

AS BROADCAST

(REVISED)

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, JAN. 17, 1953

(TAPED: JAN. 17, 1953)

7:30 to 8:00 P.M. EST

ORIGINATION: IOWA CITY...IOWA

CUE: (THIS IS THE CBS...RADIO NETWORK)
(.....30 seconds.....)

(MUSIC: UNDER FOR)

KING: From the Campus of the State University of Iowa --
"THE CAMEL CARAVAN - STARRING VAUGHN MONROE"
...with guest singer Frances Irvin...and the
songs America's asking for...transcribed and
presented by Camel Cigarettes.

(MUSIC: UP AND OUT)

*W-144
to
Commercial
check O.K.
CBB
2/9/53*

ras

50041 9470

KING:

Have you tried Camels -- America's most popular cigarette?

NELSON:

Every day, millions more smokers ask for Camels than for any other cigarette. There must be a reason!

KING:

You'll find the reason -- by making your own 30-day Camel test!

NELSON:

Smoke only Camels for 30 days and you'll know how mild and flavorful Camels are!

KING:

You'll see why more people smoke Camels than any other cigarette!

50041 9471

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

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

(MUSIC: CHORD)

KING: VAUGHN MONROE:

(MUSIC: CHORD)

(APPLAUSE)

MONROE: Thank you and greetings again everyone. Making music for a bright crowd of college students is my idea of very pleasant work. And that's just what we have in mind for the next half hour. We're at the State University of Iowa tonight. And on our Camel Caravan music stand is a full roster of America's favorite songs now being heard on campuses across the country. We hope you can stay with us for the next thirty minutes.

KING: Right on top of our list tonight is a song that's really getting a whirl these days. Vaughn Monroe makes a sentimental plea.....WHY DON'T YOU BELIEVE ME?")

(MUSIC: "WHY DON'T YOU BELIEVE ME?".....MONROE)

(APPLAUSE)

MONROE: Coming up right now is a tune written by three fellows named Buddy Arnold, Bob Mellin and Milton Berle. I've had the pleasure of recording it for R.C.A. Victor. It's a very pretty song called.... "I."

(MUSIC: "I" MONROE AND CHOIR)

(APPLAUSE)

50041 9473

MONROE:

Thank you you know, we had a few hours before the show tonight to get acquainted with Iowa City. In our opinion, it's a very friendly place.... a ~~mid-American~~ community combining the best features of the "big city" and the "small town."

KING:

~~In the center of this city of thirty thousand lies the beautiful campus of the State University of Iowa. It's nearly ten thousand students make up almost one third of the population.~~

MONROE:
KING:

We found that the students and good people of Iowa City alike keep up with the very latest hit songs. To illustrate our point with a very pretty illustration here's our special guest, lovely Frances Irvin and a tune we've heard in many a juke box here..... "DON'T LET THE STARS GET IN YOUR EYES."

(MUSIC:

"DON'T LET THE STARS GET IN YOUR EYES".....FRANCES IRVIN

(APPLAUSE)

SINGERS: (SING) Daisy, Daisy, give me your answer true;
I'm half crazy all for the love of you!
(HUM) It won't be a stylish marriage --
I can't afford a carriage --
But you'll lock sweet...

MONROE: (COMES IN OVER HUMMING)... *ah... do you* Remember that song? It's good
old Daisy! And it was written over fifty years ago!
Now I wonder how many of our new songs will last like
that one? Well -- only time will tell!

NELSON: Right, Vaughn -- only time will tell about a popular song
and only time will tell about a cigarette! Yes, after
all this time, after all the many cigarette tests, Camel
is now more popular than ever! You can find out the
reason -- by making your own 30-day Camel mildness
test! Smoke only Camels for 30 days and you'll see how
mild Camels are, how flavorful they are -- pack after
pack, week after week! You'll see why Camel is America's
most popular cigarette -- leading all other brands by
billions of cigarettes per year!

MONROE: *oh* One thing more. When you buy your Camels, buy *them* ~~by~~ by the
carton. Yes -- next time, make it a carton of Camel
cigarettes!

50041 9475

(MUSIC: JINGLE)

MONROE: There is a paper ... a big hit on the campus
It's called The Daily Iowan

ALL: With news scholastic and features for your pleasure
You'll love the stories that they spin.

GROUP: Now something for the "Personals"
That's written as a poem
As Vaughn steps up to spread the word
"MY BABY'S COMIN' HOME"

(MUSIC: "MY BABY'S COMIN' HOME".....MONROE)

(APPLAUSE)

MONROE: Time to clear the Camel Caravan decks now for a salute to our hosts this evening...the faculty and student body of the State University of Iowa.

KING: This ^{great} school was founded in February 25th, 1847 only 59 days after Iowa Territory became a state. Its doors first opened to 124 students. Today it enrolls more than 12,000 annually in 10 colleges and 67 major departments.

MONROE: It has grown from ten acres and one rented building to 685 acres and more than 60 major educational structures. Old Capitol, first capitol of the State of Iowa and Iowa's most historic building is the center of one of the nation's finest university campuses.

KING: Vaughn Monroe and the Camel Caravan Choir extend best wishes tonight to President Virgil M. Hancher and the men and women of the State University of Iowa..... as they sing the beautiful "ON IOWA" and the "IOWA FIGHT SONG."

(MUSIC: COLLEGE MEDLEY.....MONROE AND CHOIR)

(APPLAUSE)

KING:

One of the favorite student hangouts here is
Whet stones..... where the hamburgers
are always something special and the malteds are
the richest. The juke box in the corner there
is gathering a lot of nickles on this next tune.

MONROE:

Have a spin on us now as Frances Irvin in person
.....sings, "HOLD ME, ~~KISS ME~~, THRILL ME, *Kiss Me.*"

(MUSIC:

"HOLD ME, ~~KISS ME~~, THRILL ME, *Kiss ME.*".....FRANCES IRVIN)

(APPLAUSE)

(MUSIC: JINGLE)

GROUP: A Western ballad that's something very special
Is one we hear is tops in town.

MONROE: A rousing story that tells about a cowboy
And how he feels when chips are down.

GROUP: It's from a movie you will like
That stars our Vaughn Monroe.
So Listen now....discover why
You shouldn't miss this show!

(MUSIC: "THE MAN DON'T LIVE WHO CAN DIE ALONE.".....MONROE)

(APPLAUSE)

ldg

50041 9479

MONROE: You know, when your team is leading the league -- well...
there must be a reason!

KING: Yes, Vaughn, and Everyone! To be a leader in any
field, there must be a reason. Take Camels, for
instance! Camel is America's most popular cigarette!

NELSON: You can find the reason for Camels' tremendous
popularity by making your own 30-day Camel test!

KING: Smoke only Camels for 30 days -- and see how much you
enjoy Camel's exclusive blend, pack after pack!

NELSON: You'll enjoy Camels' marvelous mildness and wonderful
flavor. It's a flavor that doesn't tire your taste!

KING: When you try Camels ^{for} ~~for~~ 30 days, you'll know why
more people smoke Camels than any other cigarette!

SINGERS: How mild
How mild
How mild can a cigarette be
Smoke Camels and see!

(MUSIC: BRIDGE)

KING: Our finale tune tonight takes us back just five short years to 1948 and the opening night of the hit musical comedy, "KISS ME KATE."

MONROE: A plot by William Shakespeare and a musical score by Cole Porter was a happy combination that proved hard to beat. Starting with that opening night, the show ran for 1077 performances.

KING: From his RCA Victor Album of Cole Porter melodies, here's Vaughn Monroe and the Camel Caravan Choir and one of the hit tunes from "KISS ME KATE" the beautiful "SO IN LOVE."

(MUSIC: "SO IN LOVE".....MONROE AND CHOIR)

(APPLAUSE)

KING:

To let them know that the folks at home do remember --
the makers of Camels, every week, send thousands of
packs of Camel cigarettes to hospitalized members of
our Armed Forces and to hospitalized Veterans. This
week, the gift Camels go to: Veterans Hospitals,
Danville, Illincis, and Hot Springs, South Dakota;
U. S. Naval Hospital, Portsmouth, Virginia; ^{and} all
hospitals operated for the U. S. Air Forces.

Typed: ~~1, 8/53~~

50041 9482

MONROE: Enjoy those CAMELS, fellows and now

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

MONROE: Well, that just about does it for tonight, friends
We very much enjoyed our stay here at the State
University of Iowa. Our warmest thanks to President
Haucher and everyone here at Iowa City for
making our visit so pleasant. Next week we'll be
looking for you all again with another round-up of top
favorites among the current crop of tunes. Be sure
and join us then, won't you?

KING: Next week the Camel Caravan will be coming your way
from the campus of the University of Nebraska. And
Vaughn's special guest will again be lovely Francis
Irvin.

MONROE: In the meantime be sure to listen to my good friend
Bob Hawk He's on the air for Camels every
Monday night with the "BOB HAWK SHOW." And until next
Saturday this is Vaughn Monroe saying goodnight
..... pleasant dreams and won't you have a
"CAMEL?"

(MUSIC: THEME)

(APPLAUSE)

mw

50041 9483

NELSON:

Attention, king-size Smokers! The makers of Camels -- the cigarette that leads all others by billions -- have created Cavaliers, a special king-size cigarette just for you! Try king-size Cavaliers! You'll find them a new experience in smoking pleasure! It's a real thrill to get acquainted with the special mildness of king-size Cavaliers, to taste their fine flavor! You'll learn how enjoyable smoking can be! Remember...king-size Cavaliers, made by the makers of Camels. King-size Cavaliers are prices no higher than other standard brands!

(MUSIC: THEME)

KING:

This is Joe King saying goodnight for the VAUGHN MONROE SHOW.

(APPLAUSE)

KING:

This program was transcribed.

(APPLAUSE)