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THE CAMEL CARAVAN

STARRING
VAUGHN MONROE

AS BROADCAST

10:00 - 10:30 PM, EST. FEBRUARY 23rd, 1952 SATURDAY

ORIGINATION: FLORIDA STATE UNIVERSITY
TALLAHASSEE, FLORIDA

CUE: This is NBC - the National Broadcasting Co.....
.....30 sec.....

(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 Florida State University,~~
From the campus of Florida State University,
in Tallahassee -- "THE CAMEL CARAVAN -- STARRING
VAUGHN MONROE" ^{with guest singers name has and Ruth Houston and} -- ~~with~~ the songs America's
asking for -- presented by Camel Cigarettes!

(MUSIC: -- UP AND SEQUE TO:)

WAYNE: What's America's most popular cigarette?

LEE: CAMEL is in the lead -- by billions of cigarettes per year! One of the reasons why Camel is so popular with the smokers of America is FLAVOR! Rich, full flavor that no other cigarette has! Another reason is mildness -- cool, cool mildness -- pack after pack, week after week!

WAYNE: Start smoking Camels yourself -- tonight! See why Camel is America's most popular cigarette -- by billions of cigarettes per year!

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... and many thanks, also to President Campbell and all the FSU guys and gals for their very warm and wonderful reception this evening. A little later in the program we'll be telling you a lot more about this fine university but here and now -- the subject on hand is music!

LEE: And particularly the music which "VARIETY" reports is taking top honors with the top disc jockeys across America. The songs which are wearing that big blue ribbon inscribed - Number One!

MONROE: Which way are we headed first tonight, Lee?

LEE: Due north, Skipper .. and then a little to the west because in Detroit this week the song selected for first place is one you very recently recorded for RCA Victor. And here's Vaughn and the Choir to repeat that pleasant platter - in person. Let's listen to..."TENDERLY"

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

(APPLAUSE)

(MUSIC: -- "PLEASE MR. SUN".....MONROE)

(APPLAUSE)

LEE:

"PLEASE, MR. SUN"... sung by Vaughn Monroe... and
*according to Variety is selected this week
selected as number one in New York City this
as the Number one Choice by one of W.Y.C.'s leading
week "VARIETY" tells us.
disc-jockeys -*

MONROE:

I understand they can use a little of old man
Sun in Manhattan these days. Dame Nature seems
to be going steady with Jack Frost.

LEE:

Maybe we should ship back a bushel basket of
this fine Florida weather, Skipper. And, we
might add a little of the scenery, too. Palm
trees silhouetted against a starry night...
the blue waters of the Gulf -- silver-trimmed
by the moon. It's all mighty easy on the eyes.

MONROE:

You know, a fellow can fall in love with very
little trouble down here.

LEE:

Yes, indeed, romance really runs rampant...
and, in case anyone's a little on the shy side,
suppose we pass out this rhythmic formula ...
A singing guy named Vaughn Monroe.. a singing
gal named Maree Lee ... with their version of

that much-requested new record that's really
setting records -- "I LIKE IT!"

(MUSIC: "I LIKE IT" MONROE AND MARY LEE)

(APPLAUSE)

WAYNE: "What cigarette do you smoke, doctor?"

LEE: That question was asked of one hundred thirteen thousand, five hundred ninety-seven doctors in a nationwide survey a few years ago -- and the brand named most was CAMEL!

WAYNE: Time and time again, cross sections of members of the medical profession have been asked the same question: "What cigarette do you smoke, Doctor?"

LEE: And these repeated surveys continue to show that more doctors smoke Camels than any other cigarette!

WAYNE: Why don't you try Camels -- the cigarette so many doctors enjoy? See how rich, how flavorful Camels are, pack after pack. See how well Camel's cool, cool mildness agrees with your throat, 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!

(MUSIC: _ _ _ JINGLE)

MONROE: We're on our way with a tune
That's now a favorite
And being sung from coast-to-coast.

GIRLS: Of all the songs ~~folks~~ ^{they're} calling for in Philly,
This melody's requested most.

MONROE: And in L.A. they ~~like to play~~
~~This tune for all the crowd~~
~~The song is number one~~ ..
THIS TUNE FOR ALL THE CROWD

GIRLS: So, here is Vaughn to ~~bring us~~ ^{SING THE SONG}
~~about a certain cloud~~
~~The song is "White Cloud"~~
ABOUT A CERTAIN CLOUD.

(MUSIC: ^{RITZEL WHITE CLOUD}
~~"PLEASE, LIGHTER SUN"~~ MONROE

(APPLAUSE)

LEE:

The Camel Caravan takes pride
~~You couldn't ask for a better introduction to
tonite in saluting Florida State
our Camel Caravan salute this evening than a
University from its own beautiful campus.
song concerning Mister Sun --- because he cert-
ainly is very much in evidence here on the
beautiful campus of Florida State University.~~

MONROE:

Ideal living conditions .. splendid recreational facilities and a tremendously progressive educational program are just a few of the reasons why young men and women from all over America .. from all over the world .. migrate to the Florida State University each year.

LEE:

Variety with a large, capital "V" stands for the many student activities .. activities which run from a student-operated radio station to a student circus which is world-famous today.

MONROE:

Since the Camel Caravan's arrival ... President Doak S. Campbell .. the faculty and students of FSU have certainly been more than cordial and tonight, we'd like to return a little of that friendliness, if we may.

LEE:

Here, then, dedicated to you ... are the songs you know and love .. the songs always number

one in the hearts of the men and women of FSU.
Vaughn Monroe and the Choir sing your Alma
Mater and the FSU Fight Song!

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

(APPLAUSE)

~~LEE: Eight leading disc jockeys in eight big cities
are certainly in mutual agreement this week
about one particular song.~~

~~MONROE: It came rollin' in with the New Year and has
been taking bows ever since. We really don't
need "VARIETY" to tell us it's such a favorite
because night after night it leads the request
list wherever ^{The radio} ~~radio~~ and ~~clubs~~ are
playing.~~

~~LEE: I know you're going to enjoy hearing Maestro
Monroe and the four Moonmaids sing that very
wonderful winner... "TELL ME WHY".~~

(MUSIC: "TELL ME WHY"..... MONROE AND MOONMAIDS)

(APPLAUSE)



(MUSIC: _ _ _ JINGLE)_

GIRLS: In five big cities, another tune's a winner,
According to "VARIETY".
The guys who spin the platters on the airwaves,
They really seem to all agree.

MONROE: And we agree a pretty gal,
Should sing that song for you.
The Moonmaid's Ruthy Winston's here,
Just waiting for her cue.

(MUSIC: _ _ _ "CRY".....RUTH WINSTON)

(APPLAUSE)

50001 9396

LEE:

✓ Your "T-Zone" -- T for Throat, T for Taste --
is your proving ground for cigarettes. Try
Camels in your "T-Zone"... try them for thirty
days and see how rich, and full-flavored, how
cool and mild Camels are: See why Camel is
America's most popular cigarette!

50001 9397

(MUSIC: _ _ BRIDGE)

MONROE: Drop in at any of the big frat or sorority houses here at FSU and chances are you'll find a bunch of the guys and gals sitting around listening to phonograph records.

LEE: Back when I was boasting a Freshman beanie, Vaughn, some of the big tunes were "LOVE IS THE SWEETEST THING" and "CARAVAN" ~~...~~
~~Came to me...~~

MONROE: I remember "SAY IT ISN'T SO" very fondly ... and a big show tune which was a real favorite was "DANCING IN THE DARK" from "THE BAND WAGON".

LEE: I'll bet those tunes are still tops when a record session's underway ... and also tops is the sentimental oldie which Vaughn and the Choir sing for you now. How about joining us as we conjur up a few fond memories to the tune of .. "SLEEPYTIME GAL."

(MUSIC: _ _ "SLEEPYTIME GAL" MONROE AND CHOIR)

(APPLAUSE)

LET:

To help bring pleasure to hospitalized veterans and members of our Armed Forces, the makers of Camels send thousands of packs of Camels to service and veterans' hospitals each week. This week's gift Camels are on their way to: Veterans Hospitals, Wilmington, Delaware and Ft. Harrison, Indiana...U.S. Naval Hospital, Bainbridge, Maryland... to all hospitals operated by the European Command of the U.S. Army. That makes a total of more than one hundred ninety-nine million free Camels sent to servicemen and veterans!

50001 9399

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

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

MONROE: When you're singing, playing or listening to good music, time certainly passes quickly. Another thirty minutes of Camel Caravan time has come and gone, but we'll be back again next week at this same spot on your radio dial. A thousand thanks to President Campbell .. the faculty and students of Florida State University for their hospitality. We hope they'll invite us back again very soon.

LEE: This week .. Vaughn and the entire company can be seen and heard - in person - at these locations:
Sunday - Atlanta, Ga; Monday - Knoxville, Tenn;
Wednesday - Zanesville, Ohio; Thursday - Parkersville, West Virginia; Friday - Morgantown, West Virginia.

which brings us to your next radio date with Vaughn.. and "The Camel Caravan", *Playing for the National Guard in Baltimore.*

MONROE: Join us then, won't you? We'll have the songs "VARIETY" reports as first favorites with leading disc jockeys across America *a special guest - Miss SILLA Webb* and we'll be sending a salute to *the University of Denver*

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)

50301 9401

WAYNE:

Want to know one of the big reasons why Prince Albert is America's largest-selling pipe tobacco? Listen:

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:

Why don't you smoke P.A. too? Prince Albert -- the National Joy Smoke -- is rich, choice tobacco, with a fine, natural fragrance. It's especially treated to insure against tongue bite. Yes, you'll like Prince Albert!

50301 9402

LEE: Today, Freedom needs you -- perhaps more vitally than it has for many a year. You make real contributions toward freedom by simply being more active in the exercise of your citizenship. Vote -- every election; support community projects; most important -- recognize individual rights and liberties. Yes, Freedom needs your help -- now!

(MUSIC: THEME)

LEE: This is Lee Vines saying goodnight for ...
"THE VAUGHN MONROE SHOW".