

CBS RADIO NETWORK

THE CAMEL CARAVAN

TIMED MASTER

VAUGHN MONROE

(SATURDAY, MARCH 21, 1953)

(TAPED MARCH 26, 1953)

7:30 to 8:00 PM EST

ORIGINATION: WORCESTER MASS

CUE: (This is the CBS . RADIO Network)
(.....30 seconds.....)

(MUSIC: FANFARE - UNDER FOR)

KING: From the campus of the College of the Holy Cross --
"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 --
mw 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 greetings again everybody. You know, it's really a thrill for us to do these shows at colleges as friendly as Holy Cross. ^{Father O'Brian} ~~We were welcomed~~ ^{friendly telegram and the warm welcome} ~~here with telegrams from President _____ and Mayor _____~~ ^{from} and the students really made us feel at home. And being at home to us means making music. And that's just what we have in store for you. A half hour of America's top tunes the songs being heard on college campuses all across the country.

KING: And right on top tonight, tonight is a tune that's one of the leading favorites this week. Vaughn sings.....
^{"Congratulations to Someone"}
~~"HOW DO YOU SPEAK TO AN ANGEL."~~

1:35

(MUSIC: ^{Congratulations} ~~"HOW DO YOU SPEAK TO AN ANGEL"~~ MONROE)

(APPLAUSE)

4:25

4:15

51457 6689

4:25

MONROE: To set a different mood now ... the Moon Maids and
 Men step up to join me in a tune that's guaranteed
 to set your toes to tapping. It's called

4:35

(MUSIC: "MR. TAP TOE".....MONROE AND GROUP) 7:10

(APPLAUSE) 7:20

MONROE: Thank you ... In the special guest department of our Camel Caravan tonight is a young lady who's with us for the third ^{time} show in a row. ~~tonight.~~

KING: She's one of the nation's brightest new talents. On records ... on radio ... and on television, she's making new fans every day.

MONROE: We're very happy to say "Welcome aboard the Camel Caravan again" to lovely Cindy Lord! Her song.....

"Till I Waltz Again With You" 7:40

(MUSIC: "Till I Waltz".....CINDY LORD) 10:15

(APPLAUSE) 10:25

10:25

MONROE: Many famous movie stars smoke Camels! Listen to Charlton Heston, star of "Pony Express!"

HESTON:
(Take 8)
(NELSON) I can easily understand why Camel is America's most popular cigarette. You see, I smoked most of the leading brands and found that Camels suit me the best. I can always count on them for mildness and flavor. That's why I've made Camels my steady smoke.

KING: You've just heard Charlton Heston...it's mildness and flavor that make Camel America's most popular cigarette.

NELSON: And, Friends, what does Camel's overwhelming popularity mean to you?

KING: Tremendous reassurance.....since more smokers get more enjoyment from Camels than from any other brand!

NELSON: So try only Camels for 30 days.

KING: See how mild, how flavorful, how completely enjoyable Camels are! See for yourselves why more people smoke Camels than any other cigarette.

MONROE: And, folks....the smart way to buy Camels is by the carton. It's so convenient --- you save trips to the store. So ask for a carton of Camels!

11:25

51457 6692

11:25

(MUSIC: JINGLE)

MONROE: "The Tomahawk" is the weekly campus paper
That's read by all the students here
With news scholastic and items intramural
And features gathered far and near.

GROUP: Vaughn has an ad he'd like to place
Addressed to all the guys
Please print it in the personals
It's signed just, "LONELY EYES."

12:00

MUSIC: "LONELY EYES.....MONROE)

14:40

(APPLAUSE) 14:50

14:50

MONROE: One hundred and nine years gives a country a lot of growing time....time for expansion and progress. One hundred and nine years is a good growing time for a college, too. And New England has watched with pride the growth of The College of The Holy Cross.

~~KING~~
MONROE *Here on* Its spacious campus on Mount St. James, *where we are paying* ~~overlooks the~~ *a visit tonight.* ~~city of Worcester.~~ Tree-shaded walks and beautiful buildings make an inspiring place for young men to live and work....and grow.

MONROE: The college is proud of the Crusaders...the fighting teams of Holy Cross. The baseball team won the national collegiate championship last year and expects to repeat this year.

KING: Tonight.....salutations from the Camel Caravan to The Very Reverend John A. O'Brien, ^{S.J.} president of Holy Cross and to its faculty and students. Here are your "ALMA MATER" and your spirited, "THE SLOGAN"..... sung by Vaughn Monroe and the Choir. 15:35

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

(Applause) 17:55

17:45

~~17:50~~
17:55

(MUSIC: BRIDGE)

KING: Out of every season's crop of popular tunes, there are always one or two which seem to live on and on. One of those "memory songs" was the one the students here voted ^{one of} their all-time favorite Vaughn Monroe recording. We're sure you'll remember it, too.... as Vaughn sings the Holy Cross favorite.....

"BALLERINA."

18:20

(MUSIC: "BALLERINA.....MONROE")

19:55

(APPLAUSE)

20:05

51457 6695

20:05

(MUSIC: JINGLE)

GROUP: Now history tells us that every man of stature
Had someone that he owed his rise

MONROE: A little woman who helped to make him famous
And kept his eye upon the prize

GROUP: And Cindy Lord would like to say
To take life in your stride

ALL: Just pick your man and travel light
But travel "SIDE BY SIDE"

20:45

(MUSIC: "SIDE BY SIDE".....CINDY LORD) 22:35

(APPLAUSE) 22:45

22:45

MONROE: Folks, when you see a book that tops the best-selling list, well.....you know it's got to be something pretty terrific.

KING: Right, Vaughn! And, believe me, Friends----there's nothing like the reassurance of such tremendous popularity! For instance, when it comes to picking a cigarette, well -- with Camel you have a reassurance no other cigarette can match! Every day more people smoke and enjoy Camels than any other cigarette! They enjoy Camel's full flavor --- a flavor you won't find in any other cigarette. They enjoy that cool Camel mildness -- pack after pack. So try Camels as your steady smoke. Try only Camels for 30 days. See how you go for Camel mildness and flavor, too!

MONROE: That's the idea, Folks...more people smoke Camels than any other cigarette! No other cigarette gives you such reassurance.

23:35

23:35

(MUSIC: BRIDGE)

MONROE: You know, evening is a restful time of day. Up here in New England, evening is a time for sitting by the fire a time for Dad to sit and smoke his pipe..... and a time for Mother to dream over her seed catalogues and her plans for the spring's flower garden.

KING: Evening's kind of restful for city folks, too. A time ~~for Dad~~ to catch up with the day's newspaper.....and a time for escape and adventure as the kids gather around the radio or television set.

MONROE: An evening can give a big boost to romance. Can you imagine a more romantic setting than a boy.... a girl... and the first star of the evening?

KING: And the songs that go with evening are the old songs.... the sentimental favorites like the one Vaughn Monroe and the Camel Caravan Choir sing for you now.....

It's time for "SLEEPY TIME GAL."

24:20

(MUSIC: "SLEEPY TIME GAL".....MONROE AND CHOIR)

27:00

(APPLAUSE) 27:10

27:10

KING:

The makers of Camels have now sent over two hundred million Camels to Servicemen and Veterans. This week, as every week, thousands of gift Camels go to Military and Veteran's hospitals.

They're being sent to: Veterans Hospitals, Togus, Maine, and Bay Pines, Florida; Walter Reed Army General Hospital, Washington, D.C.; ^{and the} U.S. Naval Hospital Ship REPOSE.

27:30

27:30

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

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

27:55

MONROE: And that just about does it for tonight friends. We want to thank all the folks here at Holy Cross for inviting us to stop by tonight. It's been a wonderful visit.....and you've been a wonderful audience.

KING: Next week the Camel Caravan will be coming your way from the campus of Boston College. Vaughn's special guest will again be lovely Cindy Lord. Be sure ^{to} ~~and~~ join us then, won't you?

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: THEE)

(APPLAUSE) 28.35

28:35

NELSON:

Attention, King-size Smokers! The makers of
 Camels -- the cigarette that leads all others by
 billions -- have created Cavaliers, a special
 king-size cigarette, just for you! Try king-
 size Cavaliers! You'll find them a new experience
 in smoking pleasure! It's a real thrill to get
 acquainted with the special mildness of king-size
 Cavaliers, to taste their extra-fine flavor!
 You'll learn how enjoyable smoking can be!
 Remember... king-size Cavaliers, made by the makers
 of Camels. King-size Cavaliers are 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

KING:

This program was transcribed.
 (APPLAUSE)

29:25

ldg