

NBC

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THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

As Broadcast

JANUARY 26, 1952

SATURDAY

10:00 - 10:30 PM, EST.

ORIGINATION: CENTRAL CITY HIGH SCHOOL AUDITORIUM
KALAMAZOO, MICHIGAN

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 Kalamazoo, Michigan -- "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)

SATURDAY, JANUARY 26, 1952
FIRST COMMERCIAL.

LEE: ~~Smoke Camels and only Camels for thirty straight days!~~

WAYNE: You'll see how rich and flavorful Camels are, pack after pack!

LEE: You'll see how mild Camels are, how well they agree with your throat, week in and week out....

WAYNE: 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!~~

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

(APPLAUSE)

MONROE: Hello, again, everybody ... and here we go with
another full thirty minutes of words and music which
this week are in the spotlight from coast-to-coast.

LEE: The songs which "VARIETY" reports are in first place
with leading disc jockeys in city after city. Let's
take Philadelphia and New Orleans, for example ...
in those two towns the top tune is the song with
which Vaughn opens tonight's caravan session ..
"THE LITTLE WHITE CLOUD THAT CRIED."

(MUSIC: -- "LITTLE WHITE CLOUD" -- MONROE)

(APPLAUSE)

(MUSIC: -- SEQUEL TO!)

(MUSIC: -- "SERENADA" -- MONROE AND CHOIR)

(APPLAUSE)

VAUGHN
LEE:

The song "BERMUDA" ... ~~sung for you by Vaughn~~
~~Monroe and the choir~~ ... cited by "VARIETY" as the
favorite in Concord, Phoenix and Los Angeles, which

MONROE: ~~"BERMUDA" ... that's a mighty pleasant word to have~~
~~around these wintry days, Lee. Ever been there to see~~
~~the lilies in bloom at Easter or the color of the~~
~~water off Coral Beach?~~

LEE: ~~I certainly have, Vaughn ... and I agree with you one~~
~~hundred-per-cent. It's a real vacationer's paradise.~~
~~That's paradise spelled "m-a-g-i-c" - magic!~~

MONROE: ~~And speaking of magic, Lee ... that brings us to our~~
~~guest of the evening and the song voted number one by~~
~~the disc jockeys in ten big towns.~~

LEE: ~~Yes, this week, in Fresno, Albany, Rome, Hartford,~~
~~Rochester, New York City, St. Louis, Chicago, Tulsa and~~
~~Albuquerque ... a solid smash is the very sentimental~~
~~ballad "CRY" ... which tonight introduces the very~~
Lovely
enchanting .. Ilene Woods *sings* "CRY".

(MUSIC: "CRY" WOODS)

(APPLAUSE)

LEE:

What makes one brand of cigarettes so much more popular than all the others?

WAYNE:

Why does Camel lead all other brands by billions of cigarettes?

LEE:

Two reasons are flavor and mildness. No other cigarette has Camel's rich, full flavor -- a flavor that doesn't tire your taste...a flavor you enjoy, pack after pack!

WAYNE:

And only Camel offers you this proof of mildness: In a coast-to-coast test of hundreds of people -- 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!

LEE:

Make your own thirty-day Camel test -- the sensible test of cigarette mildness. Enjoy Camel's rich flavor and cool mildness for thirty days. Then you'll know why so many more people smoke Camels than any other cigarette!

SINGERS:

How mild,

How mild,

How mild can a cigarette be?

Smoke Camels and see!

(MUSIC: JINGLE)

MONROE: There's not the slightest question in Milwaukee,
About the song that's number one.
It's also first in several other cities,
Like Maryland and Washington.

GIRLS: We'd name them all but time is short
And look who's standing-by,
A man named Vaughn Monroe to sing
Your favorite .. "TELL ME WHY"

(MUSIC: "TELL ME WHY" MONROE)

(APPLAUSE)

VAUGHN
LEE:

The great wide West has been long known as "Singing Country" to Americans and tonight, we're proud to sing the praises of the University of Colorado.

~~MONROE: The Colorado campus is certainly one of the most beautiful in the nation ... the vivid green of its trees and shrubs are a striking contrast to the pastel shades of the mountains which tower high in the background.~~

~~LEE: All-year round the students enjoy the finest in outdoor recreational facilities... plus the University's many outstanding educational courses.~~

MONROE: We feel the spirit of the University can best be stated in the words of its President -- Robert L. Stearns:

LEE: "The University of Colorado's product through the years has been men and women of solid attainments, living lives of usefulness and contributing greatly to the betterment of their communities and to mankind generally. Our greetings to the faculty to the students of the University of Colorado ... and here is Vaughn and the Choir with the songs of the Silver and Gold.

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

(APPLAUSE)

LEE: While singing the praises of the University of Colorado, we made mention of the mighty mountains standing guard over the beautiful campus. ~~When some people think of mountains, they conjure up pictures of hair-raising climbs to a lofty peak. Other people link mountains snow and skiing together. On, in the summer season trout fishing and camp fires.~~

The songsmiths along Tin Pan Alley have a more romantic idea about the mountains and quite recently Vaughn and the Moon Maids recorded for Victor their latest effort along such lines. Here's the Monroe version of the fast-climbing favorite "MOUNTAIN LAUREL."

(MUSIC: "MOUNTAIN LAUREL" MONROE AND MOON MAIDS.)

(APPLAUSE)

(MUSIC: -- JINGLE) --

MONROE: They say down South, especially in Georgia,
Specifically -- Atlanta town,
They've voted tops a very bouncy ballad
That has a way of gettin' round.

GIRLS: "My Life's Companion" is the ^{name} ~~song~~,
And here's our vocal queen ..

MONROE: The very lovely lady Woods,
Let's hear that song, Ilene!

(MUSIC: -- "BE MY LIFE'S COMPANION" WOODS.) --

(APPLAUSE)

WAYNE: What cigarette do you smoke, Doctor?

LEE: That question was asked of tens of thousands of doctors -- doctors in all branches of medicine, in all parts of the country.

WAYNE: What cigarette do you smoke, Doctor?

LEE: The brand named most was Camel! Yes, according to this nationwide survey more doctors smoke Camels than any other cigarette!

WAYNE: Friends, smoke the cigarette so many doctors enjoy -- mild, flavorful Camels!

MONROE: I'd just like to remind you that the handy, thrifty way to buy your Camels is by the carton! That way you always have Camels when you want them!

(MUSIC: -- BRIDGE) --

VAUGHN
LEE:

Four months ago ... on a Wednesday night in October...
two-a-day vaudeville returned to the Palace Theatre
in all its glory when Judy Garland scored one of the
greatest personal triumphs in the long and colorful
history of America's greatest vaudeville house.

~~MONROE: When Judy made her entrance, the audience rose to
its feet and greeted her with wild applause and cheers
It was ten minutes before she was able to quiet this
acclaim and then she went on to give an hour and
fifteen minute performance which will never be
forgotten.~~

LEE: The most outstanding memory of that performance .. and
every performance which Judy has since given is that
final moment when she sits on the apron of the stage *and*
~~in a fringed wig and baggy tramp suit ... and, wiping
the tears from her eyes with grubby fists, ...~~ sings
the nostalgic .. beloved ballad which Vaughn and the
Choir bring to you now.

(MUSIC: -- "OVER THE RAINBOW" MONROE AND CHOIR) --

(APPLAUSE)

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LEE:

As a token of friendship, the makers of Camels send gift cigarettes each week to hospitalized servicemen and veterans in this country and overseas. This week's Camels go to: Veterans' Hospitals, Aspinwall, Pennsylvania and Louisville, Kentucky ... Tinker Air Force Hospital, Oklahoma City, Oklahoma...and to all hospitals operated by the Army for U. S. Forces in Austria.

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

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

MONROE: Funny thing the way those thirty minutes have of disappearing so quickly. We'll be looking for you again next week, though, at this same time... same location on your radio dial.

LEE: By the way, you folks in this territory can not only hear but see Vaughn Monroe and his whole company - in person - in the following towns this week. On Sunday -- Lansing, Michigan. Monday finds Vaughn and the crew at Ann Arbor. Tuesday - Flint, Michigan. Wednesday, Fort Wayne, Indiana. Thursday, Saginaw, Michigan. Friday, Youngstown, Ohio. And that brings us to your next radio date with Vaughn from Lakeside Park in Dayton, Ohio.

MONROE: Join us then, won't you. Our special guest will be Glenn Woods and we'll be sending a salute to the University of Minnesota.

LEE: Don't forget .. be sure to listen to another great "CAMRL" 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)

WAYNE: Pipe smokers, here's one reason you'll enjoy Prince Albert --

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, pack your pipe with Prince Albert, the National Joy Smoke. P.A.'s rich, flavorful tobacco is specially treated to insure against tongue bite. Enjoy Prince Albert -- it's America's largest-selling smoking tobacco!

(MUSIC: -- -- THEME) -- --

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

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1/23/52