

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, MAY 23, 1953

(TAPED APRIL 24, 1953)

7:30 to 8:00 PM EST

ORIGINATION: NEW YORK CITY

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

(MUSIC: FANFARE... UNDER FOR:)

KING: From the Washington Square Campus of New York 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 Camel-- (Camels) -- (Camels)
Than any other cigarette!

As BROADCAST

Wm
WTS

Commercials
check o.k.

CSJ
6/25/53

50005 8535

KING: Forty-three percent more Camels smoked and enjoyed than the second place cigarette!

NELSON
MONROE:

Yes, latest published figures show that Camels are in first place with America's smokers by the widest margin in cigarette history.

KING: There must be a reason! Try Camels yourself-- and see what you've been missing!

50005 8507

(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. You know... we could start our show tonight with "East Side West Side, All Around the Town"because that's where New York University lives and works..... all around New York town. We were welcomed to the Washington Square campus by the students here..... and with a very friendly message of welcome from Chancellor Heald. Right now we're ready to clear the Camel Caravan decks for 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....."APRIL IN PORTUGAL."

(MUSIC: "APRIL IN PORTUGAL".....MONROE)

(APPLAUSE)

MONROE: From "April in Portugal," let's get back to May in
 New York. And in New York, everything moves a little
 faster...even love. The Moon Maids and Men join me
 in a fast-moving tune about love..... *Called*
 "WILD HORSES."

(MUSIC: "WILD HORSES" MONROE AND CHOIR)

(APPLAUSE)

KING: It's time now to meet a pretty girl with voice to match.....Vaughn's special guest this evening.

MONROE: She's a tall....willowy blonde....and one of the most versatile singers around. From opera to popsshe sings them all...and sings them well.

KING: And her song tonight is one of the tops of the current pops. Give a listen as Sally Sweetland sings....."CAN'T I?"

(MUSIC: "CAN'T I?"SALLY SWEETLAND)

(APPLAUSE)

KING: When one cigarette gets to be far more popular than any other, it must have something special!

NELSON: The cigarette that's far ahead of the rest is Camel! The latest published figures show Camels forty-three percent ahead of the second-place-brand...and fifty-four percent ahead of the third-place cigarette!

KING: Yes, America's smokers have given Camels the greatest vote of confidence in cigarette history!

NELSON: The reason for Camel's great popularity is simple. Camels have what it takes for greater smoking enjoyment: a flavor no other cigarette has -- the flavor of Camel's exclusive blend of costly tobaccos -- and cool, friendly mildness that makes Camel's consistently enjoyable!

KING: Yes, for mildness and flavor, Camels agree with more people than any other cigarette! Try Camels yourself! Try them for thirty days and see what you've been missing!

(MUSIC: JINGLE)

MONROE: In every roma-nce, a guy must tell his sweetie
He loves her more and more and more.

GROUP: You have to figure a way to do it neatly
To please the one that you adore.

MONROE: So when again she asks how much
here are the words to say

GROUP: Less than I will tomorrow, dear
But more than yesterday.

(MUSIC: "LESS THAN TOMORROW".....MONROE AND CHOIR)

(APPLAUSE)

KING: New York City is the campus ... and the laboratory ... of New York University, the largest private institution of higher education in the world.

MONROE: N.Y.U.'s fourteen schools, colleges and divisions are located all through the city ... from Wall Street all the way to the University Heights campus in the Bronx. And N.Y.U. students extend their classrooms right into the centers of finance ... the arts ... and the professions which are part of New York City.

KING: N.Y.U. has a student body of 46,000. They represent forty eight states and some seventy other nations of the world. N.Y.U. graduates have influenced the affairs of every state in the Union .. and of every civilized country.

MONROE: Tonight the Camel Caravan proudly salutes Chancellor Henry T. Heald and the students and faculty of New York University.

KING: Vaughn and the choir put their salutations to music now as they sing ... "THE PALISADES".....and "OLD N.Y.U."

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

(APPLAUSE)

(MUSIC: BRIDGE)

KING: New York City is the music capitol of the world.
And the students here at N.Y.U. really know their
popular music. When they voted to select one of
their all-time favorite Vaughn Monroe record tunes,
they picked out one of the very best. Vaughn and
the Moon Maids and Men give N.Y.U.'s choice an
"in person" performance now as they sing.....
"RUBY".

(MUSIC: "RUBY".....MONROE AND CHOIR)

(APPLAUSE)

50005 8514

(MUSIC: JINGLE)

MONROE: The Camel spotlight is shining now so brightly
Upon this evening's singing guest

GROUP: The song she sings is a winner 'cross the country
A leading campus--crowd request.

MONROE: Please lend an ear 'cause Sally's here
And ready now to start

ALL: She sings, "THE SONG FROM MOULIN ROUGE"
And asks, "Where is your heart?"

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

(APPLAUSE)

50005 8615

KING: In the face of all the claims and trick experiments of other brands...in the face of all the new-fangled smokes...

NELSON: America's smokers have made Camels their number-one choice by the widest margin in cigarette history!

KING: To be that popular, Camels have got to be better... they've got to be mild and flavorful, pack after pack! They've got to give smokers what they want!

NELSON: If you want to enjoy smoking more than ever, you want to try Camels!

KING: Make the Camel 30-day test -- and see how Camel's rich flavor and friendly mildness please you and keep on pleasing you! Then you'll know why--

NELSON: For mildness and flavor, Camels agree with more people than any other cigarette!

MONROE: And may I add: Always buy your Camels the handy way -- by the carton!

50005 8516

(MUSIC: BRIDGE)

KING: It's evening in New York City now and just across Washington Square, the only remaining gas lights in New York are being lit in MacDougal Alley.

MONROE: And further uptown more lights are going on. The lights that spell out the names of the theatres, the plays and the movies that make the city the entertainment capitol of the world.

KING: It's evening in New York and time for fun. So Vaughn Monroe and the Camel Caravan Choir are off for a good time now as they sing
"AIN'T WE GOT FUN."

(MUSIC: "AIN'T WE GOT FUN" MONROE AND CHOIR)

(APPLAUSE)

50005 8517

KING: .

Every week the makers of Camels send gift cigarettes to hospitalized Servicemen and Veterans. This week's Camels go to: Veterans' Hospitals, Ft. Meade, South Dakota, and Aspinwall, Pennsylvania; U. S. Naval Hospital, Portsmouth, New Hampshire; ^{and} all hospitals operated by the European Command of the U. S. Army.

50005 8518

MONROE: Enjoy those CAMELS, fellows and now

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

MONROE: Well, Old Man Time has a habit of running out
so, it looks like we're going to have to leave you
until next week at this same time. Before we go,
we'd like to say a large "Thank you" to everyone
here for their wonderful hospitality.

KING: Next week the Camel Caravan will be coming your
way from the campus of the University of Maryland.
And Vaughn's special guest will be lovely Ilene Woods.
Be sure to join us then for another half-hour of
America's top tunes.

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)

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 extra-fine flavor! You'll learn how enjoyable smoking can be! Remember... king-size Cavaliers, made by the makers of Camels. Cavaliers are king-size, but priced no higher than 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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