

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

TIMED
MASTER

10:00 - 10:30 PM EDST

MAY 31, 1952

SATURDAY

ORIGINATION:

CONVENTION HALL, ASBURY PARK, N.J.

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 Convention Hall in Asbury Park, New Jersey
 "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

35

LEE: The cigarette more doctors smoke than any other -- according to nationwide surveys -- is Camel!

WAYNE: That's right. When doctors in all branches of medicine were asked what cigarette they smoked, more doctors named Camels than any other cigarette!

LEE: Why don't you follow the doctors' lead -- smoke the cigarette so many doctors smoke? Start smoking mild flavorful Camels tonight!

35

55

(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)

1.15

MONROE: Thank you ... thank you very much, everyone. It's wonderful that we can all be together again and I hope we have a full quota of your favorite songs this evening.

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

MONROE: For instance, on this ^{particular} ~~one~~ May evening in Richmond, ~~Virginia~~ and Minneapolis, ~~Minnesota~~ ... the top tune is a very new and very fine love song.

LEE: Here are Vaughn Monroe and the Moonmaids to sing.... "I'M YOURS".

1.40

4.10

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

(APPLAUSE)

4.15

415 -4-

(MUSIC: _ _ SEQUES TO:)

(MUSIC: _ _ "MARIONETTE" MONROE)

655

(APPLAUSE)

765

705

LEE: "MARIONETTE" ... sung for you by Vaughn Monroe. I'm sure I don't have to tell you that the song is Vaughn's latest RCA Victor recording and a best-selling platter from Maine to California. Your letters requesting the tune have been most happily received ... and we were equally happy to answer ^{paid} ~~your~~ requests this evening.

MONROE: When June starts busting out all over ... the cows and chickens are chased out of the barn and summer theatricals again become the vogue.

LEE: One of America's largest summer theatres is the wonderful St. Louis Municipal Theatre which this year will again present a twelve-week season of light opera and musical comedies.

MONROE: Since music is a principle product in St. Louis ... it's only natural that we find a very mellow melody has been chosen number one this week in that tuneful town. And here is a gal we consider a number one vocalist to sing it for all of you. The lovely Roberta Lee and "I MAY HATE MYSELF IN THE MORNING".

750

(MUSIC: -- "I MAY HATE MYSELF IN THE MORNING" --.....LEE) . 950

(APPLAUSE)

10 00

1000

LEE: It makes sense to try a cigarette as your steady smoke.
Then you'll know how well it suits your throat and your
taste -- week after week!

WAYNE: It makes sense to try the cigarette that is far more
popular than any other brand!

LEE: Yes, it makes sense -- to try Camels as your steady smoke.
Smoke only Camels for the next thirty days and let
your "T-Zone" tell you all you need to know!

WAYNE: Your "T-Zone"? That's the T-shaped area that includes
your throat and your taste. It's your proving ground
for cigarette mildness, for cigarette flavor!

LEE: So try Camels for thirty days in your "T-Zone"!
You'll see how rich and full flavored Camels are.
It's a flavor that doesn't tire your taste.

WAYNE: And you'll see how mild Camels are. How well they
agree with your throat -- as your steady smoke!

LEE: Yes -- you'll see why Camel leads all other brands
by billions!

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

1100

1100

(MUSIC: -- JINGLE)

MONROE: In six big cities, a tune has been selected,
and voted as the tops in town.
A melody they have labelled as a favorite,
And worthy of this great renown.

GIRLS: Romantically it makes the point
That love is like a flame.
And here is Vaughn to show you how,
A "KISS OF FIRE'S" to blame.

1130

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

1305

(APPLAUSE)

1315

1315

LEE: We're rolling westward now ... westward across the Mississippi ... westward to Salt Lake City to pay our respects tonight to ... The University of Utah!

MONROE: This very large and renowned institution is one of America's oldest state universities. The campus community accommodates more than eighteen thousand people. At the present time, an ambitious building project is underway and at a central location the new Student Union Building will be erected.

LEE: The University of Utah basketball teams have long been among the nation's finest. Under Coach Vadal Peterson they have made a brilliant athletic name for themselves.

MONROE: Our salutations, tonight, to Albert Ray Olpin, President of Utah ... and to its faculty and students.

LEE: Vaughn Monroe and the Camel Caravan Choir sing "HAIL UTAH" and "THE UTAH MAN".

1355

(MUSIC: "HAIL UTAH" AND "UTAH MAN" MONROE AND CHOIR)

(APPLAUSE)

1600

1610

51457 6180

16/10

MONROE: I ran across a very nice sentimental idea the other day which I'd like to pass along to you for approval. It was this statement: "The heart makes a record of every shining moment and plays it back like music through the years."

LEE: I imagine that's the ingredient responsible for really great memory music, Vaughn. Something wonderful happens and you immediately connect it with a song you were hearing at that particular moment.

MONROE: Well, suppose we see what we can do about adding to the list of memory music, Lee, with a song which is certainly suitable for any romantic moment.

LEE: This week's blue ribbon winner in Dearborn, Cleveland, Fitchburg, Chicago and Milwaukee. Vaughn sings ... "HERE IN MY HEART".

16/45

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

19/45

(APPLAUSE)

19/55

1955

(MUSIC: -- JINGLE)

GIRLS: Boston, Norfolk, St. Petersburg and Fresno,
Have picked a tune to lead the rest.
A rhythmic ballad that everyone's applauding
And one we also think's the best.

MONROE: Roberta Lee is back again,
To sing this happy ~~new~~ tune
She's walking with her favorite guy
~~And racing with the moon.~~
~~The love bug's gone and bit.~~

20³⁰

23⁰⁰

(MUSIC -- "WALKING MY BABY BACK HOME"LEE)

(APPLAUSE)

53¹⁰

2310

MONROE: You know, what Lee and Wayne were saying a few moments ago makes sense! It does make sense to try Camels as your steady smoke. I did a long time ago -- and I've been a steady Camel smoker ever since!

LEE: Yes, Vaughn -- and many other famous stars feel the same way. For instance, John Wayne discovered through steady smoking that Camels suit his throat and his taste to a "T".

WAYNE: And Linda Darnell found that when she made her own thirty-day Camel test -- they agreed with her throat -- pack after pack, week after week! And Miss Darnell says that no other cigarette comes up to Camels for flavor!

LEE: So why not start your own thirty day Camel test tonight? Smoke only Camels for the next thirty days. You'll soon see how mild, how flavorful, how enjoyable a cigarette can be!

WAYNE: By the way, don't forget Father's Day! Give Dad a couple of special Father's - Day gift cartons of Camels!

2400

24 00

(MUSIC: -- BRIDGE)

MONROE: ~~You couldn't ask for a better setting to usher in the month of June than a place as pleasant as Asbury Park.~~
Let's hope the month of June brings lots of pleasant weather because that's when Asbury Park is at its best.

LEE: I know just what you mean, Vaughn strolling along the Boardwalk in the evening ... listening to the music of the ocean ...

MONROE: Starlight and moonlight reflected in the water ... a far-away steamer passing like a magic toy-boat aglow with lights --

LEE: Well, suppose you and the Choir sum up the situation, Vaughn, with one of America's favorite summer songs ... For young lovers everywhere ... here is "JUNE NIGHT".

24 35

(MUSIC: -- "JUNE NIGHT" MONROE AND THE CHOIR)

(APPLAUSE)

26 50

27 00

2700

LEE:

Every week, the makers of Camels send thousands of packs of Camel Cigarettes to most gallant and deserving groups of Americans; Our hospitalized Veterans and hospitalized Members of the Armed Forces. This week, the gift-Camels are going to: Veterans' Hospitals, McKinney, Texas, and Altoona, Pennsylvania ... U.S. Army Station Hospital, Ft. McPherson, Georgia ... U. S. Naval Hospital, Mare Island, Vallejo, California ... the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

2730

2730

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

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

2755

MONROE: Old Man Time has a habit of running out ... so, it looks like we're going to have to leave you until next week around this same time. We'll be back then with another full roster of your favorite music. The songs "VARIETY" tells us have been chosen number one by tope disc-jockeys in America's top towns.

LEE: Next week ... Vaughn's special guest will be

again Roberta Lee

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

LEE: And be sure to listen Monday night to the great, new CAMEL Show "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)

2830

(APPLAUSE)

2840

28⁴⁰

WAYNE: A one-pound tin of Prince Albert in its special Father's Day wrap would go over mighty big with Dad on his day. 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 will please Dad. It's choice tobacco, with a fine, delightful tobacco aroma. Get Prince Albert -- the National Joy Smoke!

(MUSIC: -- -- THEME)

29¹⁰

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

(APPLAUSE)

29¹⁵

29²⁵

29³⁰ = SYSTEM

VAK