more gift Camels are on their way to our Service and Veterans' Hospitals. This week, they're going to: Veterans' Hospitals, Ft. Lyon, Colorado, and Montrose, New York...U.S. Army Station Hospital, Camp Pickett, Virginia...U.S. Naval Hospital, San Diego, California...^{and} the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

27:10

ras

51457 6447

27:10

MONROE: Enjoy those CAMELS, fellows...and now ...

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

27:40

MONROE: That means that the clock on the wall has ticked away all our seconds and minutes and that it's time to say goodnight...but before we go we'd like to say thanks to all our friends from Siena College for being such a wonderful audience tonight...we'll be on the air with you again next week at this same time...on this same CBS Radio station...with another half-hour of America's favorite music...the songs voted first place by disc jockeys across the nation as reported in VARIETY.

KING: Next Saturday the Camel Caravan will be coming to you from Atlantic City, New Jersey...
Vaughan's special guest will again be lovely BETHE DOUGLAS.

MONROE: And we'll be sending a salute to the ~~football~~ ^{Orange Bowl} teams of ALABAMA and SYRACUSE. Be sure and join us then, won't you?

-more-

ras

51457 6448

KING:

For laughs and ^{more} fun, be sure to listen to our
good friend Bob Hawk. He's on the air for
Camels every Monday night with the "Bob Hawk
Show".

MONROE:

Until next Saturday then...this is Vaughn
Monroe saying goodnight...pleasant dreams and...
won't you have a CAMEL?

28:30

(MUSIC: THEME)

(APPLAUSE) 28:40

28:40

-15-

~~KING:~~
NELSON:

If you like a long cigarette, you'll find great, new smoking pleasure in King-size Cavaliers! Cavaliers are specially blended by the makers of Camels just for you king-size smokers! Now the folks who make Camels, the cigarette that leads in popularity by billions, have proved they know how to blend fine cigarettes. And, in king-size Cavaliers, they bring you both mildness and flavor that are new to king-size smoking! Give cartons of king-size Cavalier cigarettes for Christmas -- priced no higher than other standard brands!

(MUSIC: THEME)

29:10

KING: This is Joe King saying goodnight for the VAUGHN MONROE SHOW.

29:15

(APPLAUSE)

29:25

KING: THIS IS THE CBS...RADIO NETWORK

29:30