

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, MAY 30, 1953

TAPED APRIL 25, 1953

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

ORIGINATION: COLLEGE PARK, MARYLAND

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

MUSIC: FANFARE - UNDER FOR:

KING: From the campus of The University of Maryland --- "THE
CAMEL CARAVAN --- STARRING VAUGHN MONROE".....
with guest singer Ilene Woods....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!

As BROADCAST

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Commercial
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CJ 6-26-53

50005 8582

KING: Latest published figures show forty-three percent
more Camels smoked and enjoyed than the second-place
brand!

NELSON: It's the greatest vote of confidence in cigarette
history!

KING: Try Camels yourself! Try them for thirty days and see
what you've been missing!

(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...thank you very much...and how do you do everybody. It's Saturday night and we're spending the evening with some wonderful people here at the University of Maryland. ~~President Byrd sent us his personal greetings and~~ ^{and even the birds in the rafters here in the} The students gave us a real ^{coliseum are joining along with us tonight.} Maryland welcome. But now it's time for us to settle down to work...as we bring you a half-hour of America's top tunes. The songs being heard on college campuses all across the country!

KING: And right on top of our music stands tonight is a song that's being requested wherever we go these days. Here's Vaughn and...."PRETEND".

(MUSIC: "PRETEND".....MONROE)

(APPLAUSE)

50005 8584

MONROE: There's no pretending about this next tune...it's a real hit. And it's been moving a lot of records across the counters in music stores all over the country. The Moon Maids and Men step up to join me now in the song called "SAY YOU'RE MINE AGAIN."

(MUSIC: "SAY YOU'RE MINE AGAIN".....MONROE AND GROUP)

(APPLAUSE)

50005 8585

MONROE:

an
Thank you...and that brings us to the special guest
in our Camel spotlight tonight. A lovely, young,
honey blonde who's made many ~~an~~ appearances on the
Caravan.

KING:

She's a pretty young lady you've seen on television
and you've heard on radio and her own best-selling
records.

MONROE:

It's time to meet again Miss Ilene Woods...and listen
as she sings "SIDE BY SIDE".

(MUSIC: "SIDE BY SIDE".....ILENE WOODS)

(APPLAUSE)

50005 8585

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

NELSON: Yes, in the face of the extravagant claims of other brands, in spite of all the new-fangled smokes, Camels stand first with America's smokers -- by the widest margin ever!

KING: Latest published figures show Camels forty-three percent ahead of the second-place brand!

NELSON: To be so well liked by so many people, Camels have got to have the flavor and mildness that suit smokers best. They've got to give you more day-in, day-out smoking pleasure!

KING: So try Camels as your steady smoke. Smoke only Camels for thirty days and see if you don't get greater smoking pleasure, greater smoking comfort than ever before!

NELSON: You'll know why, for mildness and flavor, Camels agree with more people than any other cigarette!

(MUSIC: JINGLE)

MONROE: Across the country, a song is now a favorite
 And winning friends from East to West

ALL: On every campus, it is a big sensation
 And many say it is the best.

GROUP: That "I BELIEVE'S" the one we mean
 The pretty tune they cheer
 Here's Vaughn to tell the story of
 The song they love to hear.

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

(APPLAUSE)

JAN

50005 8588

MONROE: Black and gold are the colors of the University of Maryland. For 146 years, they have been the symbol of the oldest college in the state.

KING: The University has an enrollment of 16,000 students on its two campuses in College Park and Baltimore. ^{at}
~~It is~~ a historic school that has maintained its traditions down through the years.

MONROE: Maryland traditions center around many places and things.....from the historic Rossborough Inn to the present-day statue of the diamondback terrapin named Testudo, who is the campus mascot.

KING: The chimes in the tower of the Agronomy Buildingthe Tunnel....the Wishing Well are also part of the traditions which have long inspired students to sing the affectionate praises of their Alma Mater. Vaughn Monroe and the Camel Caravan^{Chorus} add their praises as they sing Maryland's "HAIL ALMA MATER"..... and "VICTORY SONG."

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

(APPLAUSE)

50005 8589

JAN

(MUSIC: BRIDGE)

KING: The students here at the University of Maryland are known as "Terry-pins" after the turtles which used to be one of the state's most famous products. But the students weren't as slow as their mascots when it came to choosing one of their all-time favorite Vaughn Monroe record tunes. The majority voted for one of the very latest. Here's Vaughn and the Moon Maids and Men with the Maryland winner, "Ruby_____."

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

(APPLAUSE)

ras

50005 8590

(MUSIC: JINGLE)

MONROE: If you are doubtful about your sweetheart's feelings
And want to know just where you stand
Then listen now to a musical suggestion
Our guest can give romance a hand.

GROUP: Just ask your guy a question plain
Ilene will show you how.

ALL: It's in "THE SONG FROM MOULIN ROUGE"
So listen closely now.

(MUSIC: "THE SONG FROM MOULIN ROUGE"... ILENE WOODS)

(APPLAUSE)

ras

5005 8591

MONROE: You know -- plenty of Big League baseball stars are Camel smokers, friends! Is that right, Joe King?

KING: Yes, Vaughn and everyone, among the many ball players who smoke Camels are Bob Lemon, Mickey Mantle, Bob Porterfield, Hank Sauer, Enos Slaughter, and Early Wynn. There are lots more!

NELSON: Here's Jackie Jensen on the subject of Camels. Jackie said that "It's only natural to try a cigarette that everybody likes. Most people seem to like Camels. So I tried them. Looks like I picked a winner!"

KING: Far more people smoke Camels than any other cigarette! Latest published figures show Camels 43% ahead of the second-place brand! To be so popular, Camels have to give you the mildness and flavor you want -- pack after pack!

So, smoke only Camels for 30 days and see how enjoyable a cigarette can be. Camel's mildness and flavor agree with more people than any other cigarette!

(MUSIC: BRIDGE)

KING: The fellow who first noticed that a young man has his springtime fanciesmay have had the campus at Maryland University in mind.

MONROE: I think you've got something there, Joe. A Maryland evening can be something pretty special.
The stars seem to twinkle a little brighter here.

KING: Not to mention that big Maryland moon over Greenbelt Lake! But there's just one thing needed to make a romantic evening complete.

MONROE: Well, let's see. We have a boy, a girl....stars
....the moon....what else do we need?

KING: That's easy, skipper. A romantic song like the one you and the choir have coming up right now. Let's add....."CARAVAN."

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

(APPLAUSE)

50005 8593

KING:

Over the last several years, the makers of Camels have sent more than two-hundred-million gift Camels to Servicemen and Veterans. This week, the Camels are on the way to: Veterans' Hospitals, Wilmington, Delaware, and Boise, Idaho; U.S. Naval Hospital, Memphis, Tennessee; William Beaumont Army General Hospital, Fort Bliss, Texas; ^{and} the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

50005 8594

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

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

MONROE: Well, I guess that's "So long" for now from the campus of the Universtiy of Maryland. And from all of us on the Camel Caravan, a big smiling "Thank you" to everyone here for making our visit so pleasant.

KING: Next week the Camel Caravan will be coming your way from the campus of Seton Hall University. And Vaughn's special guest will be lovely Eydie Gorme. Be sure to join us then for another half-hour of America's top hit 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)

50005 8595

NELSON: If you prefer a long cigarette -- king-size CAVALIER is the cigarette offered you by the makers of CAMELS, America's most popular cigarette. The makers of CAMELS spent years developing the special blend of tobaccos used in king-size CAVALIERS. From their long experience, and the know-how gained in making CAMELS, they have produced for you CAVALIERS -- THE king-size cigarette that gives you the mildness, the flavor, and the quality so important to your smoking enjoyment. Ask for king-size CAVALIERS -- Cavaliers are king-size, but they're priced no higher than leading regular-size brands!

KING: We're pretty sure to see a lot of nice weather from now on. That means more traffic on the road and highways. So take it easy, especially over the week-ends. Be careful and drive with extra care. Remember -- the life you save may be your own!

(MUSIC: THEME)

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

(APPLAUSE)

KING: This program was transcribed.

(APPLAUSE)