

NBC

THE CAMEL CARAVAN

STARRING

10:00-10:30 PM, EST

VAUGHN MONROE

TAPED: 9:15 - 9:45 PM, EDST

SATURDAY

SATURDAY, JUNE 7, 1952

JUNE 14, 1952

*As Broadcast*

STUDIO 6A

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.

*WTS  
Commercials  
check O.K.  
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8/14/52*

(MUSIC: UNDER FOR:)

LEE: From the NBC Studios, in the heart of New York City...  
"THE CAMEL CARAVAN -- STARRING VAUGHN MONROE"...with  
guest singer Jana Jones...and the songs America's  
asking for...transcribed and presented by Camel  
Cigarettes.

(MUSIC: UP AND OUT)

SATURDAY, JUNE 14, 1952  
FIRST COMMERCIAL

LEE: The doctors' choice -- is America's choice!

WAYNE: Yes, long before Camels' nationwide lead in popularity grew to many billions of cigarettes per year, repeated nationwide surveys showed that more doctors smoke Camel than any other cigarette.

LEE: Time and time again, doctors in every branch of medicine were asked: "What cigarette do you smoke, doctor?" And every time the brand named most was -- CAMEL!

WAYNE: Yes, the doctors' choice is America's choice! Why don't you change to Camels, too?

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

(MUSIC: \_ \_ \_ "RACING WITH THE MOON" . . . . STATEMENT TO HOLD)

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

(MUSIC: \_ \_ \_ CHORD)

LEE: VAUGHN MONROE!

(MUSIC: \_ \_ \_ TAG)

(APPLAUSE)

MONROE: Thank you...thank you very much, everyone. The summer's always an enjoyable time to sit around and listen to your favorite music...and we hope that's just what we have in store for you during the next thirty minutes.

LEE: The songs which, according to "VARIETY", have been chosen number one this week by leading disc-jockeys across America.

MONROE: For example...Nashua, Cleveland, Pittsburg and Detroit are all in ~~mutual~~ agreement concerning their favorite song this evening.

LEE: And here it is...sung for you by Vaughn Monroe and the Moonmaids...The sensational new ballad..."I'M YOURS".

(MUSIC: \_ \_ \_ "I'M YOURS" . . . . . MONROE AND MOONMAIDS)

(APPLAUSE)

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

(MUSIC: \_ \_ \_ "KISS OF FIRE".....MONROE)

(APPLAUSE)

LEE: That was "KISS OF FIRE" . . . sung by Vaughn Monroe...  
the song they've elected number one in seven towns.  
Seven -- reading from East-to-West -- Hartford, New York  
City, Atlantic City, Washington, D.C., Minneapolis,  
Denver and Los Angeles.

MONROE: Vaudeville historians tell us a very lovely young lady  
named Lily Langtry asked the manager of her theatre to  
lay a carpet from her dressing room to the stage. She  
was afraid her costumes might get dirty.

LEE: And the carpet, <sup>no doubt</sup> ~~is~~, was a bright red.

MONROE: It certainly was, Lee...that's where the expression  
originated. And tonight, we're rolling out the "CAMEL  
CARAVAN" red carpet to welcome another very lovely young  
lady. This is her first appearance on the program and  
her song is first on the list in Hanover, New Hampshire.  
We'd like you to meet...MISS JANA JONES singing..."BE  
ANYTHING BUT BE MINE".

(MUSIC:      "BE ANYTHING BUT BE MINE" . . . . . JANA JONES)

(APPLAUSE)

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SATURDAY, JUNE 14, 1952  
SECOND COMMERCIAL

LEE: Only time will tell when it comes to judging most things.

You can't judge a cigarette until you've tried it as your steady smoke. Let time and your own throat and taste tell you how well that cigarette suits you!

WAYNE: That's why your own thirty day Camel test is such a sensible test of cigarette mildness. It's based on steady smoking.

LEE: To make your own thirty-day Camel test, just smoke Camels as your steady smoke for the next thirty days. That's all -- just enjoy Camels for thirty days.

WAYNE: Thus, in a sensible way, you'll be able to judge for yourself just how rich tasting and full flavored Camels are -- pack after pack.

LEE: Yes, in a sensible way, you'll soon find out how well Camels agree with your throat -- week after week -- as your steady smoke!

WAYNE: Why not start your own thirty-day Camel test tonight?

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

(MUSIC: \_ \_ \_ JINGLE)\_

GIRLS: "BALLERINA" was such a big sensation,  
A record hit from coast-to-coast,  
And "MATINEE" was another leading winner,  
Your pardon, if we seem to boast.  
  
And now, in Phoenix town, they say,  
They have a swell new hit,  
Another one-word song by Vaughn,  
He just recorded it.

(MUSIC: \_ \_ \_ "MARIONETTE". . . . . MONROE)\_

(APPLAUSE)

MONROE: Winter has a lot of wonderful pleasures but, by and large, most Americans are happiest in the good old summertime.

LEE: Down to the Beach you go...you get out that trusty bottle of suntan lotion...baste yourself thoroughly...lie down on the sand and wham! Fifteen minutes later you've got a beautiful coat of sand flies.

MONROE: Lee...you and I aren't looking at this eye-to-eye. It's true that summer has its faults, but what about vacations.. what about the Fourth of July with fireworks lighting up the night...and what about the annual State Fair with the Midway and exhibits -- all that spells summer to me, Lee.

LEE: Well...being a New Yorker, I don't know too much about a State Fair, Vaughn -- but I do know I go along with all the folks who have been writing in and asking to hear that RCA Victor record which you and the Choir recently made. The song which tells all about what happened at... "THE IDAHO STATE FAIR."

(MUSIC: "IDAHO STATE FAIR" . . . . . MONROE AND THE CHOIR)

(APPLAUSE)



LEE: Great movie music can always be found at the top of the nation's list of favorite songs. We've enjoyed such wonderful ballads as "OVER THE RAINBOW"... "LAURA"... "INTERMEZZO".

MONROE: The movies have given us such charming novelties as "IN THE COOL, COOL, COOL OF THE EVENING" and "SWINGING ON A STAR".

LEE: This week, Tampa, Florida has picked a movie tune and placed it high in the sky as the #1 musical star it likes the most. Vaughn Monroe sings. . . "AS TIME GOES BY".

(MUSIC: \_ \_ \_ "AS TIME GOES BY" . . . . . MONROE)

(APPLAUSE)

(MUSIC: \_ \_ \_ JINGLE)\_

MONROE:       Down in Norfolk, a tune has been selected,  
              Elected as the best around.

GIRLS:         And in New Orleans, the melody they've chosen's  
              The very same as Norfolk town.

MONROE:       Miss Jana Jones, we'd like to hear  
              You sing this favorite tune.

ALL:           It's made for every boy and girl  
              And for the month of June.

(MUSIC: \_ \_ \_ "WALKING MY BABY BACK HOME". . . . JANA JONES)

(APPLAUSE)

SATURDAY, JUNE 14, 1952  
THIRD COMMERCIAL

LEE: Why should one cigarette -- Camel -- lead all other brands in popularity by so many billions of cigarettes per year?

WAYNE: One reason is flavor! A rich flavor, a full flavor that doesn't tire your taste. A flavor no other cigarette has!

LEE: Another reason is mildness! Millions of American smokers have found out for themselves just how well Camels get along with their throats!

WAYNE: You can do the same. You can find out how mild, how flavorful, how enjoyable a cigarette can be -- by starting your own thirty-day Camel test tonight!

MONROE: By the way -- Father's Day is tomorrow. But you can still get your Dad a couple of cartons of Camels! Ask your dealer for the special Father's Day cartons tonight!

(MUSIC: \_ \_ \_BRIDGE)\_

MONROE: Tonight's finale takes us back quite a number of years. Back to the year nineteen-hundred-and-I-don't-care-to-name-it. I can't remember any personal history too vividly, but at the time I was living in the midwest. That was also the time when I became the most unpopular boy in the neighborhood.

LEE: Caught tossin' ripe tomatoes at the schoolhouse, Vaughn? Or, maybe a few frogs in the mailbox?

MONROE: Much worse than that, Lee. That was the time when one of the kids gave me a battered old trumpet and I began my musical career.

~~(MUSIC: \_ \_ \_TRUMPET SCALE OF THREE NOTES AND THEN A REAL CLINKER)\_~~

LEE: ~~Ouch! Look~~ <sup>Well</sup> let's ~~compromise with~~ <sup>have</sup> a song from that particular era, Vaughn. I'm sure everyone would enjoy hearing you and the Camel Caravan Choir sing. . . "DO YOU EVER THINK OF ME."

(MUSIC: \_ \_ \_"DO YOU EVER THINK OF ME". . . . . MONROE AND CHOIR)

(APPLAUSE)

LEE:

The makers of Camels have now sent more than two hundred million Camel Cigarettes to our Armed Forces and hospitalized Veterans. This week, thousands of packs of Camels are being sent to our men at: Veterans' Hospitals, Indianapolis, Indiana, and Oklahoma City, Oklahoma...U.S. Naval Hospital, St. Albans, Long Island, New York. . . to all overseas hospitals operated by the North East Command of the U.S. Air Force.

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

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

MONROE: And there it is, folks. . . another thirty minutes of words and music which you have asked to hear. The songs, which, according to "VARIETY", have been chosen number one this week by disc-jockeys from Maine to California. Don't forget, though, we have a date for next week. . . same time. . . same spot on your radio dial for another large sample of the same. Be sure to join us there, won't you?

LEE: And be sure to listen every Monday night to the new CAMEL comedy quiz show "WALK A MILE" with Win Elliott.

MONROE: Until next time, this is Vaughn Monroe saying good-night... pleasant dreams and...won't you have a CAMEL?

(MUSIC: \_ \_ \_ THEME)

(APPLAUSE)

SATURDAY, JUNE 14, 1952

WAYNE: If your Dad's a pipe smoker, here's something that'll please him tomorrow: A big, one-pound gift package of Prince Albert Smoking Tobacco! It's rich, choice tobacco, with a delightful tobacco aroma. Best of all, with Prince Albert, the bite's out and the pleasure's in! 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!

(MUSIC: \_ \_ \_THEME)

LEE: Ever heard about picking up a house for a song? Well, you'll enjoy reading how that happened to Vaughn Monroe in the July issue of "RADIO-TV MIRROR"..which is on the newstands right now. It's a warm and neighborly look-see into the life of America's favorite singing maestro. This is Lee Vines saying good-night for "THE VAUGHN MONROE SHOW."

(APPLAUSE)

LEE: *This program was transcribed.*