

CBS RADIO NETWORK

TIMED MASTER

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, DECEMBER 20, 1952

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

ORIGINATION: WESTOVER AIR FORCE BASE

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 Westover Air Force Base, in Massachusetts...
"THE CAMEL CARAVAN--STARRING VAUGHN MONROE"...with
guest singer Cindy Lord and the songs America's asking
for...presented by Camel Cigarettes.

(MUSIC: UP AND OUT)

:35

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KING: What cigarette is enjoyed by the most people every day in the year?

NELSON: Camel! Mild, flavorful Camel cigarettes!

KING: For mildness, for flavor, more people smoke Camels than any other cigarette!

NELSON: Why not find out what millions of Camel smokers already know?

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

NELSON: You'll see how completely enjoyable a cigarette can be!

KING: You'll see why every day millions of smokers ask for Camel cigarettes, why Camel is the cigarette for you.

/:10

(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)

1:30

MONROE: Thank you.....Hello and how do you do, everybody....
It's our very special privilege tonight to be playing
for the men of the Air Force Our Camel Caravan
is parked at the Westover Air Force Base in
Massachusetts. A lot of the men are packing for that
furlough home for Christmas. And we have invited them
to take time out and join us for the next half hour...
We'd love to have you join us, too, for the next
thirty minutes of music of the season.

KING: And to lead off tonight....here's Vaughn Monroe and
the song that seems to best sum up all the wonderful
sights and sounds ~~and smells~~ of the season.

1:55

(MUSIC: "THE CHRISTMAS SONG".....MONROE) 4:50

(APPLAUSE) 5:00

5:00

MONROE: Thank you One of the prettiest decorations of Christmas time is supplied by Mother Nature, herself. Indoors, we trim the tree with tinsel and popcorn.... cotton and angel hair. But, outdoors, Mother Nature does a far better job with just one white blanket.... of snow! The Moon Maids are bundled up and ready to join me in a timely request to....."LET IT SNOW." 5:15

(MUSIC: "LET IT SNOW".....MONROE AND MOON MAIDS) 6:40

(APPLAUSE) 6:50

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6:50

KING: Under our Camel Caravan Christmas tree is a very pretty package a package of beauty and talent.I mean our special guest this evening.

MONROE: She's from Medford, Massachusetts She's the sweetheart of the Holy Cross football team And just about one of the fastest rising young recording stars today!

KING: We mean none other than, lovely Cindy Lord! Her song is the one that tops the list of songs voted first choice by leading disc jockeys from coast to coast, according to this week's "VARIETY."Here's Cindy and that sixteen-city favorite.....

"WHY DON'T YOU BELIEVE ME?"

7:20

(MUSIC: "WHY DON'T YOU BELIEVE ME?" CINDY LORD) 10:25

(APPLAUSE) 10:40

KING: Why is it that more people smoke Camels than any other cigarette? There must be a reason!

NELSON: There is a reason -- in fact, here are several reasons for the tremendous popularity of Camel cigarettes. There's Camels' great blend -- an exclusive blend of costly tobaccos. There's Camel's cool mildness and full flavor--a flavor you won't find in any other cigarette!

KING: Why don't you find out how thoroughly enjoyable a cigarette can be?

NELSON: Make your own 30 day Camel mildness test -- starting tonight! Smoke only Camels for 30 days!

KING: See if you don't find Camels mild and flavorful -- the most enjoyable cigarette you've ever known!

NELSON: Yes -- when you smoke Camels, you'll see why more people, ^{Billions} ~~millions~~ of people, step up to tobacco counters every day and say; -- "Make it Camel Cigarettes!"

M. S. READ
BY ANNOUNCER

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

11:45

MONROE: You can't get very far into a Christmas show without running right smack into the folks who own Christmas lock, stock, barrel and toy box! I mean, of course, the small fry.

KING: That's right, Vaughn ~~and I'll bet that to many men in uniform here in our Westover Field audience and to many men in our Armed Forces all over the world~~ Christmas ^{always} means thoughts of a little boy or a little girl somewhere.

MONROE: ~~Right;~~ So, for all the Billys ... the Betsys.... the ^{JACKIES} ~~Johnnies~~ and Suzies and for all the friends of boys and girls.... ~~and for two very special little girls names Candy and Christie,.....~~ here's a medley of "CHRISTMAS SONGS FOR CHILDREN." 12:05

(MUSIC: "CHRISTMAS SONGS"..... MONROE AND CHOIR) 15:05

(CHOIR) 15:15
(APPLAUSE)

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15:15

(MUSIC: JINGLE)

ALL: And next a tune that will take us to the seashore
Atlantic City is the town
They've picked a winner, "VARIETY" has told us
This week their song will wear the crown.

MONROE: Now Cindy Lord we'd like to hear
The tune that they request

ALL: Sing "EVERYTHING I HAVE IS YOURS"
Please Cindy be our guest!

15:50

(MUSIC: "EVERYTHING I HAVE IS YOURS".....CINDY LORD) 18:40

(APPLAUSE) 18:50

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18:50

KING:

From Westover Field to Richmond, Virginia, it's just about 451 miles, as an airman flies. And it's just about 1250 miles further to Gonzales, Texas. Right now, we're going to cover that distance in nothing flat as Vaughn sings the song "VARIETY" tells us is favorite in those towns this week.....

Here's Vaughn Monroe and....."MY BABY'S COMIN' HOME."

19:10

(MUSIC: "MY BABY'S COMIN' HOME".....MONROE)

21:30

(APPLAUSE)

21:40

MONROE: Say, Joe King -- how are you making out with your Christmas list?

KING: Okay, Vaughn, okay! I'M giving Camels for Christmas!

MONROE: *etc a* Wonderful idea! Friends, those Camel Christmas cartons are really something! Bright and colorful and so easy for you! There's nothing to wrap -- you give them just as they are!

KING: Yes, Folks, those special Camel cartons are just about the easiest thing to give in the world! No greeting card to bother about. It's built-in-- right on the carton! And what a beauty this Camel carton is! All decked out in the holiday trimmings you see on the Christmas tree. So this year, make it Camels for Christmas -- a wonderful way to say Merry Christmas to your friends!

MONROE: And, Folks -- you know, there's always someone you seem to forget on Christmas. You want to have something nice to give them. So buy several extra Christmas cartons of Camel cigarettes!

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22:20

22:20

(MUSIC: CHRISTMAS BRIDGE)

MONROE: The traditional music of Christmas ... the songs we all love have been sung by people of many nations for many generations. The hymns and carols and the familiar story they tell of peace on earth, good will to men take on a new meaning in this year of 1952. And express a hope for 1953! Now ... Cindy and the Choir join me in these beautiful Christmas Carols.

22:55

(MUSIC: "CHRISTMAS CAROLS" MONROE, CINDY, CHOIR)

(APPLAUSE) 26:45

26:35

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26:45

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 on their way to Military and Veterans' Hospitals. They're going to: Veterans' Hospitals, Knoxville, Iowa, and Cleveland, Ohio; Selfridge Air Force Hospital, Mt. Clemens, Michigan; ^{and} U.S. Naval Hospital Ship Consolation.

27:05

ldg

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27:05

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

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

27:35

MONROE: And that's our Christmas Camel Caravan from the Westover Air Force Basebut, before we go, we want to say to the men in uniform here, thanks for being such a wonderful audience and a very Merry Christmasfrom us to you. And, at the same time, we'd like to send a very special greeting to all the men of our Armed Forces, in every corner of the globe.....Merry Christmas, fellows.

KING: Next Saturday the Camel Caravan will be coming to you from New York CityWe'll be sending a salute to the Rose Bowl teams of Southern Cal and Wisconsin. Vaughn's special guest will be lovely Frances Irvin. Be sure to join us then for another half hour of America's favorite music....the songs chosen number one by disc jockeys across the nation, as reported in "VARIETY."

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MONROE: In the meantime, don't forget my good friend Bob Hawk. He's on the air for Camels every Monday night with the "Bob Hawk Show." And until next week then....this is Vaughn Monroe saying....from the makers of Camels and from all of us on the Camel Caravan.....(MORE)

MONROE: (CTD) Have a Very Merry Christmas.....and goonight,
pleasant dreams and won't you have a CAMEL? 28:30

(MUSIC: THEME)

(APPLAUSE) 28:40

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28:40

NELSON: Attention, king-size Smokers! The makers of Camels--
 the cigarette that leads all others by billions--
 have created Cavaliers, a special king-size oigarette
 just for you! Try king-size Cavaliers for a new
 experience in smoking pleasure! Yes, get
acquainted with the special mildness of king-size
 Cavaliers! Taste their fine flavor! You'll learn
 how enjoyable smoking can be! And, for a
king-size welcome, give cartons of King-size Cavaliers
 for Christmas! Remember, they're made by the makers
 of Camels and 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

(APPLAUSE)

29:25

KING: This is the ... CBS... RADIO Network 29:30

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