

CBS RADIO NETWORK

As BROADCAST

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, JAN. 24, 1953

(TAPED: JAN. 19, 1953)

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

ORIGINATION: LINCOLN, NEBRASKA

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

(MUSIC: UNDER FOR:)

NELSON: From the campus of the University of Nebraska --
"THE CAMEL CARAVAN" - STARRING VAUGHN MONROE
...with guest singer Frances Irvin...and the
songs America's asking for...transcribed and
presented by Camel Cigarettes.

(MUSIC: UP AND OUT)

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KING: What cigarette gives more people more smoking pleasure than any other cigarette?

NELSON: Camel -- by far America's most popular cigarette!

KING: Why not make your own 30-day Camel test -- starting tonight?

NELSON: Smoke only Camels for 30 days.

KING: You'll see how enjoyable a cigarette can be!

NELSON: You'll find out why more people smoke Camels than any other cigarette!

(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: CHORD)

(APPLAUSE)

MONROE: Thank you...and how do you do, everybody. We've been given a royal welcome here at the University of Nebraska. And we'd like to pay back some of that hospitality in the best way we know. With a Camel Caravan serenade to the students here. A full half hour of America's top tunes...the songs being heard on college campuses all across the country.

KING: Leading off tonight is a sentimental ballad that people are asking for more and more these days. Here's Vaughn, and....."KEEP IT A SECRET".

(MUSIC: "KEEP IT A SECRET".....MONROE)

(APPLAUSE)

MONROE: In the new crop of popular favorites is a tune
with a happy thought...and a happy title.
Give a listen to...."OH, HAPPY DAY!"

(MUSIC: "OH, HAPPY DAY". MONROE AND GROUP)

(APPLAUSE)

MONROE: Thank you....In our Camel Caravan guidebook,
we turn now to the name of Lincoln, Nebraska,
where we are tonight.

KING: Lincoln's a city of schools and colleges...farm
trade and grain processing. And that makes
weather and crops a popular topic of
conversation here.

MONROE: I think we introduced a brand new topic this
evening, Joe, a very pretty topic...tonight's special
guest, the lovely red-head who answers to the name
of Frances Irvin. Here she is with....."DON'T LET
THE STARS GET IN YOUR EYES."

(MUSIC: "DON'T LET THE STARS GET IN YOUR EYES"....FRANCES IRVIN)

(APPLAUSE)

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MONROE:

You know, when a fella is voted the most popular guy in his class, well...I figure there must be a reason -- he's got to be pretty terrific!

KING:

Yes, Vaughn and Folks -- there's always a reason for popularity. And that goes for cigarettes. Camels, you know, are by far America's most popular cigarette! Every day all over America, coast-to-coast, millions of smokers ask for Camels! I know the reason! It's Camels' exclusive blend of costly tobaccos, expertly blended to give you the last word in mildness and flavor. It's a flavor you won't find in any other cigarette! Ah! -- but why not find out for yourself how thoroughly enjoyable Camels are? Make your own 30-day Camel test! Believe me, when you try Camels for 30 days, you'll know why more people smoke Camels than any other cigarette!

MONROE:

That's right
~~Swell~~, Joe! And, Friends -- may I add this suggestion? Get those mild, flavorful Camels the handy, thrifty way -- by the carton! Yes, ask for a carton of Camel cigarettes!

(MUSIC: JINGLE)

GROUP: Once life was simple and dancing was no problem
 We learned our steps in dancing school.
 Today we're finding that dancing's not so easy
 Since fancy steps are now the rule.

MONROE: Let's all go back to those good days
 When all you had to do

ALL: Was ask your girl to keep a date
 To waltz again with you.

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

(APPLAUSE)

MONROE: Thank you...it's time now to turn the Camel Caravan spotlight on our hosts tonight. And to salute the student, and faculty of the University of Nebraska.

KING: The University's history covers a span of eighty two years. And in those eighty two years, it has come to be ranked among our largest and finest institutions of higher learning. Nebraska's 75,000 living alumni include many of the state's and the nation's most distinguished citizens.

MONROE: The main campus covers 75 acres. The agricultural stations and experimental farms cover an additional 6,000 acres. Together, they make up a big school ...and a great school.

KING: Our salutations tonight to Chancellor R. G. GUSTAVSON and the men and women of the University of Nebraska. Here are the songs of the Scarlet and Cream sung by Vaughn Monroe and the Camel Caravan Choir.

(MUSIC: "COLLEGE MEDLEY" MONROE AND CHOIR)

(APPLAUSE)

KING: Just a few short weeks ago, Vaughn and the Moon
Maids and ~~Men~~ Men recorded a brand new tune for
RCA Victor. They think you'll like it. And the disc
jockeys across the country must think you'll like it
because they've been wearing the grooves off the
advance copies. Now for the first
time on the Camel Caravan Here's our advance
copy of "LONELY EYES."

(MUSIC: "LONELY EYES" MONROE AND GROUP)

(APPLAUSE)

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(MUSIC: JINGLE)

GROUP: It's time Miss Irvin, to sing for all the people
Time for an encore on our show
We have a song that is guaranteed to please 'em
That's what we aim for, as you know.

MONROE: "MY BABY'S COMIN' HOME'S" the tune
No other one will do

ALL: We think our guest should sing the words
Fran Irvin that's your cue.

(MUSIC: "MY BABY'S COMIN' HOME"FRANCES IRVIN)

(APPLAUSE)

MONROE: ~~Friends~~, I think it's really good to know that my
smoke, Camel, is enjoyed by more people than any other
cigarette in America!

KING: Yes, Vaughn -- and Everyone -- Camel is by far
America's most popular cigarette!

NELSON: For many reasons!

KING: There's Camels' great blend -- an exclusive blend of
costly tobaccos!

NELSON: There's Camels' marvelous mildness -- and rich, full
Camel flavor!

KING: Why don't you find out what a wonderful smoke Camels
are?

NELSON: Make your own 30-day Camel test! Smoke only Camels
for 30 days.

KING: You'll see why so many millions of smokers enjoy Camels
--every week, every day in the year!

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

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(MUSIC: BRIDGE)

KING: Nebraska and its neighboring states have been well named "America's bread basket." In the summer and fall the ^{corn and} wheat stretches in waves for mile after golden mile, as far as the eye can see.

MONROE: In the summertime there's work to be done here.... the work that must be done to make a good harvest. And in the fall, more work when the enormous ^{"Combines"} ~~"combines"~~ ^{really live up to their name.} sweep from North to South, harvesting and threshing the precious golden grain.

KING: But in the winter when the fields are buried under ^{drifts} ~~tons~~ of snow and ice and the chill winds blow.....that's the time for winter fun. And here's some timely advice to go with that winter fun. Vaughn Monroe, the Moon Maids and ~~Men~~ Men warn you to.....
"BUTTON UP YOUR OVERCOAT."

(MUSIC: "BUTTON UP YOUR OVERCOAT".....MONROE AND GROUP)

(APPLAUSE)

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KING:

More than 204 million free Camels have been sent to Service Personnel and to hospitalized Veterans. This week, as every week, the makers of Camels are sending them thousands of gift packs of Camel Cigarettes. They go to: Veterans Hospitals, Marion, Indiana, and Atlanta, Georgia...Mitchel Air Force Hospital, Hempstead, Long Island, New York. ^{and} all hospitals operated by the Far East Command of the U.S. Army.

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

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

MONROE: *ah* Well, the seconds and minutes have rolled away tonight *again*
.....and it's time for the Camel Caravan to roll
right after them. Next week we'll be back with
another thirty minutes.....and a fresh supply of
America's top tunes. But before we go, we'd like
to take a moment to say a very large "thank you for
your hospitality" to the men and women of the University
of Nebraska.

KING: Next week the Camel Caravan will be coming your way
from the campus of the University of Kansas City. And
Vaughn's special guest will be lovely Roberta Lee.
Be sure to join us then, won't you?

MONROE: In the meantime be sure 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)

JAN

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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 -- they're priced no higher than other standard 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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