

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

As Broadcast

10:00 - 10:30 PM, EST.

9:00 - 9:30 PM, CST.

JANUARY 19, 1952

SATURDAY

ORIGINATION:

ARAGON BALLROOM, CHICAGO, ILLINOIS

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)

LEE: From the Aragon Ballroom in Chicago, Illinois --
"THE CAMEL CARAVAN" -- STARRING VAUGHN MONROE -- with
guest singer Ilene Woods - and the songs America's
asking for presented by Camel Cigarettes!

(MUSIC: UP AND SEGUE)

JANUARY 19, 1952
FIRST COMMERCIAL

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WAYNE: The proof of a cigarette is in the smoking --
steady smoking!

LEE: Change to Camels for thirty days and compare Camels
with any other cigarette you've ever smoked. You'll
see how rich and flavorful Camels are, pack after
pack. You'll see how mild Camels are -- week in and
week out. You'll see how enjoyable a cigarette can be!

WAYNE: Yes, smoke only Camels for thirty days and then
you'll know 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!

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

(APPLAUSE)

MONROE: Hello there, everyone ... it's nice we could all get
together again on a Saturday evening. We have a wonderful
lineup of top tunes on tonight's show.

LEE: The nation's top tunes as reported in "VARIETY" by
the nation's top disc jockeys.

MONROE: Correct, Mr. Vines - and since you seem to have all
the information on hand -- where do we start our
musical junket?

LEE: We go West, Mr. Monroe ... West to Tulsa, Oklahoma.....
then all the way west to San Francisco because in
those cities there's a melody which is in the number
one spot.

Vaughn Monroe and the Moonmaids ... and the very
popular ballad ... "SIN".

(MUSIC: "SIN" MONROE AND MOONMAIDS.)

(APPLAUSE)

(MUSIC: SEGUES TO)

(MUSIC: "JEALOUSY" MONROE)

(APPLAUSE)

LEE: "JEALOUSY" ... sung by Vaughn Monroe ... check-marked by "VARIETY" as a big favorite these days in Boston, Massachusetts. That's certainly near home territory for you, isn't it, Vaughn?

VAUGHN: A couple of miles as the crow flies, Lee. I hope to be back there in a few months. There's nothing like the early Spring in New England. The fresh green smell of the air ... seed catalogues stacked ankle-high in the living room ... I can see my father now standing on the big porch of his farm and looking out across the land. Spring to him is the excitement of plowing and planting.

LEE: Spring can be exciting in the city, too, Vaughn ... Gay, saucy bonnets in the shop windows along Fifth Avenue ... roller skating on the Mall in the Park... and, of course, young romance.

VAUGHN: Young romance ... that certainly calls for a love song, Lee.

LEE: Well, here's our lovely guest -- Ilene Woods -- with a sentimental song which is tops in pops according to "VARIETY" in Milwaukee, Wisconsin. Ilene sings... "TRUST IN ME".

(MUSIC: "TRUST IN ME" ... WOODS)

(APPLAUSE)

JANUARY 19, 1952
SECOND COMMERCIAL

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LEE: Two of the things that have made Camels America's most popular cigarette are flavor and mildness!

WAYNE: No other cigarette has Camel's rich, full flavor -- a flavor you'll keep enjoying, week after week!

LEE: And no other cigarette offers this convincing proof of mildness: In a coast-to-coast test, hundreds of men and women with normal throats smoked only Camels for thirty days. Each week, their throats were examined by noted throat specialists. These doctors made more than two thousand careful examinations and reported: Not one single case of throat irritation due to smoking Camels!

WAYNE: Make your own thirty-day Camel test -- the sensible cigarette test! Enjoy Camel's rich, full flavor for thirty days and see how mild Camels are, how well they agree with your throat! You'll soon 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!

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(MUSIC: JINGLE)

MONROE: There's been a lot of songs about the weather,
We've sung of bright and ~~rainy~~ ^{sunny} days.

GIRLS: And now, once more, old Nature's in the limelight,
And really taking lots of praise.

MONROE: In five, big towns ... a certain cloud
Is swingin' in the sky.

GIRLS: And here is Vaughn to show you why,
That ~~melody~~ ^{song} is riding high.

(MUSIC: "LITTLE WHITE CLOUD" MONROE)

(APPLAUSE)

LEE: The destination of the Camel Caravan now is the heart of America's Ozark Mountains as we send a salute to the students of the University of Arkansas in Fayetteville.

VAUGHN: When the University opened its doors on January 22, 1872, in marched eight students.....seven boys and one girl. They were the first freshman class.

LEE: Comes the Fall of the year now -- the University welcomes more than five hundred times the original number ... which my ten fingers and toes tells me is some 4,500 students.

VAUGHN: And the University has spread out to include six undergraduate colleges plus many highly specialized divisions.

LEE: And let's not neglect the Arkansas Razorbacks who have made such an admirable athletic record as charter members of the Southwest Conference.

VAUGHN: Our salutations to the University of Arkansas... greetings to its acting president -- Joe Covington ... and, of course, here are your songs....

LEE: Sung by Vaughn Monroe and the Choir!

(MUSIC: ALMA MATER AND FIGHT SONG.....MONROE AND CHOIR)

(APPLAUSE)

LEE!

Spinning its way merrily across the nation this week is a brand new RCA Victor record ...signed, sealed and delivered by Vaughn Monroe and the Moonmaids.

Now, don't think I'm prejudiced....but, if I had my way, I'd like to hear that record being played by top disc jockeys in many an American town...

I'd like requests for it coming into radio stations galore and guys and gals scoopin' up copies

at their local disc emporiums. Yep ... that's what

I'd like and it seems what I like -- you like --

because that's exactly what's happening and here's the

song which is responsible ..."OOH, WHAT YOU DID".

(MUSIC: "OOH, WHAT YOU DID" MONROE AND MOONMAIDS)

(APPLAUSE)

(MUSIC: JINGLE)

GIRLS: The vote back East is registered this evening,
From Washington and Hartford, too.
They both agree upon a certain ditty
And so does all the Monroe crew.

MONROE: Miss Ilene Woods -- we're paging you,
To sing that melody,
And help us make a lot of folks,
As happy as can be!

(MUSIC: "SLOW POKE" WOODS)

(APPLAUSE)

JANUARY 19, 1952
THIRD COMMERCIAL

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LEE:

Tens of thousands of doctors, doctors in all parts of the country, in every branch of medicine were asked this question: "What cigarette do you smoke, Doctor?" The brand named most was Camel! Yes, according to this nationwide survey, more doctors smoke Camels than any other cigarette!

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(MUSIC: BRIDGE)

LEE: There's a lot of funny angles about popular music. For example, if you find the letters "L-Y" tagged to the title of a mellow melody -- you'll probably find yourself with a hit on your hands.

VAUGHN: Back when Hector was a pup ... "I LOVE YOU TRULY" certainly proved your point, Lee.

LEE: There's lots more, too, Vaughn. Coming more up-to-date, what about "FRIENDLY STAR" which Judy Garland sang in "SUMMER STOCK"? And, of course, the new Vaughn Monroe recording which is proving such a hit ... Let's all sigh sentimentally now as Vaughn and the choir sing....

"TENDERLY".

(MUSIC: "TENDERLY" ... MONROE AND CHOIR)

(APPLAUSE)

JANUARY 19, 1952
FOURTH COMMERCIAL

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LEE:

The makers of Camels have sent more than one hundred and ninety-~~eight~~^{nine} million gift cigarettes to service personnel.

This week thousands of packs of Camels are being sent to hospitalized Servicemen at Veterans' Hospitals, Framingham, Massachusetts and Dearborn, Michigan.....U.S. Naval Hospital, San Diego, California ...to all hospitals operated for the U.S. Air Forces in the Far East.

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VAUGHN: Hope you enjoy those CAMELS, fellows. And now...

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

MONROE: We'd like to keep sending the songs rollin' right along to you nice people...but that's all the time we have this evening. Same time next week, though, we'll be looking for you again.

LEE: Meantime....you can look for Vaughn and the entire company -- in person -- playing the following engagements: Sunday night...Milwaukee, Wisconsin. Monday - Madison, Wisconsin. Tuesday - Springfield, Illinois. Wednesday - Peoria. Thursday, South Bend, Indiana. Friday - Grand Rapids, Michigan. Which brings us to our next radio date with you... from the Central High School Auditorium in Kalamazoo, Michigan....Your date for another thirty minutes with the Camel Caravan.

MONROE: Join us then, won't you? Our special guest will ^{again} be Steve Woods and we're also proud to be able to send a salute to the University of Colorado.

LEE: And don't forget ...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 andwon't you have a CAMEL?

(MUSIC: CAMEL THEME)

(APPLAUSE)

JANUARY 19, 1952
CLOSING COMMERCIAL

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WAYNE: Pipe smokers, enjoy the National Joy Smoke -- Prince Albert! The bite is out and the pleasure's in! Yes, Prince Albert is specially treated to insure against tongue bite!

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: Smoke Prince Albert, America's most popular smoking tobacco!

(MUSIC: -- THEME)

LEE: This is Lee Vines saying good-night for the Vaughn Monroe Show.

(APPLAUSE)

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