

NBC

~~WATS~~
~~COMMERICALS~~
CHECK OK.

29

THE CAMEL CARAVAN

AS
BROADCAST

STARRING

VAUGHN. MONROE

9:00 - 9:30 PM CDST

MAY 24, 1952

As Broadcast
SATURDAY

ORIGINATION:

BUCKEYE LAKE, OHIO

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 Pier Ballroom, Buckeye Lake, Ohio ...
"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)

50001 8117

LEE:

Smoke the cigarette so many doctors enjoy!

WAYNE:

In a nationwide survey a few years ago, one hundred thirteen thousand, five hundred ninety seven doctors were asked: "What cigarette do you smoke, Doctor?" And the brand named most was -- CAMEL!

LEE:

It was true then! It's true now! Repeated surveys have been made --

WAYNE:

And according to every survey, more doctors smoke Camels than any other brand!

LEE:

Smoke the cigarette so many doctors enjoy!

50301 8178

(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, everyone ... and welcome again to another edition of "The Camel Caravan" ... thirty full minutes of words and music stamped "yours for the listening" ... by popular demand.

LEE: Yes, indeed, the songs which, according to "VARIETY", have been chosen number one this week by leading disc-jockeys across America.

MONROE: And here in the lead-off spot, we find a song which rates three prize-winning ribbons this week. All the guys and gals in Chicago, Salt Lake City and Los Angeles find it mighty easy on the ears.

LEE: Vaughn Monroe ^{sings} ~~sings the~~ ~~provocative new ballad~~ ... "KISS OF FIRE".

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

(APPLAUSE)

50001 8119

(MUSIC: -- SEGUES TO:)

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

(APPLAUSE)

LEE: The song -- "I'M YOURS" -- sung for you by Vaughn Monroe and the Moonmaids ... heading the list of hits this week in Rochester, Hartford, St. Paul, Detroit and Seattle.

MONROE: Most American cities are singing cities ... New Orleans gave us the blues Chicago added lustre to a rhythm named ragtime.

LEE: And further East, towns like Rome, New York, sing the early songs of our nation, ^{like} The songs of the men who lived and died along the "Big Canal" ... ~~the songs of the rivermen who went down the Mohawk River into the wilderness.~~

MONROE: Yes ... music has always been a part of Rome and this week, "VARIETY" tells us that the top tune in that melodic metropolis is a song I'm sure you'll all enjoy. Into "The Camel Caravan" spotlight steps lovely Roberta Lee to sing ... "ALL OF ME."

(MUSIC: "ALL OF ME" LEE)

(APPLAUSE)

50001 3121

LEE: Your proving ground for Camels -- for any cigarette -- is your "T-Zone".

WAYNE: That's the T-shaped area that includes your throat and your taste -- the area in which you determine how much you like a cigarette and how well that cigarette gets along with you!

LEE: Millions of Americans have tried Camels in their "T-Zones". And they've made Camels America's most popular cigarette -- more popular than any other brand by billions of cigarettes per year!

WAYNE: You see, Camels have the two things smokers want most: A rich, full flavor no other cigarette has -- and a cool, cool mildness you'll enjoy, pack after pack, week after week!

LEE: Try Camels in your "T-Zone!" And you'll discover how mild, how flavorful -- how enjoyable a cigarette can be!

WAYNE: Then you'll know why Camel is by far America's most popular cigarette!

MONROE: And say, Guys and Gals, always buy your Camels the handy, thrifty way -- by the carton. That way, you'll always have Camels on hand when you want them!

(MUSIC: -- JINGLE)

MONROE: Old Dan Cupid is quite a favorite fellow,
A solid hit from coast-to-coast.
And all because he's the basis of a ballad,
Which many folk enjoy the most.

GIRLS: In six big towns, it's in demand,
And also, on our show,
So, here is Vaughn to sing that song,
For every belle and beau!

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

(APPLAUSE)

LEE:

If you like to see white mountains brushing the clouds ..
if you like the cool silver of a fresh-water lake ... the
golden haze that mists the prairies at dusk ... then,
join us now as "The Camel Caravan" moves westward to
send salutations to ... the University of New Mexico.

MONROE:

No university in the Rocky Mountain area better typifies
the spirit of the Southwest than New Mexico U. From a
little red school house on a hill, it has grown into
a beautiful institution known for progressive educational
ideas ... and a campus of dramatic size and beauty.

LEE:

~~Studies at the University range from Arts and Sciences
to Business Administration. And, there is also an
impressive Graduate School for students seeking advanced
training.~~ To Tom Popejoy, President ... to the faculty
and students of the University of New Mexico ... best
wishes from "The Camel Caravan" and here is Vaughn and
the Choir to sing your "ALMA MATER".

(MUSIC: "ALMA MATER" MONROE AND CHOIR)

(APPLAUSE)

50001 8124

MONROE: The late George Gershwin said: "Music reflects the spirit of the people and the times ... my people are Americans ... my time is today." Mr. Gershwin made a very neat and truthful point, I think.

America sang

~~LEE: Look at the gaudy, tinsel-music of "The Roaring Twenties" ... and then, when America suffered a great Depression -- the hit song was "Brother, Can You Spare A Dime?"~~

~~MONROE: Remember the cycle of novelty songs like "The Music Goes Around"?~~ The heart-warming, home-coming songs of two World Wars?

LEE: Now, in the Spring of the year, America is singing love songs and the current favorite in Richmond, Virginia ... is the very sentimental melody which Vaughn sings for you ... "BE ANYTHING BUT BE MINE."

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

(APPLAUSE)

(MUSIC: -- JINGLE)

MONROE: Schenectady has a winner on the program,
A song that has a tale to tell.
It's also sporting a very saucy rhythm,
That everybody thinks is swell.

ALL: We usher in Roberta Lee,
Who'll tell you fair and square,
A guy is always just a guy,
No matter when or where!

(MUSIC: -- "A GUY IS A GUY" LEE)

(APPLAUSE)

LEE:

You can't learn how well a cigarette will get along with your throat day after day unless you smoke it day after day -- steadily.

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. You'll find out how rich-tasting and full-flavored Camels are, pack after pack.

WAYNE:

And you'll discover just how well Camels get along with your throat, week after week!

LEE:

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!

(MUSIC: _ _ BRIDGE)

MONROE: The big annual State Fair is an occasion that every member of the family looks forward to ... in fact, every member of the family has a contribution to make to that special occasion.

LEE: With Mom it may be a tasty brand of pickles or a feather-weight cake. Sis has some fancy sewing she hopes will win a prize.

MONROE: The menfolk are interested in the blueblood livestock ... the size, color and flavor of a new corn they've developed.

LEE: Yes, no matter what state you live in ... your State Fair is just about the biggest and most exciting event of the year ... and here is that happy holiday all wrapped up in words and music by Vaughn Monroe and the Camel Caravan Choir. It's their latest RCA Victor version of "IDAHO STATE FAIR."

(MUSIC: _ _ "IDAHO STATE FAIR" ... MONROE AND THE CHOIR)
(APPLAUSE)

50001 8128

LEE: To help show hospitalized Members of our Armed Forces and hospitalized Veterans that the people at home are thinking of them, the makers of Camel Cigarettes send thousands of packs of Camels to Military and Veterans' hospitals each week. This week, the gift Camels are going to: Veterans' Hospitals, Hines, Illinois, and Huntington, West Virginia ... Craig Air Force Hospital, Selma, Alabama ... To all hospitals operated by the Caribbean Command of the U.S. Army.

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

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

MONROE: And that's it for this evening, folks ... another program of words and music which we hope you've enjoyed. The songs which, according to "VARIETY", have been chosen number one this week by leading disc-jockeys across America.

LEE: If you'd like to meet and greet Vaughn and the Camel Caravan crew - in person -- here is their itinerary:

Sunday night ... *Cleveland, Ohio.*

Monday *Marion, Indiana.*

~~Tuesday~~

Wednesday ... *Muncie, Indiana.*

Thursday ... *Pittsburg, Penn.*

Friday ... *Hershey, Penn.*

And that brings us to your next radio date with Vaughn which will originate from Convention Pier in Asbury Park, New Jersey.

MONROE: We'll be sending salutations then to the guys and gals of the University of Utah. Our guest singer will ~~be~~ again be Roberta Lee.

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

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

(MUSIC: -- -- THEME)

(APPLAUSE)

50001 8131

WAYNE:

Pipe smokers -- you smoke a pipe for pleasure, don't you? Then why not switch to the tobacco that leaves the bite out and the pleasure in? I mean Prince Albert, of course -- 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, that's the story of Price Albert! The bite is out -- and the pleasure's in! Get Prince Albert next time you go for tobacco!

(MUSIC: -- TAG)

50001 8132

LEE: To train a doctor today costs seven thousand dollars
in addition to the tuition he pays. Our medical
schools cannot continue to absorb this cost.
Additional money must come from private sources --
and the National Fund for Medical Education is
appealing to you for aid.

(MUSIC: -- THEME)

LEE: This is Lee Vines saying goodnight for the
Vaughn Monroe Show.

(APPLAUSE)

VAK

50001 8133