

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, JANUARY 3, 1953

(TAPED JANUARY 2, 1953)

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

ORIGINATION: 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 Frances Irvin.. and the songs
America's asking for...transcribed and presented
by Camel Cigarettes.

(MUSIC: UP AND OUT)

AS BROADCAST

~~Commercial~~
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for error by announcer
as noted on pg. 11

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KING:

Smoothness...mildness...wonderful flavor!

Friends, that's what you get in Camel cigarettes!

NELSON:

Yes -- those are reasons why more people smoke

Camels than any other cigarette!

KING:

Why not find out how completely enjoyable a cigarette can be?

NELSON:

Make your own 30-day Camel mildness test --

starting tonight. Smoke only Camels for

30 days!

KING:

You'll see why, every day, millions of smokers

say: "Make mine Camels, yes -- Camel cigarettes!"

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(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)

MONROE: Thank you and how do you do, everybody. Tonight's the night when good things come in threes. It's the third night of the new year January three, nineteen fifty three and we have thirty whole minutes to be with you. And believe me, I look forward to these thirty minutes with you each week. Now won't you sit back.....relax.....and ^{just}listen! ~~To a solid half hour of America's top tunes!~~

KING: On top of our list tonight, we find a real coast to coast favorite. Reading from East to West..... it's the number one song this week in... Baltimore, Maryland.....Troy, New York.....Warren, Ohio..... and Seattle, Washington. Here's Vaughn to sing....
"WHY DON'T YOU BELIEVE ME?"

(MUSIC: "WHY DON'T YOU BELIEVE ME?" MONROE)
(APPLAUSE)

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MONROE:

~~Thank you.....~~ On "VARIETY'S" list of songs
voted first place by disc jockeys across the
nation, we find that a brand new tune is the
choice of folks in St. Louis this week. We
think you'll like it, too. It's.....
"KEEP IT A SECRET."

(MUSIC:

"KEEP IT A SECRET".....MONROE AND GROUP)

(APPLAUSE)

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Thank you very much...

MONROE:

Thank you One of my own first choices this week happens to be a pretty girl with a voice to match and that means a low bow and a big hello to our special guest this evening.

KING:

A very pretty face you've seen in Broadway musical comedies ... and a beautiful voice you've heard in the movies and on records.

MONROE:

And that's a description that fits ~~just one~~ ~~girl~~.....lovely Frances Irvin!

(APPLAUSE)

IRVIN:

Thank you, Vaughn.

MONROE:

Tell me, Fran....what's on the top of your list tonight?

IRVIN:

This week's top tune in Denver...."GLOWWORM!"

MONROE:

Well, Glow gal!

(MUSIC:

"GLOWWORM".....FRANCES IRVIN)

(APPLAUSE)

MONROE:

You know, Folks...there's a slogan's been around a long time -- and it still sounds good! I'd walk a mile for a Camel!

NELSON:

You bet, Vaughn! Day after day, year after year, millions of smokers keep on asking for Camels. And I can tell you the reason for the tremendous popularity of this great cigarette. You see, Camels have an exclusive blend of costly tobaccos. These tobaccos are expertly blended to give you wonderful mildness and flavor -- the last word in rich, delightful smoking pleasure! Why don't you find out what you've been missing? Make your own 30-day Camel test! Yes -- when you smoke Camels for 30 days, you'll know why more people enjoy Camels than any other cigarette!

MONROE:

And, Folks....buy your Camels by the carton and you'll always have them on hand when you want them! So make it a carton of Camels, won't you?

SINGERS:

I'd walk a mile for a mild, mild Camel
They're so mild they suit you to a "T"!

(MUSIC: JINGLE)

ALL: This week Chicago, the windy city's chosen
a ballad as its favorite song

MONROE: And Connelville, that's back East in Pennsylvania
is saying that it goes along!

GROUP: And, now here comes our good friend Vaughn
to sing with "HEART AND SOUL"

ALL: You've got to give your heart away
If romance is your goal!

(MUSIC: "HEART AND SOUL".....MONROE)

(APPLAUSE)

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KING: Vaughn's going to take Horace Greeley's advice now and "Go West, young man".....as the Camel Caravan pays its respects to President Cross, the faculty and ^{the} student body of the famed University of Oklahoma.

MONROE: Back in 1892fifteen years before the territory became a state, the university was founded at Norman, Oklahoma.

KING: Oklahoma students are called "Sooners" after their ancestors who jumped the gun in homesteading the territory. The "Sooners" of today have plenty of initiative, too. The educational achievements of several of Oklahoma's colleges are recognized throughout the world.

MONROE: And the "Sooners" are known wherever college sports are played. They are the first school ever to hold three national championships in one year. They have made new records in wrestling, baseball and football.

KING: Here with some of that "Sooner" spirit are Vaughn Monore and the Camel Caravan Choir singing the beautiful "O.U. CHANT" and... "O.K. OKLAHOMA."

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

(APPLAUSE)

JN

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KING: There's some wonderful music in Vaughn's new Republic picture, "THE TOUGHEST MAN IN ARIZONA." As a small sample of same.....here's one of that picture's songs which Vaughn recorded for RCA Victor. It's called, "A MAN'S BEST FRIEND IS HIS HORSE."

(MUSIC: "A MAN'S BEST FRIEND IS HIS HORSE".....MONROE)

(APPLAUSE)

JN

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(MUSIC: JINGLE)

ALL: This week in Concord, the folks are all demanding
A song that's winning all the cheers.

MONROE: It's made to order for our gal Franny Irvin.
This song that tells of lovers' tears.

ALL: So spotlight please upon our Fran
Who wants to keep right on
A-looking for a guy ^{to} ~~who'll~~ lend
"A SHOULDER TO WEEP ON."

(MUSIC: "A SHOULDER TO WEEP ON".....FRANCES IRVIN)

(APPLAUSE)

JAN

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MONROE:

Why is Camel America's most popular cigarette? Joe... *Camel*

Wayne...will you give us the story on that...

KING:

Well, sure, Vaughn!....And, Everyone...there are many reasons why more people smoke Camels than any other cigarette! There's Camel's exclusive blend of costly tobaccos! And the way they're properly aged and expertly blended for your enjoyment!

NELSON:

And talk about smoothness...mildness...and marvelous flavor...well -- it's a flavor you just don't find in any other cigarette!

KING:

Yes, find out what a wonderful smoke Camel is! Make your own 30-day Camel test. Smoke only Camels for 30 days.

NELSON:

You'll see why every day millions of smokers ask for Camels. Yes, mild, flavorful Camel cigarettes!

SINGERS:

How mild,

How mild,

How mild can a cigarette be?

Smoke Camels and see!

JAN

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(MUSIC: BRIDGE)

MONROE: Let's hope the month of January brings lots of cold, clear days and lots of that good powder snow. Because that's when winter sports are at their best!

KING: And speaking of winter sports I know that you just got back from a week at Lake Placid, Vaughn. How was it up there?

MONROE: Wonderful, Joe. *just wonderful* We spent the week ice skating ... skiing ... bobsledding and trying just about any winter sport you'd care to name. Our finale tune tonight might well be the ^{with} ~~prayer~~ of all the folks who like to get out for that kind of fun. They all say, "LET IT SNOW."

(MUSIC: "LET IT SNOW" MONROE AND GROUP)

(APPLAUSE)

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KING:

The makers of Camel cigarettes send free cigarettes every week to the members of our Armed Forces and to hospitalized Veterans. We are proud to announce this week's free Camels go to: Veterans' Hospitals, Lexington, Kentucky, and Jefferson Barracks, Missouri.. MacDill Air Force Hospital, Tampa, Florida.. ^{and} _W all hospitals operated by the European Command of the U. S. Army.