

CBS RADIO NETWORK

TIMED MASTER

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY DECEMBER 6, 1952

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

ORIGINATION: ATLANTIC CITY NEW JERSEY

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)

-the Auditorium
KING: From Atlantic City, New Jersey... "THE CAMEL CARAVAN--
STARRING VAUGHN MONROE" ... with guest singer Bethe
Douglas and the songs America's asking for... presented
by Camel Cigarettes.

(MUSIC: UP AND OUT)

35

ldg

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KING: What cigarette do millions of people choose for mildness and flavor?

NELSON: Camel -- America's most popular cigarette!

KING: Yes, every day, all over America, coast to coast, more people -- millions of people -- ask for Camel cigarettes!

NELSON: What's the reason?

KING: You'll find the reason when you try Camels yourself!

(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: CHORD)

(APPLAUSE)

1:15

MONROE: Thank you ... and how do you do, everybody. It's my favorite time of the week again.... Saturday night. Time for our weekly musical date ... and time for you to sit back, relax and listen while the Camel Caravan crew and I see what we can do about bringing you a half hour of your favorite words and music. The songs voted first choice by disc jockeys across the nation, according to this week's "VARIETY."

KING: And leading off tonight is a three-city winner on our list It's the leading favorite this week in... New York City Charleston, West Virginia ... and Chicago. Here's Vaughn Monroe and "OUTSIDE OF HEAVEN."

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1:45

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

3:35

(APPLAUSE) 3:45

3:45

KING:

In Vaughn's new Republic picture, "THE TOUGHEST MAN IN ARIZONA" is a song that's a worthy successor to such memorable Western ballads as "MULE TRAIN" and "RIDERS IN THE SKY." Just as he recorded it for RCA Victor.....here's Vaughn Monroe and the song that's climbing high these days....."THE MAN DON'T LIVE WHO CAN DIE ALONE."

4:00

(MUSIC: "THE MAN DON'T LIVE WHO CAN DIE ALONE".....MONROE)

6:25

(APPLAUSE)

6:35

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6:35

MONROE: Thank you And that brings us right up to the time to say "welcome aboard" to the Camel Caravan's special guest this evening.....A very pretty red head you've seen in Broadway musicals and on top television shows.

KING: And in movies and supper clubs too! She's a green-eyed gal from Altus Oklahoma who's been taking the big towns by storm..... They call her "the face with a voice."

MONROE: May we present lovely Bethe Douglas.....who sings the tune "VARIETY" tells us is tops this week in Ithica and Detroit.....The title?....."KEEP IT A SECRET." 7:00

~~(MUSIC: "KEEP IT A SECRET".....BETHE DOUGLAS) 9:00~~

(APPLAUSE)

9:10

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MONROE: You know, Folks! -- more people smoke Camels than any other cigarette. And among the millions of Camel smokers are ball players like Mickey Mantle, movie stars like Tyrone Power and singers like Rise Stevens of Metropolitan Opera fame.

KING: Yes, Vaughn... they go for Camels, pack after pack! SO, Friends -- why not find out what these stars and millions of other Camel smokers already know? Make your own 30-day Camel mildness test! Smoke only Camels for 30 days! You'll find Camels have a mildness and a flavor all their own. You'll enjoy a wonderful kind of smoking pleasure you won't find in any other cigarette! Yes, when you smoke Camels, you'll see why more and more people, millions of people, ask for Camel Cigarettes!

MONROE: And, Folks -- I just want you to remember about those special Christmas-gift cartons of Camels. They're all decked out in holiday colors -- with their own personal greeting card for you to write on! This year give Christmas Cartons of Camel cigarettes!

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

10:20

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10:20

(MUSIC: JINGLE)

MONROE: Now in fair Hartford, insurance is the business
That occupies the people there

ALL: And in St. Louis, the game is transportation
While Utica makes things to wear.

ALL: These cities three, this week agree
About the song to play

ALL: The one called "YOURS" that recently
~~GIRLS:~~ ^{WE} ~~Vaughn~~ made for RCA.

10:55

(MUSIC: "YOURS".....MONROE AND CHOIR) 12:40

(APPLAUSE) 12:45

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MONROE: Time for the football news Joe King...what's this week's feature story from the Camel Caravan Newsroom?

KING: Coming right up, Skipper...It's the dope on the Orange Bowl game between ^{the university of} Alabama University and Syracuse University...to be played down in Coral Gables, Florida on January first.

MONROE: ^{lets have} ~~We want~~ facts and figures Joe....What's Alabama's record been this year?

KING: Won 8 Lost 2.

MONROE: And Syracuse?

KING: Won 7 Lost 2. And the experts say that Alabama is a slight favorite to beat Syracuse.

MONROE: ^{well} That ^{might} ~~may~~ be true...but here on the Camel Caravan we're partial to both teams..... To the "Crimson Tide" of Alabama and to the "Orangemen" of Syracuse we wish the traditionally sunny Florida day ... a bowlful of fans and the best of fortune.

KING: And as a musical preview of New Year's Day at the Orange Bowl...Vaughn Monroe and the Camel Caravan Choir bring you... "THE SALTINE WARRIOR" and "YEA ALABAMA." 13:36

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

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15:55

KING: Our next tune is a nine-time winner this week
platter chatter men in nine cities from coast to coast
have made it their number one choice on our "VARIETY"
list tonight.

MONROE: Calling the roll across the countryit's the favorite
this week inNashua New Hampshire.... Rome New York
Pittsburgh.....New Orleans....

KING: St. Petersburg....Savannah....Kansas City...Cincinnati..
and Milwaukee. Here's Vaughn Monroe to sing the blue
ribbon winner....."WHY DON'T YOU BELIEVE ME?" 16:15

(MUSIC: "WHY DON'T YOU BELIEVE ME?".....MONROE) 19:20

(APPLAUSE) 19:25

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19:25

(MUSIC: JINGLE)

ALL: This week in Boston, the folks are all requesting
A brand new ballad on our list

MONROE: And here's Bethe Douglas to step into the spotlight
She tells about a guy who's missed.

ALL: It's very smart to let him know
Wherever he may roam
You keep the home fires burnin' 'cause
"MY BABY'S COMIN' HOME".....

20:00

(MUSIC: "MY BABY'S COMIN' HOME".....BETHE DOUGLAS) 22:40

(APPLAUSE) 22:50

22:50

KING: Right now -- this very minute -- countless thousands of people are enjoying Camels!

NELSON: Yes, tonight, tomorrow, every day -- more people smoke Camels than any other cigarette!

KING: There must be a reason!

NELSON: There is a reason for the tremendous popularity of Camel cigarettes! You'll find out what that reason is -- by making your own 30-day Camel mildness test!

KING: Smoke Camels, and only Camels, for 30 days. See how much you enjoy Camels' exclusive blend of costly tobaccos, expertly blended to give you wonderful mildness and flavor -- a flavor you won't find in any other cigarette!

NELSON: Smoke Camels and see why, every day, -- millions of smokers -- step up and say: "A pack (or a carton) of Camels, please!".

23:35

23:35

(MUSIC: BRIDGE)

MONROE: According to my Almanac, winter doesn't start until 4:44 PM on December 21st....that's two weeks away but already the sights and sounds of winter are on display ^{all} across the country.....

KING: Already ^{Some folks} ~~many of us~~ are waking up on a frosty morning and looking out to see the pure white blanket of the season's first snow and hearing the soft whisper of snowflakes against the window pane the crisp crunch of the snow underfoot on a clear cold winter night.

MONROE: To grown ups, winter means chains on the car ... and oil for the furnace but to kids it means something else snow forts snow men and the paintings Jack Frost leaves on the window! ^{which brings to mind} ~~Time for~~ Henry Morgan's classic weather report "Snow -- followed by small boys on sleds!"

KING: Vaughn Monroe and the Camel Caravan Choir set the scene to music with "WINTER WONDERLAND."

24:30

(MUSIC: "WINTER WONDERLAND" MONROE & CHOIR) 26:55

27:05

KING:

The makers of Camels have now sent more than 203 million Camel cigarettes to a gallant and most deserving group of people; our Armed Forces and Hospitalized Veterans. This week, the gift Camels go to: Veterans' Hospitals, Waco, Texas, and Albany, New York...Brookloy Air Force Hospital, Mobile, Alabama...and U. S. Naval Hospital, Yokosuka, Japan.

27:25

27:25

MONROE: Enjoy those CAMELS, fellows..... and now.....

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

27:50

MONROE: That just about wraps up the Camel Caravan for tonight, friends, but next Saturday we'll be rolling again ... and we'll be looking for you then at this same time on this same CBS RADIO station with another thirty minutes of America's favorite music the songs chosen number one by disc-jockeys across the nation according to "VARIETY."

KING: Next week the Camel Caravan will be coming to you from the campus of Youngstown College in Youngstown OhioVaughn's special guest will be lovely Frances *Lovin*.

MONROE: And we'll be sending a salute to the Sugar Bowl teams of Georgia Tech and Mississippi. 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 and...won't you have a "CAMEL."

28:35

(MUSIC: THEME:)

(APPLAUSE)

28:40

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28:40

NELSON:

For those smokers who prefer a long cigarette, we suggest 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 Cavalier cigarettes, they bring you a special king-size blend -- specially mild with a fresh, delightful flavor. Try Cavalier cigarettes and give Cavaliers in cartons for Christmas! They're priced no higher than other standard brands!

29:15

(MUSIC: THEME)

KING:

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

29:20

(APPALUSE)

29:25

KING:

This is the ...CBS RADIO Network

29:30