

TIMED MASTER

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, FEB. 7, 1953)

(TAPED: JAN. 29, 1953)

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

ORINATION: URBANA, ILLINOIS

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

(MUSIC: UNDER FOR)

KING: From the Campus of the University of Illinois --
"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)

:20

KING: Do you know the best test of a cigarette?
NELSON: It's the sensible test -- the test of time.
KING: So make your own 30-day Camel test!
NELSON: Try Camels for 30 days and see how mild and
flavorful a cigarette can be!
KING: Smoke Camels and see why more people enjoy
Camels than any other cigarette!

:40

(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)

1:00

MONROE: Thank you.....and how do you do everybody. Tonight the Camel Caravan is on the beautiful campus of the University of Illinois. We've made a lot of new friends here...and we'd like to repay some of that wonderful Illinois hospitality with some of our very best music. A half hour of America's top tunes.... the songs being heard on college campuses all across the country.

KING:

^{TOPPING}
~~Leading off~~ our list tonight is a song that's one of the country's leading favorites this week. Here's Vaughn Monroe and the sentimental plea.....

WHY DONT YOU BELIEVE ME?

1:20

(MUSIC: "WHY DONT YOU BELIEVE ME?".....MONROE) 3:15

(APPLAUSE) 3:25

3:25

MONROE:

We recently had the pleasure of recording a brand new tune for RCA Victor. It should be available in your record shops right about now. The Moon Maids and Men step up now to join me in a large sample of same. It's called.....LONELY EYES.

3:35

(MUSIC:

"LONELY EYES".....MONROE AND GROUP)

6:25

(APPLAUSE)

6:35

6:35

MONROE: Thank you.....In the pretty girl department of the Camel Caravan this evening is a talented young lady who is making her second appearance in a row..... I mean none other than the lovely young recording star.....Miss Roberta Lee!

(APPLAUSE)

LEE: Thank you Vaughn....and I'd like to say an extra thank you for inviting me back again.

MONROE: It's always a pleasure to have you with us Roberta. And from their greeting just now, I'd say that the students here at the University agree.

LEE: Oh, they're all ^{REAL GEORGE,} ~~so wonderful~~, aren't they, Vaughn?

MONROE: They sure are Roberta.....and it's time for you to give them something nice in return.....a large helping of.....TELL ME YOU'RE MINE. 7:15

(MUSIC: "TELL ME YOU'RE MINE".....LEE) 9:30

(APPLAUSE) 9:40

9:40

MONROE:

Folks, you know you'll get a lot of arguments about who is the most popular fella or gal in the class. But when you talk about cigarettes -- well...there's no argument there! Camel is by far America's most popular cigarette!

NELSON:

You bet, Vaughn -- more people smoke Camels than any other cigarette! Think it over, Friends! Why do you suppose many millions more smokers ask for Camel cigarettes? There must be a reason -- and I can tell you what it is! You see, all over America, smokers have tried Camels as their steady smoke. They've discovered Camels' consistent mildness and that rich, full Camel flavor -- flavor that tastes better, pack after pack! So try only Camels for 30 days! You'll find out why Camels agree with more smokers than any other brand! No other cigarette gives you such reassurance! More people smoke Camels than any other cigarette!

10:30

10:30

(MUSIC: JINGLE)

MONROE: When time is fleeting, the prom is almost over
And fond farewell is in the air
It's time for hinting, that romance is your object
And that you'd like to learn to care

GROUP: Now here's a tip we'll give to you
The thing you have to do
Is in the dawn just sing like Vaughn
I'LL WALTZ AGAIN WITH YOU

11:05

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

13:50

(APPLAUSE) 14:00

14:00

MONROE: Thank you.....Time now for the Camel Caravan crew to rally round for a sincere tribute to our hosts tonight, the men and women of the University of Illinois.

KING: With it's 16 Colleges and Schools and 3 campuses, Illinois is big in size...and even bigger in the job it does for the State, and the nation. The work of the more than 20,000 students here is dedicated to a threefold program of teaching, research and service.

MONROE: The mighty Illinois Athletic teams, the marching Bands, Glee Clubs and Orchestra here are world famous. All these are part of the development of personality and leadership of students. The qualities which help to make this one of America's great Universitys.

KING: Our salutations tonight to President George D. Stoddard, the faculty and the men and women of the University of Illinois. Vaughn Monroe and the Camel Caravan Choir put those saluations to music as they sing.....~~ILLINOIS LOYALTY~~ and.....HAIL TO THE ORANGE. and "Illinois Loyalty."

14:45

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

17:00

(APPLAUSE)

17:15

17:15

(MUSIC: BRIDGE)

KING: When we asked the students here on the campus of Illinois University to select the all time favorite Vaughn Monroe recording they wanted to hear on the Camel Caravan....it was a close race. From the list of favorites which included such songs as, COOL WATER, BALIERINA and RIDERS IN THE SKY, they selected one of the greatest of them all. Here's Vaughn and the Moon Maids and Men and.....

THERE I'VE SAID IT AGAIN.

17:45

(MUSIC: "THERE I'VE SAID IT AGAIN".....MONROE AND GROUP)

20:40

(APPLAUSE) 20:50

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20:50

(MUSIC: JINGLE)

GROUP: Astronomy can be quite a boring subject
When studied from the books in school
But when you star-gaze it's really quite romantic
If lovers follow just one rule

MONROE: Roberta Lee will tell you now
That when you scan the skies

GROUP: Be careful please that you don't let
The stars get in your eyes

21:25

(MUSIC: "DONT LET THE STARS GET IN YOUR EYES".....ROBERTA LEE) 23:20

(APPLAUSE) 23:30

23:30

KING: Every day all over America, more smokers -- in fact, millions more smokers -- ask for Camels than for any other brand of cigarettes!

NELSON: What does this mean to you?

KING: It means that more smokers have found more enjoyment in Camels than in any other cigarette!

NELSON: Knowing this gives you tremendous reassurance in trying Camels as your steady smoke.

KING: Yes -- with complete confidence, try Camels only for 30 days -- and learn how Camels' flavor and mildness suits you!

NELSON: Try Camels for 30 days and find out why more people smoke Camels than any other cigarette!

MONROE: O.K., Wayne and Joe! And, don't forget, Folks, next Saturday is Valentines Day. So give your favorite guy or gal that colorful Camel Valentine carton - all decked out in red and white! That's Camels in the special Valentine carton.

24:15

24:15

(MUSIC: BRIDGE)

KING: Back in the "30's" a romantic, signing and dancing couple took America by storm. Fred Astaire and Ginger Rogers sang and danced their way into America's heart.

MONROE: Pictures like, TOP HAT, FOLLOW THE FLEET and ROBERTA, followed one after the other in dazzling succession. And each picture added to the long list of great music introduced by the team of Rogers and Astaire.

KING: Take tonight's finale tune for example. It's a song from the 1936 motion picture, SWING TIME....with words and music by Jerome Kern. Roberta Lee joins Vaughn Monroe and the Camel Caravan Choir to re-create the magic of.....A FINE ROMANCE.

24:50

(MUSIC: "A FINE ROMANCE".....MONROE, LEE AND CHOIR)

26:45

(APPLAUSE) 26:55

26:55

NELSON:

The makers of Camels have now sent ^{over 200 million} ~~more than 204 million~~ free cigarettes to our Servicemen and Veterans. And this week, as every week, thousands of packs of gift Camels go to Military and Veterans' Hospitals. They're being sent to: Veterans' Hospitals, Wichita, Kansas, and Erie, Pennsylvania; Shaw Air Force Hospital, Sumter, South Carolina; ^{and the} U. S. Naval Hospital Ship HAVEN.

27:10

27:10

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

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

27:50

MONROE: Well, that means it's time for the Camel Caravan to be rolling along friends. We've had a wonderful time here at the University of Illinois. Our warmest thanks to President Stoddard and everyone here on the campus for their hospitality. Next week we'll be looking for you all again with another round up of America's top tunes. Be sure and join us then, won't you?

KING: Next week the Camel Caravan will be coming your way from the campus of Washington University in St. Louis, Missouri. And Vaughn's special guest will again be lovely Roberta Lee.

MONROE: In the meantime, dont forget 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 good-night.....pleasant dreams and.....won't you have a "CAMEL"?

28:30

(MUSIC: THEME)

(APPLAUSE)

28:35

28:35

ANNOUNCER: Who prefers a long cigarette? You do? Well, listen! Now you can get a long cigarette made by top people in the cigarette industry! Yes, king-size Cavaliers are made by the makers of Camel, America's most popular cigarette. They spent years developing this special, different Cavalier blend just for you king-size smokers! Cavalier is the king-size cigarette with all the mildness, all the flavor so important to smoking enjoyment. Ask for king-size Cavaliers -- priced no higher than other standard brands!

29:10

(MUSIC: THEME)

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

29:15

(APPLAUSE)

KING: This program was transcribed.

(APPLAUSE)

29:25