

NBC

Commercial check O.K.

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

10:00 - 10:30 PM, EST

ES 5/15/52

10:30 PM EST

9:00 - 9:30 PM, CST

FEBRUARY 2nd, 1952

SATURDAY

ORIGINATION: LAKESIDE PARK, DAYTON, OHIO

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 UNDEE)

LEE: From Lakeside Park, in Dayton, Ohio. -- "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, FEBRUARY 6, 1952
FIRST COMMERCIAL

LEE: Why are Camels by far America's most popular cigarette?

WAYNE: Make your own thirty-day Camel test -- and you'll know the answer!

LEE: Yes, smoke only Camels for thirty days and see how much you enjoy Camel's rich, full flavor, pack after pack!
See how mild Camels are....how well they agree with your throat, week after week!

WAYNE: You'll soon discover why more people smoke Camels than any other 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!

50001 9462

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

(APPLAUSE)

MONROE: Hello, again, everybody....and welcome to another edition
of "The Camel Caravanthirty minutes dedicated to the
proposition that everyone enjoys the best in popular
music.

LEE: Yes, tonight, you'll be hearing the songs which "VARIETY"
reports are the favorites with disc-jockeys from Maine
to California.

MONROE: There seems to be a certain consistency as far as the
weather report is concerned this week, Lee. I'm speaking
along musical lines, of course.

LEE: And I know just what you're talking about, Skipper, In
seven big cities, stretched right across the forty-eight
states, the number one song chosen by leading platter-
chatter men is the number one song on tonight's Caravan
roster. Vaughn Monroe sings:!"THE LITTLE WHITE CLOUD
THAT CRIED."

(MUSIC: "THE LITTLE WHITE CLOUD"MONROE)

(APPLAUSE)

(MUSIC: SEGUES TO:)

(MUSIC: "AT LAST, AT LAST"MONROE AND MOONMAIDS)

(APPLAUSE)

LEE: There it is....the new waltz-----"AT LAST, AT LAST" - -
which "VARIETY" tells us is a real winner this week in
Philadelphia.

MONROE: As far as I'm concerned, Lee....you can't find a better
match than the sweeping measures of a waltz.....plus a
boy and girl in love.

LEE: (SOFTLY) Crystal chandeliers aglow with candlelight....the
polished surface of the ballroom floor....white lace
hoopskirts and velvet breeches.....

MONROE: That was the waltz of yesterday, Lee. But, let's keep
that sentimental mood and carry it into the Twentieth
Century.

LEE: (SOFTLY) The stage lights dim to a mellow glow....out from
the wings steps our own lovely Ilene Woods.....

MONROE: And here's the song which Albuquerque reports as the number
one ballad of the week. Ilene explains the very sentimental
idea...."GIVE ME A KISS TO BUILD A DREAM ON".

(MUSIC: "GIVE ME A KISS TO BUILD A DREAM ON".....WOODS)

(APPLAUSE)

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SATURDAY, FEBRUARY 6, 1952
SECOND COMMERCIAL

WAYNE: No other cigarette has Camel's rich, full flavor that doesn't tire your taste, a flavor you continue to enjoy, pack after pack!

LEE: And no other cigarette gives you such 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, noted throat specialists made careful examinations of their throats. They made two thousand, four hundred and seventy 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 test, the thorough test of a cigarette. Enjoy Camel's rich, full flavor for thirty days....and see how mild a cigarette can be!

LEE: You'll soon see why Camel is by far America's most popular cigarette -- why Camel is the steady cigarette for you!

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!

59h6 10C05

(MUSIC: JINGLE)

MONROE: In Nashua and Seattle and Chicago,

GIRLS: In Tampa and in Norfolk, too.

MONROE: The song that everybody's been requesting
Is on our list tonight for you.

GIRLS: It's all about a guy in love,
So, we'll just move along
And here is Vaughn Monroe to sing
That sentimental song.

(MUSIC: "TELL ME WHY" MONROE)

(APPLAUSE)

50301 9466

LEE: Education....research and service...those are the three words which best define the great American university we salute tonight on "THE CAMEL CARAVAN" ---Let's look then towards Minneapolis and....The University of Minnesota.

MONROE: Just a year ago, this month, the University celebrated one hundred years of progress and leadership. It has grown as America has grown -- always aware of new horizons

LEE: With a full century behind them....the students and faculty of the University of Minnesota under the leadership of President James Lewis Morrill....look forward to an even greater future. Our congratulations...and here are *your* ~~the~~ songs of ~~the Mason and Gold~~ sung by Vaughn Monroe and the Choir.

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

LEE: Since we're saluting the University of Minnesota this evening, Vaughn....now's a good time to tip our hats to Minneapolis.

MONROE: Well that's easy, Lee...because this week variety tells us a leading Minneapolis disc jockey has chosen as his favorite, a song which is one of our favorites, too.

LEE: Sounds like a good combination, Vaughn----suppose you take it from here with....."TRUST IN ME."

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

(APPLAUSE)

(MUSIC: JINGLE)

GIRLS: "My Life's Companion" is leading up in Lawrence,
"VARIETY" reports this week,
It's number one and really in the spotlight,
And that's the kind of tune we seek.

MONROE: Miss Ilene Woods, our special guest,
Sings such a pretty song,
We'd like to hear her sing this hit,
As the Caravan rolls along.

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

(APPLAUSE)

50001 9469

SATURDAY, FEBRUARY 2, 1952
THIRD COMMERCIAL

LEE: More doctors smoke Camels than any other cigarette,
according to a nationwide survey of tens of thousands
of doctors. Smoke the cigarette so many doctors enjoy --
change to Camels today!

MONROE: If you guys and gals are trying to think up Valentine gifts
why not choose a carton of Camels? There's a special
Valentine carton --- and it's sure to please!

50001 9470

(MUSIC: BRIDGE)

VAUGHN: A brand new picture has opened at the Paramount Theatre in New York this week called....."The Las Vegas Story". It's part romance....part thriller....part musical with Victor Mature.

LEE: And Jane Russell.

VAUGHN: Vincent Price.

LEE: And Jane Russell.

MONROE: The songs of Hoagy Carmichael...

LEE: And Jane Russell.

MONROE: All right, Lee.....and Jane Russell!

LEE: Who sings a wonderful old Hoagy Carmichael song called : "I GET ALONG WITHOUT YOU VERY WELL". Here's Vaughn Monroe and the Choir with their version of the song.....and Jane Russell.

(MUSIC: "I GET ALONG WITHOUT YOU VERY WELL".....MONROE AND CHOIR)
(APPLAUSE)

50331 9471

LEE:

No group of people are more entitled to our good will than our hospitalized servicemen and veterans. As a weekly token, thousands of packs of Camels are sent to these men by the makers of Camels.. Gift Camels are on the way to: Veteran's Hospitals, Ft. Harrison, Montana and West Roxbury, Massachusetts..... U.S. Naval Hospital, Quantico, Virginia....U.S. Army Station Hospital, Camp Carson, Colorado and the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

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

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

MONROE: And there it is...another thirty minutes of the music which you like best. The songs "VARIETY" reports as first favorites from coast-to-coast, according to the disc jockeys We'll be right here again, though next week...same place on your radio dial.

LEE: And here's the route Vaughn Monroe and the entire company will be travelling this week...Tomorrow night, they'll be in Herrin, Illinois...Monday, ~~Memphis~~ ^{Evansville, Indiana}, Tennessee. Tuesday, Memphis. Wednesday and Thursday, they're moving to the state of Alambama to play Birmingham and Tuscaloosa. Friday finds the Monroe crew back in Memphis, Tennessee and that brings us to your next radio date with Vaughn from Mississippi State College in starkville, Mississippi.

MONROE: Join us then, won't you? Our special guest will ~~be~~ ^{again be} Gene Woods and, of course, we'll be singing those wonderful Mississippi State songs and sending a salute to all the students and faculty.

LEE: 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 and.....won't you have a Camel?

(MUSIC: CAMEL THEME)

(APPLAUSE)

50001 9473

WAYNE: Men, when you smoke a pipe, it's for pleasure, isn't it?
Then use the tobacco that leaves the pleasure in and
the bite out. I'm talking about Prince Albert, the National
Joy Smoke. Listen.....

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

(MUSIC: THEME)

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

(APPLAUSE)

50001 9474