

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, DECEMBER 27, 1952 (TAPED DECEMBER 21, 1952)

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

ORIGINATION: NEW YORK CITY

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 CBS Playhouse in the heart of New York City --
"THE CAMEL CARAVAN -- STARRING VAUGHN MONROE"... with
guest singer Frances Irvin..and the songs America's
asking for...transcribed and presented by Camel Cigarettes.

(MUSIC: UP AND OUT)

135

51457 6495

KING: What's the name of America's most popular cigarette?

NELSON: It's Camel -- mild, flavorful Camel cigarettes!

KING: Yes, every day, more people, millions of people, ask for Camels!

NELSON: You'll enjoy Camels, too! So make your own 30-day Camel test -- starting tonight!

KING: Yes, when you try Camels for 30 days, you'll see why more people smoke Camels than any other cigarette!

1100

51457 6496

1:00

(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. We're in New York tonight. The Camel Caravan is parked just off Times Square. Broadway is in a gala mood tonight ... right in the middle of a long holiday weekend. The record shops on the Great White Way are spilling their music on the crowds ... so we'll take our cue from them. We'll dig into our "VARIETY" bag of top tunes for a half-hour of America's favorite music.

KING: And right on top is a song that's the first choice ~~this week~~ in eleven big cities from coast to coast this week... Vaughn Monroe sings ... "WHY DON'T YOU BELIEVE ME?"

1:50

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

3:55

(APPLAUSE) 4:00

51457 6497

4:00

MONROE: There's a tune on our "VARIETY" list of songs tonight
voted first choice by disc jockeys from coast to coast,
that is marked, "first in Fresno!" It's one that could
only come from California... the home of the fabulous!
Unless you happen to be Fred Astaire, we wouldn't advise
you to try this. We mean, "DANCING ON THE CEILING."

4:15

(MUSIC: "DANCING ON THE CEILING".... MONROE AND CHOIR)

6:35

(APPLAUSE) 6:45

MONROE: Thank you ... Spotlight now on our guest of the evening. Paying us her second visit, is a tall, talented redhead from Texas. She just dashed over from the rehearsal of the new Broadway musical comedy, "Hazel Flagg." We'd like to say, "Greetings and welcome aboard" to Miss Frances Irvin!

IRVIN: And Frances Irvin wants to say, "I'm glad to be aboard, ~~Skipper.~~ ^{Jaughn.} And I'm sure glad the Caravan is in New York tonight."

~~MONROE: How's that, Fran?~~

~~IRVIN: It's so handy I can slip out the stage door right after the show and get back to the Mark Hellinger theatre in nothing flat. It's wonderful to be so busy!~~

MONROE: Let's show the folks ^{we're glad you're here} why ~~you're so busy!~~ Let's give 'em a large sample of this week's top tune in Detroit
"TILL I WALTZ AGAIN WITH YOU."

7:10

(MUSIC: "TILL I WALTZ AGAIN WITH YOU" ... FRANCES IRVIN)

10:00

(APPLAUSE) 10:10

MONROE: How about it, Folks -- do you enjoy the movies? Well, let me tell you something! There are plenty of famous movie stars who smoke Camel cigarettes!

KING: Right, Vaughn! John Wayne, Maureen O'Hara, Tyrone Power, Alan Ladd and Linda Darnell - they all smoke Camels!

NELSON: Why not find out what these famous movie stars and millions of other Camel smokers already know!

KING: Make your own 30-day Camel mildness test! Smoke only Camels for 30 days.

NELSON: See how mild Camels are, how flavorful they are -- pack after pack, week after week -- as your steady smoke!

KING: Try Camels for 30 days and you'll see why every week, every day, every hour, more people smoke Camels than any other cigarette!

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

11:05

11:05

(MUSIC: JINGLE)

ALL: If you like music and really crave adventure
We've got a tip for you tonight.
A brand new picture about a fighting marshal
Looks like the hottest show in sight!

GIRLS: We're sure you'll like the Western tunes
Sung by our Camel host.

ALL: This one, an RCA release
Fulfills our every boast!

11:40

(MUSIC: "THE MAN DON'T LIVE WHO CAN DIE ALONE".....MONROE)

14:00

(APPLAUSE)

14:10

14:10

MONROE: Thank you .. New Year's is just a few days off ... and that means Bowl games are in the news. What do they say in the Camel Caravan Newsroom, Joe King?

KING: ~~Bowl games is right, each!~~ ^{Vaughn} Georgia Tech meets Mississippi in the Sugar Bowl. Syracuse meets Alabama in the Orange Bowl.And Texas and Tennessee clash in the Cotton Bowl. A real football feast for New Year's Day!

MONROE: Out in Pasadena, over 103,000 fans will jam the Rose Bowl. Southern Cal of the Pacific Coast Conference meets Wisconsin of the Western Conference. From where we sit, it adds up to top football in the granddaddy of the Bowls.

KING: When the whistle blows next Thursday, the California air will be filled with stirring music. As a preview, here's Vaughn Monroe and the Choir with a salute to the Trojans ... the Badgers ... and football a la Rose Bowl!

14:50

(MUSIC: "COLLEGE MEDLEY".....MONROE AND CHOIR)

16:35

(APPLAUSE) 16:45

KING: On our musical map of America, we swing across country now. From Pasadena's Rose Bowl ... all the way back East to Manchester, New Hampshire.

MONROE: And in this quiet New England town, we find that a popular local disc jockey has nominated our next song for top honors this week.

KING: Vaughn Monroe sings that sentimental favorite....
"KEEP IT A SECRET."

17:05

(MUSIC: "KEEP IT A SECRET" MONROE) 19:35

(APPLAUSE) 19:45

(MUSIC: JINGLE)

19:45

ALL: Now Francis Irvin will tell about a fellow
Who's on our list of hits tonight
For Denver loves him and so do folks in Hartford
He makes the road of love so light.

MONROE: To tell the truth he's just a bug
A fly-boy with a spark

ALL: But he's got Cupid on the ropes.
So now to Fran let's hark!

20:20

(MUSIC: "GLOWWORM" FRANCIS IRVIN)

22:25

(APPLAUSE) 22:30

12:30

MONROE: Say, Folks! Are you going to throw a party on New Year's Eve? Well, you better have plenty of Camels for your friends!

NELSON: Good deal, Vaughn! Yes, Friends -- you just can't miss when you offer Camels!

Because here's a cigarette that millions of smokers go for every day! Yes-- more people smoke Camels than any other cigarette! And for some very good reasons. There's exclusive blend of costly tobaccos. There's Camel's cool mildness and rich, full flavor -- a flavor you won't find in any other cigarette! So there you are! Just a few of the reasons why Camel is America's most popular cigarette! But you can find out how enjoyable a cigarette can be! Make your own 30-day Camel mildness test. Smoke only Camels for 30 days. Bet you'll see why every day millions of smokers say: "Make mine Camels! Yes, Camel cigarettes!".

MONROE: Okay, Folks, ask for Camels, won't you? Better make it cartons of Camels! Big New Year's week-end coming up, you know!

12:30

23:30

(MUSIC: BRIDGE)

MONROE: You know.....Winter is a restful time of year. You
 take up in ^{New Hampshire} ~~Massachusetts~~ where my Dad has a farm.....
 Up there, wintertime is a time for sitting by the fire.
 A time for repairs to the thousand and one things that
 need repairing on a farm....A time for seed catalogues
 and dreams of next summer's flower garden.

KING: Folks in the city have fun in winter, too....
 Sledding in the park with the kids ... Ice skating
 on flooded tennis courts...Or just plain sitting ...
 feet up... in front of the television set.

MONROE: And winter can give a big boost to romance! Can you
 imagine a more romantic setting than right in front
 of a fire-place on a cold and snowy night?

KING: To illustrate our point....here's Vaughn Monroe and the
 Camel Caravan Choir with a song of winter fun and
 romance....."WINTER WONDERLAND."

24:15

(MUSIC: "WINTER WONDERLAND" MONROE AND CHOIR) 26:45

(APPLAUSE) 26:55

26:55

KING:

To help show our hospitalized Military Personnel and Veterans that we are thinking of them, the makers of Camels send thousands of packs of Camel cigarettes to Military and Veterans' Hospitals every week. This week, the gift Camels go to: Veterans' Hospitals, Marlin, Texas, and Portland, Oregon....U.S. Army Station Hospital, Ft. Bragg, North Carolina...U.S. Naval Hospital, Corona, California...^{and} the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

27:20

27:20

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

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

27:50

MONROE: Well.... the man who watches the clock, tells us it's time to say "so long". On behalf of the whole Camel Caravan and crew, we wish you all a Very Happy New Year! On the first Saturday of 1953that's just one week from tonight....we'll join you again to start another year of our musical get-togethers. Make it a date... won't you?

KING: Next week, the Camel Caravan will ~~again~~ be coming to you from New York City. Vaughn's special guest will ^{again} be lovely Frances Brown. We'll be waiting for you then with another half-hour of America's favorite music.... The songs voted number one by disc jockeys from coast to coast, according to "VARIETY!"

MONROE: In the meantime, you'll want to listen to my good friend Bob Hawk. He's on the air for Camels every Monday night with the "BOB HAWK SHOW". And 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
30

NELSON: For those smokers who prefer a long cigarette, we suggest king-size Cavaliers! King-size Cavaliers are made by the makers of Camels. And Camels out-sell other brands by billions of cigarettes. I think you'll agree that the makers of Camels really understand blending fine cigarettes. In Cavaliers, they bring you a special, king-size blend-- so mild, with such fine flavor, that smoking a Cavalier is a new experience in king-size enjoyment. Try Cavaliers -- priced no higher than other standard brands!

29:15

(MUSIC: THEME)

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

29:20

(APPLAUSE)

KING: This program was transcribed.

(APPLAUSE)

29:25