

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, APRIL 11, 1953

(TAPED MARCH 21, 1953)

ORIGINATION: ^{CAMBRIDGE} ~~MEDFORD~~, MASS.

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

(MUSIC: _____ UNDER FOR:)

KING: From the campus of the Massachusetts Institute of Technology -- 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!

AS BROADCAST

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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 ... thank you very much .. and how do you do everybody. The Techmen of M.I.T. are our hosts tonight ... and we couldn't ask for a nicer crowd. They made us feel right at home. ~~President Killian and Mayor~~ *the student government* made it official with their telegrams of welcome...And now it's time we settled down to work .. very pleasant work it is....thirty minutes of America's top tunes. The songs being heard on college campuses all across the country.

KING: On top of the stack on our Camel Caravan music stands is one of the favorites of the day. Here's Vaughn and "HOW DO YOU SPEAK TO AN ANGEL."

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

(APPLAUSE)

MONROE:

You know that's a question that men have been trying to answer for a long time. And sometimes, when a fellow can't come up with the answer... you have the story of our next tune. The one called"SEVEN LONELY DAYS".

(MUSIC: "SEVEN LONELY DAYS".....MONROE & CHOIR)

(Applause)

KING;

Most visitors to the M.I.T. campus are surprised to learn that it is a co-educational school.... and has been since 1870. But it's a fact! Here, working alongside the 5,000 or so men, are 75 women students.

MONROE:

You can change that figure for tonight, Joe. Make it 76. Because our guest this evening has spent the day here doing some research in her own special field. She's been checking the latest in popular music down in Pritchett Lounge.

KING:

And when it comes to popular music ... she's a post graduate. We'd like to have you meet lovely Cindy Lord ... and listen as she sings...
"PRETEND".

(MUSIC: "PRETEND".....CINDY LORD)

(APPLAUSE)

MONROE:

Say--you know what next Tuesday is, don't you? ~~Sure~~
--it's baseball's opening day! And speaking of
baseball, well...plenty of Big League stars are
Camel smokers! ~~Friends!~~

NELSON:

Mickey Mantle smokes Camels! So does ~~Warren Spahn~~,
Ferris Fain, Del Ennis, Early Wynn and Enos Slaughter!
They choose Camels for their mildness and flavor -- a
flavor you won't find in any other cigarette. So
follow the lead of these Big League stars! Try
Camels as your steady smoke. Yes -- smoke only
Camels for 30 days. See how mild and flavorful
Camels are -- see why more people smoke Camels than
any other cigarette!

MONROE:

Believe me, Folks -- you're missing plenty of smoking
pleasure if you haven't yet tried Camels. So,
tonight -- ask the man for Camels, America's most
popular cigarette!

SINGERS:

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

50005 8853

JAN

(MUSIC: JINGLE)

MONROE: This week in music the folks who know are saying
They like a certain pretty tune

ALL: A song that's making a hit across the nation
And really climbing for the moon.

GROUP: You, too, will like this melody
As sung by Vaughn Monroe
So listen now to "I BELIEVE"
Upon our Camel show.

(MUSIC: "I BELIEVE" MONROE)

(APPLAUSE)

50005 8954

JAN

KING: On their campus here on the Charles River, the men of M.I.T. work in superlatives...with superspeed, supervoltages, supercold. By choice, they work at the very frontiers of knowledge.

MONROE: M.I.T. is a school that began in rented rooms in Boston with six teachers and fifteen students. Today its 100 acre campus here in Cambridge has become a giant laboratory unique in American education.

KING: The teaching staff numbers over 1,100. The students number about 5,000.....a ratio of one teacher to every five students. As a result, students get individual attention from some of the greatest scientists in the country.

MONROE: M.I.T. is not only a school, ^{it is} ~~it is~~ a research center... one of the greatest in the world. Over one third of its students continue here with graduate work for government, science and industry.

KING: Tonight Vaughn Monroe and the Camel Caravan Choir proudly salute President Killian and the students and faculty of M.I.T. with----"SONS OF M.I.T." and "TAKE ME BACK TO TECH."

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

50005 8855

JAN

(MUSIC: BRIDGE)

KING: One of the favorite spots for relaxing here at Tech is Pritchett Lounge in Walker Memorial. It's a handsome room where Techmen can take their dates for some soft lights, and soft music from the juke box. And the students here really know their tunes. When they voted to choose the Vaughn Monroe record they wanted to hear tonight.....the majority agreed on one of the very latest. The final result read... "M.I.T. wants 'LONELY EYES'."

(MUSIC: "LONELY EYES".....MONROE AND GROUP)

(APPLAUSE)

JAN

50005 0856

(MUSIC: JINGIE)

MONROE: We have a special for all you Egar Beavers
You slide-rule men from M.I.T.

GROUP: Our Cindy Lord will ^{now} lecture on the subject/Romantic
reciprocity.

MONROE: To get your girl just love her lots
And never date her dutch.

ALL: Just say the words that Cindy sings
Her song is "TWICE AS MUCH."

(MUSIC: "TWICE AS MUCH".....CINDY LORD)

(APPLAUSE)

JAN

50005 8857

KING: Camel is by far America's most popular cigarette!

NELSON: What does this mean to you?

KING: It means that, after all the many cigarette tests
 . . . after all the claims and counter-claims made
 for cigarettes, the smokers of America have
 discovered the sensible way to judge a cigarette---
 the test of steady smoking.

NELSON: And, by steady smoking, they've found that Camels
 give them more smoking pleasure than any other brand!

KING: Why not try Camels as your steady smoke? Smoke
only Camels for 30 days and see how much day-in,
 day-out smoking pleasure they give you!

NELSON: Smoke Camels and see why Camel mildness and flavor
 agree with more people than any other cigarette!

MONROE: And may I just say the best way to buy your Camels'
 is by the carton? Then you'll always have ~~em there~~
 whenever you need a good smoke. So carry home a
carton of Camel Cigarettes!

(MUSIC: BRIDGE)

KING: When a college lists its beauty spots, it usually names its buildings, its lawns, and its tree-shaded walks. But somehow it seems to miss the prettiest of them all.....the co-eds.

MONROE: The short ones ... the tall ones the big onesthe small ones. Average them up and you have a picture that makes a young man's heart beat faster -- be he doctor, lawyer, engineer or aggie!

KING: And to all the girls, in all the colleges from coast to coast, Vaughn Monroe and the Moon ~~Maid~~ ~~and~~ Men dedicate our finale tune. It's a brand new one they just recorded for RCA Victor and it's called "CO-ED".

(MUSIC: "CO-ED" MONROE AND GROUP)

(APPLAUSE)

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 packs of Camel Cigarettes go to Military and Veteran's hospitals. They're on their way to: Veterans Hospitals, Roseberg, Oregon, and Brooklyn, New York; Luke Air Force Hospital, Phoenix, Arizona; ^{and the} U. S. Naval Hospital, Guam, Marianas Islands.

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MONROE: Enjoy those CAMELS, fellows and now

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

MONROE: And that turns the last page in our Camel Caravan songbook for tonight, friends. We've had a wonderful visit here at M. I. T. Our warmest thanks to the students and faculty for making it such a pleasant evening.

KING: Next week the Camel Caravan will be coming your way from the campus of Rensselaer Polytechnic Institute. ~~Vaughn's special guest will be lovely~~_____.

Be sure to join us, won't you? Then for another half hour of the songs all America is asking for.

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?"

(MUSIC: THEME)

(APPLAUSE)

NELSON:

If you prefer a long cigarette...here's great news for you! The makers of Camels now make a new, king-size cigarette called Cavalier -- and king-size Cavaliers give you special mildness along with really great flavor! Yes, just what you'd expect -- now that the makers of Camels have created a long cigarette. King-size Cavalier it's really ^{great} ~~terrific~~ -- a special blend of fine, light, mild tobaccos! Try king-size Cavaliers and see how extra mild, how good tasting they are! Cavaliers are king-size, but ^{notice... they are} 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)