

NBC

*Commercial 20
Check p.k.
page 14
AG 2/15*

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

10:00 .. 10:30 PM, EST

9:00 .. 9:30 PM, CST

JANUARY 12, 1952

SATURDAY

ORIGINATION:

PLA-MORE BALLROOM, KANSAS CITY, MO.

CUE: This is NBC - The National Broadcasting Company (30 secs)

(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: - FADE AND SUSTAIN UNDER FOR)

VINES: From the Pla-More Ballroom in Kansas City, Missouri --
"THE CAMEL CARAVAN" -- STARRING VAUGHN MONROE -- with
guest singer Betty Clooney - and the songs America's
asking for presented by Camel Cigarettes!

(MUSIC: - UP AND SEGUE)

50016 3814

SATURDAY, JANUARY 12, 1952
FIRST COMMERCIAL

WAYNE: No other cigarette has Camel's rich, full flavor -- a
flavor that doesn't tire your taste!

LEE: And no other cigarette offers you this proof of
mildness: In a coast-to-coast test of hundreds of
people -- with normal throats -- who smoked only
Camels for thirty days, noted throat specialists
reported not one single case of throat irritation due
to smoking Camels!

WAYNE: Make your own thirty-day Camel test and see how mild
a cigarette can be!

SINGERS: How mild,
How mild,
How mild can a cigarette be?
Make the Camel thirty-day test
And you'll see...
Smoke Camels and see!

LEE: Now here is the star of The Camel Caravan...
VAUGHN MONROE!

(APPLAUSE)

MONROE: Hello...and welcome once again, everybody. It's a wonderful thing about the old fellow we call "Time" -- he certainly likes people everywhere to get together and enjoy themselves.

LEE: Right now, the folks on the West Coast are just sitting down to dinner. Right, Skipper?

MONROE: You must be reading over my shoulder, Lee.

LEE: The folks back East have the dishes done. They're relaxing in the front parlor ... while here in the mid-west -- it's that pleasant in-between time.

MONROE: But, we're all together coast-to-coast to enjoy thirty minutes of your favorite music.

LEE: Favorite music is right, Vaughn-- and this week, "VARIETY'S" tabulation of ^{reported by leading disc jockeys} top tunes tells us that in Norfolk, Virginia and Chicago, Illinois .. one of the melodies most-requested is an old favorite which you recently recorded. How about giving the good people one complete playing -- in person -- of that champion charmer ... "CHARMAINE"

(MUSIC: "CHARMAINE" MONROE)

(APPLAUSE)

50016 3A1C

(MUSIC: SEGUES TO:)

(MUSIC: "SHRIMP BOATS" MONROE AND THE CHOIR)

(APPLAUSE)

LEE: Those sensational "SHRIMP DOATS" have been pulling into musical ports all across America this week...but "VARIETY" counted the biggest fleets docked at Washington, D.C. and Gonzales, Texas. I'll bet that puts you in a real nautical mood, Skipper.

MONROE: A trim ship is a lovely sight, Lee. She moves like music ... she fills your eyes with beauty.

LEE: Yeah, sure I can see what you mean!

MONROE: Lee ... we are discussing the same sort of beauty, aren't we?

LEE: Well, I don't know about you, Vaughn...but here with us tonight is the beautiful Betty Clooney and also a beautiful new ballad which is already a firm favorite in St. Louis, Missouri.

MONROE: Welcome aboard the Camel Caravan again, Betty -- and we're also ready to welcome ^{the song} ... "ANYTIME".

(MUSIC: "ANYTIME".....CLOONEY)

(APPLAUSE)

SATURDAY, JANUARY 12, 1952
SECOND COMMERCIAL

-6-

LEE: Cigarettes are a pleasure you enjoy day after day.
So it makes sense to test a cigarette on a day-after-day basis. Smoke only Camels for thirty days and see how you keep right on enjoying Camel's rich, full flavor, pack after pack. It's a flavor that doesn't tire your taste. See how mild Camels are, day after day --- how well they agree with your throat, week in and week out!

✓ WAYNE: You know, hundreds of people from coast-to-coast made the thirty-day Camel test under the supervision of noted throat specialists. These people, people with normal throats, smoked only Camels for thirty days. The throat specialists made weekly examinations of their throats and reported not one single case of throat irritation due to smoking Camels!

LEE: Make your own thirty-day Camel test and see how mild, how flavorful a cigarette can be. See why Camel is by far America's most popular cigarette!

SINGERS: How mild,
How mild,
How mild can a cigarette be?
Make the Camel thirty-day test and you'll see.
Smoke Camels and see!

50016 3819

(MUSIC: JINGLE)

GIRLS: On Tin Pan Alley and streets across the nation,
We hear that there's another hit.

MONROE: In nine big towns this song is such a favorite,
that everyone's applauding it.

GIRLS: So, come on, Vaughn, and add your vote,
The folks are standing by,
To hear that melody about
A ~~little~~ cloud up in the sky!

(MUSIC: "LITTLE WHITE CLOUD" MONROE)

(APPLAUSE)

MONROE: As colorful as the history of New Orleans is the history of Loyola University which The Camel Caravan very proudly salutes this evening.

LEE: Yes, back in the days when names like Jean LaFitte and the Louisiana Purchase still echoed through the city -- the Jesuit Fathers came to New Orleans to establish a College of Arts and Sciences.

MONROE: Today ... with more than a century of history written into the annals of the University -- Loyola's seventeen-acre campus provides the very finest educational facilities for hundreds of students.

LEE: Our congratulations to the Loyola "Wolfpack" -- and their Dean --- Edward A. Doyle. Why not join us now as we sing the songs which all of you know so well. ^{and} ... hold so dear.

(MUSIC: FIGHTING SONG AND ALMA MATER VAUGHN AND CHOIR)

(APPLAUSE)

LEE:

The Camel Caravan continues on its melodic way with another new song slated for the best-seller list from coast-to-coast.

If you had been in the RCA Victor studio back East - not too long ago - you might have caught Vaughn and the Moonmaids making their recording of the Up-and-coming hit. If you didn't catch that platter session, however ... then, let's recreate it for you now.

The red light is on which means to start recording... there's a sudden silence in the studio... and here's Vaughn and the girls singing....."OOOH, WHAT YOU DID!"

(MUSIC: "OOOH! WHAT YOU DID!"MONROE AND GIRLS)

(APPLAUSE)

(MUSIC: JINGLE)

GIRLS: In Massachusetts, especially in Lawrence,
They have a song they really prize.
At home, in school or no matter where they gather
It's sung by all the gals and guys.

MONROE: Presenting now a mellow miss,
Who likes to sing, ^{it} too,
Our Betty Clooney's on the beam
And here's that song for you.

(MUSIC: "SLOW POKE"CLOONEY)

(APPLAUSE)

SATURDAY, JANUARY 12, 1952
THIRD COMMERCIAL

LEE:

According to a survey of tens of thousands of doctors, doctors in every branch of medicine, in all parts of the country, more doctors smoke Camels than any other cigarette! Change to Camels, the cigarette so many doctors enjoy!

MONROE: A lot of great song hits were like Jack's magic beanstalk. They grew to popularity overnight.

LEE: And, other songs, weren't quite as fortunate. Like Snow White, they had a lot of trouble before they found that happy hit ending.

MONROE: Believe it or not, one of our great jazz classics was almost thrown in the waste paper basket by its composers. They didn't think it fitted the musical revue they were writing.

LEE: But, at the last minute, because the show was short... Nancy Hamilton and Morgan Lewis added the melody to their production "ONE FOR THE MONEY". Today, we've added it to our list of all-time favorites. Vaughn and the Choir sing ... "HOW HIGH THE MOON."

(MUSIC: "HOW HIGH THE MOON" MONROE AND CHOIR)

(APPLAUSE)

SATURDAY, JANUARY 12, 1952
FOURTH COMMERCIAL

LEE: To bring a little extra cheer and comfort to our hospitalized servicemen and veterans, the makers of Camels send them thousands of packs of gift Camels each week. This week's Camels go to: Veterans' Hospitals, Ft. Meade, South Dakota and Washington, D.C.U.S. Army Station Hospital, Fort Hood, Texas....U.S. Naval Hospital, Yokosuka, Japan.

MONROE: Hope you enjoy those cigarettes, fellows. And now ...

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

MONROE: That just about concludes The Camel Caravan musical roster for tonight, folks ... but we'll be back with you again at this same time next Saturday evening.

LEE: And to wile the week away ... Vaughn and the entire company will be following this route -- so be sure to make a memo where you'll be able to see and hear Vaughn Monroe - in person. Tomorrow evening ..St. Joseph, Missouri. Monday -- Carroll, Iowa. Tuesday -- Mankato, Minnesota. Wednesday, Waterloo, Iowa. Thursday-- Marion, Iowa. Friday -- Rockford, Illinois....and next Saturday evening, Vaughn will be playing and broadcasting from the Aragon Ballroom in Chicago.

MONROE: Join us then, won't you, when our special guest will be Steve Woods and we'll be sending a musical salute to the students of the University of Arkansas.

LEE: In the meantime, be sure to listen to another great "CAMEL" program, "The Bob Hawk Show", every Monday night.

MONROE: Until we meet again .. this is Vaughn Monroe saying...

Pleasant dreams and won't you have a CAMEL?

(MUSIC: CAMEL THEME)

(APPLAUSE)

SATURDAY, JANUARY 12, 1952

-15-

SINGERS: The bite is out and the pleasure's in
When you smoke Prince Albert!
It's specially treated not to bite your tongue.
The bite's out and the pleasure's in!

WAYNE: Yes, Prince Albert is specially treated to insure against
tongue bite. So Pipe Smokers, switch to Prince Albert,
America's largest-selling smoking tobacco! It's the
National Joy Smoke!

LEE: Thousands of useful jobs are now open to women in the
various branches of our Armed Services and 72,000
enlisted women and officers are needed to fill them.
You will be working side by side with the young men
of America -- their co-equals in pay, in benefits and
in opportunities for training and promotion.
Enlist now and join America's enlisted women and
officers in our vital defense preparations.

(MUSIC: THEME)

LEE: This is Lee Vines saying goodnight for the Vaughn
Monroe Show.

(APPLAUSE)

VAK/1/9/52

50016 2R28