

As BROADCAST

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CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, JAN. 31, 1953

(TAPED: JAN. 27, 1953)

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

ORINATION: KANSAS CITY, MO.

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

(..... 30 Seconds.....)

(MUSIC: UNDER FOR:)

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

(MUSIC: UP AND OUT)

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KING: What cigarette do more people enjoy than any other in America?

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

KING: Yes -- every day, millions more smokers ask for Camels than any other brand!

NELSON: Why don't you try Camels, too? Make your own 30-day Camel test!

KING: You'll see how mild and flavorful Camels are! You'll see why more people smoke Camels than any other cigarette!

50041 9425

(MUSIC: "RACING WITH THE MOON" .....STATEMENT TO HOLD FOR:)

KING: Lets say hello to the star of the show !

(MUSIC: CHORD)

KING: VAUGHN MONROE !

(MUSIC: CHORD)

(APPLAUSE)

MONROE: Thank you, *Thank you*...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 Kansas City. *They've invited us to make ourselves at home here in the University Playhouse. We hope you can stay with us for the next half hour...A half hour* And we'd like to *offer* that warm welcome with a *half hour of our very best music.* of America's favorite music...the songs being heard on college campuses all across the country.

KING: *heading off*  
~~At the head of our list~~ tonight is a record favorite that's one of the Nations top tunes this week.  
 Here's Vaughn and.... "OUTSIDE OF HEAVEN."

(MUSIC: "OUTSIDE OF HEAVEN".....MONROE)

(APPLAUSE)

MONROE: High on our list <sup>thought</sup> ~~of favorites~~ is a song that's gathering a lot of nickles in the juke boxes these days. It's a very pretty tune titled.... "MY BABY'S COMIN HOME."

(MUSIC: "MY BABY'S COMIN' HOME".....MONROE)

(APPLAUSE)

MONROE: High on our list of favorites is a song that's gathering a lot of nickles in the juke boxes these days. It's a very pretty tune titled.... "MY BABY'S COMIN HOME."

(MUSIC: "MY BABY'S COMIN' HOME".....MONROE)

(APPLAUSE)

MONROE: Back East last spring we said a very fond Adieu to a talented young lady who was on her way to Hollywood. Tonight she's traveled halfway across the country to meet us here in Kansas City.

KING: While the Camel Caravan has been touring college campuses across the country, this pretty miss has been doing some touring of her own in Hollywood. Between recording dates and radio and television, she finds time for appearances in smart supper clubs.

MONROE: We'd like to have you meet lovely Roberta Lee. She sings a brand new tune that's right up there on everybodys list of best bets....it's called.....  
"NO MOON AT ALL"

(MUSIC "NO MOON AT ALL".....ROBERTA LEE)

(APPLAUSE)

50041 9429

MONROE:

Say, do you like the movies? Well -- listen! Here's how movie actor, Charlton Heston, star of "Fony Express", feels about Camel Cigarettes!

KING:

Charlton Heston said -- and I quote -- "I put Camels to the test of time. I smoked only Camels for 30 days. And so I know how mild and flavorful Camels are -- as my steady smoke. Camels suit me better than any other cigarette -- and I've smoked most of the leading brands! It's Camels for me from now on!". Unquote.

NELSON:

Why not find out what movie star, Charlton Heston, and millions of other Camel smokers already know? Try Camels only for 30 days. See how you enjoy Camel's rich, full flavor -- flavor that tastes better pack after pack. See how Camel's consistent mildness suits your taste -- week after week.

KING:

Yes -- smoke Camels and you'll know why Camel is America's most popular cigarette. No other cigarette provides such reassurance. More people smoke Camels than any other cigarette!

(MUSIC: JINGLE)

MONROE:

GROUP:

A campus hangout, a favorite with the students  
Is one that's fondly called the "ROOST"  
It's very handy when dating with your best gal  
And appetites can use a boost

GROUP:

A number in the juke box there  
We're told sure gets a play  
It's one we'd like to sing for you  
It's called "OH HAPPY DAY"

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

(APPLAUSE)

50041 9431



MONROE:

Thank you....It's time to set the stage now for a Camel Caravan salute to our hosts tonight, the faculty and student body of the University of Kansas City.

KING:

Preparations are already under way to celebrate the beginning of the twenty first year of this school.... which first opened its doors on October 2, 1933. The University began classes on that day in one building and a greenhouse.....with a faculty of 18 and a student body of 250. Today it boasts a faculty of 250 and an enrollment of over 3000 students.

MONROE:

The phenomenal growth and development of the University has been guided by the quest to catch the essence of the courage, the energy and the vision that pioneered this region. Proud of their youthful past, they are planning today for an even greater future.

KING:

Vaughn Monroe and the Camel Caravan Choir offer salutations tonight to President Clarence R. Decker and the men and women of the University of Kansas City,  
*With their*  
~~Here is your~~....."ALMA MATER"

(MUSIC: "U OF K C ALMA MATER",.....MONROE AND CHOIR)

(APPLAUSE)

50041 9432

(MUSIC: BRIDGE)

MONROE: We asked the students here on the campus of the University of Kansas City to select their all time favorite Vaughn Monroe recording. When the ballots were in, and the votes counted...the winner was a song we're sure you'll all remember. A ~~ballad~~ ~~that reached the~~ ~~record mark.~~ Here's a personally autographed copy as Vaughn, And the Moon Waits and Men Sing. ~~sing(s)~~ the University of Kansas City favorite COOL WATER

(MUSIC: "COOL WATER" MONROE & GROUP)

(APPLAUSE)

50041 9433

(MUSIC: JINGLE)

GROUP: Hey there Roberta, please step up front and center  
We'd like to hear you sing once more  
The folks are waiting, to hear you vocalizing  
The magic notes you have in store.

ALL: Please sing Miss Lee your good advice  
So every guy can see  
The way to win his favorite gal  
Your lovers recipe

(MUSIC: "HOLD ME, THRILL ME, KISS ME" .....ROBERTA LEE)

(APPLAUSE)

SINGERS: I'd walk a mile for a mild, mild Camel!  
They're so mild they suit you to a "T"!

MONROE: Ah -- yes, I'd walk a mile for a Camel! Folks, there are  
millions of smokers who agree with that idea!

KING: Right, Vaughn! Camel is by far America's most popular  
cigarette!

NELSON: And when you know that more people smoke Camels than any  
other cigarette, it gives you tremendous reassurance in  
trying Camels as your steady smoke.

KING: So smoke only Camels for 30 days -- and learn how Camels'  
mildness and flavor suits you!

NELSON: You'll see why, every day, millions more smokers say:  
"I'll have Camels, please!".

MONROE: And, Folks, remember -- the convenient and thrifty way  
to buy your Camels is by the carton! So go for a carton  
of Camel cigarettes!

50041 9435

(MUSIC: BRIDGE)

KING: It was just about 23 years ago that a show called,  
LEW LESLIES INTERNATIONAL REVIEW opened on Broadway.  
And our finale tune tonight takes us back to that  
show.....and to the year 1930.

MONROE: Theatre-goers that season saw talent gathered from  
London, Paris and New York.....lavish-settings.....  
and heard some really memorable music. The INTERNATIONAL  
REVIEW was one of the big smash hits of the season.

KING: Songsmith Jimmy McHugh wrote the music for that  
show...and the tunes are as familiar today as they  
were opening night. Here's Vaughn Monroe, the Moon Maids  
and Men and....."EXACTLY LIKE YOU".

(MUSIC: "EXACTLY LIKE YOU" .....MONROE AND GROUP)

(APPLAUSE)

KING: It's a real pleasure for the makers of Camels to send free cigarettes to our Servicemen and Veterans this week and every week! And this week the gift Camels go to: Veterans' Hospitals, Seattle, Washington, and Newington, Connecticut...U. S. Army Station Hospital, Fort Lee, Virginia...U. S. Naval Hospital, Pensacola, Florida. <sup>and</sup> the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

50041 9437

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

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

MONROE: Well, that just about wraps it up for tonight, friends. We've had a wonderful time during our stay here at the University of Kansas City. Before we go we'd like to express our thanks to President Decker and everyone here for making our visit so enjoyable. Next week we'll be looking for you all again with another half hour of America's top tunes. Be sure and join us then, wont you ?

KING: Next week the Camel Caravan will be coming your way from the campus of the University of Illinois. And Vaughn's special guest will again be lovely Roberta Lea.

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.....this is Vaughn Monroe saying goodnight .....pleasant dreams and.....wont you have a "CAMEL?"

(MUSIC: THEME)

(APPLAUSE)

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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..  
priced no higher than other standard brands!

KING:

Want to know the most effective way to save? It's  
the purchase of United States Defense Bonds! Buy  
yours through the Payroll Savings Plan where you  
work. Or through the bond-of-the month plan --  
where you bank. Invest more in Defense Bonds!

(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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