

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

BROADCAST

9:00 - 9:30 PM, CDST.

MAY 10th, 1952

SATURDAY

ORIGINATION:

BELOIT FIELD HOUSE

BELOIT, WISCONSIN

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 Beloit Field House on the campus of  
Beloit College, Wisconsin ... "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.)

~~WTT~~  
~~WFS~~  
Commercial  
Check D.K.  
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6/6/52

50001 8145

LEE: Make a note! Think of your throat! Try Camels  
in your "T-Zone"!

WAYNE: That's the T-shaped area that includes your THROAT  
and your TASTE! It's your best proving ground for  
cigarette flavor and cigarette mildness -- because  
it's your own throat and your own taste!

LEE: Try Camels in your "T-Zone" and you'll find out  
how flavorful, how mild -- how ENJOYABLE a  
cigarette can be!

WAYNE: Make a note. Think of your throat. Try Camels  
in your "T-Zone"!

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

50001 8146

(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, <sup>Thank you</sup> ~~everybody~~ everyone. In checking my American history book, I find an eager Frenchman explored *this state of* Wisconsin a mere three-hundred-and twenty-eight years ago. Well, tonight, we intend to do a little exploring, too -- exclusively in the realm of popular songs.

LEE: The songs which, according to "VARIETY", have been chosen number one this week by leading disc-jockeys from coast-to-coast, ~~this week~~

MONROE: Shall we get "The Camel Caravan" on the road, Mr. Vines?

LEE: I hear you talking, Maestro Monroe ... and in triplicate, because our lead-off song is the current choice in three top towns. Chicago, Cincinnati and Los Angeles have voted it number one ... and here's Vaughn to sing: "KISS OF FIRE."

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

(MUSIC: \_ \_ SEGUES TO:)

(MUSIC: \_ \_ "FORGIVE ME" \_ \_ \_ \_ MONROE AND MOONMAIDS)

(APPLAUSE)

LEE: An old song again winning new honors ... "FORGIVE ME" ... sung for you by Vaughn Monroe and the Moonmaids. This week's top tune in Baltimore, Maryland.

MONROE: When H. W. Longfellow, boy poet, wrote:  
~~"Under~~ <sup>Beneath</sup> the spreading Chestnut tree,  
The village smithy stands" ... I'll bet he had no idea of what would happen to that muscular young man.

LEE: The good people of Atlantic City are in the know, however. In fact, they've elected the blacksmith as the most popular personality of the week.

MONROE: And here to tell you how and why is our own glamour guest of the evening -- Miss Roberta Lee. Her song? None other than "THE BLACKSMITH BLUES."

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

(APPLAUSE)

50301 8149

LEE: If you're wondering about all the cigarette tests --  
if you're a little confused by them -- remember  
this: There is a sensible, thorough test of  
cigarette mildness. It's based on steady smoking.

WAYNE: It's the thirty day Camel test. Smoke Camels as  
your steady smoke for the next thirty days. You  
don't have to do anything else. Just smoke mild,  
flavorful Camels.

LEE: Yes, smoke only Camels for thirty days. You'll  
soon see how rich-tasting and full-flavored Camels  
are -- pack after pack. You'll find out how well  
Camels agree with your throat -- week after week!

WAYNE: And you'll discover why -- after all the cigarette  
tests -- Camel leads all the other brands in  
popularity by billions of cigarettes per year!

LEE: So start your own sensible cigarette test tonight!  
It's the thirty-day Camel test!

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!

50001 8150

(MUSIC: \_ \_ JINGLE)

MONROE: From Victor records, we have a special message,  
About a song they hope you'll like.

GIRLS: A brand new ballad that's strictly sentimental,  
And Vaughn, himself, is at the mike.

MONROE: Tis said a rose by any name,  
Could never be so sweet!

GIRLS: But, here's a "CALIFORNIA ROSE",  
We think you all should meet.

(MUSIC: \_ \_ "CALIFORNIA ROSE" ... MONROE)

(APPLAUSE)

50001 8151

LEE: "The Camel Caravan" is doubly delighted this evening to be sending salutations to not one, but two wonderful institutions ... Beloit College where we're visiting tonight and the University of Florida.

MONROE: A co-ed college ... Beloit points with particular pride to it's pre-Med School and Science Department. And let's not neglect the Art and Drama Department which is already winning statewide acclaim.

LEE: Vaughn Monroe and the Camel Caravan Choir extend best wishes tonight to President Carey Croneis and the men and women of Beloit ... they sing now the Beloit "ALMA MATER".

(MUSIC: \_ \_ "ALMA MATER" \_...\_ MONROE AND THE CHOIR)

(APPLAUSE)

LEE: When it comes to rapid growth, Jack's beanstalk has nothing on the University of Florida ... our second salute of the evening.

MONROE: A wilderness of mossy pines and oaks in 1905, Florida U. has today become one of the South's most beautiful and progressive educational institutions.

LEE: For President Miller and all the guys and gals down Gainesville way -- here are Vaughn and the Choir to sing the Florida U. "ALMA MATER" and "FIGHT SONG."

(MUSIC: \_ \_ "ALMA MATER" and "FIGHT SONG" \_...\_ MONROE AND CHOIR)

(APPLAUSE)

50001 9752

LEE: Rapidly approaching the half-year mark, we find that 1952 has already chalked up a sizeable number of hit songs which were hits in other years.

MONROE: January gave us "A GARDEN IN THE RAIN" and "CHARMAINE".

LEE: Then, along came "AT LAST" ... "BROKEN-HEARTED" ...  
"I HEAR A RHAPSODY" and many more ...

MONROE: Not to mention the song which this week is the number one choice in New York City, Washington, D.C., Rochester, Albany, Cleveland and Minneapolis.

MONROE: At their request ... and for your pleasure, Vaughn Monroe sings the sentimental ... "I'LL WALK ALONE."

(MUSIC: \_ \_ "I'LL WALK ALONE" ... MONROE)

(APPLAUSE)

(MUSIC: \_ \_ JINGLE)

ALL:       When minstrel shows were the rage across the nation,  
          There was a song that hit the top.  
          A bluesy ballad about a lonely sweetheart,  
          Who couldn't make the mailman stop.

MONROE:    She waited all the day and night,  
          For just one little note.  
          Roberta Lee will sing that song,  
          She really gets our vote.

(MUSIC: \_ \_ "WAITING FOR THE EVENING MAIL" \_ \_ \_ ROBERTA LEE)

(APPLAUSE)

50301 8154

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

WAYNE: When that question was asked of more than one hundred thirteen thousand doctors a few years ago -- doctors from coast to coast -- doctors in all branches of medicine -- the brand named most was CAMEL!

LEE: Time and time again, a cross-section of America's doctors has been asked the same question:

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

LEE: And these repeated surveys continue to show that more doctors smoke Camels than any other cigarette!

WAYNE: Why don't you smoke Camels, too?

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

(MUSIC: \_ \_ BRIDGE)

LEE: Whoever dreamed up that business about a young man and his Springtime fancies certainly would have found a perfect setting here on the Beloit campus.

MONROE: I know just what you mean, Lee. Ever noticed that something special about a Wisconsin evening? Ever noticed how close the stars are?

LEE: *And*  
How much brighter the moon is? ~~How much sweeter the evening breeze.~~ There's just one <sup>more</sup> item necessary to make the picture complete.

MONROE: A boy and girl?

LEE: Well ... that's taken for granted. I was thinking about a romantic song ... A song sung by you and the Camel Caravan Choir. A song ... well ... maybe like "IT'S A SIN TO TELL A LIE."

MONROE: We're only too happy to oblige.

(MUSIC: \_ \_ "IT'S A SIN TO TELL A LIE" \_ \_ \_ \_ MONROE AND CHOIR)

(APPLAUSE)

50301 8156

LEE:

The makers of Camels have now sent more than two hundred million Camel Cigarettes to members of our Armed Forces and to hospitalized Veterans. This week, as every week, thousands of packs of gift-Camels are going to Service hospitals and Veterans' hospitals. They're bound for: Veterans' Hospitals at Mountain Home, Tennessee, and Salt Lake City, Utah ... U.S. Naval Hospital, Key West, Florida, and to all hospitals operated for the U.S. Air Forces in the Far East.

50001 8151A

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

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

MONROE: Much as we'd like to keep playing all evening long ...  
our allotted thirty minutes have come and gone.  
We'll be looking for you again next week, though,  
with another bundle of hit tunes ... The songs  
which according to "VARIETY" have been chosen number  
one by leading disc-jockeys across America. I'd like  
to take this opportunity of thanking ~~President Gracis~~  
~~and~~ the guys and gals of Beloit for their wonderful  
hospitality. It's been swell being here.

LEE: Tomorrow <sup>Sunday</sup> ... Vaughn and the Camel Caravan crew can  
be seen and heard -- in person -- in Milwaukee,  
Wisconsin. On Monday ... Kaukauna ...  
Tuesday -- La Cross; Wednesday -- ~~Sauk City~~.  
Thursday -- ~~Indianapolis, Indiana.~~  
Friday -- <sup>Decatur - Illinois.</sup> ... and that brings us to your next radio  
date with Vaughn when we'll <sup>also</sup> be broadcasting from  
Decatur, ~~Illinois~~.

MONROE: Our honor college next week is the University of  
Washington and our guest singer will ~~be~~ again be  
lovely Roberta Lee.

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

MONROE: And don't forget that tomorrow is that special day of the  
year when you have the chance of telling <sup>your</sup> Mom and my mom  
just how wonderful you really think she is.

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

(MUSIC: \_ \_ THEME)

(APPLAUSE)

50001 8157A

WAYNE: Men, here's the pleasant discovery you'll make  
when you smoke Prince Albert:

SINGERS: The bite is out and the pleasure's in  
When you smoke Prince Albert.

WAYNE: And here's why Prince Albert can be so wonderfully  
different from other pipe tobaccos:

SINGERS: It's specially treated not to bite your tongue ...  
The bite's out and the pleasure's in!

WAYNE: Yes, Prince Albert's choice tobacco is treated by  
a special, patented process to insure against  
tongue bite. That's one of the reasons Prince  
Albert is America's largest-selling smoking  
tobacco! Get Prince Albert!

(MUSIC: \_ \_ THEME)

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

(APPLAUSE)