

OBS RADIO NETWORK

TIMED MASTER

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, MARCH 14, 1953

(TAPED FEB., 24, 1953)

ORIGINATION: BOSTON, MASS.

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

(MUSIC: UNDER FOR)

KING: From the campus of Boston University -- THE CAMEL CARAVAN
-- STARRING VAUGHN MONROE ... with guest singer Cindy Lord
... and the songs America's asking for transcribed
and presented by Camel Cigarettes. : 20

(MUSIC: UP AND OUT)

(MUSIC: JINGLE)

GROUP: 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!

KING: Yes, for your own wonderful smoking pleasure -- ask
for Camel Cigarettes! : 50

(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)

1:10

MONROE: Thank you ... and how do you do everybody Some very nice people here in Boston asked us to be their guests tonight. President Case and Mayor HYNES sent us telegrams of welcome.....and the students here on the campus of Boston ^{University} ~~College~~ gave us a warm and wonderful reception. Right now the subject at hand is what we were invited here to play A half hour of America's top tunes the songs being heard on college campuses all across the country.

KING: And to get our Camel Caravan rolling, here's Vaughn to sing a tune that's in the air wherever we go these days. It's called....."EVEN NOW." 1:40

(MUSIC: "EVEN NOW".....MONROE) 4:05

(APPLAUSE)

4:15

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4:15

MONROE: To pick up the tempo just a little now, come on
along as the Moon Maids and Men join me in a
fast-moving tune we just recorded for RCA Victor.
We're off on a quick trip around a....."SMALL WORLD."

4:25

(MUSIC: "SMALL WORLD".....MONROE AND GROUP)

6:40

(APPLAUSE) 6:50

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MONROE: This afternoon we told some of the students here that our special guest this evening is from Medford, Massachusetts. A history major in the crowd came up with the fact that Medford was the first stop that Paul Revere made on his historic ride.

KING: So, tonight, a very pretty young lady makes the return trip from Medford. She's a young singing star whose recordings and radio and television appearances are spreading her name and fame across the country.

MONROE: Time for the Camel Caravan spotlight to shine on lovely Cindy Lord.....and time for Cindy to sing....."HOLD ME, THRILL ME, KISS ME." 7:20

~~(MUSIC: "HOLD ME, THRILL ME, KISS ME".....CINDY LORD) 10:05~~

(APPLAUSE) 10:15

10:15

MONROE: It's kind of interesting...how many famous people smoke Camels! There are great ball players like Mickey Mantle and Warren Spahn, for instance. Opera singers like Rise Stevens and Patrice Munsel. And movie stars like John Wayne and Alan Ladd. Yes -- they all go for Camel cigarettes!

KING: And so do millions of other people, Vaughn! You know, Folks, the fact is...more people -- far more people -- smoke Camels than any other cigarette! Every day of the year, of their own free will, they choose Camels because they know Camels give them rich flavor...cool mildness -- pack after pack.

NELSON: This fact is more than interesting -- it is tremendously reassuring that you, too, will find Camel mildness and flavor suit you to a "T".

KING: So smoke only Camels for 30 days! See for yourself why more smokers prefer Camel than any other brand. No other cigarette provides such reassurance.

MONROE: And, Folks, for your own continuous smoking pleasure... make it a carton of Camel cigarettes!

11:15

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11:15

(MUSIC: JINGLE)

GROUP: The care and feeding of Angels is a problem
When you are just a mortal man

MONROE: Well, I can give you a menu for the darlings
Just feed 'em Angel Food's my plan!

GROUP: Now Vaughn that's fine, but that's not all
Please tell us what to say
What happens when an Angel talks?
What words are then okay?

11:50

(MUSIC: "HOW DO YOU SPEAK TO AN ANGEL?".....MONROE) 14:00

(APPLAUSE) 14:05

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14:05

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

KING: Since Boston ^{University} was founded over 100 years ago, this great school has grown to be the fifth largest institution of higher learning in the world. It's 90,000 alumni are scattered in every corner of the globe.

MONROE: It's a school noted not only for its achievements in education but also for its contributions to the community. Today is Founders' Day ... and the closing day of a five-day series of meetings. The theme of these meetings was the close-working relationships between the University and the community of which it is a part.

KING: Our salutations tonight to President Harold C. Case.... the faculty and student body of Boston University. The Camel Caravan joins Vaughn Monroe in the "BOSTON UNIVERSITY HYMN" and Fight Song."

14:55

~~(MUSIC: COLLEGE MEDLEY..... MONROE AND CHOIR) 17:05~~

(APPLAUSE) 17:15

17:15

(MUSIC: BRIDGE)

KING: Everywhere we go we find that just about everybody has a favorite song. A song they like to hear over and over again. And the students here at Boston University are no exception. Tonight they asked to hear their all-time favorite Vaughn Monroe recording once again. We hope it's one of your favorites. Vaughn and the Moon Maids and Men sing the Boston University favorite....."THERE I'VE SAID IT AGAIN."

17:40

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

19:35

(APPLAUSE) 19:45

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19:45

(MUSIC: JINGLE)

GROUP: And next an encore, a song by our dear Cindy
Who steps up to our Camel mike

MONROE: Her song is one that is tops on every campus
We're sure it's one that you will like.

GROUP: So spotlight now on smart Miss Lord,
Who takes life in her stride

ALL: To do the same, just pick a pal
And travel "SIDE BY SIDE."

20:20

(MUSIC: "SIDE BY SIDE"CINDY LORD)

22:15

(APPLAUSE) 22:25

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12:25

MONROE: How do you find out which cigarette suits you the best? ... Wayne Nelson...what do you say about that?

NELSON: Well, Vaughn...and everyone...how about this? How about taking the word of the smokers of America? Far more people enjoy Camels than any other cigarette! Isn't that tremendously reassuring? More smokers in all walks of life smoke Camels...enjoy Camels...prefer Camels than any other cigarette! You get tremendous reassurance that Camels' rich flavor...Camels' cool mildness will suit you, too ... better than any other cigarette! So go steady with Camels! Try only Camels for 30 days. Enjoy that fine Camel mildness and flavor! Remember ... more smokers put their confidence in Camels than any other cigarette. That is reassurance no other cigarette can match!

13:20

23:20

(MUSIC: BRIDGE)

KING: Some of us flew down to New York City the other day and were struck all over again with the drama and magic of the New York skyline.

MONROE: Poets, writers and artists have tried to capture this drama and magic. And a few have succeeded. ~~O. Henry wrote fascinating tales of the people who live in this "Bagdad on the Subway." Photographers like Feininger have made breath-taking studies of rows upon rows of starbright windows, gleaming against a dusky winter sky.~~

KING: Song-writers, too, have been entranced with the biggest city in the world. ~~They have tried to record its sound and its feeling. One very successful picture of Manhattan is a musical story of two lovers far above the city streets.~~ ^{and} Here's Vaughn Monroe and the Camel Caravan Choir with ^{a familiar vignette.} ~~that story.....~~ it's called "PENTHOUSE SERENADE."

23:45

(MUSIC: "PENTHOUSE SERENADE".....MONROE AND CHOIR)

26:50

(APPLAUSE) 27:00

27:00

KING:

It's always ^{a pleasure} pleasant to make this announcement.
Telling the men in our Service and Veterans' hospitals that gift Camels are on their way to them. This week, the makers of Camels send gift smokes to: Veterans' Hospitals, Beckley, West Virginia, and Omaha, Nebraska...Madigan Army General Hospital, Tacoma, Washington...^{and} all hospitals operated by the Alaskan Air Command.

29:20

27:20

MONROE: Enjoy those CAMELS, fellowsand now

(MUSIC: "LET'S HAVE A CIGARETTE, TOGETHER".....MONROE) 27:50

MONROE: Well, that just about does it for tonight, friends... and it's time to be rolling along. We've had a wonderful visit and our warmest thanks go to President Case and everyone here at Boston U for making it such a pleasant one. We hope you invite us back again real soon.

KING: Next week the Camel Caravan will be coming your way from the campus of Holy Cross. And Vaughn's special guest will again be lovely Cindy Lord. Be sure to join us then for another half-hour of the songs all America is asking for.

MONROE: In the meantime, don't 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 goodnight pleasant dreams andwon't you have a CAMEL? 28:25

(MUSIC: THEME)

(APPLAUSE)

28:35

28:35

NELSON:

Who prefers a long cigarette? You do? Well, listen! Now you can get a long cigarette made by the top people in the cigarette industry! Yes, king-size Cavaliers are made by the makers of Camels, 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!

(MUSIC: THEME)

29:10

KING:

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

29:15

(APPLAUSE)

KING:

This program was transcribed.

(APPLAUSE)

29:25