

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

MARCH 22nd, 1952

NBC - STUDIO B

HOLLYWOOD, CALIFORNIA

As Broadcast
AS
BROADCAST

SATURDAY

7:00 - 7:30 PM, PCT.

ORINATION:

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.)

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50001 8749

GEORGE: What cigarette do doctors themselves smoke?

ED: In a nationwide survey a few years ago, one hundred thirteen thousand, five hundred ninety-seven doctors, doctors in every branch of medicine, were asked:

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

ED: The brand named most was -; CAMEL! Again and again, in repeated surveys, the same preference was shown.

GEORGE: Yes, these surveys show that more doctors smoke Camels than any other cigarette!

ED: Why don't you smoke Camels, too?

50301 8750

(MUSIC: -- "RACING WITH THE MOON" STATEMENT 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 good evening, again, everyone. Here we go with another full thirty minutes of the music which is the talk of the town from coast-to-coast.

GEORGE: Yes, indeed...the songs, which, according to "VARIETY" have been voted number one by leading disc-jockeys across the nation.

MONROE: Our lead-off song tonight is certainly a winner in more ways than one. ~~To be specific~~ ^{In fact}, it's a fourteen way winner...in fourteen top towns, the top d-j's say the folks can't hear enough of this new novelty.

GEORGE: Fourteen towns...count 'em...Baltimore, Washington, Atlantic City, San Antonio, Jacksonville, Louisville, Gonzales, Norfolk, Chicago, Los Angeles, Seattle, Des Moines and Denver. Vaughn Monroe sings... "WHEEL OF FORTUNE"!

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

(APPLAUSE)

50301 8751

(MUSIC: -- SEGUES TO)

(MUSIC: -- "BE MY LIFE'S COMPANION" MONROE AND MOONMAIDS)

(APPLAUSE)

50001 8752

GEORGE: And there's the much-requested "BE MY LIFE'S COMPANION"..
sung for you by Vaughn Monroe and the Moonmaids.

MONROE: This year, there seems to be a bumper crop of old tunes
making a comeback. Every few weeks or so another familiar
old favorite starts climbing it's way to the top of the
heap.

GEORGE: And this week's no exception to the rule because one of
the great ballads of World War II has been chosen number
one by a leading disc-jockey in Dearborn, Michigan.

MONROE: Here's a song which will bring many other great songs to
mind...songs like "SENTIMENTAL JOURNEY"... "DON'T GET
AROUND MUCH ANYMORE"... "NO LOVE, NO NOTHIN'".....*and now,*
Lovely Jilla Webb is ready to set you dreaming as she
sings.. "I'LL WALK ALONE."

(MUSIC: "I'LL WALK ALONE".....JILLA WEBB)

(APPLAUSE)

50001 8753

GEORGE: Among the many stars whose voices -- whose throats -- are their fortunes, is Maureen O'Hara...

ONE SINGER: Maureen O'Hara's cigarette
Must suit her taste and throat
And that's the reason Camels get
Maureen O'Hara's vote!

GEORGE: Yes, Miss O'Hara tried the different brands -- and chose Camels! Beautiful Maureen found that Camels agree with her throat.

ED: And Maureen O'Hara is only one of the many famous stars who regularly smoke Camels. Some of the others are: Dick Haymes, Dennis O'Keefe, Linda Darnell, Henry Fonda, Dick Powell...and our own Vaughn Monroe!

GEORGE: Why don't you take a tip from the famous people whose throats are their fortunes -- and who smoke Camels?
Make your own thirty-day Camel test. Smoke only Camels for thirty days. Enjoy Camel's rich, full flavor --- pack after pack! See how well Camels agree with your throat -- week after week!

SINGERS: Camels, smoke Camels!
And see how mild a cigarette can be!

(MUSIC: -- JINGLE)

MONROE: In New York City and way down in Atlanta,
There doesn't seem to be a doubt,
About the song which is now a leading favorite,
The song for which the folks all shout.

GIRLS: With words and music, here is Vaughn,
To show you why today
In both those towns old Mister Sun,
Is really holding sway!

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

(APPLAUSE)

50001 8755

GEORGE: We're heading eastward now...eastward towards the State of Oklahoma...towards the town of Norman where the Camel Caravan pauses while we pay our respects to the men and women of the famed University of Oklahoma.

MONROE: The "Sooners" of Oklahoma were too impatient to wait until their territory officially became a state...the University was established in 1892....fifteen years before Oklahoma was welcomed into our rapidly growing new nation.

GEORGE: And that same spirit of initiative has been constantly in the foreground of the University's history. Educationally, many of the Oklahoma colleges are known throughout the world.

MONROE: Athletically, the Oklahoma "Sooners" are also headliners...racking up records in football, baseball and wrestling.

GEORGE: Tonight...salutations from the Camel Caravan to Mr. G.L.Cross, President of the University and to its faculty and students. Here is your "O.U.CHANT" and the spirited "O.K.OKLAHOMA", sung by Vaughn Monroe and the Choir.

(MUSIC: "O.U.CHANT" AND "O.K.OKLAHOMA".....MONROE AND CHOIR)

(APPLAUSE)

5001 9756

MONROE: High on the list of modern American composers is the name of Leroy Anderson.

GEORGE: He gave us such delightful novelties as "THE WALTZING CAT"... "THE TRUMPETER'S LULLABY".... "SLEIGH RIDE"...and "FIDDLE FADDLE"

MONROE: More recently, Leroy ~~Anderson~~ composed a new melody with a Latin American flavor and "VARIETY" tells us that leading disc jockeys in Clearwater, Florida, Milwaukee and Cleveland have chosen it number one.

GEORGE: Here then...arranged especially for orchestra and the Vaughn Monroe Choir is "BLUE TANGO"!

(MUSIC: _ _ "BLUE TANGO".....ORCHESTRA AND CHOIR)

(APPLAUSE)

(MUSIC: -- JINGLE)

MONROE: The beans in Boston are something very special,
And seafood's always in demand.

GIRLS: But, as for music, the town is more romantic,
And Cupid has the upper hand.

MONROE: To prove our point, here's Jilla Webb,
To sing the song for you,
Which Boston claims as number one,
And we know, you will, too.

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

(APPLAUSE)

GEORGE: No other cigarette has Camel's rich full flavor and cool, cool mildness!

ED: That's because Camel's choice tobaccos are properly aged and expertly blended for flavor and mildness -- for true smoking enjoyment!

GEORGE: Yes, flavor and mildness are two of the reasons why Camel is America's most popular cigarette!

ED: Are you smoking the cigarette that's enjoyed most in America!. If not, start your own thirty-day Camel test tonight!

GEORGE: It's a sensible, enjoyable test -- based on steady smoking! Here's all you do:

ED: Smoke only Camels for the next thirty days.

GEORGE: You'll soon see how rich, how flavorful a cigarette can be!

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!

omitted

50001 8759

(MUSIC: BRIDGE)

MONROE: When the trees start turning green and the first Spring flowers begin appearing in the neighborhood gardens...a young man's fancies start turning towards thoughts of love...

GEORGE: He begins mooning around the house and staring off into space and picking petals off of daisies....

MONROE: Yep....he's quite a problem. Any suggestions, George?

GEORGE: I think I'd better leave the subject of love up to you, Vaughn. The new RCA recording you just made covers it quite completely. Here...for the first time on the air, Vaughn and the Moonmen with a melody dedicated to the most famous lady in the world...let's listen to "LADY LOVE".

(MUSIC: "LADY LOVE".....MONROE AND THE MOONMEN)

(APPLAUSE)

50001 8760

GEORGE:

Each week, the makers of Camels send thousands of packs of Camels to hospitalized Veterans and hospitalized Members of the Armed Forces. This week, the gift Camels are going to cheer up the men at: Veterans Hospitals, Phoenix, Arizona and Des Moines, Iowa...U.S.Army Station Hospital, Ft.Benning, Georgia... U.S.Naval Hospital Ship HAVEN.

50001 8761

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

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

MONROE: We'll be looking for you again next week at this same time...same spot on your radio dial. The whole Camel Caravan crew will be back again with another cross-section of America's favorite music...the music which, according to "VARIETY" is being voted number one by leading disc jockeys in city after city.

GEORGE: Next week, too...we'll be sending a salute to the men and women of the University of Syracuse.

MONROE: Our guest singer will be ^{recording star} Roberta Lee 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: ^{Until we meet again} ~~Full next time~~, this is Vaughn Monroe saying good-night... pleasant dreams and....won't you have a CAMEL?

(MUSIC: THEME)

(APPLAUSE)

50301 8762

ED:

Pipe smokers -- America's largest-selling pipe tobacco is Prince Albert! Ycs, it's called the National Joy Smoke! You see, Prince Albert is rich, choice tobacco with a fine, natural fragrance. It's mild, too...and specially treated to insure against tongue bite!

Omitted

~~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!~~

~~ED: Yes, you'll enjoy Prince Albert!~~

(MUSIC: BRIDGE)

50001 8763

TAX

GEORGE: Many, many millions of Americans enjoy cigarettes regularly. One thing about cigarettes that many smokers may not realize is that more than half the money we pay for our smoke goes for taxes. Yes, that's right -- eight cents of the price of every pack we buy goes to the Federal government -- and three or four cents more -- in most states -- goes for state or city cigarette taxes. So that actually means that better than half the price you pay for cigarettes goes for tax!

(MUSIC: -- THEME)

GEORGE: This is George Barclay saying good-night for...
"THE VAUGHN MONROE SHOW"!

(APPLAUSE)

50001 8764