

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

TIMED
MASTER

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

SEPTEMBER 3, 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 Ilene Woods...and the songs America's
asking for...presented by Camel Cigarettes.

(MUSIC: UP AND OUT)

: 40

:40

KING: What's the best test of a cigarette? Well -- it's a test that makes sense -- the test of time.

NELSON: Put America's favorite cigarette to the test of time. Smoke only Camels for 30 days. See how rich-tasting and full-flavored Camels are, pack after pack, week after week!

KING: Start your own 30-day Camel test tonight! Yes, start smoking Camels -- by far America's most popular cigarette!

1:05

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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)

1:25

MONROE: Thank you...and good evening everyone. All of us here on the Camel Caravan are certainly glad to be back with you after a wonderful summer. You know, we made a tour right across this beautiful country of ours, playing many of America's favorite vacation spots. And like all tourists, we sent lots of picture post-cards to our friends. If ~~was~~ I'd known ~~all~~ your names and addresses, I would have sent every one of you a card.

KING: And on the back you would read the same words that top the list of favorite songs in Rochester, Atlantic City, San Antonio and Tulsa this week,Since he didn't get to write it.....Vaughn Monroe sends you a musical post-card....

2:00

(MUSIC: -- "WISH YOU WERE HERE".....MONROE)

4:25

(APPLAUSE)

4:35

4:35

(MUSIC: --- SEGUES TO:)

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

7:35

(APPLAUSE)

7:45

7:45

KING: "AUF WIEDERSBH'N SWEETHEART" sung for you by Vaughn Monroe and the Camel Caravan Choir. This lovely waltz was top tune in seven cities this week, Tonight, as always, we are bringing you the songs chosen number one ~~this week~~ by leading disc-jockeys across the nation, as reported in today's "Variety".

MONROE: Last spring we said "Auf Wiederseh'n" to one of our favorite singers and tonight we are very happy to welcome her back. ^{AGAIN} She's a very talented young lady

KING: and busy, too! In New York for television and radio appearances then quick trips to Hollywood to make motion pictures, and more radio appearances.

MONROE: May we present again ... Miss Ilene Woods ... who sings, "BOTCH-A-ME", this weeks top tune in Salt Lake City!

8:20

(MUSIC: - - - "BOTCH-A-ME" ILENE WOODS) (APPLAUSE)

10:25

10:35

10:35

MONROE: You know, Fellas and Gals, there are plenty of phonograph records made every week. But how many of 'em will become famous hits that you hear all through the year? Well -- I guess it's like the old saying: "Only time will tell."

KING: Yes, Vaughn -- only time will tell about a phonograph record and only time will tell about a cigarette. You just can't judge a cigarette until you've given it the test of time.

NELSON: So make your own 30-day Camel mildness test. See how America's favorite cigarette continues to please you pack after pack, week after week!

KING: You'll see how flavorful they are ... how mild Camels are. You'll see that Camels have a rich, full flavor that you won't find in any other cigarette -- a flavor that doesn't tire your taste. You'll find Camels exclusive blend cool-smoking and mild -- and so enjoyable!!

NELSON: You'll find out why so many people say: "I'd walk a mile for a Camel!"

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

11:45

(MUSIC: -- JINGLE)

11:45

MONROE: In New York City and way out west in Fresno
And in Schnectady we hear
There is a song which is now a leading favorite
A song the guys and gals all cheer.

GIRLS: Romantically it makes a point
That love is not all play.
Now Vaughn let's go, it's time to sing,
"SOMEWHERE ALONG THE WAY."

12:15

(MUSIC: -- "SOMEWHERE ALONG THE WAY"...MONROE)

15:05

(APPLAUSE)

15:15

15:15

MONROE: A little earlier on the Camel Caravan ... we mentioned our cross country tour this summer. ^{AND WHAT A TOUR!} It certainly was a wonderful experience meeting so many of our listeners and learning at first hand what people really like in popular music.

KING: Say Vaughn, did you meet many of the disc-jockeys who pick the tunes we play on the Caravan?

MONROE: Yes, we did ... we made a point to look them up whenever we could. We played big cities and whistle stops ... everything from a state fair to a church social! But it's wonderful being back in New York playing at the Starlight Roof of the Waldorf-Astoria. The only trips we'll make for a while will be to the recording studios.

KING: And one of Vaughn's most recent RCA Victor recordings is coming up right now ... Vaughn Monroe and the Camel Caravan Choir sing "LEARN TO LOSE."

16:00

(MUSIC: -- "LEARN TO LOSE" MONROE AND CHOIR)

18:45

(APPLAUSE)

18:55

(MUSIC: -- JINGLE)

18:55

MONROE: And now its time for Miss Woods to take the spotlight
and sing a ballad you all know.
In Albuquerque, the spinners say it's winners
In Denver town, it's laid 'em low.

GIRLS: Get ready, set, for love's ahead
And tender rhythm, too.
Here comes Ilene to sing a song
Called, "HALF AS MUCH" for you!

19:30

(MUSIC: -- "HALF AS MUCH" ILENE WOODS)

22:05

(APPLAUSE)

22:15

22:15

KING: How much is a billion?

NELSON: A billion is one thousand millions! And that gives you some idea of Camel's tremendous lead in popularity over any other cigarette in America!

KING: Yes -- it's amazing but true! Camel leads all other brands not by one billion -- but by ^{MANY} billions of cigarettes per year!

NELSON: Among the ^{MILLIONS} ~~billions~~ of Camel smokers are famous movie stars like Ruth Hussey, John Wayne, Maureen O'Hara, Linda Darnell!

KING: They've made their own 30-day Camel mildness tests. And they've found out what a wonderful cigarette Camel is -- tasty, flavorful, mild -- pack after pack, week after week!

NELSON: Why don't you find out for yourself what these famous movie stars and millions of Camel smokers already know. Try Camels for the next 30 days -- as your steady smoke! See how mild and flavorful Camels are!

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

23:20

23:20

(MUSIC: -- BRIDGE)

MONROE: Summertime is vacation-time ... time for swimming
.... time for fishing ... time for just plain loafing.

KING: Yes, summer is the time when folks escape from
their daily routine and get out and discover America

MONROE: Skiing in Colorado is great ... and so is swimming at
Cape Cod. Fishing ^{IN} ~~is~~ a clear mountain stream certainly
helps you get away from it all! So does a
carefree cycle trip through the tree-shaded villages
of New England!

KING: But now summer-time and vacation-time are drawing to
a close. Vaughn Monroe and the Camel Caravan Choir
salute the end of summer with "SEPTEMBER SONG".

24:00

(MUSIC: -- "SEPTEMBER SONG" MONROE AND CHOIR)

(APPLAUSE)

26:35

26:45

26:45

KING:

Friends, more than two hundred and two million Camel cigarettes have been sent to members of our Armed Services and to hospitalized Veterans! This week, as every week, the makers of Camels are sending thousands of packs of gift-Camels to Service and Veterans' hospitals. This week, they're going to: Veterans' Hospitals, Alexandria, Louisiana, and Bronx, New York...Chanute Air Force Hospital, Rantoul, Illinois...U. S. Naval Hospital Ship HAVEN.

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 it's time for all of us on the Camel Caravan to say goodnight again until next week at this same time ... same place on your radio dial. We'll be waiting for you then with another half-hour 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 be lovely Connie Russell.

MONROE: Be sure to join us then, won't you? And in the meantime, if you're in New York, the gang and I would like to meet you in person at the Starlight Roof of the Waldorf-Astoria.

KING: And don't you forget ~~that~~ our good friend Bob Hawk is on the air for "CAMELS" every Monday night, with lots of laughs, and lots of 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"?

28:30

(MUSIC: -- THEME)
(APPLAUSE)

28:35

28:35

NELSON:

Are you a pipe-smoker? Well, take it easy -- smoke
Prince Albert! Yes -- P.A. is an easy going pipe
tobacco. One: It's easy on the tongue -- "the bite's
out and the pleasure's in" -- because P.A.'s choice
tobacco is specially treated to insure against tongue
bite. Two: Easy to draw -- Prince Albert packs just
right in your pipe. Smokes cool, mild and mellow!
Three: P.A. is easy on your pocketbook. Now there's
more tobacco in every pocket tin ... more smoking
pleasure for your money! So take it easy -- smoke P.A.!
It's mild, it's tasty -- all the way! Prince Albert --
America's largest-selling smoking tobacco!

29:15

(MUSIC: -- -- THEME)

KING:

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

29:20

(APPLAUSE)

29:25