

CBS RADIO NETWORK

AS BROADCAST

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, APRIL 4, 1953

(TAPED MARCH 20, 1953)

7:30 to 8:00 PM EST

ORIGINATION: MEDFORD, MASS.

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

(MUSIC: UNDER FOR)

KING: From the campus of Tufts College in Medford,
Massachusetts - THE CAMEL CARAVAN -- STARRING
VAUGHN MONROE...with guest singer Cindy Lord...
and the songs America's asking for...transcribed
and presented by Camel Cigarettes.

(MUSIC: UP TO 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!

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(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)

MONROE: Thank you...and greetings again everybody.
This is our first visit to Tufts college.
We've been looking forward to it ever since the
students invited us over. When we arrived
on the campus, we found telegrams of welcome from
President Wessell and ^{Tufts} Mayor Steve Joadvine.
And we're going to try to live up to their very
cordial welcome by playing 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: To get our music ^{forum} started, here's Vaughn
and a tune that's climbing high these days...
"HAVE YOU HEARD".

(MUSIC: HAVE YOU HEARD.....MONROE)

(APPLAUSE)

MONROE: Ah, that's a pretty tune to get us underway.
Now let's pick up a little speed as the Moon
Maids and Men help me hitch our Caravan to
those.... "WILD HORSES".

(MUSIC: "WILD HORSES" MONROE AND CHOIR)

(APPLAUSE)

KING: Time now to present Vaughn's special guest.
On stage tonight is a very pretty young lady
you've met before.

MONROE: She's put in a lot of time travelling around
to join our Camel Caravan on college campuses
all over New England. But tonight we've
traveled here to meet her. Because Medford,
Massachusetts...the home of our hosts tonight...
is also the home town of this talented young
lady.

KING: Local papers please copy. The item reads...
recording star Cindy Lord visited Tuft's college
...~~and~~ her comment ~~was~~.... "THIS IS HEAVEN".

(MUSIC: "THIS IS HEAVEN" CINDY LORD)

(APPLAUSE)

ras

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MONROE: Mildness and flavor, folks, those are the two things you want most from a cigarette. Do you go along with me, Joe King?

KING: Sure, Vaughn, sure! And so do the smokers of America! Fact is -- mildness and flavor have made Camel first choice of all cigarettes! And, friends, you'll enjoy Camels, too -- when you try them as your steady smoke! Smoke only Camels for 30 days and see how mild and flavorful Camels are, how completely enjoyable they are -- pack after pack, week after week! Smoke Camels and you'll find out why Camel is America's most popular cigarette -- leading all other brands by billions of cigarettes a year!

MONROE: One thing more! When you buy your Camels, buy them by the carton. It's so convenient -- You save trips to the store. So go for a carton of Camel Cigarettes!

SINGERS: How mild,
How mild,
How mild can a cigarette be?
Smoke Camels and see!

(MUSIC: _____ JINGLE)

GROUP: This age we live in is one of speedy travel
We fly the skies with planes and jet

MONROE: But still the beacon that guides us home again is
Someone on whom our heart is set.

GROUP: Now with a song Vaughn proves his point
So lend an ear please do
To "ANYWHERE I WANDER" which
Our maestro sings for you!

(MUSIC: _____ "ANYWHERE I WANDER" MONROE)

(APPLAUSE)

KING: In the days when clipper ships were being built in the Medford shipyards at the foot of College Hill...Charles Tufts pointed to the hilltop and said..."I will set a light on it".

MONROE: Today... 101 years later...that light still burns brightly. Tufts College has spread out from "The Hill" and now embraces 200 acres and over 80 buildings. In line with modern counseling techniques, classes are kept small. "Better, not bigger" has been the school's guiding principle.

KING: Athletic teams here have a long tradition, too. A tradition of winning teams that goes back to the 1860's. The teams are called "Jumbos" after their mascot...the mounted hide of the original elephant made famous by P.T. Barnum who was a trustee of the college for many years.

MONROE: The Camel Caravan is proud to be on this historic campus tonight and to salute President Nils Wessell... the faculty and the men and women of Tufts. And to sing your "DEAR ALMA MATER" and "TUFTONIA'S DAY".

(MUSIC: COLLEGE MEDLEY. MONROE AND CHOIR)
ras (APPLAUSE)

KING: Vaughn Monroe recorded a brand new song for RCA Victor the other day. And he'd like to preview it for you right now. So, for the first time on the Camel Caravan....Here's...
"DONT BUILD YOUR DREAMS TOO HIGH."

(MUSIC: "DONT BUILD YOUR DREAMS TOO HIGH".....MONROE)

(APPLAUSE)

(MUSIC: _____ JINGLE)

MONROE: Our guest this evening has something very special
To sing before she says adieu

GROUP A-ballad pretty for all the people waiting
That's soft and sweet and very new.

MONROE: Miss Cindy Lord now sets a mood
That suits this ^{Easter} springtime eve

ALL: She sings a song you're sure to like
A song called, "I BELIEVE."

(MUSIC: _____ "I BELIEVE" CINDLY LORD)

(APPLAUSE)

MONROE:

Do you know what all these movie stars have in common -- Dan Duryea, Alan Ladd, Jane Greer, Tony Curtis, Ruth Hussey and John Wayne? I'll tell you! All of them smoke Camels!

KING:

Yes, they tried Camels and chose Camels as their steady smoke. And, like so many millions of other Camel smokers, they've found Camels give them everything they look for in a cigarette -- rich, full flavor... cool consistent mildness, pack after pack!

NELSON:

Why don't you try Camels? Go steady with Camel Cigarettes! Smoke only Camels for 30 days.

KING:

See if Camel's mildness and flavor don't agree with you, too -- better than any other cigarette you ever smoked before!

MONROE:

Camel -- that's the name, Camel -- America's most popular cigarette, leading all other brands by millions of cigarettes a year! Tonight -- ask for Camel Cigarettes!

(MUSIC: BRIDGE)

KING: All over the country tonight lights will burn late as the eggs are boiled and dyed and decorated. For tomorrow is the day when the Easter Bunny makes his annual appearance to the delight of the small fry in the family.

MONROE: And that's not all, Joe. A lot of midnight oil will be burned as the ladies take that last tuck in their new spring outfits. I know, because over at my house, two young ladies named Candy and Christy have spent most of the day trying on their new bonnets.

KING: I know just what you mean, skipper ----- It happens every spring in my family, too. And those pretty frocks and bonnets put lots of color and beauty in the Easter parade. Here's hoping that the finale tune Vaughn Monroe and the Camel Caravan Choir sing for us now is just the opposite of what the weatherman brings. I mean "APRIL SHOWERS."

(MUSIC: "APRIL SHOWERS".....MONROE AND CHOIR)

(APPLAUSE)

KING:

It's always a pleasure to tell you that each week the makers of Camels send thousands of gift packs of Camel Cigarettes to members of our Armed Forces and to our hospitalized veterans. This week's free Camels go to: Veterans' Hospitals, Framingham, Massachusetts, and Minneapolis, Minnesota; Reese Air Force Hospital, Lubbock, Texas; and all hospitals operated by the Army for U.S. Forces in Trieste.

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

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

MONROE: Well, that just about ties the ribbon on tonight's package of tunes, friends. Before we go, we'd like to say a very large "Thank you" to President Wessell and to everyone here for making our visit such a pleasant one. Next week we'll be looking for you all again with another half-hour of America's top tunes. Be sure to join us then, won't you?

KING: Next week the Camel Caravan will be coming your way from the campus of the Massachusetts Institute of Technology. And Vaughn's special guest will again be lovely Cindy Lord.

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 then this is Vaughn Monroe saying *a very* *happy Easter,* goodnight pleasant dreams and ... won't you have a "CAMEL?"

(MUSIC: THEME)

(APPLAUSE)

NELSON:

Have you heard about Cavaliers - the great, new king-size cigarette made by the makers of Camels? Cavaliers are a new, different blend of fine, light, mild tobaccos made just for you who prefer a long cigarette! If you haven't tried Cavaliers recently... don't miss them! You'll discover true mildness, along with great flavor -- a smoking enjoyment that may be completely new to you! Don't forget to try king-size Cavaliers -- made by the makers of Camels! Cavaliers are king-size, but priced no higher than leading regular-size brands.

(MUSIC: THEME)

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

(APPLAUSE)

KING: This program was transcribed

(APPLAUSE)