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NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

() ()
10:00 - 10:30 PM EST

MARCH 1, 1952

SATURDAY

AS
BROADCAST

As Broadcast

ORIGINATION: NATIONAL GUARD ARMORY
BALTIMORE, MARYLAND

CUE: This is NBC - The National Broadcasting Company.
(.....30 SECCNDS.....)

*Commercial
check a.k.
5/16/52*

(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 Fifth Regiment Armory of the National Guard

in Baltimore, Maryland -- "THE CAMEL CARAVAN -- STARRING

VAUGHN MONROE" -- with guest singer Jilla Webb and the

songs America's asking for -- presented by Camel

Cigarettes!

(MUSIC: _ _ UP AND SEGUE TO:)

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LEE: A few years ago, one hundred thirteen thousand, five hundred ninety seven doctors -- doctors in every branch of medicine -- were asked this question:

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

LEE: The brand named most was Camel! Since then, repeated surveys have been made -- and every time, the brand named most was Camel!

WAYNE: Yes, repeated surveys show that more doctors 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!

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

(APPLAUSE)

MONROE: Thanks, Lee Vines ... there's a capacity crowd here at the Armory tonight and since their principal aim is to have a lot of fun and enjoy a lot of their favorite music-- it seems to me we'd better start rollin' right now.

LEE: Well, we haven't far to go for our first song, tonight, Skipper .. because, according to "VARIETY", our lead-off tune has again been reported number one by one of New York City's leading disc-jockeys.

MONROE: Here's that popular plea of a lovelorn lady or any guy who finds his sweetheart strayin'.

LEE: Vaughn Monroe sings .. "PLEASE, MR. SUN".

(MUSIC: _ _ "PLEASE, MR. SUN" MONROE)

(APPLAUSE)

(MUSIC: _ _ SEGUES TO:)

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

(APPLAUSE)

LEE: And there you have ... "TELL ME WHY" ... sung by
Vaughn Monroe and the Moonmaids ... and according to
Variety is voted the number one song by disc-jockeys
in Philadelphia, Rochester, Savannah, St. Paul,
Salt Lake City and Tulsa.

MONROE: By the way, if you folks have noted a sort of extra
glow about the Camel Caravan .. it's because we're
rolling out the red carpet to welcome a very lovely
young lady.

LEE: She's brunette and mighty easy on the eyes ... with a
singing voice you'll find is mighty easy on the ears.

MONROE: To bring you the song chosen number one this week in
Utica, New York ... and making her first apperance on
The Camel Caravan ... here is Miss Jilla Webb singing
... "TRUST IN ME."

(MUSIC: "TRUST IN ME" JILLA WEBB)

(APPLAUSE)

LEE: Joan Crawford made her own thirty-day Camel test --
and found out how rich, how flavorful Camels are --
pack after pack!

WAYNE: Dennis O'Keefe made his own thirty day Camel test --
and found out how well Camels agree with his throat --
week after week!

LEE: And here's Vaughn! What do you say about the Camel thirty
day test?

MONROE: I've been smoking Camels for years -- so I suppose you
can say I've made my own thirty day Camel test over and
over again! And believe me, for flavor and mildness --
well, Camel's got 'em all beat!

LEE: Make your own thirty day Camel test! Smoke only
Camels for thirty days and find out what so many famous
stars have found out.

WAYNE: Yes, smoke Camels for the next thirty days and see how
rich, how flavorful Camels are -- pack after pack!

LEE: Find out how well Camels get along with your throat
week after week!

(MORE)

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: There's lots of people who dream about a castle,

With swimming pools and fancy car.

GIRLS: They dream they're wealthy and very, very happy,

But dreams like that will not go far.

MONROE: You'll find romance a better dream

And something bound to stay ..

GIRLS: Like this one which Chicago claims,

Their favorite dream today.

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

(APPLAUSE)

LEE: Pioneers .. according to Carl Sandburg .. are beginners.
The paths they cut through the wilderness become roads...
their settlements become cities ... their children --
our citizens. Tonight, the Camel Caravan very proudly
salutes the University of the Pioneers ... The University
of Denver.

MONROE: This week .. on March 5th .. the men and women of Denver
will celebrate the 88th anniversary of the signing of the
University charter ... 88 years .. years of growth ..
enterprising years which have spread the name and
reputation of this great University around the world.

LEE: The Denver campus is one of the most impressive in America
with its comfortable, modern buildings .. and, in the
background, the snow-capped peak of Mt. Evans -- named
after the founder of the institution.

MONROE: Besides their fame as educational pioneers ... the
University of Denver athletic teams - aptly named "The
Pioneers" are always leaders in football, hockey,
basketball and winter sports.

(MORE)

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MONROE:
(CONTD)

Our salutations tonight to all these pioneers ..

To Chancellor Albert C. Jacobs .. the faculty and student
body.

LEE:

For you -- Vaughn Monroe and the Choir sing "HAIL TO

DENVER U." and "D-RAH!"

(MUSIC: -- "HAIL TO DENVER U AND D-RAH".....MONROE AND CHOIR)

(APPLAUSE)

LEE: Since we're playing in Baltimore, tonight, it seems to me we should have a song which represents this fine city, Vaughn.

MONROE: And that's just what we have.. The song chosen number one by a leading Baltimore disc-jockey and also by "d-j's" in Boston, Ware, Richmond, Los Angeles, Albuquerque and Fresno.

LEE: Seven top towns and, by a mere coincidence, this will be the song's seventh appearance on the Camel Caravan. Here's Vaughan Monroe with that long-running favorite ... "CRY".

(MUSIC: "CRY" MONROE:)

(APPLAUSE)

(MUSIC: _ _ JINGLE)

MONROE: If you ~~like~~ dancing and wanna keep on dancing,
You gotta learn the latest rule.

GIRLS: A rule that's number one way up in Concord,
And one you'll never learn in school.

MONROE: Miss Jilla Webb, our special guest,
Is here to set you right,
So, listen all you guys and gals
Then - "DANCE ME LOOSE" tonight!

(MUSIC: _ _ "DANCE ME LOOSE".....JILLA WEBB)

(APPLAUSE)

50001 8807

LEE: Camel leads all other brands in popularity -- by
billions of cigarettes per year:

WAYNE: That's because the smokers of America have discovered
Camel's rich, full flavor...a flavor no other
cigarette has:

LEE: They've found out how mild Camels are ... how well
Camels agree with their throats -- pack after pack,
week after week.

WAYNE: Start enjoying the cigarette that's enjoyed most in
America! Start enjoying mild, flavorful Camels --
tonight!

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(MUSIC: BRIDGE TO:)

MONROE: There's quite a difference between the torch song of today and the torch song of the "Gay Nineties". Back in that magic era - brave men wept to such ballads as "A BIRD IN A GILDED CAGE" and "SHE'S MORE TO BE PITIED THAN CENSURED."

~~LEE: In the Roaring Twenties .. the torch song took a new turn .. the curtain would rise and you'd see a gal leaning against a lamp post in a slinky black dress... and she'd sing: "I'VE GOT THOSE KICK-ME-IN-THE-FACE AGAIN AND PLEASE DON'T REMOVE YOUR SHOES BLUES, BABY!"~~

MONROE: Our modern torch song is a little more subtle.... a little more a part of everyone's life....

LEE: For example .. Vaughn Monroe and the Choir .. with a torch song you all have asked to hear ... "THE THRILL IS GONE."

(MUSIC: "THE THRILL IS GONE".....MONROE AND CHOIR)

(APPLAUSE)

LEE: Well, once again, it's time to send the Camels to hospitalized veterans and service people. Every week, the makers of Camels send thousands of packs of Camels to hospitalized members of the Armed Forces and to hospitalized veterans. This week they're going to: Veterans' Hospitals, Muskogee, Oklahoma and Boise, Idaho...U.S.Naval Hospital, Beaufort, South Carolina ...U. S. Army Station Hospital, Fort Ord, California.... The Military Air Transport Service which evacuates virtually all overseas wounded personnel.



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

Albert:

SINGER: 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: That's right! A special, patented process insures Prince

Albert against tongue bite! For pleasure-filled pipe

smoking, fill your pipe with Prince Albert! You'll be

glad you did!

(MUSIC: --- THEME)

LEE: This is Lee Vines saying good-night for.....

THE VAUGHN MONROE SHOW.

(APPLAUSE)

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