

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

TIMED MASTER.

9:00 - 9:30 PM, CST.

MAY 3rd, 1952

SATURDAY

ORIGINATION:

THE COLISEUM

STATE FAIR GROUNDS

DETROIT, MICHIGAN

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 Coliseum on the State Fair Grounds in
 Detroit, Michigan ... "THE CAMEL CARAVAN -- STARR-
 ING VAUGHN MONROE" ... with guest singer Roberta
 Lee .. and the songs America's asking for ...
 presented by Camel Cigarettes!

(MUSIC: _ _ _ _ UP AND OUT)

185

51457 6107

LEE: When a doctor chooses a cigarette for himself,
what brand is it?

WAYNE: According to nationwide surveys, more doctors
smoke CAMELS than ANY OTHER cigarette!

LEE: That fact was originally brought to light a few
years ago when one hundred thirteen thousand, five
hundred ninety seven doctors were asked:

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

LEE: The brand named MOST was CAMEL!

WAYNE: And in repeated surveys since then, doctors in all
branches of medicine have been asked the same
question -- and each time, CAMEL LEADS ALL THE REST!

LEE: What cigarette do doctors themselves smoke? These
surveys show more doctors smoke CAMELS than ANY
OTHER cigarette!

WAYNE: Follow the doctor's lead! Start smoking mild,
flavorful Camels yourself!

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

120

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

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

(MUSIC: _ _ _ _ _ CHORD)

LEE: VAUGHN MONROE!

140

(MUSIC: _ _ _ _ _ TAG)

(APPLAUSE)

MONROE: Thanks very much and here we go again with a full thirty minutes of words and music which are currently very happy hits. The songs which, according to "VARIETY", has been chosen number one this week by leading disc-jockeys from coast-to-coast.

LEE: The subject of win-or-lose has certainly been well discussed on the Camel Caravan during the last nine weeks all due to a particular song which is still winning top honors.

MONROE: This week, it's the people's choice in Nashua, New Hampshire and Kansas City, Missouri.

LEE: And here's Vaughn Monroe to sing .. "THE WHEEL OF FORTUNE." Let's start it spinning, Skipper.

210

(MUSIC: _ _ _ _ _ "THE WHEEL OF FORTUNE" _ _ _ _ _ MONROE)

(APPLAUSE)

345

340

51457 6109

- 4 - 345

(MUSIC: _ _ _ _ _ SEGUES TO)

610

(MUSIC: _ _ _ _ _ "TENDERLY" MONROE AND CHOIR)

(APPLAUSE)

620

620

LEE: The song ... "TENDERLY" ... recorded by RCA Victor by Vaughn Monroe and this week's top tune in St. Petersburg, Florida.

MONROE: Most people imagine a blues song as being dark sounds and tears in the night. And for a long time, they were right. Recently, however, a brand new variety of blues was born and its now the rage from coast-to-caost.

LEE: This is blues with a bounce .. it has sparks flyin' like the Fourth of July and even horses boppin' down the street.

MONROE: It's the number one song this week in New Orleans and Albuquerque ... and here's one of America's number one maiden's of melody to sing it for you. Our lovely guest - Roberta Lee - and "THE BLACKSMITH BLUES!"

655

920

(MUSIC: _ _ _ _ _ "THE BLACKSMITH BLUES" _ _ _ _ _ ROBERTA LEE)

(APPLAUSE)

930

9³⁰

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: You'll find out how well Camels get along with
your throat -- week after week, as your steady
smoke!

LEE: Yes -- the proof of a cigarette is in the smoking --
steady smoking! Start your own thirty day Camel
test 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!

10³⁰

10³⁰

(MUSIC: _ _ _ _ _ JINGLE)

MONROE: The Spring is here and the flowers all are blooming;
 And love is on the loose today.
 You will find that its sitting on your doorstep,
 In the merry month of May.

GIRLS: In New York town, they say its so,
 And in Milwaukee, too.

 The song which Vaughn will sing for you
 Prove's what we say is true!

11⁰⁰

13³⁰

(MUSIC: _ _ _ _ _ "BE ANYTHING BUT BE MINE" MONROE)

(APPLAUSE)

13⁴⁰

13⁴⁰

LEE: The Camel Caravan's heading now for Nashville, Tennessee where there's gala goings-on as the faculty and students of Vanderbilt University celebrate eighty years of growth and progress.

MONROE: Actually we're a day late for the Vanderbilt Founder's Day .. but the beautiful University campus and buildings are the mecca this weekend for visitors and alumni from all over America.

LEE: Scholastically, Vanderbilt ranks high in the academic world .. especially its renowned Department of English.

MONROE: Athletically, too, the Vanderbilt "Commodores" are a name-of-fame throughout the entire South.

LEE: Our best wishes on this happy anniversary are extended to Harvie Branscomb, present Chancellor of Vanderbilt University .. to its faculty and student body. Vaughn and the Camel Caravan Choir echo those wishes musically as they sing the Vanderbilt " Alma Mater" and "Dynamite!"

14²⁵

(MUSIC: _ _ _ _ _ "ALMA MATER AND DYNAMITE"MONROE AND CHOIR)

(APPLAUSE)

16¹⁵

16²⁵

51457 6114

16²⁵

~~LEE:~~ MONROE: Back in ye old days, when a man wanted to whip up a fire he'd scrape a flint stone or rub a couple of sticks together until he was blue in the face.

~~MONROE:~~ ~~Then came the era of the safety match .. and finally the modern pocket lighter.~~

LEE: In looking over this week's list of top tunes, however, we find that there's another way of cookin' up a healthy blaze. A method that's approved and applauded in Hartford, Chicago and Cincinnati.

~~MONROE:~~ ~~All you need is a boy ... a girl ... and a sizeable slice of romance.~~

LEE: Vaughn Monroe demonstrates as he sings ... "KISS OF FIRE".

16⁴⁵

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

(APPLAUSE)

19²⁰

19³⁰

19³⁰

(MUSIC: _ _ _ _ _ JINGLE)

GIRLS: St. Paul people have found themselves a favorite,
And Louisville agrees they're right.
It's an oldie but always very welcome,
We're glad its on our show tonight.

MONROE: Roberta Lee is here to sing,
This sentimental song.
I'm sure you'll like "I'LL WALK ALONE",
As the Caravan rolls along!

2005

(MUSIC: _ _ _ _ _ "I'LL WALK ALONE"ROBERTA LEE)

(APPLAUSE)

2250

2300

23⁰⁰

WAYNE: Try ~~Try~~ Camels in your "T-Zone"!

LEE: Your "T-Zone" is the T-shaped area that includes your THROAT and your TASTE. It's your proving ground for cigarette FLAVOR -- for cigarette MILDNESS!

WAYNE: Try Camels in YOUR "T-Zone"!

LEE: You'll see how rich-tasting and full-flavored Camels are. You'll see how well Camels agree with your throat -- PACK AFTER PACK, WEEK AFTER WEEK!

WAYNE: Try CAMELS in your "T-Zone"!

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

23³⁰

23³⁰

(MUSIC: ----- BRIDGE)

LEE: The highlight of the summer season in any state is the annual State Fair ... and Michigan is certainly no exception to the rule.

MONROE: We had a chance to walk around the Fair grounds before our performance here at The Coliseum this evening. New coats of paint are being applied to the big building .. new exhibits planned ... the green judging rings are receiving constant care.

LEE: Yep .. State Fair grounds across the nation are all being readied for the big event ... and here to prevue those wonderful holidays are Vaughn Monroe and the Camel Caravan with an exciting new song which they just recorded for RCA Victor. We introduced it last week and your requests have brought it back again tonight. We dedicated it to all State Fairs ... and in particular to "THE IDAHO STATE FAIR".

24²⁰

(MUSIC: ----- "IDAHO STATE FAIR" MONROE AND CHOIR)

(APPLAUSE)

26³⁵

26⁴⁵

26 ⁴⁵/₁

LEE:

The makers of Camel Cigarettes send thousands of packs of Camels each week to a gallant and deserving group of people: Our hospitalized Servicemen and women and our hospitalized Veterans. ^{So far they've sent a total of more than 200 million cigarettes.} This week, the gift Camels are on their way to:

Veterans Hospitals, Murfreesboro, Tennessee, and Dallas, Texas...Wright-Patterson Air Force Hospital, Dayton, Ohio...to all hospitals operated by the Army for U.S. Forces in Trieste.

27 ¹⁰/₁

27¹⁰

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

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

27⁴⁰

MONROE: And there it is, folks ... another thirty minutes of music which, this week, is the talk of the town from coast-to-coast. The songs which according to "VARIETY", have been chosen number one by leading disc-jockeys across America.

LEE: During the coming week, here is where Vaughn Monroe and the Camel Caravan will be playing ... they'll all certainly enjoy meeting you - in person. On Sunday night, Chicago, Illinois; Tuesday, Oelwein, Iowa; Wednesday, Sheboygan, Wisconsin; Thursday, Clear Lake, Iowa; Friday -- St. Paul, Minnesota ... and that brings us to your next radio date with Vaughn.

MONROE: Next week ... we'll be broadcasting from the Beloit Field House on the campus of Beloit College, Wisconsin. In addition to our salute to the men and women of Beloit .. we'll also be sending salutations to the University of Florida. Our guest singer will again be lovely Roberta Lee .. so, be sure to join us, won't you?

LEE: And be sure to hear another great "CAMEL" program .. "THE BOB HAWK SHOW" every Monday night.

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

28 30

(MUSIC: ----- THEME)

(APPLAUSE)

28 40

28 40

WAYNE:

Men, Prince Albert Smoking Tobacco is rich-tasting,
choice tobacco, with a fine, delightful aroma.
And it's cool-smoking and even-burning. And, best
of all -- Prince Albert is specially treated to
insure against tongue bite. 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)

29 10

LEE:

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

(APPLAUSE)

29 15

29 25