

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

(SATURDAY, FEBRUARY 28, 1953)

(TAPED: FEBRUARY 17, 1953)

7:30 to 8:00 PM EST

ORIGINATION: INDIANA, PENNSYLVANIA

CUE: (This is the CBS. RADIO NETWORK)
(.....30 seconds.....)

(MUSIC: UNDER FOR)

KING: From the Campus of the State Teachers College at
Indiana, Pennsylvania -- "THE CAMEL CARAVAN".
STARRING VAUGHN MONROE... with guest singer Beth
Douglas.... and the songs America's asking for....
transcribed and presented by Camel Cigarettes.

(MUSIC: UP AND OUT)

TIMED MASTER

120

KING: Have you tried Camels as your steady smoke?

NELSON: When you try Camels for 30 days, you'll see how mild Camels are, how flavorful they are -- pack after pack, week after week!

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

NELSON: Tonight ask for Camel cigarettes!

: 40

(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: TO TAG)

(APPLAUSE): 55

MONROE: Thank you....and greetings again everybody....

We're the guests of some very friendly people tonight.
The Chamber of Commerce
 Meyer ~~and~~ President Pratt sent us
 telegrams with their personal greetings and we
 received a very warm and wonderful welcome from the
 students here on the campus of State Teachers College.
 But right now the subject at hand is music....and
 that's just what we have on hand.... A half-hour of
 America's top tunes.... the songs being heard on
 college campuses all across the country.

KING: So, let's get rolling right along across the
 country with a brand new tune....as Vaughn sings...
 "HOW DO YOU SPEAK TO AN ANGEL?" 1:25

(MUSIC: "HOW DO YOU SPEAK TO AN ANGEL?" MONROE) 3:30

(APPLAUSE) 3:40

1e

3:40

MONROE: *ah!* That's a pretty tune, isn't it? Well, pretty tunes
and happy tunes seem to catch on the fastest. I'll
show you what I mean with this next one. A happy
tune called, "OH, HAPPY DAY!"

3:50

(MUSIC: "OH, HAPPY DAY".....MONROE) 6:20

(APPLAUSE) 6:30

mf

51457 6647

*Thank you
you know*
-5-

6:30

MONROE: Thank you... When we looked up the name, "Indiana, Pennsylvania" in our Camel Caravan guidebook we discovered some very interesting facts.

KING: ~~Facts like~~ Besides being the home of our hosts tonight ...it's the nation's largest grower of Christmas trees. It's a bituminous coal center....and it's the place where a fellow with the very familiar name of Jimmy Stewart was born and raised.

MONROE: I think we can add one new item to that list, Joe. An item about the pretty, green-eyed red-head who's our special guest this evening. It's one that will read, "Bethe Douglas was here -- and sang, "YOU'LL NEVER KNOW".

7:00

(MUSIC: "YOU'LL NEVER KNOW" BETHE DOUGLAS) 9:25

(APPLAUSE) 9:35

kk

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9:35

MONROE: Say -- movie stars John Wayne, Alan Ladd and Tyrone Power are Camel smokers! And that goes for Maureen O'Sullivan, Jane Greer and Ruth Hussey!

KING: That's right, Vaughn! These famous people -- plus millions of ^{other} ~~smokers unknown to fame~~ -- clearly prefer Camels' full, rich flavor, Camels' cool, unvarying mildness over any other cigarette.

NELSON: Yes -- all over America, coast to coast, more people smoke Camels than any other cigarette!

KING: What does this mean to you?

NELSON: It means tremendous reassurance to you as a smoker.

KING: So try only Camels for 30 days! See how Camel mildness and flavor suit you, too!

NELSON: See why more smokers prefer Camels than any other brand! No other cigarette in America can match that reassurance!

KING: So next time ask for Camel cigarettes!

JINGLE: How mild,
How mild,
How mild can a cigarette be...
Smoke Camels and see!

10:35

10:35

(MUSIC: JINGLE)

MONROE: We've got a new song we'd like to introduce now
First time upon our Camel show
A dreamy ballad that's purely sentimental
And one that's sure to please we know.

GROUP: Here is our singing Maestro Vaughn
He wants to show you how
Sweet words and music add up to
A hit tune ... "EVEN NOW".

11:10

(MUSIC: "EVEN NOW" MONROE)

13:40

(APPLAUSE) 13:50

kk

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MONROE: One hundred and fifty thousand years of teaching have been put in by graduates of State Teachers College our hosts here at Indiana, Pennsylvania. Since it was founded in 1875, it has graduated over 15,000 teachers.... who have taught a total of anywhere from one to fifty years in the public schools of the state.

KING: The beautiful main campus is located in the center of the city of Indiana and boasts a new million dollar dormitory for men and a new million dollar classroom building which will be completed in 1954.

MONROE: The college performs many services for the community, too. There is a College and Community Summer Theater and a year round program of activities, shared by the College and Community.

KING: Vaughn Monroe and the Camel Caravan Choir offer salutations tonight to President Pratt and the men and women of State Teachers College with their own.....
"ALMA MATER"and "FIGHT SONG".

14:40

(MUSIC: COLLEGE MEDLEYMONROE & CHOIR)

17:20

(APPLAUSE) 17:30

kk

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MUSIC: BRIDGE

17:30

KING: A very pretty waltz was one of the big hits
of a few seasons back. And the students here ~~have~~
asked to hear that song again tonight, as their
all-time favorite Vaughn Monroe recording.
So, for all you fellows and gals here at State
Teachers College, here's Vaughn, ~~the Moon Maids~~
~~and Men~~ and.... "TENDERLY".

17:55

(MUSIC: "TENDERLY".....MONROE AND GROUP)

20:15

(APPLAUSE) 20:25

ras

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20:25

(MUSIC: JINGLE)

GROUP: Here comes Bethe Douglas to sing about somebody
 Who has no use for tattle-tales
 In her opinion the campus crowd should never
 No never tell on wandering males.

MONROE: KEEP IT A SECRET, do, Bethe asks
 Be like the monkeys three

ALL: No evil speak, nor see, nor hear
 And he'll come back to me.

21:00

(MUSIC: "KEEP IT A SECRET" BETHE DOUGLAS) 22:50

(APPLAUSE) 23:00

ras

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123:00

MONROE: Say, Wayne Nelson, if one brand of cigarettes leads all the rest -- and by a tremendous margin -- well, I figure there must be a reason.

NELSON: Of course, Vaughn, of course! There is a very good reason why Camel is America's most popular cigarette! And, folks -- it's so easy to find out what that reason is! Just make your own 30-day Camel test -- starting tonight. You'll find Camels give you everything you look for in a cigarette -- cool, marvelous mildness, rich, full flavor, week after week, pack after pack! So try Camels as your steady smoke! Try only Camels for 30 days. You'll see why, every day all over America, coast to coast, millions of smokers say: "I'll have a pack of Camels, please!"

MONROE: And folks -- may I suggest you buy your Camels by the carton? Yes -- go for a carton of those mild, flavorful Camel cigarettes!

123:50

23:50

(MUSIC: BRIDGE)

KING: Tonight's finale tune takes us all the way back to the year 1927. A year when theatergoers saw ~~some of the~~ shows which are still remembered today.

MONROE: If you strolled down Broadway that year, you saw in bright lights, names like...Walter Houston in "THE BARKER". Jane Cowl in Robert E. Sherwood's "THE ROAD TO ROME". Charley King in Vincent Youman's great show, "HIT THE DECK". And Fred and Adele Astaire in a show with music by Gershwin called, "FUNNY FACE".

KING: And that was the year the brilliant songwriting team of Rogers and Hart wrote the score for one of the biggest hits of any season...a show called, "A CONNECTICUT YANKEE". Vaughn Monroe and the Camel Caravan Choir invite you to travel back to 1927 and....."MY HEART STOOD STILL".

24:35

(MUSIC: "MY HEART STOOD STILL".....MONROE AND CHOIR) 26:50

(APPLAUSE) 27:00

27:00

KING: The makers of Camels have now sent over two hundred million Camels to Servicemen and Veterans. This week, as every week, thousands of gift Camels are being sent to Military and Veterans' hospitals. They're on their way to: Veterans' Hospitals, Amarillo, Texas, and Montgomery, Alabama; U.S.Army Station Hospital, Ft.Dix, New Jersey; U.S.Naval Hospital, Quantico, Virginia; ^{and} the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

27:25

mf

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27:25

MONROE: Enjoy those CAMELS, fellows.....and now.....

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

27:50

MONROE: That means that the man who watches the Camel Caravan
clock has told us that it's just about the time to be
moving along. But before we do we want to thank
President Pratt and all the folks here at State
Teachers College for asking us to be their guests
.....and, of course, we'd like you to be our
guests next week at this same time.....same station.

KING: Next Saturday the Camel Caravan will be coming your
way from the campus of the University of Vermont.
Vaughn's special guest will be lovely Cindy Wood.
Be sure to join us then, won't you?

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

28:30

(MUSIC: THEME)

(APPLAUSE)

28:40

mf.

28:40

NELSON: If you like a long cigarette, you'll find great, new smoking pleasure in king-size Cavaliers! Cavaliers are specially blended by the makers of Camels just for you king-size smokers! Now, the folks who make Camels-- the cigarette that leads in popularity by billions-- have proved they know how to blend fine cigarettes. And, in king-size Cavaliers, they bring you an extra measure of both mildness and flavor that's new to king-size smoking! Ask for Cavalier king-size cigarettes-- ^{They're} priced no higher than other standard brands.

29:10

(MUSIC: THEME)

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

29:15

(APPLAUSE)

KING: This program was transcribed.

(APPLAUSE)

29:25

29:30

mf.