

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

MASTER

10:00 - 10:30 PM, EDST.

JUNE 28, 1952

SATURDAY

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

SATURDAY, JUNE 21, 1952

STUDIO 6A

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 Ilene Woods ... and the songs America's
asking for ... transcribed and presented by Camel
Cigarettes.

(MUSIC: -- UP AND OUT)

25

51457 6234

35

LEE: In repeated surveys across the nation, tens of thousands of doctors have been asked this question:

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

LEE: Every time, in every survey, the brand named most was -- CAMEL! Yes, again and again, nationwide surveys have shown that more doctors smoke Camels than any other cigarette!

WAYNE: And the doctors' choice is America's choice. Why don't you make mild, flavorful Camels your choice, too?

100

51457 6235

100

(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)

120

(APPLAUSE)

MONROE: Thanks ... thanks very much, everyone -- and here we go again on another summer's evening with another thirty minutes of your favorite music. The songs which, according to "VARIETY", have been voted number one this week by leading disc-jockeys across America.

LEE: And our lead-off tune certainly does span America, Vaughn. It's been voted tops in no less than six cities.

MONROE: Let's get the "Camel Caravan" on the road as we visit Rochester, Jacksonville, Pittsburg, Des Moines, Cleveland, and Seattle....

LEE: And Vaughn Monroe sings the sensationl ballad....
"I'M YOURS."

150

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

400

(APPLAUSE)

410

(MUSIC: -- SEGUES TO:)

(MUSIC: -- "MARIONETTE" MONROE)

(APPLAUSE)

410

655

1765

705

LEE: "MARIONETTE" Vaughn Monroe's latest RCA Victor record and a brand new hit in city after city straight across the Forty-eight.

MONROE: You know ... summer is my favorite time of year. ~~There's~~
~~so much to enjoy. For instance~~ ^{UP} ~~up~~ in Massachusettes
where my Dad has a farm ... summertime is a time for
growing ... a time to sit back in the grey-blue dusk and
look out across the sleepy green fields. ~~But Dad's doing~~
~~just that right now~~

LEE: Summer to city folk is having dinner in the back garden
of a little French restaurant ... or sitting out on the
front steps and talking up a storm with the neighbors.

MONROE: We all must agree, too, that summer and romance walk
hand-in-hand. ~~Let's illustrate that point right now~~
here is our lovely guest of the evening -- Ilene Woods --
singing a new song which is number one this week in
Detroit, Michigan. Hang on to your hearts, fellows, as
Ilene asks: "HOW MUCH WILL I MISS YOU?"

945

(MUSIC: _ _ "HOW MUCH WILL I MISS YOU?"WOODS)

1045

(APPLAUSE)

1055

1055

LEE: The proof of a cigarette is in the smoking -- Steady
smoking!

WAYNE: Yes, it takes steady smoking to see how well a cigarette
agrees with your throat! That's why your own thirty-day
Camel test is such a sensible cigarette test!
It's based on steady smoking. And here's how you make it:

LEE: Smoke Camels -- and only Camels -- for the next thirty days.
You'll see how rich tasting and full flavored Camels are --
pack after pack, as your steady smoke!

WAYNE: And you'll discover how well Camels get along with your
throat -- week after week -- as your steady smoke!

MONROE: Yes, Guys and Gals, the proof of a cigarette is in the
smoking -- steady smoking! Why don't you start your own
thirty day Camel test tonight? It's such a sensible
test of cigarette mildness!

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

1145

51457 6239

(MUSIC: -- JINGLE)

1145

MONROE: Four big cities have stated with conviction,
They like a certain pretty tune.
A song of love that was meant to be forever
But love that vanished all too soon.

GIRLS: We're sure you know this melody,
And sure you like it, too.
Especially since Vaughn is here,
To sing this hit for you.

1220

(MUSIC: -- "HERE IN MY HEART" MONROE)

1420

(APPLAUSE)

1430

1420

LEE: When we were discussing summer a while back, Vaughn --
we never mentioned all the fine music that's been inspired
by that happy season. ~~This is one of my favorites....~~

~~(MUSIC: PIANO ... FEW BARS OF "SUMMERTIME" ... SEGUE UNDER TALK)~~

MENROE: ~~Yes, indeed... "summertime and the livin' is easy".~~
~~George Gershwin had the right idea. So did Rodgers and~~
~~Hammerstein on the subject of June, itself.. remember, Lee?~~

~~(MUSIC: "JUNE IS BUSTIN' OUT ALL OVR" ... SEGUE UNDER TALK)~~

LEE: June sure is bustin' out all over, Vaughn, but you and
And here's
the Moonmaids are scheduled to sing the Daddy of all summer
songs right now.

(MUSIC: OUT)

LEE: It's been voted number one this week in Tampa, Florida ...
So, grab your beach umbrella ... your sand pail and water
wings and let's join Vaughn Monroe and the Moonmaids....
"IN THE GOOD OLD SUMMERTIME."

1455

(MUSIC: "IN THE GOOD OLD SUMMERTIME" ... MONROE AND MOONMAIDS)

(APPLAUSE)

1620

1630

51457 6241

1630

LEE: Dan Cupid's adage about "boy meets girl", "boy loses girl" is certainly cropping up in this season's top songs, Vaughn.

MONROE: You're very right, Lee ... everyone has a problem. One young lad is worried about a "KISS OF FIRE". Another moans about being "BROKENHEARTED" ... Everyone has a problem.

LEE: There's a new song being hailed a winner this week in St. Petersburg, Albuquerque and Phoenix which we can also add to the lamenting-lover list. Here's Vaughn Monroe and ... "HALF AS MUCH".

1655

(MUSIC: _ _ "HALF AS MUCH" _ _ _ _ _ MONROE)

1935

(APPLAUSE)

1945

1945

(MUSIC: _ _ JINGLE) _

GIRLS: In Philadelphia and also down in Norfolk,
Upon a summer's night like this.
A boy and girl find that walking in the moonlight,
Can lead to something like a kiss.

MONROE: At least, the song that's number one,
Confirms our point of view,
Miss Ilene Woods is waiting now,
To take a walk with you.

2020

(MUSIC: _ _ "WALKING MY BABY BACK HOME" _ WOODS)

(APPLAUSE)

2225

2235

22 35

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

WAYNE: That's because Camel's costly tobaccos are properly aged and expertly blended for flavor .. for mildness -- for true cigarette enjoyment!

LEE: Yes, those are two of the reasons why Camel is America's most popular cigarette -- more people than any other brand by billions of cigarettes per year!

WAYNE: Smoke the cigarette that's enjoyed most in America! Change the 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!

2325

(MUSIC: -- BRIDGE)

2325

MONROE: For drama and ~~breathless beauty~~ ^{MAGIC} ... the New York skyline in the summertime is a sight very few people will ever forget.

LEE: ~~Driving in from New Jersey ... or down from Connecticut, it seems to hang like some magic Babylon in the sky. The haze of the day has lifted and every building stands in a halo of light all its own.~~

MONROE: Poets have tried to rhyme this magic ... authors have scribbled pages of descriptions..painters have covered miles of canvas...but none have ever really succeeded.

LEE: No ... no one can hope to ever adequately catch the brilliance ~~and scope~~ and panorama of the biggest city in the world ... but there are threads of the pattern which we all hold in our hearts. One such thread is the city song which Vaughn Monroe and The Camel Caravan Choir sing for you now ... the ~~ever-familiar~~ ever-popular ... "PENTHOUSE SERENADE".

2405

(MUSIC: -- "PENTHOUSE SERENADE" MONROE AND CHOIR)

(APPLAUSE)

2640

2650

2650

LEE: Every week, the makers of Camels send thousands of packs of Camel Cigarettes to hospitalized members of our Armed Forces and to hospitalized Veterans. This week, the gift-Camels are on their way to: Veterans' Hospitals, Manchester, New Hampshire, and Marion, Illinois...U.S. Army Station Hospital, Camp Polk, Louisiana ... U.S. Naval Hospital, Bremerton, Washington ... The Military Air Transport Service which evacuates virtually all overseas wounded personnel.

2715

2715

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

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

2740

MONROE: All members of the "Camel Caravan" crew join the makers of Camel Cigarettes in wishing you a wonderful summer. We're looking forward to being with you on radio again, after vacations are over.

LEE: In the meantime, remember "WALK A MILE" is on the air for CAMELS every Monday night. That's the new comedy quiz show with the big cash prizes - "WALK A MILE" ... Monday nights this summer.

MONROE: Until we meet again, this is Vaughn Monroe saying happy summer ... pleasant dreams and ... won't you have a CAMEL?

(MUSIC: -- THEME)

2805

(APPLAUSE)

2815

2815

WAYNE: Men, if you smoke a pipe -- here are four facts you'll be interested in: One -- Prince Albert is America's largest-selling smoking tobacco. Two -- Prince Albert is made of choice tobacco, with a fine, delightful aroma. Three -- Prince Albert is cool-smoking and even burning. Four -- with Prince Albert, the bite's out, and pleasure's in. Listen:

SINGERS: The bite is out, the pleasure's in
When you smoke Prince Albert.
It's specially treated not to bite your tongue,
The bite's out, the pleasure's in!

(MUSIC: -- TAG)

2855

2855

LEE: As the weather gets nicer these warm week-ends, the roads and highways become more congested. So, drive carefully and remember that accidents do NOT always happen to the other fellow! Be careful -- don't take chances! THE LIFE YOU SAVE MAY BE YOUR OWN!

(MUSIC: -- THEME)

2910

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

(APPLAUSE)

2915

LEE: This program was transcribed.

(APPLAUSE)

2925

2930 system

VAK