

TIMED MASTER

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, OCTOBER 25, 1952

7:30 to 8:00 PM EST

ORIGINATION: SUNNYBROOK PAVILION, POTTSTOWN, PA.

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 Sunnybrook ^{BALLROOM} ~~Pavilion~~ in Pottstown, Pennsylvania,
"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)

: 35

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KING: Smoking is something you like to enjoy every
day.

NELSON: So find the oigarette that gives you pleasure
day after day, pack after pack!

KING: Make your own 30-day Camel Mildness test.
Smoke only Camels for 30 days. See how mild
and flavorful, how completely enjoyable Camels
are -- as your steady smoke!

NELSON: See why more people smoke Camels than any other
oigarette!

1.00

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)

1:15

MONROE: Thank you...and greetings everyone...the Camel Caravan is here with another full thirty minutes of the music all America is asking for...The songs chosen number one by leading disc-jockeys from coast to coast according to this week's "VARIETY".

KING: And leading off tonight is a brand new version of an old favorite, Vaughn Monroe sings Detroit's first choice this week...LADY OF SPAIN.

1:40

(MUSIC: "LADY OF SPAIN".....MONROE AND CHOIR)

3:55

(APPLAUSE)

4:05

(MUSIC: SEQUES TO:)

(MUSIC: "OUTSIDE OF HEAVEN".....MONROE"

5:55

(APPLAUSE)

6:05

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6:05

KING: "OUTSIDE OF HEAVEN"....sung for you by Vaughn Monroe. A D.J. in St. Louis tells us it's first choice in his town this week.

MONROE: And first choice any week on the Camel Caravan is our special guest this evening...a ^{lovely} beautiful Miss with voice to match.

KING: Fashion note...she's wearing a beautiful blue gown...with eyes to match!

MONROE: May we present...Miss Ilene Woods who sings, "COMES ALONG A LOVE"...this week's top tune in Hattiesburg, Mississippi!

6:25

(MUSIC: "COMES ALONG A LOVE".....ILENE WOODS) 8:40

(APPLAUSE) 8:50

KING: What's the secret of Camels' tremendous popularity?
Why do more people smoke Camels than any other cigarette?
There must be a reason!

NELSON: There is a reason! In fact, there are plenty of reasons
why so many millions smoke Camel cigarettes! Camels
are made from an exclusive blend of costly tobaccos --
expertly blended to give you marvelous mildness and
wonderful flavor, a flavor you won't find in any other
cigarette!

KING: So why miss out on smoking pleasure? Start your own
30-day Camel mildness test-- tonight! Smoke Camels
and only Camels for 30 days and you'll see how thoroughly
enjoyable Camels are-- pack after pack, week after
week!

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

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

9:55

(MUSIC: JINGLE)

MONROE: In twelve big cities, "VARIETY" has told us
 A song is number one this week
 From East to West and from North to South, this ballad
 Has climbed up to the very peak!

GIRLS: Get ready, Vaughn, to give the beat
 The band will do the rest
 And then sing, "YOU BELONG TO ME"
 To show us why it's best!

10:30

(MUSIC: "YOU BELONG TO ME" MONROE)

13:00

(APPLAUSE) 13:10

MONROE: What's the latest from the Camel Caravan Newsroom on the top football games today, Joe King?

KING: Lots of scores, Vaughn In one of the top games this afternoon, it was IOWA 8 and OHIO STATE 0 in a game that upset the experts. ARMY ^{TIED} ~~took~~ COLUMBIA 14 to 14.

And in the SOUTH Conference DUKE beat VIRGINIA 21 to 7 while MARYLAND took LSU 34 to 6.

MONROE: In an inter-sectional battle at Macklin Field in East Lansing Michigan this afternoonthe Michigan State Spartans met the Nittany Lions of Penn State....and at game's end, the score-board read Penn State 7 Michigan State 34.

KING: As a Camel Caravan salute to these two great teams, Vaughn Monroe and the Choir bring us the ~~right~~ songs that filled Macklin Field Stadium this afternoon..... "Michigan State Fight Song" and "Penn State Victory March."

13:55

(MUSIC: COLLEGE MEDLEY..... MONROE AND CHOIR) 15:45

(APPLAUSE) 15:55

KING: Our Caravan is in Pottstown in the beautiful state of Pennsylvania tonight just 37 miles up Route 422 from Philadelphia.

MONROE: And in Philadelphia we hear that the good people have chosen a brand new tune as their number one disc-jockey request this week.

KING: From Rittenhouse Square to the City Hall at Broad and Market and from Fairmont Park on the West to Delaware Avenue on the East this tune is "top's in town" today. Vaughn Monroe sings Philadelphia's choice "WHY DON'T YOU BELIEVE ME?"

16:20

(MUSIC: "WHY DON'T YOU BELIEVE ME?"..... MONROE) 19:25

(APPLAUSE) 19:35

19:35

(MUSIC: JINGLE)

MONROE: Two friendly rivals this week are in agreement
About the tune that's tops for them.

GIRLS: In Fresno, CAL. and also down in Tampa -
The folks all say it is a gem!

ALL: These towns are friends and rivals, too
Both say their weather's fair
Ilene, come sing their favorite cry,
"WISH YOU WERE HERE"....not there!

20:05

(MUSIC: "WISH YOU WERE HERE".....ILENE WOODS) 22:50

(APPLAUSE) 23:05

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MONROE: You know hundreds of brand new songs come up every year. But how many of 'em will catch on and make the juke box records spin? Well, I guess you can figure - only time will tell!

KING: Yes, Vaughn - only time will tell about a popular song and only time will tell about your steady enjoyment of a cigarette! So take your time! Make your own 30-day Camel mildness test - starting tonight!

NELSON: Smoke only Camels for 30 days and you'll see how mild Camels are, how flavorful they are -- pack after pack, week after week!

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

SINGERS: How mild,
How mild can a cigarette be?
Make the Camel 30-day Test
And you'll see.
Smoke Camels and see!

23:55

(MUSIC: BRIDGE)

MONROE: Tonight's finale tune is brand new....yet it's an old favorite. A couple of fellows were listening to a familiar old melody and decided that it was too good to go on gathering dust result -- a new set of lyrics.

KING: That's the history of a lot of popular songs, isn't it Vaughn?

MONROE: That's right, Joe. We've had popular songs written around themes by everybody from Tchaikovski to a Vice-President of the United States.

KING: And here's another example of the old and the new combining to make a brand new hit....Vaughn Monroe and the Camel Caravan Choir sing his latest RCA Victor release "I" 24:35

(MUSIC: "I" MONROE & CHOIR) 26:40

(APPLAUSE) 26:50

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26:50

KING:

The makers of Camels have sent more than two hundred and three million Camel Cigarettes to Servicemen and Veterans. This week, as every week, thousands of gift Camels are being sent to Military and Veterans' Hospitals.

They're going to: Veterans Hospitals, Saginaw, Michigan, and Shreveport, Louisiana; U.S. Naval Hospital, Camp Pendleton, Oceanside, California, to all hospitals operated by the Army for U.S. Forces in Trieste.

27:10

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

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

27:40

MONROE: That means another thirty minutes have slipped away and it's time for the Camel Caravan to roll along... "We'll be joining you again next week...at this same time... on this same CBS RADIO station. We'll be looking for you then with another half-hour of America's favorite music...the songs which according to "VARIETY" have been chosen number one by disc-jockeys across the nation.

KING: Next Saturday the Camel Caravan will be coming to you from The Arena in Holyoke, Massachusetts. Vaughn's special guest will be lovely Cindy Lord.

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

KING: In the meantime, don't you forget another great CAMEL show...the "Bob Hawk Show," every Monday night with laughs, fun and prizes.

MONROE: One more thing, regardless of whom you vote for, I'm asking you to be sure to vote November fourth...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

NELSON: For those smokers who prefer a long cigarette, we offer 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!

29:10

(MUSIC: THEME)

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