

NBC

*Checked against actual proof
with difference as noted
below 2/25/52*

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

As Broadcast
**AS
BROADCAST**

7:00 - 7:30 PM, PCT.

MARCH 15, 1952

SATURDAY

ORIGINATION:

NBC - STUDIO E

HOLLYWOOD, CALIF

CUE: (NATIONAL BROADCASTING COMPANY)
(.....30 SECONDS.....)

(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: UNDER FOR:)

GEORGE: From Hollywood, California.... "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 OUT)

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.*

THIS JINGLE +
TAX ANNOUNCEMENT
USED IN PLACE OF
NO. 1 COMMERCIAL

50001 8774

(MUSIC: "RACING WITH THE MOON" THEME TO HOLD FOR:)

GEORGE: Let's say hello to the star of the show!

(MUSIC: CHORD)

GEORGE: VAUGHN MONROE!

(MUSIC: TO TAG)

(APPLAUSE)

MONROE: Thanks, George Barclay ... and greetings again, everyone.
We've come a-callin' for the next thirty minutes with a full roster of songs which we know you're going to enjoy.

GEORGE: Yes, indeed ... the songs which, according to "VARIETY", are reported number one by the leading disc jockeys in the top towns across the nation.

MONROE: For instance, mention the names of Boston, Massachusetts and Tampa, Florida and you'll find us shuffling through our music for an old favorite which has suddenly become a best-seller again.

GEORGE: Vaughn Monroe and the Moonmaids welcome to the Camel Caravan their 1952 version of that 1927 hit.....
"BROKEN-HEARTED".

(MUSIC: "BROKEN-HEARTED".....MONROE AND MOONMAIDS)

(APPLAUSE)

(MUSIC: SEGUES TO:)

50001 8775

(MUSIC: "WHEEL OF FORTUNE".....MONROE.)

(APPLAUSE)

50301 8776

GEORGE: That unpredictable old "WHEEL OF FORTUNE" has spun itself into the number one spot in eight towns this week. Yes, in Omaha, New Orleans, St. Louis, Baltimore, Fitchsburg, Louisville, Chicago and Los Angeles -- VARIETY says the leading disc-jockeys find it a very firm favorite.

~~MONROE: On Monday, though, right straight across America....today's top hits will have a twenty-four hour hiatus as we all don a bit of shamrock to celebrate St. Patrick's Day.~~

~~GEORGE: 'Tis a fine day, too, my leddie....with paradin' and speech-makin' and everyone sportin' a tie as green as the Emerald Isle, herself.~~

MONROE: *Enter, now, a*
~~And let's not neglect a full quota of lovely colleens, George....which, incidentally, brings us to our own very lovely young lady ... Miss Jilla Webb.~~

GEORGE: Jilla keeps romance ridin' high now as she sings the song chosen number one by a leading d-j in Hanover and Cincinnati.....

MONROE: Here is another first appearance on the Camel Caravan....
Jilla sings: "COME WHAT MAY".

(MUSIC: "COME WHAT MAY" JILLA WEBB.)

(APPLAUSE)

GEORGE: According to nationwide surveys made by independent fact-finding organizations, more doctors smoke Camels than any other cigarette!

ED: That fact was brought to light a few years ago when one hundred thirteen thousand, five hundred ninety seven doctors were asked this question:

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

ED: The brand named most was -- CAMEL!

GEORGE: In repeated surveys, doctors in all branches of medicine have been asked the same question. And each time, Camel leads all the rest!

ED: Why don't you start smoking the cigarette so many doctors enjoy? Start smoking mild, flavorful Camels tonight!

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!

50301 8778

(MUSIC: _ _ _ JINGLE)

MONROE: Across the nation, Dan Cupid's in the limelight,
And love has really come to stay.
It's all because there's a song that's mighty mellow,
A very dreamy round-de-lay.

GIRLS: So, grab your hearts and hang on tight,
Let's all get set to spoon,
For here is Vaughn to sing that song,
A most romantic tune!

(MUSIC: _ _ _ "AT LAST"..... MONROE)

(APPLAUSE)

GEORGE: We don't have to wish-a-gain that we're back in Michigan, tonight, because that's exactly the destination of the Camel Caravan as we very happily send our salutations to the faculty and students of the University of Michigan at Ann Arbor.

MONROE: This week, on March 18th ... alumni of this great University will be returning to Ann Arbor or holding local celebrations in commemoration of their student days.... They'll be gathering together to look back on Michigan's one-hundred-and-thirty-five years of educational progress ... there'll be fond memories of freshman days ... ~~pictures passed of the beloved campus~~

GEORGE: There'll be stories told and retold of victories on the gridiron ... of achievement in classes ... and plans for even greater growth.

MONROE: And then towards the end of the evening ... the students of yesterday ... and the students of today will sing the songs they hold dearest in their hearts.....

GEORGE: The songs which Vaughn Monroe and the Choir sing tonight and humbly dedicate to President Alexander Ruthven ... to the men and women of Michigan. The Michigan "ALMA MATER" and "FIGHT SONG".

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

(APPLAUSE)

GEORGE: There's many a musical mile between Atlanta, Georgia and Fresno, California ... but, this week, those two towns are in mutual agreement concerning a particular pop ballad.

MONROE: Yes, a leading disc-jockey in both towns has reported to "VARIETY" that this song is still ridin' high, wide and handsome.

GEORGE: Vaughn Monroe sends out a sentimental plea to Mother Nature's brood in general ... and particularly to a fellow named Mr. Sun. Need we say more?

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

(APPLAUSE)

50301 8781

(MUSIC: JINGLE)

GIRLS: Miss Jilla Webb has a very pretty ballad
That's been a hit for many moons,
In Albuquerque they say it's taking prizes,
And topping all the other tunes.

MONROE: Let's dim the lights and maybe hang,
A full moon in the sky,
And let our Jilla sing for you,
The song called: "TELL ME WHY".

(MUSIC: "TELL ME WHY" JILLA WEBB)

(APPLAUSE)

MONROE: Say, George, we've all been talking about the thirty-day Camel test so much that maybe we've been taking it a little too much for granted? Why don't you tell the folks just what the Camel thirty-day test is?

GEORGE: Certainly, Vaughn! Friends, the thirty-day Camel test is a sensible test of cigarette mildness--based on steady smoking. To make your own thirty-day Camel test, here's all you do: Smoke only Camels for thirty days. Smoke them as your steady smoke--and see how rich, how flavorful, how mild Camels are.

MONROE: That's right, Guys and Gals -- smoke Camels as your steady smoke for thirty days. You'll discover -- just as I did -- how well Camels agree with your throat -- as your steady smoke!

GEORGE: Tonight -- start your own thirty day Camel mildness test!

(MUSIC: BRIDGE)

MONROE: Anytime the songsmiths along Tin Pan Alley run out of inspiration, they always have the moon to fall back on.

GEORGE: If you started to make out a list of "Moon Songs", you'd very likely need several volumes of blank paper.

MONROE: In looking over our list of favorite moon melodies, however, we find there's one in particular which most folks remember and like to hear again and again...

GEORGE: From his RCA Victor album "On the Moonbeam", Vaughn and the Choir issue an invitation to romance signed by that most familiar moon tune.... "BLUE MOON."

(MUSIC: "BLUE MOON"MONROE AND CHOIR)

(APPLAUSE)

50301 8784

GEORGE:

The makers of Camels have now sent more than two hundred million Camel Cigarettes to Servicemen and Veterans. This week, as every week, thousands of packs of gift Camels are being sent to Hospitalized Members of our Armed Forces and to Hospitalized Veterans. They're on their way to: Veterans Hospitals, Minneapolis, Minnesota and Bay Pines, Florida...U.S. Naval Hospital Memphis, Tennessee...to all hospitals operated by the Alaskan Air Command.

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

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

MONROE: I'm afraid that just about wraps up tonight's half-hour of words and music but we'll be back again next week at this same time...same spot on your radio dial. We'll have with us, of course, more of your favorite songs.. the songs, which according to "VARIETY", have been chosen number one by leading disc-jockeys from coast-to-coast.

GEORGE: Next week, too, Vaughn and the Camel Caravan will be sending a musical salute to the men and women of the University of Oklahoma.

MONROE: Our guest vocalist will again be Miss Jilla Webb ... so, be sure to join us, won't you?

GEORGE: And don't forget to hear another great CAMEL program, "The Bob Hawk Show" every Monday night.

MONROE: Till next week, this is Vaughn Monroe saying goodnight.. pleasant dreams and ... won't you have a CAMEL?

(MUSIC: -- THEME.)

(APPLAUSE)

JIM: Men, pack your pipe with the National Joy Smoke --
Prince Albert! P.A., you know, is the choice tobacco
that's 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 specially treated not to bite your tongue
The bite's out and the pleasure's in!

JIM: And, now, there's more tobacco in the pocket tin! Get
P. A. today!

GEORGE:

TAX

Last November, cigarette smoker started paying about two hundred million dollars a year more for cigarettes. That was the amount the federal government added to the cost of your cigarettes when it imposed an additional one-cent-a-pack tax on them -- bringing the federal tax on every pack of cigarettes up to eight cents! In addition, most of us pay three or four cents more to local or state governments. In all, the taxes on cigarettes add up to more than half the cost of every pack.

(MUSIC: -- THEME)

GEORGE:

This is George Barclay saying good-night for..."The Vaughn Monroe Show".

(APPLAUSE)

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