

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, MAY 2, 1953

TAPED APRIL 11, 1953

7:30 to 8:00 PM EST

ORIGINATION: ITHACA, NEW YORK  
*New Brunswick N.J.*

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

MUSIC: FANFARE - UNDER FOR:

KING: From the campus of Rutgers University--"THE CAMEL  
CARAVAN--STARRING VAUGHN MONROE".....with guest singer  
Sally Sweetland.... and the songs America's asking for  
...transcribed and presented by Camel Cigarettes.

MUSIC: UP TO JINGLE

SINGERS: More people ask for Camels than any other brand!  
More people go for Camels all across the land.  
For Camels are so mild with the finest flavor yet!  
More people smoke Camels --- (Camels) --(Camels)  
Than any other cigarette!

KING: Yes, for your own wonderful smoking pleasure---  
Ask for Camel Cigarettes!

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As BROADCAST

~~WGN~~  
~~WTS~~

*Commercials  
checked o.k.  
WJ  
6/15/53*

50005 8674

(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)

MONROE: Thank you .... and greetings again everybody. Tonight the Camel Caravan crew and I are all "loyal sons of Rutgers." ... By adoption, that is. The cordial reception the students gave us.... and the messages of welcome from President ~~Clethier~~ and Mayor JONES ~~all~~ made us feel right at home. We'd like to invite you to join us on the campus of Rutgers University.... for a half-hour of America's top tunes..... The songs being heard on college campuses from coast to coast.

KING: You're invited to relax .... sit back and listen now as Vaughn sings....."FRETEND."

(MUSIC: "FRETEND".....MONROE)

(APPLAUSE)

MONROE: I'd say that was pretty good advice. Because if  
you can't pretend sometimes.... you may come up  
with the problem of the fellow in our next song.  
Here are the Moon Maids and Men ready to join me  
in....."SEVEN LONELY DAYS."

(MUSIC: "SEVEN LONELY DAYS".....MONROE AND GROUP)

(APPLAUSE)

KING: Before recording stars make a record of a new song. they like to hear how it goes. So, music publishers gather up <sup>another</sup> a singer and a band and make a demonstration record. And that's how our guest singer tonight got her start. She <sup>used</sup> ~~used~~ to make those records the public never hears!

MONROE: Ah, but it wasn't long before one company decided that she was a future recording star herself. And so tonight, we'd like to present this brand new recording <sup>Artist.</sup> ~~star~~. Her name is Sally Sweetland.... and she's going to demonstrate -- for the public this time --  
"THE SONG FROM MOULIN ROUGE."

(MUSIC: "THE SONG FROM MOULIN ROUGE".....SALLY SWEETLAND)

(APPLAUSE)

KING: America's smokers give Camels the greatest vote of confidence in cigarette history!

NELSON: Yes -- latest published figures show 43% more Camels smoked and enjoyed than the second-place brand!

KING: What does Camel's great popularity mean to you?

NELSON: Just this-- if you want to enjoy smoking more than ever, try Camels! In the face of the extravagant ~~claims~~ <sup>claims</sup> of others, in the face of all kinds of new-fangled smokes, Camels's popularity is growing and growing. No other cigarette is even close!

KING: To be so popular, Camels have to be good -- they have to give smokers more pleasure -- they have to be better than the rest! Camels' mildness and flavor agree with more smokers than any other cigarette!

NELSON: So smoke only Camels for 30 days. You'll know how mild and flavorful, how completely enjoyable Camels are, pack after pack! You'll know why more people smoke Camels than any other cigarette!

(MUSIC: JINGLE)

MONROE: A song is climbing this week across the nation  
And gaining many friends <sup>we hear</sup> ~~they say~~  
It suits the season, it's written for the Springtime  
Especially for this time of year.

GROUP: Here's Vaughn to sing this pretty song  
And with its magic weave  
The spell that goes to make a hit  
The song is "I BELIEVE."

(MUSIC: "I BELIEVE" ..... MONROE)

(APPLAUSE)

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50005 8579

KING: Since we've been here on the campus of Rutgers, the State University of New Jersey, we've learned some of its history.

MONROE: Rutgers was chartered in 1766 .... ten years before the Declaration of Independence. First classes were held in 1771 in what had been a tavern. "The Sign of the Red Lion."

KING: That small liberal arts college of colonial days is now a great state university incorporating many colleges. Its total enrollment adds up to over 21,000 full and part-time students. Instruction and research have expanded into ever-widening fields.

MONROE: Another bit of Rutgers history was the day in 1869 when the first Scarlet football team met Princeton here at New Brunswick. That was America's first intercollegiate football game!

KING: Tonight the Camel Caravan proudly salutes President ~~Clothing~~ <sup>Jones</sup> and the students and faculty of Rutgers. Vaughn Monroe and the choir sing the songs Rutgers men and women have sung for many, many years.

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

50005 8590

(MUSIC: BRIDGE)

KING: The students here at Rutgers have been doing a bit of extra-curricular research this week. ~~They've been listening to records, and comparing notes. And it all had to do with picking a tune for tonight's show.~~ They were trying to decide which one of their all-time favorite Vaughn Monroe recordings they wanted to hear ~~Vaughn play for them~~ - in person - tonight. And when they put it to a vote.....the majority of the ballots read.....

" Co-Ed "

(MUSIC: " Co-Ed ".....MONROE AND *Group*)

(APPLAUSE)



(MUSIC: JINGLE)

GROUP: It's only natural when Spring is on your doorstep  
To get a case of wanderlust.

MONROE: But if there should be a someone whom you're fond of  
The right goodbye is sure a must.

So here comes Sally Sweetland now  
To tell you what to say

ALL: .....say "ANYWHERE I WANDER," dear  
My heart with you will stay.

(MUSIC: "ANYWHERE I WANDER",.....SALLY SWEETLAND)  
(APPLAUSE)

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50005 8582

MONROE:

You know, Camels are more popular than any cigarette has ever been before! Joe King, tell us... What is Camel's lead...according to the latest published figures?

KING:

Well -- it's 43% over the second-place brand and 54% over the 3rd-place brand! Yes -- America's smokers give Camels the biggest vote of confidence in cigarette history! So, you know Camels must be better. In the face of the extravagant claims of others, in the face of all kinds of new-fangled smokes, Camel's lead in popularity has been growing and growing. Why? It's as simple as this: -- More people enjoy Camels, more people find that Camel's friendly mildness and flavor agree with them. Why don't you try Camels, too? Start your own 30-day test -- tonight!

MONROE:

That's the idea, Folks -- smoke only Camels for 30 days. Then you'll know why Camels' mildness and flavor agree with more people than any other cigarette!

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(MUSIC: BRIDGE)

MONROE:  
~~KING:~~

Our next tune tonight takes us back 35 years  
.... all the way back to the year 1918 .... the  
year our hosts tonight mark as the birthday of the  
New Jersey College for Women, the co-ed division  
of Rutgers.

KING:  
MONROE:

That year was the birthday of a lot of good tunes,  
too. ~~Songs like "I'M ALWAYS CHASING RAINBOWS".....~~  
~~"AFTER YOU'VE GONE" and .... "BEAUTIFUL OHIO."~~  
~~Tunes that folks still remember and like to hear~~  
~~again and again.~~

KING:

And that year, one of the big <sup>hits</sup> tunes of the day was  
the one that Vaughn Monroe and the Camel Caravan  
Choir invite you to hear now. A little bit of  
history called ..... "SOMEBODY STOLE MY GAL."

(MUSIC: "SOMEBODY STOLE MY GAL".....MONROE AND CHOIR)

(APPLAUSE)

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 go to Military and Veterans' hospitals. They're being sent to: Veterans' Hospitals, Louisville, Kentucky, and Ft. Harrison, Montana; U.S. Army Station Hospital, Camp Kilmer, New Jersey; U.S. Naval Hospital, Beaufort, South Carolina; and the Military Air Transport Service with evacuates virtually all overseas wounded personnel.

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

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

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 Rutgers for asking us over tonight. We've had a wonderful time..... and you've been a wonderful audience.

KING: Next week the Camel Caravan will be coming your way from the campus of Brown University. Vaughn's special guest will be lovely EYDIE GORME. Be sure to 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?"

(MUSIC: THEME)

(APPLAUSE)

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ANNCR:

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 -- Cavaliers are king-size, but priced no higher than leading regular-size brands!

(MUSIC:           THEME)

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

(APPLAUSE)

KING:           This program was transcribed.

(APPLAUSE)

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50005 8587