

AS BROADCAST

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, NOV. 15, 1952

(TAPED: NOV. 13, 1952)

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

ORIGINATOR: NEW YORK CITY.

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 Bethe Douglas...and the songs America's  
asking for...transcribed and presented by Camel  
Cigarettes.

(MUSIC: UP AND OUT)

*11/13/52  
Commercial  
check OK  
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50010 7409

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

NELSON: There must be a reason!

KING: Yes, there must be a reason! You'll find out what that reason is - when you smoke Camel cigarettes!

NELSON: So make your own 30-day Camel mildness test!  
Smoke only Camels for 30 days and see how mild and flavorful they are -- pack after pack, week after week! Then you'll know why Camel leads all other brands in popularity -- by billions of cigarettes per year!

50610 7410

(MUSIC: "RAGING 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...hello again and how do you do, everybody!  
It's Saturday/<sup>NIGHT</sup> and time for another visit from the  
Camel Caravan. ~~We're coming to you tonight from just~~  
~~off Times Square in New York City...~~ and/<sup>WERE ALL</sup> ready to go  
with another half hour of America's favorite words  
and music.

KING: The tunes reported as first choice by leading disc-  
jockeys across the nation, according to this week's  
"VARIETY".

MONROE: And our lead-off tune tonight is one that's tops  
~~right here~~ in New York City

KING: Vaughn Monroe sings....."OUTSIDE OF HEAVEN"

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

(APPLAUSE)

(MUSIC: SEGUES TO:)

(MUSIC: "YOURS". . . . . MONROE AND CHOIR) (APPLAUSE)

50010 7411

KING: "YOURS"...just as Vaughn and the Camel Caravan Choir recorded it for RCA Victor...first place winner this week in Fitchburg, Massachusetts!

MONROE: And from Dallas, Texas, by way of Hollywood and Broadway musical comedy, we've got another winner tonight...our special guest this evening!

KING: If you remember a beautiful, green-eyed singer with reddish gold hair in the movie, "Toast of New Orleans" or on Broadway in "As the Girls Go" and "Gentlemen Prefer Blondes", you've already met this beauty...

MONROE: Making her very first appearance on the Camel Caravan...we present <sup>"the face with a voice"...</sup> lovely Bethe Douglas! She sings the tune that's first choice in Richmond, Virginia, this week..... "I SHOULD CARE"...

(MUSIC: "I SHOULD CARE".....BETHE DOUGLAS)

(APPLAUSE)

50010 7412

KING: Some of Hollywood's most famous movie stars smoke Camel Cigarettes!

NELSON: One of them is Tyrone Power!

KING: Yes, Tyrone Power says he found out just how mild and flavorful Camels are when he made his own 30-day Camel mildness test. After trying Camels as his steady smoke -- for 30 days -- Tyrone Power learned why so many people say: "Once a Camel smoker - always a Camel smoker!" Camels suit him to a T!

NELSON: Why not follow the lead of Tyrone Power and many other stars of stage, opera and the screen? Make your own 30--day Camel mildness test -- starting tonight!

KING: See how much you enjoy Camels' exclusive blend of costly tobaccos!

NELSON: See how much you enjoy Camel's mildness and flavor. It's a flavor that doesn't tire your taste.

KING: Yes, try Camels and see why more people smoke Camels than any other cigarette!

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

500107413

(MUSIC: JINGLE)

MONROE: And now we bring you some brand new movie music. . .  
<sup>THAT'S</sup>  
~~It's~~ from a picture you should see

GIRLS: <sup>IS THE HERO A ROUGH AND READY</sup>  
 Vaughn ~~plays the lead,~~ Arizona's toughest marshal  
 A fightin, singin man is he!

ALL: Go see the picture for we know  
 You're sure to love it, too

GIRLS: Now here's a sample of the score  
 That Vaughn sings just for you!

(MUSIC: "THE MAN DON'T LIVE" . . . . . MONROE)

(APPLAUSE)

MONROE: It's football time on the Camel Caravan, Joe King...  
How does the news shape up for today?

KING: Big day today on the college gridirons, Vaughn...  
Michigan State, top team so far this season, was looking  
for win number 23 in their game with Notre Dame.....  
Princeton was after the big 3 crown and Eastern honors  
in their battle with Yale.....~~And~~ Texas was  
looking for a win over Texas Christian and possession of  
the Southwest title.....And Georgia Tech and  
Alabama were paired in one of the South's hottest games.

MONROE: Out in the far West, in a Pacific Coast Conference game,  
the Trojans of Southern Cal met the Washington Huskies  
.... in a game that was one of today's football highlights.

KING: As a Camel Caravan salute to these two great teams...  
here's Vaughn Monroe and the Choir with the stirring songs  
that drifted over the blue Pacific this afternoon.

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

(APPLAUSE)

50010 7415

~~KING:~~  
MONROE:

Folks in different sections may not be able to agree on subjects like Modern Art or the correct way to eat fried chicken...but when it comes to popular music, a new hit can spread across the country like wildfire.

KING:  
~~MONROE:~~

YOU'RE SO RIGHT VAUGHN,  
Take our next tune, for example. In just a few short weeks it's blazed its way across the country and turned up a winner this week in 8 different cities. Omaha, St. Cloud, Cincinnati, Newport, Rochester, Jacksonville, San Antonio and Denver all agree that this is the tune for them.

MONROE:  
~~KING:~~

And for a Camel Caravan encore, here's our lovely guest Bethe Douglas to sing that 8 city favorite...

"I WENT TO YOUR WEDDING."

(MUSIC: "I WENT TO YOUR WEDDING" . . . . . BETHE DOUGLAS)

(APPLAUSE)

50010 7416



(MUSIC: JINGLE)

MONROE: The tune <sup>THATS</sup> next on our current list of favorites  
Is one that's really shining bright.

ALL: This song concerning a continental lady  
Is tops in Utica tonight.

ALL: She's quite a beauty, quite a gal.  
We're sure she's one you'll like

~~ALL:~~  
~~GIRLS:~~ This certain lady is from Spain  
~~WE'RE READY~~  
~~And Vaughn is~~ at the mike.

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

(APPLAUSE)

MONROE: You know, a great many promising young singers come up every year. How many of 'em will become stars? Well - only time will tell!

KING: Yes, Vaughn - only time will tell about a singer and only time will tell about a cigarette!  
So, friends, take your time and make this sensible test of a cigarette -- the 30-day Camel test!

NELSON: Smoke only Camels for 30 days. You'll enjoy Camels' exclusive blend of costly tobaccos!

KING: You'll enjoy Camel's cool, cool mildness and their rich, full flavor - a flavor you won't find in any other cigarette!

NELSON: Yes, when you make your own 30-day Camel mildness test, you'll see why Camel is America's most popular cigarette -- leading all other brands by billions of cigarettes per year!

50010 418

(MUSIC: BRIDGE)

KING: Cole Porter is a man who has long charmed the nation with the sometimes gay, sometimes sad, sophistication of his music.

MONROE: American theater and movie-goers have chuckled over... danced to...and romanced to his music for a long, long time. ~~"Kiss Me, Kate"...."Panama Hattie"...~~  
~~"Anything Goes"....and "Dubarry was a Lady" are names that are part of theatrical history.~~

KING: ~~And even if you forget the names of his shows,~~  
~~you're sure to remember the songs.~~ Take our finale tune tonight, for example. There are very few people who can name the movie it was written for...<sup>"BORN TO DANCE"</sup>  
yet it's a song that's <sup>LIVES</sup> ~~sure to live~~ on. From his RCA VICTOR ALBUM of Cole Porter melodies, Vaughn Monroe and the Camel Caravan Choir bring you....  
"EASY TO LOVE".

(MUSIC: "EASY TO LOVE" . . . . . MONROE AND CHOIR)

(APPLAUSE)

KING: The makers of Camels have now sent more than 203 million free cigarettes to our Servicemen and Veterans. And this week, as every week, thousands of packs of gift Camels are going to Military and Veterans Hospitals. They're being sent to: Veterans Hospitals, Topeka, Kansas, and Lyons, New Jersey...U.S. Naval Hospital, Naval Base, Charleston, South Carolina. <sup>AND</sup> all hospitals operated by the Alaskan Air Command.

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

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

MONROE: That's about <sup>WRAPS UP</sup> ~~as far as~~ the Camel Caravan goes tonight, friends, <sup>right now we have to rush over to play for all the folks at the Joyland Ballroom in Woonsocket Rhode Island... and next Saturday we'll be back on</sup> ~~but next Saturday we'll be rolling again... and we'll be waiting for you then,~~ at this same time <sup>the air with you again</sup> .. . . . on this same CBS RADIO station.. with another half-hour of America's top tunes .. the songs chosen number one by disc-jockeys across the nation as reported in "VARIETY."

KING: Next Saturday the Camel Caravan will again be coming to you from New York City. ~~Vaughn's special guest will be lovely~~

~~MONROE:~~ And we'll be sending a salute to the football teams of HARVARD AND YALE. Be sure to join us then, won't you?

MONROE:

~~KING:~~

In the meanwhile, don't forget <sup>to listen to my good friend Bob Hawk...</sup> ~~another great Camel show, the "Bob Hawk Show". It's on the air every Monday night with the "Bob Hawk Show" with laughs, fun and prizes.~~

MONROE: ~~And~~ Until next Saturday then ... this is Vaughn Monroe saying goodnight ... pleasant dreams and ... won't you have a "CAMEL".

(MUSIC: THEME)

(APPLAUSE)

50010 7421

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 program was transcribed.

(APPLAUSE)