

THE CAMEL CARAVAN

As BROADCAST

STARRING

VAUGHN MONROE

(7:30-8:00) (PM EST)

OCTOBER 4, 1952

SATURDAY

ORIGINATION

THE MEADOWS, FRAMINGHAM, MASS.

(MUSIC: -- JINGLE)

SINGERS: Hello, nice people, from Main 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 Meadows" in Framingham, Massachusetts
"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)

*Commercial
check O.K.
11/1/52*

KING: John Wayne knows! Linda Darnell knows! Alan Ladd knows!

NELSON: Yes, they've found out how mild Camels are, how flavorful Camels are -- pack after pack, week after week!

KING: Why don't you try Camels, too? Make your own 30-day Camel mildness test -- starting tonight!

NELSON: Smoke Camels, and only Camels, for 30 days and you'll see how enjoyable a cigarette can be!

KING: You'll see why more people smoke Camels than any other cigarette!

(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 roster of the songs all America is asking for.

KING: The songs voted first choice by leading disc-jockeys from Maine to California as reported in this week's "VARIETY."

MONROE: Tonight's lead-off tune is a real -coast-to-coast favorite. It's the blue ribbon winner this week in thirteen big cities across the nation.

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

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

(APPLAUSE)

(MUSIC: SEGUES TO:)

(MUSIC: "HALF AS MUCH".....MONROE)

(APPLAUSE)

cb

50010 7047

KING: "HALF AS MUCH"sung for you by Vaughn Monroe....
.....a Des Moines D-Js first choice this week.

MONROE: First choice any week on the Camel Caravan is a
pretty face with a voice to match. That's our special
guest this evening

KING: It's a pretty face you've seen on television screens
and a beautiful voice you've heard in the movies and
on radio.

MONROE: May we present again our own Ilene Woods who sings
the top tune this week in Philadelphia, Newport, Boston
and Jacksonville....."I WENT TO YOUR WEDDING."

(MUSIC: "I WENT TO YOUR WEDDING".....ILENE WOODS)

(APPLAUSE)

50010 7048

MONROE: You know, Fellas and Gals, there's an old saying: "Only time will tell". Well, I guess you can say that holds true with many things -- including cigarettes!

KING: Yes, Vaughn -- only time will tell about a cigarette. So, Friends, take your time and make this sensible . cigarette test -- the 30-day Camel mildness test.

NELSON: Smoke Camels, and only Camels, for 30 days. Find out for yourself what a wonderful cigarette Camel is -- smooth, tasty, mild!

KING: See how much you enjoy Camels exclusive blend of costly tobaccos -- expertly blended to give the last word in rich, full smoking pleasure!

NELSON: You'll see why more people smoke Camels than any other cigarette -- why Camel leads all other brands in popularity by billions of cigarettes per year!

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!

(MUSIC: JINGLE)

MONROE: In Minneapolis and St. Cloud, Minnesota,
There doesn't seem to be a doubt
About the tune which is now a first place winner
A song for which the folks all shout.

GIRLS: Now "WALKIN' TO MISSOURI" is
The song we'd like to hear
Here's Vaughn to tell the story of
This little bird they cheer.

(MUSIC: "WALKIN' TO MISSOURI".....MONROE)

(APPLAUSE)

KING: It's time to report the doings of the top football teams across the nation on the Camel Caravan Scoreboard.

MONROE: There were a lot of exciting games played on college gridirons this afternoon.... Here in the East, it was HOLY CROSS 12 and FOROHAM 7 in a fast, hard-fought game.

KING: And in the WESTERN Conference PURDUE took to the air ^{WON} ~~to win~~ over OHIO STATE 21 to 14 while DUKE

~~stopped~~ TEENNESSEE 7 to 0. And that an upset!
~~Notre Dame won over Texas 14 to 3~~
And in just a few hours,

MONROE: In an inter-conference game down in Athens, Georgia, ^{College Station Texas}
~~this afternoon....~~ the University of ^{of Kentucky} ~~North Carolina~~
~~WILDCATS will meet the Aggies of Texas A&M. in a~~
~~Taxheels met the Georgia Bulldogs.....and at the~~
~~game that promises to be one of tonight's top~~
~~final gun, the score was~~

Contests

KING: And here's Vaughn Monroe and the Choir with the songs ~~that filled the stadium at Athens, Georgia, this~~
~~Station tonight.~~
~~afternoon.~~

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

(APPLAUSE)

KING: Our musical spotlight sweeps now along the crescent curve of Lake Michigan....and into the most beautiful harbor on the Great Lakes.

MONROE: The harbor of the city of Milwaukee, Wisconsin...~~is~~ ^{the} ~~city~~ ^{good people have} which can boast of ^{living in} ~~being~~ the largest debt-free city in the United States...and ^{fine the} proud possessor of more than 25 national awards for health conservation... ^{and} traffic safety...~~and fire reduction.~~

KING: ^{We've told that} ~~A local disc-jockey tells us~~ our next tune is number one ^{here} ~~in his town~~ this week. Vaughn Monroe sings Milwaukee's choice....."MY LOVE AND DEVOTION."

(MUSIC: "MY LOVE AND DEVOTION".....MONROE)

(APPLAUSE)

50010 7052

(MUSIC: JINGLE)

GIRLS: A little song is a-buzzin' 'cross the nation
It's tops this week in Dearborn, Michigan.

MONROE: A bright young feller, the hero of this ditty
Can answer every lover's wish.

GIRLS: The road to true love's dark and dim
But he can make it bright
This GLOWORM'S got the stuff, Ilene
So sing his song tonight!

(MUSIC: "THE GLOWORM".....ILENE WOODS)

(APPLAUSE)

KING: ~~Why~~ do more people smoke Camels than any other cigarette?

NELSON: Well...there are many reasons. And perhaps the most important is that Camels are made from an exclusive blend of costly tobaccos -- expertly blended to give you mildness and flavor -- a flavor you won't find in any other cigarette!

KING: Right! Wonderful flavor and cool, cool mildness help make Camel America's most popular cigarette -- leading all other brands by billions of cigarettes per year!

NELSON: Why don't you find out why more people enjoy Camels than any other cigarette? Change to Camels and see how mild, how flavorful, how completely enjoyable a cigarette can be!

SINGERS: How Mild
How Mild
How Mild can a cigarette be?/
~~Smoke Camels and see!~~

(MUSIC: BRIDGE)

MONRCE: Good songs like bad pennies have a habit of turning up again and again.

KING: And the name of Cole Porter is signed to many of the tunes high on the list of songs which live on year after year. His "Night and Day" "I've Got You Under My Skin" ^{they're} ~~are~~ discovered anew by every new generation.

MONRCE: For over a quarter of a century, Cole Porter has been making musical history. "Begin the Beguine" was the making of a band ... "My Heart Belongs to Daddy" launched a new star on Broadway.

KING: Now ... from his RCA Victor Album of Cole Porter melodies, Vaughn Monroe and the Camel Caravan Choir sing the ever-youthful ... "WHAT IS THIS THING CALLED LOVE?"

(MUSIC: "WHAT IS THIS THING CALLED LOVE" MONROE AND CHOIR)

(APPLAUSE)

KING:

Every week, it's the very special pleasure of the makers of Camels to send out thousands of packs of Camel Cigarettes to our hospitalized Servicemen and Veterans.

This week's gift Camels go to:

Kennedy Veterans Hospital, Memphis, Tennessee, and Veterans Hospital, San Francisco, California; U. S. Naval Hospital, Chelsea, Massachusetts, and all hospitals operated by the Caribbean Command of the U. S. Army.

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

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

MONROE: It looks like another half-hour has come and gone and it's time for the Camel Caravan to roll along. We'll be waiting for you next week at this same time ... ^{ON THIS SAME CBS STATION} ~~same place on your radio dial~~. We'll be back then with more of America's favorite music.... the songs which "VARIETY" reports have been chosen number one by disc-jockeys from coast to coast.

KING: Next week the Camel Caravan will be coming to you from "The Totem Pole" in Auburndale Mass. Vaughn's special guest will ^{AGAIN} be lovely Gene Woods.

MONROE: And we'll be sending a salute to the football teams of Wisconsin and Ohio State. ^{See your friends and be} ~~Be sure to join us then,~~ ^{sure to join us every Saturday,} won't you?

KING: And, in the meantime, don't you forget our good friend Bob Hawk He's on the air for Camels every Monday night with the "Bob Hawk Show."

MONROE: ^{MORE THING} One ~~thing more,~~ folks, regardless of whom you vote for, I'm asking you to be sure to vote November fourth. And now, until next week, this is Vaughn Monroe saying goodnight pleasant dreams and won't you have a "CAMEL?"

(MUSIC: THEME)

(APPLAUSE)

NELSON:

If you prefer a long cigarette -- king-size CAVALIER is the cigarette offered you by the makers of CAMELS, America's most popular cigarette. The makers of CAMELS spent years developing the special blend of tobaccos used in king-size CAVALIERS. From their long experience, and the know-how gained in making CAMELS, they have produced for you CAVALIERS -- THE king-size cigarette that gives you the mildness, the flavor, and the quality so important to your smoking enjoyment. Ask for king-size CAVALIERS -- they're priced no higher than other standard brands!

(MUSIC: --- THEME)

KING:

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

(APPLAUSE)

KING:

This is CBS ---- The Columbia Broadcasting System.