

*Commercials  
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NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

10:00-10:30 PM, EST

9:00-9:30 PM, CST

JANUARY 5th, 1952

SATURDAY

ORIGINATION:

STUDEBAKER THEATRE, CHICAGO, ILLINOIS

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 FOR:)

VINES: From the Studebaker Theatre in Chicago, Illinois --  
"THE CAMEL CARAVAN" - STARRING VAUGHN MONROE - with  
guest singer Shaye Cogan - and the songs America's  
asking for.....presented by Camel Cigarettes!

(MUSIC: \_ \_ UP AND SEGUE)

50015 3238

SATURDAY, JANUARY 5, 1952  
FIRST COMMERCIAL

LEE: Why are Camels by far America's most popular cigarette?

WAYNE: You can find the answer for yourself -- in your  
"T-Zone", T for Throat and T for Taste. Smoke only  
Camels for thirty days and see how much your taste  
enjoys Camel's rich, full flavor, pack after pack.....  
see how well Camels agree with your throat, week in  
and week out!

LEE: Yes, make your own thirty-day Camel test and you'll  
see why Camel leads all brands by billions of  
cigarettes!

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: Now,....here is the star of The Camel Caravan.....

VAUGHN MONROE!

(APPLAUSE)

MONROE: Hello again, everybody. You know, there's many a mile between Schenectady, New York and Denver, Colorado. There are also a few differences in things like climate and manufacturing.

LEE: Yes -- you can buy yourself a sizeable locomotive if you happen to visit Schenectady.....but when you drop in on Denver be sure to see its gigantic meat packing industries in operation.

MONROE: However, you'll find both cities agree on one thing. That's the song which "VARIETY" reports as number one in both towns.

LEE: So.....climb into your Sunday best and tie on your dancing shoes, while Vaughn sings that Louisiana melody with the celebratin' swing...."SHRIMP BOATS!"

(MUSIC: \_ \_ \_ "SHRIMP BOATS" \_ \_ \_ \_ \_ MONROE)

(APPLAUSE)

(MUSIC: \_ \_ \_ SEGUES TO:)

(MUSIC: \_ \_ \_ "IT'S ALL OVER BUT THE MEMORIES" \_ \_ \_ \_ \_ MONROE AND CHOIR)

(APPLAUSE)

MONROE: "IT'S ALL OVER BUT THE MEMORIES" which "VARIETY" tells us is the folks' favorite in the very hospitable town of Hanover, New Hampshire.

LEE: Well, how about a song that makes Dan Cupid a slightly more cheerful character, Vaughn? The old "boy-meets-girl" business does have a happy ending quite frequently.

MONROE: It certainly does, Lee. And here's proof. A brand new novelty that's a bright entry in the 1952 Song Derby. Our lovely guests, Shaye Cogan sings....."SLOW POKE".

(MUSIC: \_ \_ \_ "SLOW\_POKE" \_ \_ \_ \_ \_ COGAN)

(APPLAUSE)

SATURDAY, JANUARY 5, 1952  
SECOND COMMERCIAL

LEE: Will Camels agree with your throat?

WAYNE: Listen to what noted throat specialists reported in a coast-to-coast test. In this test, hundreds of men and women with normal throats, smoked only Camels for thirty days. Each week, their throats were examined by noted throat specialists. These doctors made two thousand, four hundred and seventy careful examinations and reported not one single case of throat irritation due to smoking Camels!

LEE: Will Camels agree with your throat?

WAYNE: Make your own thirty-day Camel test -- the sensible, thorough test of cigarette mildness! Smoke only Camels for thirty days. Enjoy the rich, full flavor -- a flavor only Camels give you. And see for yourself how mild Camels are, how well they agree with your throat -- pack after pack, week after week!

LEE: You'll see why Camel is the cigarette for you!  
You'll see why Camel is the cigarette for more people than any other brand!

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

(MUSIC: \_ \_ JINGLE)

GIRLS: <sup>ah</sup> Out in Cleveland, the folks are sentimental  
About a song that's really fine.

MONROE: For many years this tune has been a favorite  
A big request of yours and mine.

GIRLS: Since nineteen hundred....twenty-eight,  
You've sung this sweet refrain,  
And now, here's Vaughn to sing once more,  
"A GARDEN IN THE RAIN".

(MUSIC: \_ \_ "A GARDEN IN THE RAIN".....MONROE)

(APPLAUSE)

MONROE: The Camel Caravan's bound now for the Nutmeg State of New England, as we salute.....The University of Connecticut!

LEE: Like the proverbial acorn, the University of Connecticut was only a small, agricultural school in 1881 -- and has since grown into an institution of 14 colleges and schools, seven divisions and two institutes -- situated at Storrs, on the inland route to Boston.

MONROE: Dominating the campus scene is the glittering gold dome of the Wilbur L. Cross Library, named for the late beloved governor -- "Uncle Tobey".

LEE: Today, the University of Connecticut looks towards a progressive future under the able guidance of President Albert Nels Jorgensen --  
And tonight, the Camel Caravan sends friendly greetings to the faculty and students of the royal blue and white with these traditional songs.....

(MUSIC: \_ \_ FIGHTING SONG AND ALMA MATER.....MONROE AND CHOIR)

(APPLAUSE)

(MUSIC: -- BRIDGE = "THERE'S NO BUSINESS LIKE SHOW BUSINESS")

MONROE: There's a bright new sign aglow over Broadway this week. It spells out the triumphant return of the Richard Rodgers - Larry Hart musical play: "PAL JOEY".

LEE: When the show first opened at the Ethel Barrymore Theatre in December of 1940.....the critics hailed it an instant hit and threw verbal bouquets at its stars Gene Kelly, June Havoc and Vivienne Segal. Now.....once again "PAL JOEY" is a hit on the Gay White Way....this time, Harold Lang is the jubilant Joey while Vivienne Segal again steps the show with the ballad Vaughn sings next..."BEWITCHED, BOTHERED AND BEWILDERED".

(MUSIC: -- "BEWITCHED".....MONROE)

(APPLAUSE)



(MUSIC: \_ \_ JINGLE)

GIRLS: VARIETY.....the crystal ball of show biz,  
Says that in Philadel-phi-ay.  
The favorite song is <sup>the</sup> one that in Chicago,  
Is also at the top today.

MONROE: Miss Cogan does the honors now,  
And Shaye is on her way  
To sing this much-requested song,  
As the Caravan rolls along.

(MUSIC: \_ \_ \_ "OUT IN THE COLD AGAIN" ..... COGAN)

(APPLAUSE)

SATURDAY, JANUARY 5, 1952  
THIRD COMMERCIAL

LEE:

✓ Tens of thousands of doctors, doctors in every branch of medicine, doctors in all parts of the country, were asked what cigarette they smoked. The brand named most was Camel! Yes, according to this nation-wide survey, more doctors smoke Camels than any other cigarette! Try Camels yourself -- it's the cigarette so many doctors enjoy!

50016 3847

(MUSIC: \_ \_ BRIDGE)

LEE: Old Man Winter has marched into Chicago and taken America's second largest town by storm....snow, that is.

VAUGHN: Although the busy thoroughfares like Wabash Avenue and <sup>the Outer</sup> ~~Waldron~~ Drive have been swept clean.....take a walk through Grant Park and you'll see the real magic of winter.

LEE: The bare tree limbs glistening with ice-crystal bracelets....the evergreens hooded in their mantles of snow.....shadow patterns dancing across the open fields.....

It all adds up to the song Vaughn Monroe sings for you now. Quote:

VAUGHN: That annual favorite... "WINTER WONDERLAND".

LEE: Unquote and music, Mr. Monroe.

(MUSIC: \_ \_ "WINTER WONDERLAND.....MONROE AND THE CHOIR)

(APPLAUSE)

SATURDAY, JANUARY 5, 1952

LEE:

✓ The hospitalized men of our Armed Forces like to know that they're not forgotten. Each week, the makers of Camels send out thousands of packs of gift Camels to these men. This week's Camels go to: Veterans' Hospitals, Brooklyn, New York and Biloxi, Mississippi ... Hamilton Air Force Hospital, San Rafael, California ... to all hospitals operated by the Caribbean Command of the U.S. Army.

50016 3849

MONROE: Hope you enjoy those cigarettes, fellows.

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

MONROE: Well ... it's time for the Camel Caravan to be rolling along -- but we'll be looking for you again next Saturday evening.

LEE: From the Pla-Mor Ballroom in Kansas City, Vaughn will be playing for dancing -- and for your enjoyment the songs you want to hear. Monday through Thursday, Vaughn, the Moonmaids and Moonmen will be appearing - in person - at the Chicago Theatre. Friday evening, you folks in St. Louis can enjoy that mellow Monroe music at the Casa Loma Ballroom.

MONROE: Our guest next Saturday on "THE CAMEL CARAVAN" will be Betty Clooney and we'll be sending a salute in words and music to the Students ~~men~~ of Loyola University, of the South.

LEE: In the meantime be sure to listen to another great CAMEL program, "The Bob Hawk Show", every Monday night.

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MONROE: Until we meet again ... this is Vaughn Monroe  
saying -- Pleasant dreams and.... won't you have  
a CAMEL?

(MUSIC: -- CAMEL THEME --)

- APPLAUSE -

50016 3821

SATURDAY, JANUARY 5, 1952

WAYNE: Pipe smokers, pack your pipes with the National Joy  
Smoke -- Prince Albert, America's largest-selling  
smoking tobacco. P.A.'s choice tobacco is crimp<sup>cut</sup> for  
smooth, even burning and it's specially treated to  
insure against tongue bite. The bite's out, and the  
pleasure's in!

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!

(MUSIC: -- -- THEME)

LEE: This is Lee Vines saying goodnight for the Vaughn  
Monroe show!

(APPLAUSE)