

NBC

THE CAMEL CARAVAN

AS BROADCAST

STARRING

VAUGHN MONROE

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

SEPTEMBER 24, 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)

~~WED~~
~~THUR~~
Commercials
check c.k.
egg
11/16/52

KING: It takes day-in, day-out smoking to find out about
cigarette enjoyment!

NELSON: That's right! So make a sensible, thorough cigarette
test -- based on steady smoking! Smoke only Camels
for 30 days and see how mild, how flavorful, how enjoyable
Camels are -- pack after pack, week after week!

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

(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)

MONROE: Thank you ... and greetings again everyone. The Camel Caravan is back with a full half hour of your favorite words and music.

KING: The tunes reported in first place by leading disc-jockeys across the nation according to today's "VARIETY."

MONROE: Our ~~big~~ lead-off song tonight is a twelve-way winner. Yes, in twelve big cities the D.J.-s tell us this romantic ballad is tops today.

KING: Vaughn Monroe sings....."YOU BELONG TO ME."

(MUSIC: _ _ "YOU BELONG TO ME".....MONROE)

(APPLAUSE)

(MUSIC: _ _ SEGUES TO:)

(MUSIC: _ _ "LEARN TO LOSE".....MONROE)

(APPLAUSE)

KING: "LEARN TO LOSE" Vaughn Monroe's recent RCA Victor release a happy tune that's climbing fast in city after city right across the country.

MONROE: Every list of "most popular songs" these days seems to include at least one revival, working its way back up to the top of the heap.

KING: And our "VARIETY" list tonight is no exception. It includes a familiar tune from the year 1944.....
A platterman in Tampa, Florida, tells us it's tops in his town this week.

MONROE: And here to sing Tampa's favorite song is the Camel Caravan's favorite singer the girl with a chrysanthemum hair-do and an orchid voice lovely Connie Russell! The song... .. "I SHOULD CARE."

(MUSIC: _ _ "I SHOULD CARE" _ _ _ _ _ CONNIE RUSSELL)

(APPLAUSE)

50010 6641

MONROE: You know, everywhere you go, people are talking baseball.
And you know something else? There are plenty of Big Leaguers who smoke my favorite cigarette -- Camels!

KING: You bet! Allie Reynolds, "Preacher" Roe, Mike Garcia, Billy Cox, Early Wynn, and Vic Raschi all smoke Camel cigarettes!

NELSON: They've found Camels lead the League when it comes to giving them wonderful smoking pleasure!

KING: Why not find out what these Big Leaguers already know. Start your own 30-day Camel test. See how much you enjoy Camel's exclusive blend of costly tobaccos -- expertly blended to give you the last word in mild and flavorful smoking pleasure!

NELSON: Yes -- try Camels for 30 days and you'll see why more people smoke Camels than any other cigarette! You'll see why so many smokers -- all over America -- say: "I'd walk a mile for a Camel!"

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

(MUSIC: JINGLE)

MONROE: In three big cities a tune has been elected
A song has really topped the list
A pretty ballad is now a big sensation
It tells a miss she's really missed!

GIRLS: In Salt Lake City Denver, too
They spin this melody
And Rochester joins us to say
"WISH YOU WERE HERE" with me!

(MUSIC: "WISH YOU WERE HERE"MONROE)

(APPLAUSE)

KING: This Saturday marks the official opening of the 1952 intercollegiate football season. Football is king from coast to coast!

MONROE: And one of the top contests in the East will be the game here in New York at Baker Field between Columbia and Princeton.

KING: These two Ivy League teams will renew a football rivalry that began 77 years ago.....the first game between them was played at Princeton in 1874!

MONROE: To the Columbia Lion and the Princeton Tiger, we offer our wishes for the best of games, the best of crowds, and the best of fortune.

KING: And here's Vaughn Monroe and the Camel Caravan Choir with a preview of the songs that will fill the air at Baker Field, this Saturday.

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

(APPLAUSE)

50010 6644

KING: The Camel Caravan now rolls into the State of New Hampshire.

MONROE: Along Route U.S.3 into the city of Manchester a city founded in 1722 where over 200 years ago, patriots picked up their rifles and followed their neighbor, General Stark, into the French and Indian Wars.

~~KING: A city rich in history its men well represented in the Revolutionary War at Concord, Bennington and Bunker Hill.~~

~~MONROE: It's still making history today from presidential election news to Congressional Medal of Honor winners.~~

KING: *And today* ^{REPORTS... AND FROM HIS REPORT WE GATHER... THAT} A Manchester disc-jockey ~~tells us that~~ from the music counter at Piradoux's Department Store to the cottages on Crystal Lake our next tune is number one this week. Vaughn Monroe sings.....

"MY LOVE AND DEVOTION."

(MUSIC: MY LOVE AND DEVOTIONMONROE)

(APPLAUSE)

(MUSIC: _ _ JINGLE)_

GIRLS: And next we turn to the town of Philadelphia
 And play the tune that took first place
 In this fair city of brotherly affection
 A farewell song just won the race!

MONROE: So like the Philly guys and gals
 Just hold your sweetheart close
 As our Miss Connie Russell sings
 A song called, "ADIOS!"

(MUSIC: _ _ "ADIOS" CONNIE RUSSELL)

(APPLAUSE)

50010 6646

KING: Camel is by far America's most popular cigarette!

NELSON: Yes, Camel leads all other brands in popularity --
by billions of cigarettes per year!

KING: So find out yourself why more people smoke Camels
than any other cigarette! Make your own 30-day Camel
test! Enjoy that rich, full Camel flavor. It's a
flavor that doesn't tire your taste. Enjoy that
wonderful Camel mildness -- pack after pack, week
after week!

NELSON: Yes, try Camels as your steady smoke -- for 30 days!
You'll see how enjoyable a cigarette can be!

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

(MUSIC: _ _ BRIDGE)

KING: You have to look for Fall in a big city like New York
..... but if you love New York you know where
to look.

MONROE: You look in Radio City where breezes swoop past
skyscrapers down into the Promenade snatch up dry
leaves and play tag with them ^{ALL THE WAY} down Fifth Avenue.

KING: And you look in Washington Square where the trees!
Fall outfits of red, yellow, and brown, make a striking
contrast to the soft white of Washington Arch.

MONROE: Through the crowds on Broadway corners, you catch a glimpse
of the roast chestnut man..... Yes, from the
Battery to Van Cortlandt Park, if you know where to look,
you can find Autumn in this city of steel and concrete.

KING: Vaughn Monroe and the Camel Caravan Choir set this
picture to music with "AUTUMN IN NEW YORK."

(MUSIC: _ _ "AUTUMN IN NEW YORK".....MONROE AND CHOIR)

(APPLAUSE)

50010 6648

KING:

Every week, the makers of Camels send thousands of packs of Camels to our hospitalized Veterans and members of our Armed Forces. This week, the gift Camels are going to: Veterans Hospitals, Richmond, Virginia, and Sioux Falls, South Dakota...U. S. Army Station Hospital, Ft. MacArthur California...U. S. Naval Hospital, Corpus Christi, Texas... the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

MONROE: Hope you enjoyed those Camels, fellows ... and now ...

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

MONROE: It's time to say goodnight again until next week at this same time ... same place on your radio dial.

The Camel Caravan will be waiting for you then with another half-hour of your favorite music the songs, chosen number one by disc-jockeys across the nation, according to "VARIETY."

KING: Next week Vaughn's special guest will be lovely

ILENE WOODS.

MONROE: And we'll be sending a salute to the football teams of Michigan and Stanford. Be sure to join us then, won't you?

KING: And, ~~just~~ for laughs, 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: Remember ... there's an election coming up soon But --
VOTE { 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?"

(MUSIC: THEME)

(APPLAUSE)

50010 6650

NELSON: Listen, Fellas! If you smoke a pipe, take it easy --
smoke Prince Albert! Yes -- I'm saying P.A. is an easy
pipe tobacco. Easy on the tongue -- the bite's out
the pleasure's in! Because P.A.'s choice tobacco is
specially treated to insure against tongue bite! And it's
so easy to draw -- crimp cut Prince Albert packs just
right in your pipe! P.A. gives you such smooth, mild
and mellow smoking pleasure! Easy on your pocketbook,
too! You get more tobacco in every tin -- more smoking
pleasure for your money! So take it easy -- smoke P.A.!
Mild and tasty -- all the way! Prince Albert -- America's
largest-selling smoking tobacco!

(MUSIC: -- THEME)

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

(APPLAUSE)