

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

TIMED MASTER

9:00 - 9:30 PM, CDST

MAY 17, 1952

SATURDAY

ORIGINATION:

DECATUR, ILLINOIS

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 Kintner ^{Gymnasium} ~~High School~~ in Decatur, Illinois ...
"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)

35

51457 6139

25

LEE: An actor's voice is important to his career. That's why so many Broadway and Hollywood stars choose Camels!

WAYNE: Yes, they must think of their throats! They insist on mildness and find it in Camels!

LEE: For instance, Dick Haymes. Through steady smoking, he learned that Camels' mildness and flavor suit his throat and taste to a "T".

WAYNE: And Dennis O'Keefe found, when he switched to Camels, that they agree with his throat -- pack after pack, week after week. And for him, no other cigarette comes up to Camels' flavor!

LEE: Why don't you change to Camels, too? You'll see how rich-tasting and mild a cigarette can be?

110

110

(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)

130

MONROE: Thanks very much and good evening again, everyone. You know, folks may differ on a wide variety of subjects but when it comes to music, they all seem to agree on certain songs. Those are the songs we'd like to sing and play for you on "The Camel Caravan" this fine May evening.

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

MONROE: We have a double date first tonight with the Empire State and the Keystone State. In both New York City and Philadelphia the good people have picked a fine new love song as their current favorite.

LEE: Vaughn Monroe sings ... "BE ANYTHING BUT BE MINE".

200

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

430

(APPLAUSE)

435

435

(MUSIC: _ _ SEGUES TO:)

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

700

(APPLAUSE)

710

710

LEE: Vaughn Monroe and the Camel Caravan Choir with one of their latest RCA Victor hits. That GI musical inventory known as "LADY LOVE" which has chalked-up a record run this week in Phoenix, Arizona.

MONROE: There's more military music on the list of top favorites this week ... only this time, it's military music that's even more sentimental than "LADY LOVE."

LEE: This is music that's hummed by a guy sitting in the barracks on an evening such as this ... this is music about the girl he left behind ... music that's the memory of her face ... the way she smiles ... the way she walks and talks.

MONROE: And here to sing the song which Minneapolis and Alburquerque have chosen tops is a lovely gal to fill the dreams of any guy ... "The Camel Caravan's" special guest Roberta Lee and ... "I'LL WALK ALONE."

750

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

945

(APPLAUSE)

955

955

MONROE: Y'KNOW, Guys and Gals, the cigarette tests come and the cigarette tests go -- but the famous thirty-day Camel test goes right on winning more smokers!

LEE: Yes, Vaughn -- after all the cigarette tests, Camel's lead in popularity has grown to billions of cigarettes per year!

WAYNE: By making their own thirty-day Camel tests, smokers have found out how rich-tasting and full-flavored Camels are -- pack after pack.

LEE: And smokers have discovered how mild Camels are, how well Camels get along with their throats -- week after week.

WAYNE: If you haven't already made your own thirty-day Camel test, why don't you start now? -- tonight! Smoke Camels, and Camels only, for the next thirty days.

LEE: You'll soon see how rich, how flavorful Camels are - how well Camels get along with your throat as your steady smoke!

WAYNE: Yes - start your own thirty-day Camel test tonight! You'll be smoking the cigarette enjoyed most in America!

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

1055

1055

(MUSIC: -- JINGLE)

MONROE: Baltimore, Cincinnati and Milwaukee, Los Angeles and Fitchburg, too ... Have all decided they like a nifty number we have it on the show for you.

GIRLS: A tango-tune about romance,
It's strictly up-to-date,
and here is Vaughn to show you why,
A "KISS OF FIRE" is great.

1130

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

1410

(APPLAUSE)

1420

1420

LEE: ~~Distance is something which never bothers us.~~ Although well-
 "The Camel Caravan's" here in Decatur, Illinois, ^{Playing for}
 the T.K.E Fraternity of ^{the} ~~Meliken University~~ - but
 evening ... through the magic of radio and the talent
 of our NBC engineer we're able now to reach across
 America and shake hands with the faculty and students of
 the University of Washington ... our honor college this
 week.

MONROE: Situated on the shores of Lake Washington and Lake Union
 in Seattle, the University of Washington is the eighth
 largest state university in the nation.

LEE: The word "large" seems almost synonomous with Washington.
 It's large sprawling campus is considered to be one of
 the most beautiful in America.

MONROE: And let's not forget those "large" and ^{famous} ~~very mighty~~
 "HUSKY" rowing crews which have been consistently
 great over a large period of time.

LEE: A large "Camel Caravan" salute to all of you this
 evening ... Our very best wishes for continued growth
 and success. And here are your "ALMA MATER" and "BOW
 DOWN TO WASHINGTON" sung in the spirit of the purple
 and gold by Vaughn Monroe and the Camel Caravan Choir.

1510

(MUSIC: ALMA MATER AND FIGHT SONG MONROE AND CHOIR)

1645

(APPLAUSE)

1655

1655

LEE: A rather positive statement ... in regards to romance... has recently been set to music and this week is among the blue ribbon winners.

MONROE: We always enjoy welcoming a new song on "The Camel Caravan". Whether it stays week-after-week, of course, depends upon its popularity in your home -- upon the disc-jockeys from coast-to-coast who report their favorites each week to "VARIETY".

LEE: In Dearborn, Michigan ... here's the melody which is now in constant demand. Vaughn Monroe sings the very dramatic and melodic ballad ... "I'M YOURS".

1720

(MUSIC: "I'M YOURS" MONROE)

1940

(APPLAUSE)

1950

1950

(MUSIC: -- JINGLE)

MONROE: A tuneful favorite is taking bows in Norfolk,
It's getting all the winning cheers.
It deals with romance and very mellow moonlight,
And never mentions lonesome tears.

ALL: Roberta Lee ... come sing for us,
This very special song.
And if you don't object at all.
We'd like to walk along.

2025

2230

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

(APPLAUSE)

2240

2240

LEE: Unlike most of us, doctors are on call twenty-four hours a day. But like most of us, when they find time to relax, most doctors like to sit down and enjoy a cigarette.

WAYNE: And the cigarette that more doctors enjoy than any other -- according to nationwide surveys -- is Camel!

LEE: Yes, when doctors in all branches of medicine were asked what cigarette they smoked, more doctors named Camel than any other cigarette!

WAYNE: Why don't you smoke the cigarette so many doctors enjoy? Start smoking mild, flavorful Camels tonight!

2310

2310

(MUSIC: -- BRIDGE)

MONROE: Just a few more weeks and we'll be ushering in the very joyous month of June. Does that have any significance as far as you're concerned, Lee?

LEE: Well ... June's always good golfing weather, Vaughn.... ~~and people usually plan their vacation in June.~~

MONROE: You have no sentimentality, old man. June is the month for marriages ... ~~has been for years. You know ... orange blossoms ...~~ old shoes and rice ... honeymoons.... all ^{those} wonderful ^{things} ~~sort of stuff.~~

LEE: In that case, I can't think of any better way of previewing the coming nuptial season than with the very sentimental hit which you and the Camel Caravan Choir recorded for RCA Victor. It's the number one song this week in St. Petersburg. The title? "TENDERLY"

2345

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

2615

(APPLAUSE)

2625

2625

LEE:

More than nine years ago, the makers of Camel Cigarettes began sending gift packs of Camels to our Armed Forces. To date, a total of more than two-hundred and one million gift Camels have been sent to Servicemen and Veterans. This week, the gift Camels are going to: Veterans' Hospitals, Kecoughtan (pronounced Kick' -a-tan) Virginia, and Providence, Rhode Island...Vance Air Force Hospital, Enid, Oklahoma...U.S. Naval Hospital Ship REPOSE.

2650

2650

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

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

2720

MONROE: And that just about does it for this evening, folks. Thirty full minutes of words and music which we hope are welcome listening in your home. The songs which according to "VARIETY", have been chosen number one this week by leading disc-jockeys from coast-to-coast.

LEE: If you would like to see and hear Vaughn Monroe and the Camel Caravan crew - in person - here is their itinerary for the coming week. Sunday night - Terre Haute, Indiana; Monday - Bowling Green, Kentucky; Tuesday - Louisville, Kentucky; Wednesday - Troy, Ohio; Thursday - Findlay, Ohio; Friday - Cincinnati, Ohio. And that brings us to your next radio date with Vaughn Monroe which will originate from the Pier Ballroom, Buckeye Lake, Ohio.

MONROE: We'll be looking for you then Our honor college will be the University of New Mexico and Miss Roberta Lee will be back to fill in the Camel Caravan guest spots.

LEE: Don't forget to hear another great CAMEL program, "THE BOB HAWK SHOW", every Monday night.

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

(MUSIC: THEME)

2810

(APPLAUSE)

2820

28²⁰

WAYNE: Say, here's why they call Prince Albert the National Joy
Smoke!

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, and Prince Albert is the largest-selling
smoking tobacco in America. It's choice tobacco --
with a fine, delightful aroma. Get cool-smoking,
even-burning, Prince Albert for your pipe!

(MUSIC: -- TAG)

28⁵⁵

2855

LEE: A woman in the uniform of our country has an active share in America's greatness. She plays an important part in America's efforts to help protect freedom everywhere. If you're a woman who wants to help -- join the women in the Services!

2910

(MUSIC: -- THEME)

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

(APPLAUSE)

2915

2925