

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

BROADCAST

As broadcast

7:00 - 7:30 PM, PCT.

MARCH 8th, 1952

SATURDAY

ORIGINATION:

NBC - STUDIO B

HOLLYWOOD, CALIF.

*Wagon
Commercial
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CSJ
5/16/52*

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:)

ANNCR: 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)

50001 8844

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

ED: Camel is in the lead -- by billions of cigarettes per year!

GEORGE: One reason is that America's smokers have found out how rich, how flavorful Camels are -- pack after pack!

ED: Another reason is that America's smokers have discovered how well Camels agree with their throats -- week after week!

GEORGE: Are you smoking the cigarette America enjoys most?
If not, 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!

50001 8845

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

(APPLAUSE)

MONROE: Thanks, George Barclay ... and greetings from Hollywood, everyone. It's certainly wonderful to be back ~~in this fabulous celluloid city from coast to coast~~ ~~to the NBC studio~~. We've all received a very warm welcome ~~from lots of our friends~~ and now we'd like to return a little of that cordiality in the form of your favorite words and music.

ANNCR: Yes .. the songs which "VARIETY" report. this week are the "tops in town" according to leading disc jockeys from coast-to-coast.

MONROE: If you're strolling along the boardwalk at Atlantic City or window-shopping along Chestnut Street in Philadelphia these days ... chances are the music in the air will be mighty familiar .. because the number one song of the disc-jockeys is equally familiar on the Camel Caravan.

ANNCR: Vaughn Monroe sings the saga of "THE LITTLE WHITE CLOUD THAT CRIED."

(MUSIC: _ _ "LITTLE WHITE CLOUD" _ _ _ MONROE)

(APPLAUSE)

(MUSIC: _ _ _ SEGUES TO:)

50301 8846

(MUSIC: _ _ _ "BE MY LIFE'S COMPANION" ... MONROE AND THE MOONMAIDS)

(APPLAUSE)

50001 8847

ANNCR: The song - "BE MY LIFE'S COMPANION" ... sung by Vaughn Monroe and the Moonmaids .. chosen number one -- according to "VARIETY" -- by a leading platter-chatter man in Gonzales, Texas.

MONROE: Since this is your first visit to "The Camel Caravan", ... I think now's a good time for you to meet a very talented young lady who paid her first visit last week.

ANNCR: I couldn't be more delighted, Vaughn.

MONROE: Then, suppose we set the stage just a little ... On our big map of America the names of Pittsburg, Des Moines and San Francisco light up -- since her song is the big prize winner this week in those towns.

~~Our Camel Caravan music stand ... a sentimental new arrangement of that song.~~

And ~~on stage~~, here is lovely Jilla Webb to sing ... "TELL ME WHY".

(MUSIC: _ _ "TELL ME WHY" _ _ _ _ _ JILLA WEBB.)

(APPLAUSE)

50301 8848

SINGERS: How mild,
How mild,
How mild can a cigarette be?

GEORGE: How mild can a cigarette be?

SINGERS: Make the Camel Thirty day test,
And you'll see!

GEORGE: Yes, make your own thirty-day Camel test! It's a
sensible test, an enjoyable test of cigarette
mildness, based on steady smoking! Here's how
you do it:

ED: For the next thirty days, smoke only Camels and
compare them in your "T-Zone" -- T for Throat, T for
Taste.

GEORGE: See how much you enjoy Camel's rich, full flavor,
pack after pack -- as your steady smoke!

ED: See how well Camels agree with your throat week after
week -- as your steady smoke!

GEORGE: You'll soon see why Camel is America's most popular
cigarette by billions of cigarettes per year!

ED: And that's putting it mildly!

SINGERS: Make the Camel thirty day test,
And you'll see...
Smoke Camels and see!

50301 8849
6488 10005

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(MUSIC: _ _ JINGLE)

-7-

MONROE: In six big cities, the folks are all enjoying,
A song we welcome here tonight.
They say this winner is quite a big sensation,
And we're inclined to think they're right.

GIRLS: It's not a gamble, not a chance,
We're sure it's one you'll like,
"THE WHEEL OF FORTUNE" spins tonight,
And Vaughn is at the mike.

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

(APPLAUSE)

50001 8850

ANNCR: Vaughn is going to reverse an adage now and "Go East, Young Man" -- as the Camel Caravan pays its respects to President Irvin Stewart, the faculty and student body of the famed University of West Virginia.

MONROE: Way back in 1867, West Virginia was established by an act of State Legislature and the first freshman class boasted an enrollment of six members.

~~ANNCR:~~ Today - eighty-five years later - the University enrollment has climbed over the five thousand mark and the campus consists of 75 acres on which stand 47 buildings. ~~with even more on the planning horizon now~~

~~MONROE: We only wish we could be there in person this evening to say "hello" to all of you who wish we could enjoy the excitement of University Day, the glory of homecoming on the riotous fun of Mountaineer Weekend.~~

ANNCR: Here, however, to sum up our sentiments and capture for a moment some of the spirit of West Virginia is Vaughn Monroe and the Choir singing your ~~two favorite songs~~ your "AIMA MATER" and "FIGHT MOUNTAINEER."

(MUSIC: "AIMA MATER AND FIGHT MOUNTAINEER"... MONROE AND CHOIR)

(APPLAUSE)

50001 8851

ANNCR: Folks in different sections of the country may not agree on subjects like poodle haircuts or whether it's polite to dunk a doughnut...but when it comes to music -- well, that's a horse of a different color.

MONROE: You can say that again, because a certain musical filly has romped home a winner this week in Rome, New York .. Kansas City .. Denver .. and San Antonio.

ANNCR: So says "VARIETY" and a leading d-j in each of said towns... and so sings Mr. Vaughn Monroe -- here and now.
Abyl backed by the most-talked-of-band in the land .. Vaughn sings .. "CRY".

(MUSIC: _ _ _ "CRY" _ _ _ _ _ _ _ _ _ _ MONROE)

(APPLAUSE)

(MUSIC: _ _ JINGLE)

MONROE: In Brattleboro, the folks are all excited,
About a song that's really hot.

GIRLS: They like to spoon 'neath that old New England moon,
And sing this ditty quite a lot.

MONROE: A kiss to build a dream upon,
Is not a thought that's new.
So, here is Jilla Webb on stage
To build a dream for you.

(MUSIC: _ _ _ _ "GIVE ME A KISS TO BUILD A DREAM ON" ...JILLA WEBB)

(APPLAUSE)

50001 8853

GEORGE: Here's a question that was asked of one hundred thirteen thousand, five hundred ninety seven doctors in a nationwide survey a few years ago:

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

GEORGE: The brand named most was -- CAMEL!

ED: Again and again since then, a cross-section of America's doctors has been asked that same question.

GEORGE: And again and again -- every time -- the brand named most has been CAMEL!

MONROE: Yes, according to repeated surveys, more doctors smoke Camels than any other cigarette!

50001 0854

(MUSIC: BRIDGE WITH ADDED HOLLYWOOD FLAVOR)

ANNCR: Travel this wide world over and you'll never find
a place which compares to a certain elaborate location
named Hollywood.

MONROE: It's the biggest town in the world... and the smallest.
It's tear-stained on as gay as a glass of champagne.
It welcomes the troubles of the world and tries to
cure them with a very potent pill known as motion
pictures.

ANNCR: ~~It's a twenty-four-hour-a-day town where anything can~~
~~happen and usually does.~~ Even romance takes a new twist..
has a new gimmick ... a different angle in Hollywood.
Vaughn Monroe and the Choir punctuate this point
musically as they sing the very familiar...
"DANCING ON THE CEILING".

(MUSIC: "DANCING ON THE CEILING" MONROE AND THE CHOIR)

(APPLAUSE)

50001 8855

GEORGE: As a token of friendship and to help show Hospitalized Veterans and Service Personnel that America remembers them, the makers of Camels send thousands of packs of Camels to Service and Veterans' Hospitals every week. Here's where the gift Camels go this week: Veterans' Hospitals, Chillicothe, Ohio and Fargo, North Dakota... U.S. Army Station Hospital, Ft. Leonard Wood, Missouri ...U. S. Naval Hospital, Naval Operating Base, Guantanamo Bay, Cuba.

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

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

MONROE: *And there's another 30 minutes of*
~~The sun is turning as it has set in Hollywood while you~~
~~and in New York are probably watching a star-studded~~
~~sky. But time really doesn't matter when you're all~~
~~together to enjoy~~ America's favorite music ... the songs,
which according to "VARIETY", have been chosen number one
by leading disc-jockeys from coast-to-coast. We hope
you'll join us again next week at this same time for
another ample sample of the same.

ANNCR: Vaughn and the entire Camel Caravan will be sending
their salutations then to the men and women of the
University *of Michigan.*

MONROE: And our guest singer will be Miss Jilla Webb.
Be sure to join us, won't you?

ANNCR: 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: If you smoke a pipe, it's for pleasure -- isn't it?
Then why ~~not~~ be sure you always pack your pipe with
Prince Albert? It's the National Joy Smoke! You see,
Prince Albert leaves the pleasure in -- and the bite out!

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: Next time you buy tobacco -- ask for P. A.!

(MUSIC: _ _ THEME)

ANNCR: This is George Barclays saying good-night for ...
"The Vaughn Monroe Show".

(APPLAUSE)

50001 885A