

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

(SATURDAY, MARCH 7, 1953)

(TAPED: FEB. 19, 1953)

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

TIMED MASTER

ORIGINATION: _____

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

(MUSIC: UNDER FOR)

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

(MUSIC: UP AND OUT)

:20

51457 6659

KING: More people smoke Camels than any other cigarette!

NELSON: This means tremendous reassurance to you, as a smoker.

KING: It means you can try Camels with confidence for 30 days. Confident that you will find the mildness and flavor that have made Camel America's most popular cigarette!

NELSON: So have a Camel -- preferred over all other brands -- by billions of cigarettes per year!

:40

sfm

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: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)

1:00

MONROE: ^{Thank you} Thank you,.... and how do you do everybody. Some very nice folks up here at the University of Vermont in Burlington asked us to stop by tonight. When we arrived, we were welcomed with telegrams from President Borgmann and Mayor Moran and the students really made us feel right at home. Like good guests we brought our hosts a present..... A half-hour of America's top tunes ... the songs being heard on college campuses all across the country.

KING: We invite you to sit back ... relax ... and listen as Vaughn sings a tune that's a being requested wherever we go these days. It's called ..." TILL I WALTZ AGAIN WITH YOU."

1:30

(MUSIC: "TILL I WALTZ AGAIN WITH YOU".....) 3:15

(APPLAUSE) 3:25

3:25

MONROE: *you know,* Some people like to talk while waltzing. And if they happen to be in love, they find a lot to talk about. For a sample of the same ... listen now as the Moon Maids and Men join me in a tune we recently recorded for RCA Victor. It's called "SMALL WORLD." 3:35

(MUSIC: "SMALL WORLD"..... MONROE AND GROUP)
(APPLAUSE) 6:00 5:50

sfm

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6:00

MONROE: We asked a very pretty young lady to join our Camel Caravan as our very special guest tonight. And because we're in New England, we thought the gang here would like to meet a New England gal.

KING: So we invited a lovely young recording star from Medford, Mass. to come up here and sing for us. She's a bright young talent whose records are gaining new popularity every day.

MONROE: We're very happy to welcome back to the Camel Caravan
-----lovely Cindy Lord! Her song ... "HOLD ME,
~~KISS ME~~, THRILL ME, KISS ME."

6:25

(MUSIC: "HOLD ME, THRILL ME, KISS ME".....CINDY LORD) 9:10

(APPLAUSE) 9:20

sfm

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9:20

MONROE: Say, Folks, you know how the fans yell: "C'mon, Team!" When the players hear that --well...it sure gives 'em confidence. And that's a wonderful feeling!

NELSON: It is, Vaughn, it is! Confidence means everything -- in everything we do every day. Take the cigarette you smoke, for instance. When you know that your brand is preferred over all other brands in America -- well ... it gives you tremendous reassurance. It means that millions of smokers, all over America, have made Camel mildness and flavor their first choice of all cigarettes! So smoke only Camels for thirty days. See how Camel mildness and flavor agree with you, too.

MONROE: Yes, Folks, try Camels as your steady smoke --starting tonight. You'll go for Camels --just like me!

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

10:15

10:15

(MUSIC: JINGLE)

MONROE: If you are one of the many, many, many
 Who love someone who won't love back
 Then here's a song on our Camel Caravan ^{now} ~~that~~
^{To} ~~will~~ keep you on the proper track.

GROUP: When she starts dating someone else
 And you are told goodby
 Vaughn says it's sporting just to say,
 "CONGRATULATIONS, guy!"

10:50

(MUSIC: "CONGRATULATIONS TO SOMEONE".....MONROE) 13:40

(APPLAUSE) 13:50

MONROE: Tonight the Camel Caravan is proud to salute the University of Vermont from the Memorial Auditorium on its own beautiful campus.

KING: Chartered in 1791, the "University of the Green Mountains" was the first state-founded university in America. General Lafayette laid the cornerstone of the first building in 1801 the building known today as "The Old Mill."

~~MONROE: The traditions of this great university are best expressed by the motto on its seal "to studies and things of honesty." They are traditions of learning and development of character.~~

MONROE: Located on the shores of beautiful Lake Champlain, Vermont has splendid recreational facilities ideal living conditions and a progressive educational program which attracts students from all over ~~New England, the world~~

KING: Our salutations tonight to President Borgmann and the men and women of the University of Vermont. Vaughn Monroe and the Camel Caravan Choir put these salutations to music with your.... "CHAMPLAIN" and "VERMONT VICTORIOUS."

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

16:45

16:55

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14:30

16:55

(MUSIC: BRIDGE)

KING: This past week there were a lot of records spinning in Burlington. The guys and gals up here were going through their collections picking out the all-time favorite Vaughn Monroe recording they wanted to hear tonight. And their choice was a good one. Vaughn and the moon maid and men give the winner a personal spin as they sing the UVM favorite.....

"There, I've Said it Again" 17:25

(MUSIC: "There, I've Said it Again" MONROE) 20:15

(APPLAUSE) 20:25

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20:25

(MUSIC: JINGLE)

GROUP: And now we have quite a treat for all the people
Who've gathered round to hear our show.

MONROE: On stage again is our special guest this evening
You met her just a while ago.

GROUP: She sings a tune that's really great
It's getting quite a ride

ALL: So step up ^{lonely} ~~little~~ Cindy Lord
And let's hear "SIDE BY SIDE."

21:00

(MUSIC: "SIDE BY SIDE".....CINDY LORD)

22:55

(APPLAUSE) 23:05

23:05

MONROE: Say, you know -- John Wayne, Maureen O'Sullivan, Alan Ladd, Jane Greer and Tyrone Power all go for Camel cigarettes!

KING: Yes, these famous movie stars -- plus millions of people in every walk of life -- prefer Camels' richer flavor, Camels' cool mildness.

NELSON: Yes -- far more people smoke Camels than any other brand!

KING: Where else in America can you, as a smoker, find that reassurance?

NELSON: When you try only Camels for 30 days, you can see for yourself how Camels' mildness and flavor suit you, too!

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

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

23:55

23:55

(MUSIC: BRIDGE)

KING:

Up here in the Green Mountains of Vermont, it's still winter. ^{Time} But, even though the ground is still frozen and the mountains capped with snow we've seen unmistakable signs that Spring is on its way.

MONROE: Well, They ^{are kind of} ~~are~~ small signs, it's true but you can't mistake them. Right here on Burlington's ^{Church} ~~main~~ street, we saw hot cross buns in the window of ^{The Federal Bake Shop} ~~Bakery~~ and just ^{across} ~~down~~ the street, ^{Abernathys'} window was a garden of Easter bonnets. All of which adds up to Spring.

KING:

And you know what happens in Spring to a young man's fancy! Vaughn Monroe and the Camel Caravan Choir offer some timely words for young men to whisper to pretty girls ^{this} ~~in~~ Spring. Just tell her
"SO BEATS MY HEART FOR YOU."

27:40

(MUSIC: "SO BEATS MY HEART FOR YOU"..... MONROE AND CHOIR)

(APPLAUSE).

26:55

26:50

sfm

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26:55

KING:

Over 200 million Camel cigarettes have been sent 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, Perry Point, Maryland, and Bonham, Texas; Edwards Air Force Hospital, Muroc, California; and *the* U.S. Naval Hospital, Coco Solo, Canal Zone.

27:15

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JAN

27:15

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

(MUSIC: "LET'S HAVE A CIGARETTE, TOGETHER".....MONROE) 27:45

MONROE: And that just about winds up the evening's festivities, friends. But before we move along, we want to thank all the folks here at the University of Vermont for asking us over tonight. We've had a wonderful timeand you've been a wonderful audience.

KING: Next week the Camel Caravan will be coming your way from the campus of Boston College. Vaughn's special guest will again be lovely Cindy Lord. Be sure and join us then, won't you?

MONROE: In the meantime, don't forget 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 then.....this is Vaughn Monroe saying goodnight.....pleasant dreams and.....won't you have a "CAMEL?" 28:20

(MUSIC: THEME)

(APPLAUSE)

28:25

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JAN

28:25

NELSON:

For those smokers who prefer a long cigarette, we suggest king-size Cavaliers. King-size Cavaliers are made by the makers of Camels. And Camels out-sell other brands by billions of cigarettes. I think you'll agree that the makers of Camels really understand blending fine cigarettes. In Cavaliers, they bring you a special king-size blend, so mild, with such fine flavor, that smoking a Cavalier is a new experience in king-size enjoyment. Try Cavaliers-they're priced no higher than other standard brands.

29:00

KING:
~~MONROE:~~

Folks, the American Red Cross needs at least 93 million dollars to maintain their over-all program in the coming year. So will you make your 1953 contribution a generous one? Give all you can to the American Red Cross.

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

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