

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY NOVEMBER 22, 1952

7:30 to 8:00 p.m. EST

TIMED MASTER

ORIGINATION: NEW YORK CITY

CUE: (This is the CBS...RADIO NETWORK)  
(.....70 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 star Connie Russell...and the songs  
America's asking for...presented by Camel Cigarettes.

(MUSIC: UP AND OUT)

:35

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ldg

KING: If you haven't as yet tried Camels, you're missing a wonderful smoke -- a cigarette that's mild and flavorful, completely enjoyable. pack after pack, week after week!

NELSON: Why not find out right away what you've been missing? Make your own 30-day Camel mildness test -- starting tonight!

KING: Yes, smoke only Camels for 30 days! You'll see why more people smoke Camels than any other cigarette!

1:05

1:05

(MUSIC: "RACING WITH THE MOON".....STATEMENT TO HOLD FOR:)

KING: Let's say hello to the star of the show!

(MUSIC: EHORD)

KING: VAUGHN MONROE!

(MUSIC: TO TAG)

(APPLAUSE)

1:20

MONROE: Thank you.....greetings, everybody. It's a wonderful feeling to know that we can <sup>GET</sup> together every Saturday night. I know I look forward to it. ....Now if you're in the mood for dancing, or singing along, or just plain listening ... just gather 'round and we'll see what we can do about playing some of your favorite music.

KING: And on the top of our list tonight is a song that's really riding <sup>high</sup> these days .... "VARIETY" tells us it's the favorite in eight big cities across the land.

So Here's Vaughn Monroe to sing... "YOU BELONG TO ME." 1:45

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

(APPLAUSE) 3:45

3:35

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3:45

KING:

Way up there on "VARIETY'S" list of songs voted first place by disc jockeys across the nation, we find a song that Vaughn and the Choir recently recorded for RCA Victor. It's the favorite this week in Middleton St. Louis and Gonzales, Texas. Here's Vaughn and the Choir with "YOURS."

4:00

(MUSIC:

"YOURS"

MONROE AND CHOIR)

6:10

(APPLAUSE) 6:15

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6:15

MONROE:

Thank you.... <sup>You know -</sup> It's my very pleasant duty now to lower the microphone to 5 foot 2 and spread out the welcome mat for our very special guest this evening. It's time to say hello to a lovely star of radio and television .....Miss Connie Russell!

(APPLAUSE)

RUSSELL:

Thank you, Vaughn .... I notice that on the music it says that this tune is the first choice this week of folks in Omaha .... and <sup>my old stamping ground -</sup> ~~in my home town of~~ Chicago.

MONROE:

That's right, Connie..... we thought the folks there would enjoy it even more if you did the honors.

RUSSELL:

Thank you, kind sir. I hope the folks in Omaha like it too.

MONROE:

How can we miss with a combination of bright lights like Connie Russell and ..... "GLOWWORM." 6:55

(MUSIC:

"GLOWWORM" ..... CONNIE RUSSELL)

8:55

(APPLAUSE) 9:05

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~~Saturday, November 22, 1952~~  
~~R. J. Reynolds Tobacco Company~~  
~~"VAUGHN MONROE SHOW" #314~~

- 6 -

~~CAMEL CIGARETTES~~  
~~No. 2~~

9:05

MONROE: You know, when the new version of "Glowworm" came out we didn't know whether it would click or not -- only time will tell -- now here it is -- way up on the list.

KING:  
~~1st ANNOUNCER:~~

That's true with lots of things, Vaughn -- especially when it comes to choosing a cigarette! You see, Friends, only time will tell about a cigarette. You just can't tell if a cigarette is right for you until you try it as your steady smoke.

NELSON:  
~~2nd ANNOUNCER:~~

So make your own 30-day Camel mildness test -- starting tonight! Smoke Camels, and only Camels, for 30 days. See how you enjoy your first Camel and how you will continue to enjoy Camel's mildness and flavor -- pack after pack, week after week -- as your steady smoke!

KING:  
~~\*1st ANNOUNCER:~~

Yes, smoke Camels and see why they're America's most popular cigarette -- leading all other brands by billions of cigarettes per year!

SINGERS:  
~~JINGLE:~~

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

10:05

~~USE ONLY IN HAWAII REBROADCAST -- IN PLACE OF 1st ANNOUNCER'S  
LAST SPEECH~~

~~\*1st ANNOUNCER:~~

~~And here's a wonderful Christmas idea! Those colorful Christmas  
gift cartons of Camel cigarettes! Look for them!~~

~~Typed: 11/21/52~~

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10:05

(MUSIC: JINGLIE)

ALL: This week from Boston across the land to Fresno  
A brand new tune is riding high  
The D.J.'s tell us that it's a tune for dancing ...  
Romancing with your favorite guy.

GIRLS: *now settle back*  
~~Get ready set for here is Vaughn~~  
*To help romance along*  
~~We know he can't go wrong~~

ALL: *So listen and you'll also say*  
~~Especially when two cities say~~  
This is <sup>my</sup> ~~our~~ Favorite Song.

10:40

(MUSIC: "MY FAVORITE SONG" MONROE)

(APPLAUSE) 13:35

13:25

ldg

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MONROE: Fetch my shoulder pads and helmet, Joe, it's time for the football scores.

KING: You used to play a little football yourself, didn't you, Vaughn?

MONROE: Sure did! As a matter of fact, Lloyd Jordan who's Harvard coach now was my coach when I played for the High School at Jeanette, Pennsylvania.

KING: What did he think about your playing?

MONROE: Well, somebody recently asked him that same question and all he said was.....uh, <sup>plays a nice trumpet</sup> nice singer that boy.

KING: I'd better get the Harvard-Yale score while you tell the folks what happened across the country today, Vaughn.

MONROE: Right!.....Down South, <sup>Alabama upset Maryland 27 to 7</sup> it was ~~Georgia Tech~~ Florida State. <sup>in the Big 10, Minnesota had a 21-21 tie with Wisconsin... Purdue stopped Indiana 21 to 16</sup> ~~State took Marquette~~ <sup>to</sup> ~~to run their~~ <sup>And Ohio State upset Michigan 27 to 7</sup> ~~string to~~ <sup>games.</sup> In the Southwest, it was ~~and~~ <sup>And a FINAL</sup> ~~quarter~~ score from the far West reads UCLA 12, Southern Cal 14.

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KING:

Over <sup>38,000</sup>~~37,000~~ fans jammed the Stadium at Cambridge for  
 "The <sup>Traditional</sup> Game" between the Yale Bulldog and the Harvard  
 Crimson,..... and at the final gun the score was  
 HARVARD 14 YALE 41 ..... Vaughn Monroe  
 and the Choir offer a Camel Caravan salute to these  
 two great teams with "HARVARDIANA" and "MARCH ON DOWN  
 THE FIELD."

14:45

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

(APPLAUSE)

16:50

16:55

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16:55

KING: From the stadium in Cambridge to Manchester, New Hampshire, it's just About 50 miles North along Route 3 ..... and Manchester is the Camel Caravan's next musical destination.

MONROE: From Manchester, a popular disc jockey reports to "VARIETY" that a brand new tune is his nomination for top honors this week.

KING: *Now* Here's Vaughn Monroe and ~~"the most talked about band in the land"~~ with a sentimental plea dedicated to lovers everywhere..... "STAY WHERE YOU ARE."

17:20

(MUSIC: "STAY WHERE YOU ARE" ..... MONROE)

19:15

(APPLAUSE) 19:20

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19:20

(MUSIC: JINGLE)

MONROE: We're on our way now, to Phoenix Arizona  
A very sunny Western town

ALL: The folks in Phoenix have picked themselves a winner  
A song that's gaining great renown

ALL: Miss Connie Russell encore please  
We know you can't go wrong  
With "WALKING BY THE RIVER" as  
The title of your song.

19:55

(MUSIC: "WALKING BY THE RIVER".....CONNIE RUSSELL)

22:40

(APPLAUSE) 22:50

Misread by  
Vaughn Monroe

22:50

MONROE:

→ You know -

~~Say, Fellas and Gals,~~ there are many famous people who smoke Camel Cigarettes! Movie stars like John Wayne, Linda Darnell and Alan Ladd. Singers like Rise Stevens, John Brownlee and Patrice Munsel of Metropolitan Opera fame. There must be a reason!

KING:

Yes, Vaughn --- there is a reason why famous stars and so many millions of people smoke Camels. And, Friends, you can find out what that reason is. Here's how:

NELSON:

Make your own 30-day Camel mildness test! Smoke only Camels for 30 days.

KING:

Enjoy Camels! exclusive blend of costly tobaccos, expertly blended to give you rich, wonderful smoking pleasure!

NELSON:

Enjoy Camels! cool, cool mildness and marvelous flavor -- it's a flavor you won't find in any other cigarette!

KING:

Yes, when you try Camels for 30 days, you'll find the reason why more people smoke Camels than any other cigarette!

23:45

~~SINGERS:~~

~~How mild,~~

~~How mild,~~

~~How mild can a cigarette be?~~

~~Smoke Camels and see!~~

ldg

23:45

(MUSIC: BRIDGE)

KING: In 1926 two young men fresh out of Columbia University wrote words and music for no less than three hit Broadway shows .... and started an amazing twin career which lasted for almost twenty years.

MONROE: And these two men came to be described as the "Modern Gilbert and Sullivan"...The smart simplicity of Larry Hart's lyrics and the catchy and tuneful melodies of Richard Rodgers were applauded in one hit musical after another.

KING: Our finale tune tonight takes us back to the year 1937, and it's from the Rogers and Hart musical, I'D RATHER BE RIGHT." Let's reminisce a while with Vaughn Monroe and the Camel Caravan Choir.....the song, "HAVE YOU MET MISS JONES?"

24:30

(MUSIC: "HAVE YOU MET MISS JONES?".....MONROE AND CHOIR)

(APPLAUSE)

26:45

26:55

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26:55

KING:

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

They're on their way to: Veterans' Hospitals, Coatesville, Pennsylvania, and Augusta, Georgia; McChord Air Force Hospital, Tacoma, Washington; all hospitals operated by the Army for U.S. Forces in Austria.

27:15

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27:15

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

~~(MUSIC: "LET'S HAVE A CIGARETTE TOGETHER".....MONROE) 27:45~~

MONROE: That's about as far as the Camel Caravan goes tonight, friends, but Saturday we'll be rolling again.....and we'll be waiting for you then ... at this same time ... on <sup>this</sup> ~~the~~ 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 be coming to you from "THE ARMORY" in Albany, New York..... ~~Vaughn's special guest will be lovely GINDY LORD.~~

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

KING: In the meanwhile, don't forget another great Camel show, the "Bob Hawk Show". It's on the air every Monday night with laughs, fun and prizes.

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

~~(MUSIC: THEME)~~

(APPLAUSE)

28:35

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28:35

NELSON: If you prefer a long cigarette, king-size Cavalier is the cigarette offered you by the makers of Camels, American'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 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. Give cartons of king-size Cavaliers for Christmas! They're 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 OBS . RADIO Network.

29:30