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THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

AS BROADCAST
As Broadcast

10:00 - 10:30 PM, EST.

FEBRUARY 9, 1952

SATURDAY

ORIGINATION:

STARKVILLE, MISS.

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:)

LEE: From the campus of Mississippi State College, Starkville,
Mississippi -- "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)

50301 9473

LEE: Listen to this convincing proof of cigarette mildness:

WAYNE: In a coast-to-coast test, hundreds of men and women with normal throats smoked only Camels for thirty days. Noted throat specialists made careful weekly throat examinations and reported: Not one single case of throat irritation due to smoking Camels!

LEE: That's proof of Camel mildness -- based on steady smoking! Make your own thirty-day Camel test! Smoke only Camels for the next thirty days. You'll see how well Camels agree with your throat, pack after pack!

SINGERS: How mild,
How mild,
How mild can a cigarette be?
Smoke Camels and see!

LEE: Let's say hello to the star of the show....VAUGHN MONROE!

(APPLAUSE)

MONROE: Thanks, Lee Vines ... and greetings from the Camel Caravan to our radio friends and all the guys and gals here at Mississippi State who have certainly been wonderful to us. We're all set to go again with another full thirty minutes of words and music that everyone's enjoying these days.

LEE: Yes ... the songs which "VARIETY" reports are the favorites with leading disc-jockeys from coast-to-coast and believe me, our first song tonight is really pulling plenty of votes this week.

MONROE: Ten top towns have hailed it as the number one ballad, Lee, so it certainly deserves the number one spot on tonight's Camel Caravan schedule.

LEE: Positively, Skipper ... so, it's off with the words and on with the music as Vaughn Monroe sings the sensationally popular ... and sentimentally perfect ballad ... "CRY."

(MUSIC: "CRY" MONROE)

(APPLAUSE)

(MUSIC: SEGUES TO:)

(MUSIC: "BERMUDA" MONROE AND THE CHOIR)

(APPLAUSE)

50001 9415

LEE: The very unusual and dramatic song "BERMUDA"...the song chosen as the top favorite in Phoenix, Arizona this week.. and sung for you by Vaughn Monroe and the Choir.

MONROE: If you haven't been to Bermuda, you should give it a try. Life down there is just wonderful. ~~Swimming any day of the year ... fishing ... sailing ... peddling your bicycle out to see the lillies in bloom, or quaint little settlements.~~

~~LEE: Sounds strictly other worldly to me, Vaughn... that kind of life I go for in a big way.~~

~~MONROE: Don't we all.~~ But, you'll find life can be a beautiful thing no matter where you are... especially when you listen to the lyrics of this next song. It's number one this week in Chicago-- and here's our lovely guest Miss Ilene Woods to show you why.

Ilene sings: "LIFE IS A BEAUTIFUL THING."

(MUSIC: "LIFE IS A BEAUTIFUL THING" WOODS.)

(APPLAUSE)

LEE: Why should one cigarette -- Camel -- lead all other brands by so wide a margin...by billions of cigarettes a year?

WAYNE: Two of the reasons are:

LEE: Flavor -- a full, rich flavor that no other cigarette has!

WAYNE: And mildness -- mildness proved in this convincing way:

LEE: 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: The smokers in this test had more than two thousand four hundred throat examinations -- and at the end of thirty days, the throat specialists reported. Not one single case of throat irritation due to smoking Camels:

LEE: Make your own thirty-day Camel test. Smoke only Camels for thirty days -- and enjoy their flavor, their mildness -- pack after pack, week after week!

WAYNE: Then you'll know 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 9417

(MUSIC: _ JINGLE)

GIRLS: That old man Winter is sitting on our doorstep,
But Spring is not so far away,
Why even now in certain Eastern cities,
It's getting closer everyday.

MONROE: In Ithica, to prove our point,
The song that's number one,
Has tulips, heather, love and Spring
To give to everyone.

(MUSIC: _ "TULIPS AND HEATHER" MONROE)

50001 5418

MONROE: It's a double pleasure for the Camel Caraven not only to be able to salute Mississippi State College this evening .. but to be here on the campus -- in person.

LEE: We had an opportunity this afternoon to walk around and see some of the college acreage and buildings ... and quite a bit of acreage it is, too, including farms, pastures and woodlands. I stopped by the "Bull Ring" in the center of the campus ... and later had some coffee with the kids in "The Grill".

MONROE: Mississippi State's history covers a span of seventy-two years, Lee ... and it's alumni, today, are filling prominent positions in almost every field of human endeavor.

LEE: Of course, athletically, the college is a leader in Southeastern Conference competition....and "Bully", the mascot, wears a prepetual "winning" smile on his face.

MONROE: Our salutations tonight to President Mitchell and the men and women of Mississippi State.

LEE: And here are the songs of the Maroon and White sung by Vaughn Monroe and the Choir.

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

(APPLAUSE)

50201 9479

LEE:

Coppin' considerable coin on the nation's juke boxes these days is a brand new Vaughn Monroe Victor record ... we're very happy to report. It's an American version of an Italian love song ... and, in either language, is a very mellow reminder that love certainly makes the world go around. So, hang on to your hearts, and here's Vaughn and the Moonmaids to sing - in person - their much-requested new hit ... "OOOH, WHAT YOU DID!"

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

(APPLAUSE)

50001 9420

(MUSIC: JINGLE)

MONROE: Oh, waltz me, Willie ... was quite the ritzy saying,
When bustles were the latest style.

GIRLS: And don't forget that ^{The} Charleston and tango,
Could really make a lady smile.

MONROE: But, nowadays, the fad has changed,
And any guy's a goose,
Who tries to cuddle with his gal,
She'd rather dance him loose!

(MUSIC: "DANCE ME LOOSE" WOODS)

(APPLAUSE)

MONROE: On Thursday, make it a gift of Camels for your Valentine.
There's a specially decorated Valentine-gift carton
available -- and it's sure to please. For Valentine's
Day, give a carton of Camels!

(MUSIC: BRIDGE)

LEE: According to our guest Ilene Woods ... and Birmingham's leading disc-jockey -- "DANCE ME LOOSE" which you just heard is currently the talk of the town. There's some other talk going around, though, these days, Skipper, *about*

~~MONROE: Have you been battin' the breeze with Dame Rumor, Lee?~~

~~LEE: Rumor, nothing, Vaughn ... I've been thumping my way through your fan mail and there's a certain song that a lot of people would like to hear ...~~

MONROE: Well ... that's what we're *here for* ~~here for~~, Lee.

LEE: Then, it's Vaughn Monroe and the Choir ... and their RCA Victor best-seller ... "TENDERLY".

(MUSIC: "TENDERLY" MONROE AND CHOIR)

(APPLAUSE)

50001 9423

LEE: ✓ As a reminder that the folks at home do remember -- the makers of Camels send thousands of packs of Camels to hospitalized veterans and service personnel every week. This week's gift Camels are going to: Veterans' Hospitals, Northport, New York and Madison, Wisconsin...U. S. Army Station Hospital, Camp Breckinridge, Kentucky...and to all overseas Hospitals operated by the North East Command of the U. S. Air Force.

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

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

MONROE: Another thirty minutes have come and gone and that means we have to leave you until next week at this same time .. same spot on your radio dial. Our warmest thanks to President Mitchell and everyone here at Mississippi State College for making our visit so pleasant.

Next week, we'll be looking for you again with another set of songs which "VARIETY" reports as first favorites with leading disc-jockeys across the nation.

LEE: And here's where you can be looking for Vaughn Monroe and company - in person - this week: Sunday ^{Ceesler A. F. Base} Biloxi, Mississippi; Monday - New Orleans; Tuesday - ^{Eolin A. F. Base} Valparaiso, Florida; Wednesday - Orlando; Thursday - Sarasota; Friday - Tampa, Florida. and that brings us to your next radio date with Vaughn from the University of Miami, Coral Gables, Florida.

MONROE: Join us then, won't you? ~~Our special guest will be~~ ^{Walter} ~~and we'll be saluting the University of Miami on home territory.~~

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)

WAYNE: Say, Pipe Smokers, you know what the National Joy Smoke
is -- it's Prince Albert! It's rich, choice tobacco, with
a fine fragrance. And P.A. is specially treated to insure
against tongue bite! 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!

WAYNE: Get Prince Albert tomorrow!

(MUSIC: THEME)

LEE: This is Lee Vines saying good night for... THE VAUGHN MONROE
SHOW.