

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

(SATURDAY, FEB. 21, 1953)

(TAPED: FEB. 16, 1953)

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

ORINATION: PITTSBURGH, PENNSYLVANIA

TIMED MASTER

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

(MUSIC: UNDER FOR)

KING: From the Campus of the Carnegie Institutue of
Technology -- "THE CAMEL CARAVAN - STARRING
VAUGHN MONROE" with guest singer Bethe Douglas
.... and the songs America's asking for
transcribed and presented by Camel Cigarettes.

(MUSIC: UP AND OUT)

: 120

:20

NELSON: Camel mildness and flavor are America's first choice of all cigarettes!

2ND ANNCR: Yes, all over America, coast-to-coast -- millions of smokers ask for Camels, day after day after day!

NELSON: Why don't you find out what these Camel smokers already know? Try Camels as your steady smoke.

2ND ANNCR: When you try only Camels for 30 days, you'll see why more people smoke Camels than any other cigarette!

:45

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

NELSON: Let's say hello to the star of the show!

(MUSIC: CHORD)

NELSON: VAUGHN MONROE!

(MUSIC: TO TAG)

(APPLAUSE)

1:05

MONROE: Thank you....and how do you do, everybody. This is a homecoming for me ... being here on the campus of Carnegie Tech,. I spent some very happy years here as an undergraduate. The ^{student} ~~telegrams~~ of welcome ~~from~~ ~~President Warner and Mayor~~ _____ made me feel it's good to get back Tonight we were invited here to make music and that's just what's coming up. A full thirty minutes of America's top tunes the songs being heard on college campuses all across the country.

NELSON: And to get our Caravan under-way, here's Vaughn and the tune that's topping a lot of lists these days
....."TILL I WALTZ AGAIN WITH YOU." 1:30

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

3:20

(APPLAUSE) 3:30

MONROE: A new tune we just recorded for RCA Victor has an old thought and a new melody. The Moon Maids and Men join me for a trip around a....."SMALL WORLD". 3:35

(MUSIC: "SMALL WORLD"MONROE AND GROUP) 6:00

(APPLAUSE) 6:10

NELSON: Tonight, we've added a very pretty decoration to the Carnegie Tech campus. I mean the very pretty redhead who's filling our special guest department.

MONROE: She's a green-eyed gal from ^{Dallas Texas} ~~Altus, Oklahoma~~. And in the movies on televisionand in smart supper clubs, she's making the big towns sit up and take notice.

NELSON: We'd like to have you meet lovely Bethe Douglas she sings the tune that's one of America's current favoritesIt's called, "HOLD ME, THRILL ME, KISS ME."

6:30

(MUSIC: "HOLD ME, THRILL ME, KISS ME".....BETHE DOUGLAS) 9:20

(APPLAUSE) 9:30

MONROE:

It's sort of interesting how many famous people smoke Camels. Great ball players Hank Bauer and Warren Spahn, for instance...famed opera singers Dorothy Kirsten and Rise Stevens...movie stars like John Wayne and Alan Ladd. These, and scores more, choose Camels!

NELSON:

But why they prefer Camels is even more interesting. Of their own choice these famous people -- PLUS MILLIONS OF OTHER SMOKERS -- clearly PREFER Camels' richer flavor, Camels' cool, unvarying mildness. Yes, more people smoke Camels than any other brand! This fact is MORE THAN INTERESTING; it is tremendously reassuring that Camels' flavor, Camels' mildness will suit you to a "T" -- better than any other cigarette.

Try only Camels for the next 30 days. Discover for yourself why more smokers prefer Camels than any other brand. That is reassurance no other cigarette can match!

10:20

10:20

(MUSIC: JINGLE)

MONROE: Most every college has language as a study
 You learn to speak in foreign lands
 To mam'selles, frauleins and senoritas pretty
 You then can talk while holding hands.

GROUP: But just suppose a charming miss
 Comes here from outer space
 Vaughn wonders how on earth you speak
 To angels face to face.

10:55

(MUSIC: "HOW DO YOU SPEAK TO AN ANGEL?".....MONROE)

13:15

(Applause) 13:25

13:25

MONROE: It's a proud moment for me now as the Camel Caravan offers a salute to my ~~own~~ Alma Mater, our hosts tonightthe Carnegie Institute of Technology.

NELSON: Carnegie isn't big in size -- as universities go. In normal times, it has about 3 thousand students. But these students come from every state in the union and from many foreign countries.

MONROE: Over half of its students are here to study engineering and science -- including industrial management -- the field where the famed Carnegie Plan is getting its try-out. The rest of the students are about equally divided between other professional studiesand fine arts -- that's where I came in!

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NELSON: ^{Woo}, You were in good company, Vaughn! Some of the theatre's best craftsmen came out of Tech's Music and Drama Departments. Engineers, scientists, musicians and show business names all sing the Tech "Alma Mater."

MONROE: Including one Vaughn Monroe!And I'd like to have the Choir join me now to sing that "ALMA MATER"..... and "FIGHT FOR THE GLORY OF CARNEGIE TECH."

14:10

(MUSIC: COLLEGE MEDLEY.....MONROE AND CHOIR) 16:10

rp (Applause) 16:20

16:20

(MUSIC: BRIDGE)

NELSON: Here on the campus of Carnegie Tech, the students have many a first-rate record collection. This past week, the students have been digging through their records and their memories to select their all-time favorite Vaughn Monroe recording. When the returns were tabulated, the choice proved to be a popular one. To show you what we mean, here's Vaughn ~~and the Moon~~

_____ to sing the Carnegie Tech favorite, BALLERINA.

16:50

(MUSIC: "BALLERINA" MONROE)

19:50

(APPLAUSE)

20:00

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20:00

(MUSIC: JINGLE)

GROUP: We'd like to call on our singing guest this evening
 To do an encore on our show
 Her song is one that is guaranteed to please you
 It is romantic, sweet n' slow,

MONROË: So step up Bethe the mike is yours
 The band is at your call

GROUP: The students are as still as mice
 Miss Douglas take the ball.

20:30

(MUSIC: "KEEP IT A SECRET".....BETHE DOUGLAS)

(APPLAUSE) 22:45

22:35

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JAN

22:45

NELSON: More people smoke Camels than any other cigarette!

2nd ANNOUNCER: What does this mean to you?

NELSON: It means that you have tremendous reassurance when you try Camels as your steady smoke.

2nd ANNOUNCER: Yes, smoke only Camels for 30 days.

NELSON: See how much you enjoy Camel's choice blend -- an exclusive blend of costly tobaccos.

2nd ANNOUNCER: See how much you enjoy Camel's rich flavor -- flavor you won't find in any other cigarette!

NELSON: You'll go for Camel's consistent mildness, too -- it sure agrees with your taste!

2nd ANNOUNCER: So try Camels for 30 days. You'll see how completely enjoyable Camels are week after week, pack after pack-- as your steady smoke,

NELSON: And Folks, remember -- the convenient way to buy your Camels is by the carton. So ask for a carton of Camel cigarettes!

23:30

JAN

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(Music: Bridge)

23:30

MONROE: The tunesmiths along Tin Pan Alley discovered long ago that certain words have a magic all their own when used in the title of a popular song.

NELSON: And I know at least one singing band leader who discovered the magic of songs with "moon" in the titles!

MONROE: Guilty, your honor. But that's just one of the words I had in mind. There are lots of others, too.... take the word, "blue", for instance. There's "Blue Champagne"..... "Blue Hawaii"and one called just... "Blue."

NELSON: Take "MOON" and "BLUE", put them together and you have the double magic of a sentimental oldie that Rodgers and Hart wrote back in 1932. The choir joins Vaughn Monroe to conjure up a few fond memories of a "BLUE MOON"....

24:15

(MUSIC: "BLUE MOON" MONROE AND CHOIR)

26:50

(APPLAUSE) 27:00

27:00

NELSON:

Every week, the makers of Camels send gift packs of Camel cigarettes to hospitalized Servicemen and Veterans. This week, the Camels go to: Veterans' Hospitals, Roanoke, Virginia, and Buffalo, New York; Walker Air Force Hospital, Roswell, New Mexico; ^{and} to all hospitals operated by the Caribbean Command of the U.S. Army.

27:15

27:15

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

~~(MUSIC: "LET'S HAVE A CIGARETTE. TOGETHER.....MONROE)~~ 27:45

MONROE: We'd like to keep right on playing and singing for you all night ... but the hands on the clock are signaling us that we've run out of Camel Caravan time. But before we do go.....a thousand thanks to President Warner, the faculty and students of Carnegie Tech for their hospitality. We hope they'll invite us back again very soon.

NELSON: Next week the Camel Caravan will be coming your way from the campus of State Teachers College in Indiana, Pennsylvania. Vaughan's special guest will again be lovely Bethe Douglas. 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"?

28:25

~~(MUSIC: THEME)~~

(APPLAUSE) 28:35

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28:35

2ND
ANNCR:

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!

29:10

(MUSIC: THEME)

NELSON: This is Wayne Nelson saying goodnight for the VAUGHN MONROE SHOW.

29:15

(APPLAUSE)

NELSON: This program was transcribed.

(APPLAUSE)

29:25

29:30

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