

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

10:00 - 10:30 PM, EDST

JUNE 7, 1952

As Broadcast
SATURDAY

STUDIO 6H

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)

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

(MUSIC: _ _ UP AND OUT)

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

WAYNE: Tens of thousands of doctors in all branches of medicine, in all parts of the country, were asked this question.

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

WAYNE: The brand named most was -- CAMEL! That's right! Nationwide surveys that have been repeated again and again show that more doctors smoke Camels than any other cigarette!

LEE: Why don't you follow the doctors' lead? Smoke mild, flavorful Camels yourself!

(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 ... we've taken a big-swing around America during the past season and now here we are back in New York City. It's really wonderful being on home territory and we'd like to express a little of our enthusiasm in the form of your favorite songs.

LEE: The words and music which, according to "VARIETY", have been selected number one this week by your favorite disc-jockeys from Maine to California.

MONROE: Hartford, Atlanta, Detroit and Los Angeles have claimed tonight's lead-off tune as tops

LEE: Vaughn Monroe sings ... "KISS OF FIRE".

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

(APPLAUSE)

(MUSIC: _ _ SEGUES TO:)

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

(APPLAUSE)

LEE: Vaughn Monroe and the Moonmaids with "I'M YOURS"
the song that's this week's popularity winner in Rome,
Baltimore, Ware, ^{Mass.} St. Paul and Salt Lake City.

MONROE: People rave about April in Paris ... tuliptime in
Holland or winter in Montreal but, for my money, nothing
can ever compare with early summer ^{time} in Manhattan.
Isn't she a lovely town these days, Lee?

LEE: And sporting some very lovely summer clothes, I might
mention. Central Park ... like a veiled green picture hat.

MONROE: The big buildings ... ~~like~~ big shining buttons on
her dress.

LEE: And let's not neglect that ^{glaring} ~~ring sized~~ diamond necklace
gallantly supplied by Broadway.

MONROE: Well, since beauty is always a welcomed subject ... I
think now's the proper moment to welcome a very lovely
young lady who's been our singing guest for quite a number
of weeks. To bring you the number one song in Albany,
New York ... here is Roberta Lee and "WALKING MY BABY
BACK HOME."

(MUSIC: -- "WALKING MY BABY BACK HOME" LEE)

(APPLAUSE)

LEE: In judging most things, only time will tell!

WAYNE: For instance, you can't judge a ball player until you've seen him in day-in, day-out competition.

LEE: The same thing applies to cigarettes. You can't judge a cigarette until you've tried it day after day -- as your steady smoke!

WAYNE: That's why your own thirty-day Camel test is such a sensible test of cigarette mildness. It's based on steady smoking! Here's how you make it!

LEE: Just smoke Camels for the next thirty days and let your own throat and your own taste give you the answer. You'll soon find out how rich tasting and full flavored Camels are -- as your steady smoke!

WAYNE: You'll discover just how well Camels get along with your throat and you'll know why -- Camels lead all other brands in popularity by billions!

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!

(MUSIC: _ _ JINGLE)

MONROE: Alburquerque has registered a favorite,
 And voted it the tops in town.
 We're very certain you'll find it's quite familiar,
 A song that's really been around.

GIRLS: And Vaughn Monroe is at the mike,
 A very handsome sight,
 So, let's get set to hear him sing,
 "I'LL WALK ALONE" tonight.

(MUSIC: _ _ "I'LL WALK ALONE" _ _ _ _ _ MONROE)

(APPLAUSE)

LEE: ~~The American GI has a picturesque language all his own which could easily fill several volumes. Pick any word at random -- a word like "buddy".~~

MONROE: ~~An Army buddy is a guy you've never spoken to who suddenly receives a package from home.~~

LEE: ~~K rations~~

MONROE: ~~The letter and word stem from the Greek noun "onopulous" meaning "dead horse."~~

LEE: ~~First sergeant ...~~

MONROE: ~~Lee, please.~~

LEE: ~~Now~~ ^{Suppose we} ... ~~define~~ define the word "girl" ... in fact, let's define it musically with a new hit which Vaughn and the Choir recently recorded for RCA Victor. You've asked to hear it and we're happy to oblige. Coming your way is ... "LADY LOVE."

(MUSIC: "LADY LOVE" MONROE AND THE CHOIR)

(APPLAUSE)

MONROE: There's a definite trend these days towards love songs which have a sweeping ... almost classical feeling. They give the vocalist a chance to plant both feet firmly on the ground and really sing from the heart.

LEE: A little earlier in ^{this "Camel Caravan"} ~~the~~ program, Vaughn sang "I'M YOURS" which is a typical example.

MONROE: And, this week, in Philadelphia, Cleveland, Milwaukee, Cincinnati and Dearborn, the number one song is another which belongs in the ^{same} ~~new~~ category.

LEE: An invitation to romance sung for you by Vaughn Monroe ... "HERE IN MY HEART".

(MUSIC: "HERE IN MY HEART" MONROE)

(APPLAUSE)

(MUSIC: _ _ JINGLE)

MONROE: Rhythm's ridin' the Caravan this evening,
 It's got a very pleasant bounce.

GIRLS: A song that really is taking all the honors,
 We're very happy to announce.

MONROE: Savannah says it's number one,
 And that's our standard cue,

ALL: So here's Roberta Lee to sing,
 Those "BLACKSMITH BLUES" for you.

(MUSIC: _ _ "BLACKSMITH BLUES"LEE)

(APPLAUSE)

LEE: John Wayne wanted the answer to the cigarette question.
He wanted a cigarette that agreed with his throat --
and still had plenty of rich, full flavor!

WAYNE: John Wayne tried the different brands and here's how
he got his answer:

LEE: He gave Camels a steady try for thirty days. His throat
and his taste told him all he wanted to know! John Wayne
says that Camels suit his throat -- pack after pack...
And no other cigarette can match Camels' flavor!

WAYNE: Friends, you can make your own thirty-day Camel test --
just as John Wayne did. Smoke only Camels for the next
thirty days -- and see how mild, how flavorful, how
enjoyable a cigarette can be!

MONROE: By the way, Guys and Gals -- just a week from tomorrow
is Father's Day. Why not give your Dad a couple of
Father's Day cartons of Camels!

(MUSIC: -- BRIDGE)

MONROE: Two of my favorite girls -- the Misses Candy and Christy Monroe -- have recently fallen under the enchantment of Frank Baum's immortal stories about the wonderful land of Oz.

LEE: I'm sure many of you -- young and old alike -- were equally enchanted by the magnificent motion picture "THE WIZARD OF OZ" which was first released in 1939.

MONROE: The years haven't dimmed the lustre of that picture in the least ... it is still a glowing fantasy with a great musical score.

LEE: Vaughn and the Camel Caravan Choir invite you to join them now in the land of Oz once again. Are you listening Miss Candy? Christine?

(MUSIC: -- "OVER THE RAINBOW" MONROE AND THE CHOIR)

(APPLAUSE)

LEE: Every week, the makers of Camels send thousands of packs of Camel Cigarettes to a gallant and deserving group of Americans -- our hospitalized Veterans and hospitalized Members of the Armed Forces. This week, the gift-Camels are going to: Veterans' Hospitals, Lincoln, Nebraska, and Nashville, Tennessee...U.S. Army Letterman General Hospital, San Francisco, California ... U.S. Naval Hospital, Guam, Mariana Islands.

2715

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

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

2745

MONROE: Well ... I guess that rings down the curtain on "THE CAMEL CARAVAN" for this evening, ladies and gentlemen ... but don't forget that we'll be saving two on the aisle for you again next week ... same time ... same spot on your radio dial. We'll be back with another full thirty minutes of your favorite music ... the songs "VARIETY" tells us have been chosen number one by leading disc-jockeys across America.

LEE: Vaughn's special guest will be a newcomer to the Camel Caravan -- the very lovely Miss Jana Jones.

MONROE: So ... be sure to join us, won't you?

LEE: And be sure to listen Monday night to the great, new CAMEL 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)

2825

(APPLAUSE)

2835

28³⁵

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!

WAYNE: Yes, that's why they call Prince Albert the National
Joy Smoke! The bite's out -- and the pleasure's in!
And that's the same reason why, if your Dad smokes a
pipe -- he'll like a big, one-pound gift-tin of Prince
Albert for Father's Day which is just a week from
tomorrow. Give Dad P.A. on his day!

29¹⁰

(MUSIC: -- THEME)

LEE: This is Lee Vines saying good-night for
"THE VAUGHN MONROE SHOW"!

29¹⁵

(APPLAUSE)

29²⁵

29³⁰ — SYSTEM