

CBS RADIO NETWORK
THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, MAY 9, 1953

(TAPED APRIL 16, 1953)

ORIGINATION: PROVIDENCE R.I.

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

(MUSIC: UNDER FOR:)

KING: From the campus of Brown University in Providence Rhode Island -- THE CAMEL CARAVAN - - - STARRING VAUGHN MONROE.. with guest singer Eydie Gorme and the songs America's asking for .. transcribed and presented by Camel Cigarettes.

(MUSIC: UP TO JINGIE)

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 -- America's smokers give Camels the biggest lead in cigarette history! Latest published figures show 43% more Camels smoked and enjoyed than the 2nd-place brand!

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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 how do you do, everybody. Tonight our Camel Caravan is on Pembroke campus of Brown University. We've made a lot of new friends here ... and we especially want to thank President Wriston for his warm and personal message of welcome. For the next thirty minutes, we're going to try and repay that wonderful Brown hospitality with 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: Vaughn and the choir get us underway with a happy tune that's riding high these days. It's ^{Called} ~~these~~
"WILD HORSES."

(MUSIC: "WILD HORSES".....MONROE AND CHOIR)

(CHOIR)

MONROE: One of the prettiest tunes to come along in many a day is this next one. It's the theme from the new picture "RUBE GENTRY". We just recorded it for RCA Victor... and it's a tune that promises to be a real winner. For the first time on the Camel Caravan we'd like to introduce "RUBY".

(MUSIC: "RUBY".....MONROE AND CHOIR)

(APPLAUSE)

KING: Making a "command performance" on the Camel Caravan this evening is a very pretty young lady. On her first visit a few weeks ago, she made such a hit with the folks we just had to ask her back.

MONROE: So we're very happy to present our special guest this evening. She's a bright new talent whose records are gaining new popularity every day. We'd like to have you meet again lovely Eydie Gorme....
as she sings "I'M SITTING ON TOP OF THE WORLD".

(MUSIC: "SITTING ON TOP OF THE WORLD".....EYDIE GORME)

(APPLAUSE)

MONROE: If you're a cigarette smoker, I think you should hear this. Listen...

KING: The latest published figures show that Camels are more popular than any cigarette has ever been.

NELSON: Yes, America's smokers have given Camels the greatest vote of confidence in cigarette history!

KING: Among the millions of Camel smokers, in all walks of life, are movie stars, like John Wayne, Alan Ladd and Tyrone Power....opera singers, like Dorothy Kirsten, Rise Stevens, and Patrice Munsel...baseball players, like Bob Lemon, Del Ennis, and "Country" Slaughter!

NELSON: Yes, Camel's mildness and flavor agree with more people than any other cigarette! In fact, the figures show Camels ahead of the second-place brand by forty-three percent!

KING: Try Camels yourself and see what you've been missing! Smoke only Camels for 30 days and see how mild and flavorful, how completely enjoyable a cigarette can be!

MONROE: Remember, Folks -- the convenient way to buy your Camels is by the carton. So ask for a carton of Camels!

(MUSIC: JINGLE)

GROUP: It may be May now in little old Rhode Island
But time stands still in Portugal.

MONROE: It's always April in that sweet land of romance
Where love they say is never dull.

GROUP: So let's steer now for Portugal
So far across the sea
With maestro Vaughn as skipper of
Our Caravansarie.

(MUSIC: "APRIL IN PORTUGAL"MONROE)

(APPLAUSE)

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KING: Brown University traces its history all the way back to 1764. Originally chartered as Rhode Island College, it first opened its doors with the registration of a single student. And it had a faculty of one.... the first president.

MONROE: Today that small colonial college has come to be ranked as one of America's foremost institutions of higher learning. In the 189 years since its founding, many of Brown's graduates have been distinguished by their contributions to the state and the nation.

MONROE: Our salutations tonight to the men and women of Brown University to the members of its faculty and to its president, Henry M. Wriston.

KING: Vaughn Monroe and the Camel Caravan ^{choir} sing your beautiful.. "ALMA MATER" ... and "THE BROWN CHEERING SONG".

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

(APPLAUSE)

(MUSIC: BRIDGE)

KING: This past week the students here at Brown held a poll. It was a poll to choose one of their all-time favorite Vaughn Monroe record tunes .. the song the majority wanted to hear again tonight. Here's a personally autographed copy of the winner as Vaughn and the Moon ~~Maids and Men~~ ^{are of} sing the Brown University favorite.....

" CO-ED ."

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

(APPLAUSE)

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(MUSIC: JINGLE)

MONROE: It's time to call on our singing guest Miss Gorme
Time for her encore on our show.

GROUP: And so dear Eydie, you're in the Camel spotlight
For one more tune before you go.

MONROE: Please sing the tune that's really great
The one that folks all praise.

ALL: We'd like to hear your version of
That "SEVEN LONELY DAYS."

(MUSIC: "SEVEN LONELY DAYS".....EYDIE GORME)

(APPLAUSE)

MONROE:

You know, you hear a lot of cigarette advertising -- every day in the year. You're given all kinds of claims...you're told about different new-fangled cigarettes. But, you know, in the face of it all, Camel's lead in popularity keeps growing and growing!

NELSON:

Yes, Folks --according to the latest published figures, 43% more Camels are smoked and enjoyed than the second-place brand! So it seems that no matter how broad and extravagant the claims of the others are, people just find Camels a more pleasing and more agreeable smoke. You ought to try Camels, too! Make the Camel 30-day test and ~~see~~ ^{SEE} why they're so popular! See how you enjoy that rich flavor and cool, friendly mildness every time you light up a Camel cigarette!

MONROE:

That's the story, Friends...for mildness and flavor, Camels agree with more people than any other cigarette!

(MUSIC: BRIDGE)

KING: The face of America has taken on a soft new beauty
these days as Spring spreads its magic across the
land.

MONROE: In the city parks.....the trees are a haze of green.
Along smoky railroad right-of-ways...the ^{MOUNTAIN PINK} ~~fersythia~~
is a bright ~~yellow~~ signal of spring.

KING: And after the April showers come the May flowers
.....and the starry nights that are made for romance
.....and for singing. Vaughn Monroe and the Camel
Caravan Choir tell the story in music now as they
sing....."IT'S A GRAND NIGHT FOR SINGING."

(MUSIC: "IT'S A GRAND NIGHT FOR SINGING".....MONROE AND CHOIR)

(APPLAUSE)

KING:

You know, every week the makers of Camels send gift packs of Camel cigarettes to hospitalized Servicemen and Veterans. This week the Camels are going to: Veterans' Hospitals, Tomah, Wisconsin, and Muskogee, Oklahoma; Barksdale Air Force Hospital, Shreveport, Louisiana; ^{and the} U.S. Naval Hospital, Yokusuka (pronounced Yo kos ka), Japan.

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

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

MONROE: Well, we can't stop the hands of the clock...but we can promise to come back to pay you another visit next week at this same time. Before we ring down the curtain tonight, we want to thank all the folks here at Brown University for asking us over and for making our visit such an enjoyable one.

KING: Next week the Camel Caravan will be coming your way from the campus of the University of Massachusetts. Vaughn's special guest will again be lovely Eydie Gorme. Be sure to 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 andwon't you have a "CAMEL?"

(MUSIC: THEME)

(APPLAUSE)

NELSON: Who prefers a long cigarette? You do? Well, listen! Now you can get a long cigarette made by top people in the cigarette industry. Yes, king-size Cavaliers are made by the makers of Camels, America's most popūlar 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 -- 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)