

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

As Broadcast

10:00 - 10:30 PM, EDT

JUNE 21, 1952

SATURDAY

STUDIO 6A

CUE: (NATIONAL BROADCASTING COMPANY)  
(.....30 SECONDS.....)

(MUSIC: -- JINGLE)

SINGER: Hello, nice people, from Maine to California,  
The Camel Caravan is here.  
For tune 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 Jana Jones.....and the songs America's asking for...  
presented by Camel Cigarettes.

(MUSIC: -- UP AND OUT)

LEE: / More doctors smoke Camels than any other cigarette!

WAYNE: Doctors in every branch of medicine -- throat specialists surgeons, general practitioners -- tens of thousands of doctors were asked what cigarette they smoked. The brand named most was -- CAMEL!

LEE: / Yes, again and again, nationwide surveys have shown that more doctors smoke Camels than any other cigarette!

WAYNE: And the doctor's choice is America's choice! Why don't you make Camels your choice, 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 -- whether you're still at home making vacation plans...whether you're at the seashore or up in the mountains, we're very happy we could all get together again on a summer's eve to deliver a little of your favorite music.

LEE: Yes, indeed...the songs, which, according to "VARIETY", have been selected number one this week by your favorite disc-jockeys from coast-to-coast. And it looks like we have a real winner in the lead-off spot tonight, Skipper.

MONROE: It's number one this week in eight towns...let's check-in New York City, Concord, Hartford, Philadelphia, Richmond, Milwaukee, Cincinnati and Chicago.

LEE: And let's listen to Vaughn Monroe sing....  
"HERE IN MY HEART".

(MUSIC: \_ \_ "HERE IN MY HEART" ..... MONROE)

(APPLAUSE)

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

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

(APPLAUSE)

LEE: The song...."I'M YOURS"....sung for you by Vaughn Monroe and the Moonmaids...this week's "tops in town" in Baltimore, Maryland and Ware, Massachusetts.

MONROE: With everyone vacation-minded, we couldn't find a better spot for our next number one song than that fabulous land of salt water taffy and miles of boardwalk, known as Atlantic City.

LEE: The history of the famous seaside resort goes back to 1845 when the first summer residences were officially opened. Since then, it has grown to become a number one attraction on the Atlantic seaboard.

MONROE: And, as we mentioned before, we have the number one song from Atlantic City on the "Camel Caravan" music stands right now.

Our Lovely guest of the evening - Miss Jana Jones -- and that bouncy little narrative which definitely proves that....

"A GUY IS A GUY". Jana?

(MUSIC: -- "A GUY IS A GUY".....JANA JONES)

(APPLAUSE)

LEE: Your "T-Zone" will tell you all you need to know about cigarette enjoyment!

WAYNE: Your "T-Zone"? That's the T-Shaped area that includes your Throat and your Taste. It's a logical, a sensible proving ground for cigarette mildness and cigarette flavor.....

LEE: And -- your own thirty-day Camel test is a sensible way to judge a cigarette. Sensible because it's based on steady smoking. Here's how you make your own thirty-day Camel test.

WAYNE: For the next thirty days, smoke only Camels. Let your "T-Zone" tell you how rich-tasting and full-flavored Camels are, pack after pack...how well Camels get along with your throat, week after week!

LEE: Yes -- your "T-Zone" will tell you all you need to know. Start Testing Camels in your "T-Zone" 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!

(MUSIC: \_ \_ JINGLE)

MONROE:      When in Rome always do just like the Romans,  
                 That's how the ancient saying goes.

GIRLS:        And who are we not to follow all the rulings.  
                 We're really keeping on our toes.

ALL:          But, may we say, the Rome we know  
                 Is up in New York State.

GIRLS:        So here is Vaughn to sing the song, that Rouie Causiders  
                 great.

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

(APPLAUSE)

LEE: In the Army, the word "first" has always been of prime importance. Take "first sergeant", for example....

MONROE: Your "first" payday or your "first" duty on K.P.

LEE: And what about that "first" leave when you and your best girl have your "first" date since you went away? Vaughn and the Camel Caravan Choir recently recorded their impressions of that big moment ... a record which, we're happy to say is a "first prize" winner these days across America. Here they are to sing at, your request...

"LADY LOVE."

(MUSIC: \_ \_ "LADY LOVE".....MONROE AND CHOIR)

(APPLAUSE)

LEE: From time to time it has been our pleasure to have as our guest a girl with a wonderful singing talent named Georgia Gibbs. In fact, if you'll remember, it was on "Camel Caravan" that Georgia was first given the title: "Her Nibs, Miss Gibbs."

MONROE: Georgia has since sky-rocketed to become a very bright star in radio, TV, night clubs -- and particularly, these days on the nation's juke-boxes.

LEE: It's Georgia's version of a certain tango which has boosted the tune to the number one spot this week in Worchester, Savannah, Boston, Omaha, Kansas City and Salt Lake City. With a bow to her Nibs and we salute to these six towns Vaughn Monroe sings...."KISS OF FIRE."

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

(APPLAUSE)

(MUSIC: \_ \_ JINGLE)

GIRLS:      Way out West, in the town of Albuquerque  
              And in the town of Phoenix, too.  
              A brand new ballad's been voted such a winner,  
              It's one we've really got to do.

MONROE:    Our lovely Jana Jones is here,  
              To sing of love and such.  
              Because she's fallen for a boy,  
              Who loves her "HALF AS MUCH."

(MUSIC: \_ \_ "HALF AS MUCH" \_...\_ JANA JONES)

(APPLAUSE)

LEE: Camels lead all other brands by billions of cigarettes per year!

WAYNE: Yes, more people smoke Camels than any other cigarette. And among them are many people whose voices -- whose throats -- are their fortunes.

LEE: For instance, Henry Fonda. Mr. Fonda says he smokes Camels regularly because they agree with his throat pack after pack, week after week!

WAYNE: And that's mighty important when you use your voice as much as Henry Fonda does!

LEE: Why don't you find out what Henry Fonda found out? Change to Camels -- and see how mild, how flavorful, how enjoyable a cigarette can be!

SINGERS: Make the Camel thirty-day test,

And you'll see!

Smoke Camels and see!

(MUSIC: BRIDGE)

MONROE: When someone asked Ethel Merman what she thought about Mary Martin's performance in "SOUTH PACIFIC", she replied: "Oh, Mary's all right ... if you like talent." Well ... those are somewhat our sentiments about the song we've chosen as the finale on tonight's edition of "The Camel Caravan".

LEE: Yes, it's a song which is perfectly all right, if you like music which is part of America itself... music suitable for a night in June or a frost-white evening in January....

MONROE: Music which has been hummed and sung for many a musical moon in many a sentimental setting.

LEE: So, settle back in that swing on the front porch.. maybe slip your arm around the shoulders of your best girl.. or, at least, hold her hand -- because here are Vaughn and the "Camel Caravan" Choir to sing:

~~"SLEEPYTIME GAL"~~.

(MUSIC: "SLEEPYTIME GAL.".....MONROE AND CHOIR)

(APPLAUSE)

LEE: To help let them know that the folks at home do remember, the makers of Camels send thousands of packs of Camel Cigarettes to hospitalized members of our Armed Forces and to hospitalized Veterans every week. This week, they're sending gift Camels to: Veteran's Hospitals, Palo Alto, California, and Coral Gables, Florida .. Forbes Air Force Hospital, Topeka, Kansas .. to all hospitals operated by the Army for U.S Forces in Austria.

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

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

MONROE: Well... it looks like another thirty minutes has come and gone which means we must leave you until next week .. same time... same spot on your radio dial. We'll be back then with another full roster of your favorite songs.. the songs which "VARIETY" tells us have been chosen number one by leading disc jockeys from coast-to-coast.

LEE: Vaughn's special guest will be lovely Ilene Woods.

MONROE: Be sure to join us then, won't you?

LEE: And be sure to listen every Monday night to the exciting new CAMEL comedy-quiz .. "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)

WAYNE: /Pipe smokers, the National Joy Smoke is Prince Albert!

And here's why:

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, Prince Albert is rich, choice tobacco with a fine,  
delightful tobacco aroma. When you go for tobacco -- go  
for pleasure! Go for Prince Albert!

(MUSIC: -- -- THEME)

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

(APPLAUSE)