

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

As Broadcast

*Commercials
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csj
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ORINATION: UNIVERSITY OF MIAMI
CORAL GABLES, FLORIDA

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 the University of Miami,
in Coral Gables, Florida -- "THE CAMEL CARAVAN--
STARRING VAUGHN MONROE --- with the songs
America's asking for -- presented by Camel
Cigarettes!

(MUSIC: UP AND SEQUE TO:)

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LEE: After all the mildness tests -- Camel leads all other brands by billions!

WAYNE: Yes, Camel leads all other brands in popularity -- by billions of cigarettes per year!

LEE: Make your own thirty-day Camel test! Enjoy Camels as your steady smoke for thirty days. Enjoy Camel's rich, full flavor -- and see how mild Camels are, how well they agree with your throat -- pack after pack, week after week!

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

(APPLAUSE)

MONROE: Thanks, Lee Vines ... we're sending our salutations to all of you tonight from the campus of one of America's most modern institutions of study -- the University of Miami in the sunny state of Florida. In regard to the state of matters musical .. well, just stick around for the next thirty minutes and you'll see.

LEE: Yes, you'll be hearing the songs which "VARIETY" reports are the favorites with disc-jockeys from coast-to-coast and leading off tonight's Camel Caravan is a melody hailed as the number one hit in not one but six big towns.

~~MONROE: Reading from left-to-right: Washington, Schenectady, Savannah, Richmond, Dearborn and Seattle.~~

LEE: So, let's get rollin' right along as Vaughn and the Moonmaids sing: "TELL ME WHY".

(MUSIC: "TELL ME HY" MONROE AND MOONMAIDS)

(APPLAUSE)

(MUSIC: SEQUES TO:)

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

(APPLAUSE)

LEE: From the musical movie "THE STRIP"... "GIVE ME A KISS TO BUILD A DREAM ON" .. sung by Vaughn Monroe ... voted number one according to Variety in the windy city of Chicago.

VAUGHN: You know, in our tours across America, we pick up a lot of local expressions like...well, in the Pennsylvania Dutch country when a young lad describes a caboose he says: "The little red car at the end of the train is all, ain't Mom?"

LEE: They confuse me in Maine when they talk about "pouring maple sugar through a tunnel" -- I always thought it was a funnel.

VAUGHN: And, in the midwest, I always thought that cuddlin' up on a dancefloor was kinda fun until I ran across a phrase which has recently been set to music with tremendous success.

LEE: It's the number one song, "VARIETY" reports,
in Concord, Massachusetts .. Enter, the
Vaughn Monroe Moonmaids -- Miss Mary Lee.

MAREE: (SINGS) Present!

VAUGHN: Lois!

LOIS: Present!

LEE: Betty!

BETTY: Standing...

VAUGHN: Ruthy!

RUTH: By!

(MUSIC: "DANCE ME LOOSE".....MOONMAIDS)

(APPLAUSE)

WAYNE: Will Camels agree with your throat? Listen to this:

LEE: After a coast-to-coast test of hundreds of people with normal throats who smoked only Camels for thirty days, noted throat specialists made this report: Not one single case of throat irritation due to smoking Camels!

WAYNE: Find out for yourself! Make the one sensible test of cigarette mildness! Make your own thirty-day Camel test. Smoke Camels -- and Camels only -- for thirty days.

LEE: Enjoy Camel's full, rich flavor -- pack after pack, week after week! See for yourself just how mild Camels are -- just how well Camels agree with your throat!

WAYNE: You'll discover why Camel is America's most popular cigarette -- by billions!

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: We have a song that's fitted for Miami,
It's number one in New York town,
And in Atlanta, it's taking all the prizes
That's what "VARIETY" has found.

GIRLS: And here is Vaughn to sing that song,
And make your troubles run.
You can't go wrong so come along,
Let's welcome Mr. Sun!

(MUSIC: "PLEASE, MR. SUN")

(APPLAUSE)

VAUGHN: The Camel Caravan's really living up to the adage of killing two birds with one stone tonight. First of all, we're here on the beautiful campus of the University of Miami to send our salutations to DR. BOWMAN F. ASHE and all the guys and gals.

LEE: And secondly, ~~we're happy to be a part of the festivities launching~~ ^{being launched is} a million dollar university campaign for the construction of a new Administration Building and a much-needed major library.

VAUGHN: The University of Miami has done a lot of growing since it was founded way back in the Roaring Twenties. There have been a lot of tough hurdles to climb...but the men and women of Miami U. have come through with flying colors Orange, green + white to be exact.

LEE: ~~From every state of the union and 37 foreign countries, the 10,000 students enrolled here are determined that their University will not only be a shining example of progress in southern Florida...but across America.~~ All our best wishes go with you on your Silver Anniversary...and here are Vaughn and the Choir

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to echo those sentiments musically with the songs you most enjoy .. your songs .. the songs of the University of Miami!

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

(APPLAUSE)

LEE: It's a far cry from the golden sands and swaying palms of Miami to the mountain greenery of the Alleghenies or the Adirondacks ...but that's the next destination of the Camel Caravan according to a tabulation of this week's mail. Rackin' up records, we're told, is Vaughn's new Victor record which spotlights Maestro Monroe and the Moonmaids ... and combines the talents of Dan Cupid and Mother Nature. Here's how they all get together to dish up a very sentimental bouquet of....

"MOUNTAIN LAUREL".....

(MUSIC: "MOUNTAIN LAUREL"MONROE AND MOONMAIDS)

(APPLAUSE)

(MUSIC: JINGLE)

MONROE: Miss Maree Lee ... a very lovely Moonmaid,
Is joining me in melody.
We've got a song that everyone has ordered,
And here is our delivery.

GIRLS: A boy and girl are holding hands,
The moon is in the sky,
And love has set the scene tonight,
As dreamily they sign.

(MUSIC: "I LIKE IT".....MONROE AND MAREE LEE)

(APPLAUSE)

WAYNE: Why don't you smoke the cigarette so many doctors enjoy?

LEE: In a nationwide survey a few years ago, one hundred thirteen thousand, five hundred and ninety seven doctors were asked: "What cigarette do you smoke, doctor?" The brand named most was Camel!!

WAYNE: It was true then, it is true now...because repeated surveys have been made...

LEE: And every time, the brand named most has been Camel! Yes, surveys show that more doctors smoke Camels than any other cigarette!

WAYNE: Why don't you smoke the cigarette so many doctors enjoy?

(MUSIC: BRIDGE)

MONROE: Everytime the tunesmiths along Tin Pan Alley are looking for a new title, they turn to the fair sex for inspiration.

LEE: And what inspiration ... such lovely sentiments as: "YOU'RE MY DREAM, MARLENE, THAT'S WHY I WAKE UP WITH A SCREAM!" or.....

MONROE: Lee....that isn't exactly what I had in mind. I was referring to such wonderful melodies as "ROSALIE"....or "DIANE" or "SWEET SUE"...

LEE: Or what about the new Monroe record which everyone is referring to as their favorite these days? Here's Vaughn and the choir to sing of the charms of "CHARMAINE."

(MUSIC: "CHARMAINE"MONROE AND CHOIR)

(APPLAUSE)

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LEE: When you're in the hospital, it's especially pleasant to receive a gift. Every week, the makers of Camels send thousands of packs of Camels to veterans' and military hospitals. This week, the gift-Camels are on their way to: Veterans Hospitals, Iron Mountain, Michigan and Jackson, Mississippi...Great Falls Air Force Hospital, Great Falls, Montana...U.S. Naval Hospital Ship CONSOLATION.

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

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

MONROE: With that big Miami moon glidin' across the sky and the smell of jasmine seepin' in through the open windows, we'd like to stay and play for you all night ... but our thirty minutes have come and gone, unfortunately. We'd like to take this opportunity of thanking President DR. ASHE, the faculty and students of the University of Miami for asking us to be their guests ... and, of course, we'd like to ask all of you to be our guests at this same time next week.

LEE: During the week, Vaughn and the entire crew will be playing - in person- at these locations:
*Tomorrow nite - Miami Beach Auditorium -
Monday - Fort Lauderdale; Tuesday - Gainesville
Florida. Wednesday - Macon, Georgia;
Thursday - Jacksonville - Friday -
Daytona Beach and on Saturday - we,
of course, have another radio date with
you.*

MONROE: Join us then, won't you? We'll have the songs "VARIETY" reports as first favorites with leading disc-jockeys across America ... We'll also be saluting Florida State University from their own campus.

LEE: And don't be 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: Men, does your pipe tobacco bite your tongue?
Then it's time you switched to the National
Joy Smoke -- Prince Albert! Listen while the
singers tell you about it!

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: How 'bout it? Ready to switch to Prince Albert?

(MUSIC: THEME)

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

-APPLAUSE-

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