

CBS RADIO NETWORK

TIMED MASTER

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, JUNE 6, 1953

(TAPED APRIL 28, 1953)

7:30 to 8:00 PM EST

ORIGINATION: SOUTH ORANGE, N.J.

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

(MUSIC: FANFARE.. UNDER FOR:)

KING: From the campus of Seton Hall University-- THE CAMEL
CARAVAN-- starring VAUGHN MONROE... with guest singer
Eydie Gorme.. and the songs America's asking for...
transcribed and presented by Camel Cigarettes. : 20

(MUSIC: UP TO JINGLE)

SINGERS: 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 Camel-- (Camels) -- (Camels)
Than any other cigarette!

KING: Yes -- for mildness and flavor, Camels agree with more
people than any other cigarette! : 50

1:50

(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. Tonight we've set up our bandstands in the beautiful new auditorium ^{here at} of Seton Hall University. The gang is all here and we're ready to get our Caravan rolling. But first our thanks to the students and to President, ~~The Right Reverend~~ Monsignor McNulty for their warm and friendly welcome. Right now we'd like to invite you to join us at Seton Hall for a half-hour of America's top tunes. The songs being heard on college campuses all across the country.

KING: And to get our ^{Caravel} Caravan underway, Vaughn sings
....."APRIL IN PORTUGAL".

1:40

(MUSIC: "APRIL IN PORTUGAL"..... MONROE)

(APPLAUSE)

4:25

4:15

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4:25

MONROE: From April in Portugal to June at Seton Hall is just
 a five-second trip. And it brings us to the song
 that's one of the country's current favorites.
 The one called "I BELIEVE."

4:35

(MUSIC: "I BELIEVE".....MONROE)

6:35

(APPLAUSE) 6:45

6:45

KING: Coming up right now is a combination that's hard to beat.....a pretty girl and a happy tune.

MONROE: A pretty girl whose records and personal appearances are making her one of America's up and coming young singing stars.

KING: And a happy tune that's one of the season's brightest hits. Put them together and you have lovely Eydie Gorme singing.....

"HE WHO HAS LOVE."

7:05

~~(MUSIC: "HE WHO HAS LOVE".....EYDIE GORME)~~

8:50

(APPLAUSE)

9:05

G

9:05

MONROE:

You know, -- far more people smoke Camels than any other cigarette. Latest published figures show Camels ahead of the second-place brand by 43%.

NELSON:

Right! America's smokers give Camels the greatest vote of confidence in cigarette history! There must be a reason. You see, Camels have what it takes to bring you greater smoking pleasure. Camels have a flavor no other cigarette has -- the flavor that comes from Camel's exclusive blend of costly tobaccos. And Camels have a cool, friendly mildness that makes them always enjoyable -- pack after pack! What does this mean to you? Just this: if you want greater smoking pleasure, start your own 30-day Camel test tonight!

MONROE:

Yes, Folks...smoke only Camels for 30 days and then you'll know why, for mildness and flavor, Camels agree with more people than any other cigarette!

9:55

9:55

(MUSIC: JINGLE)

GROUP: To count the things that can start a romance ticking
Would take a fellow many days.

MONROE: A moon and music will make the heart beat faster
Soft lights will
~~And sweet words help~~ in many ways.

GROUP: But don't forget that your best bet
Is your best girl near you.

And now Vaughn sings that "NEARNESS" song
which may be helpful too:
~~For nothing else will do.~~

10:30

(MUSIC: "THE NEARNESS OF YOU" MONROE)

(APPLAUSE)

13:50

13:40

KING: Ninety seven years is a good growing time for a university. And since 1856, New Jersey has watched with pride the growth of Seton Hall University.

MONROE: Ideal living conditions ... splendid recreational facilities ... and a well-rounded educational program ... bring hundreds of young men from the metropolitan area and the New England states to Seton Hall each year.

KING: In its ten schools and divisions ... located here in South Orange and in Newark and Jersey City ... the University maintains a tradition of sound education and the development of the personality.

MONROE: Tonight ... salutations from the Camel Caravan to ~~the~~ Right Reverend Monsignor John L. McNulty, president of Seton Hall ... and to its faculty and students.

KING: Vaughn Monroe and the Choir sing your beautiful "ALMA MATER" and your "MARCH SETONIA."

14:35

(MUSIC: COLLEGE MEDLEY MONROE AND CHOIR)

16:40

(APPLAUSE) 16:50

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16:50

(MUSIC: BRIDGE)

KING: Campaigning for student government and class offices make very lively campus elections here at Seton Hall each spring. And these past weeks the students held an extra election. They voted to choose one of their all-time favorite Vaughn Monroe record tunes. Here's Vaughn to sing the choice of the majorityone of Seton Hall's favorites "DONKEY SERENADE."

17:15

(MUSIC: "DONKEY SERENADE".....MONROE)

19:20

(APPLAUSE)

19:30

MW

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19:30

(MUSIC: JINGLE)

MONROE: It's time now Eydie to step up front and center
And sing once more before you go.

GROUP: Your next selection will tell of love's rejection
And a gal who's feelin' low.

MONROE: Yes, ~~come on~~ Eydie ^{Gorme} tell the folks
About that cheatin' guy

ALL: About that gal who said you'll wish
You'd never said goodbye!

20:05

(MUSIC: "YOUR CHEATIN' HEART"..... EYDIE GORME)

22:55

(Applause) 23:05

G

23:05

KING: John Wayne smokes Camels. So does Maureen O'Hara. And so does Charlton Heston. Let's hear what Charlton Heston says about Camels...

(HESTON:) (Tape) 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 best.

NELSON: Alan Ladd smokes Camels. So does Tyrone Power. So does Dan Duryea. Here's what Dan Duryea said about Camels: "You know you're in for a good smoke every time you light up a Camel! Camels have a flavor you don't get in any other cigarette -- and their wonderful mildness helps you keep right on enjoying them!"

KING: Yes -- many Hollywood stars smoke Camels. In fact, America's smokers give Camels the biggest popularity lead in cigarette history! Latest published figures show Camels 43% ahead of the second-place brand!

NELSON: To be so popular, Camels have to give smokers what they want for steady smoking pleasure! So make your own 30-day Camel test. Smoke only Camels for 30 days and see how mild and flavorful Camels are -- pack after pack!

24:10

24:10

(MUSIC: _____ BRIDGE)

KING: All across the country ^{in the next few week} ~~this coming week~~, thousands of young men and women will be saying goodbye to college campuses for the last time. Because ~~the~~ ~~second week in June~~ is the time ^{for} ~~most~~ colleges ~~have~~ their graduation exercises.

MONROE: And it's a time for weddings, too, Joe. This week, many a pretty bride-to-be will be checking her list by that magic formula that goes with June.

KING: I know the one you mean, skipper. It's the one that goes, "Something old, something new, something borrowed, something blue." Right?

MONROE: That's the one.

KING: And I can think of at least one song that goes with June. The one that you and the Choir have on top of the music stands right now..... the sentimental oldie called "JUNE NIGHT."

24:50

(MUSIC: "JUNE NIGHT".....MONROE AND CHOIR)

26:50

(APPLAUSE) 27:00

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27:50

KING:

Our hospitalized Servicemen and Veterans like to know that folks at home think of them. Realizing this, the makers of Camels send them gift cigarettes this week and every week. This week, the free Camels go to: Veterans' Hospitals, Murfreesboro, Tennessee, and Palo Alto, California; Valley Forge Army General Hospital, Phoenixville, Pennsylvania; ^{and the} U.S. Naval Hospital Ship CONSOLATION.

27:20

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27:20

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

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

MONROE: And that means that all our Camel Caravan seconds and minutes for tonight have slipped away. Our warmest thanks go to our friends here at Seton Hall for asking us to be their guests tonight. And, of course, we'd like to ask all of you to be our guests at this same time next week.

KING: Next week the Camel Caravan will be coming your way from the campus of the College of William and Mary, *Williamsburg Virginia* And Vaughn's special guest will again be lovely Eydie Gorme. Be sure to join us then for another half-hour of America's top hit 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

28:35

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.

29:10

(MUSIC: THEME)

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

29:15

(APPLAUSE)

KING: This program was transcribed.

(APPLAUSE)

29:25

JN