

May 16, 1953

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, MAY 16, 1953

(TAPED APRIL 17, 1953)

ORIGINATION: AMHERST, MASS.

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

(MUSIC: UNDER FOR)

KING: From the Campus of the University of Massachusetts--  
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 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: Camels are far more popular than any other cigarette!  
Latest published figures show Camels ahead of the  
second-place brand by forty-three percent!

AS BROADCAST

~~W.C.C.~~  
~~W.C.C.~~  
Commercials  
Check O.K.  
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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. We've been looking forward to this visit to the University of Massachusetts ever since the folks here invited us over. We were warmly greeted by the students and welcomed officially with a very friendly message from President Van Meter. But now it's time to get down to work....and very pleasant work it is ... as we bring 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 is a tune that's <sup>RIDING</sup> climbing high these days. Vaughn sings....."I BELIEVE."

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

(APPLAUSE)

KING: Last week on the Camel Caravan, Vaughn previewed his latest RCA record release. Since then he's received many many requests from folks who want to hear it again. So, by popular demand, here's Vaughn Monroe and the Choir in a repeat performance of..... "RUBY".

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

(APPLAUSE)

MONROE: Thank you.....You know, we have another "repeat performance" tonight. A return visit from a very talented young lady ..... our special guest this evening.

KING: She's an up and coming recording star who's making quite a name for herself these days. ....In personal appearances.....on records..... and on radio and television, she's gaining new popularity every day.

MONROE: It's time to meet lovely Eydie Gorme....and to listen as she sings....."SOMEBODY STOLE MY GAL."

(MUSIC: "SOMEBODY STOLE MY GAL" .....EYDIE GORME)

(APPLAUSE)

MONROE: You know, there's one cigarette in America that has pulled way out in front of the rest. How about it, Joe King?

KING: Well, Vaughn...the latest published figures show Camels leading the second-place brand by 43%! Now, Folks, there must be a reason for this great vote of confidence that America's smokers have given Camels. It makes sense ~~to assume~~ that if you want greater enjoyment out of smoking, you want to try Camels! So do as so many smokers have done: smoke only Camels for 30 days! See how agreeable and friendly Camels' mildness is to you. See how you continue to enjoy the rich, full flavor of Camels' exclusive blend of costly tobaccos -- pack after pack!

MONROE: No two ways about it, Folks... when you try them, you'll know why Camels have gone so far ahead. For mildness and flavor, Camels agree with more people than any other cigarette!

(MUSIC: JINGLE)

GROUP: Here on the campus there's music down at Draper  
The Snack Bar is the place to go.

MONROE: For just a nickle, you find both fun and romance  
Recorded music sweet and low.

GROUP: Here comes a friend to sing to you  
A campus favorite.  
The song's "PRETEND" and Vaughn's the friend.  
Get ready for a hit.

(MUSIC: "PRETEND".....MONROE)

(APPLAUSE)

KING: Located here in the foothills of the Berkshires in beautiful western New England is the University of Massachusetts.....one of the nation's fastest-growing state universities.

MONROE: On its beautifully landscaped campus of 700 acres, its 4000 students are engaged in the three important fields of resident instruction, research and extension.

KING: The University is proud of its record of providing first-rate education at low cost for the past nine decades. And it looks forward to future service in which its contribution will be felt even more broadly on the state and national scene.

MONROE: The Camel Caravan extends its best wishes tonight to President R. A. Van Meter .... and to the men and women of the University of Massachusetts.

KING: Here are Vaughn and the Choir to sing your beautiful "WHEN TWILIGHT SHADOWS DEEPEN," and "SONS OF THE VALLEY."

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

(APPLAUSE)

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(MUSIC: BRIDGE)

KING:           The students here on the campus voted to select one of their all-time favorite Vaughn Monroe record tunes. And over 75 percent voted for just one song. So for the fellows and gals here at the University of Massachusetts.....here's Vaughn and the Moon Maids and Men and the winner....."I'LL SEE YOU IN MY DREAMS."

(MUSIC: "I'LL SEE YOU IN MY DREAMS".....MONROE AND CHOIR)

(APPLAUSE)

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(MUSIC: JINGLE)

MONROE: We have a special just for the campus crowd now  
You guys and gals from Amherst, Mass

GROUP: You'll hear a lecture and romance is the subject  
and Miss Gorme will teach the class.

MONROE: She tells you why to play love fair  
And never be too smart

ALL: Cause Eydie says you'll only find  
You'll break "YOUR CHEATIN' HEART."

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

(APPLAUSE)

KING: In spite of all the extravagant claims of other brands...

NELSON: In spite of all the trick experiments of other cigarettes...

KING: In the face of all the new-fangled smokes...

NELSON: America's smokers give Camels the biggest lead in popularity ever!

KING: Latest published figures show 43% more Camels are smoked and enjoyed than the second-place brand!

NELSON: Yes, Camels have been given the greatest vote of confidence in cigarette history!

KING: What does this mean to you? Just this. If you want to enjoy smoking more than ever, you want to try Camels. For to be that popular, to have such a lead over other brands -- Camels have got to be better!

NELSON: Camels' mildness and flavor agree with more people than any other cigarette!

KING: Make the Camel 30-day test and see how mild and flavorful Camels are -- pack after pack! Tonight -- ask for a carton of Camels!

(MUSIC: BRIDGE)

KING: With the coming of warmer weather...folks all over the country are thinking about those week-end trips ahead.

MONROE: It's time to get the family car tuned up and ready for the open road. And time for Junior to sadly survey the old bike.....and, after a short family conference, decide it will just have to last for *at least* one more season.

KING: All over America it will be travel time soon. And Vaughn Monroe and the Camel Caravan Choir have a musical trip in mind right now. They invite you to come on along now as they travel....  
"SIDE BY SIDE."

(MUSIC: "SIDE BY SIDE" .....MONROE AND CHOIR)

(APPLAUSE)

KING:

The makers of Camels have now sent over 200-million Camels to Servicemen and Veterans. This week, as every week, thousands of gift packs of Camel Cigarettes go to Military and Veterans Hospitals. They go to: VETERANS' HOSPITALS, Chillicothe, Ohio, and Northport, New York; U.S. ARMY STATION HOSPITAL, Ft. Campbell, Kentucky; <sup>and</sup> all hospitals operated for the U.S. Air Forces in the Far East.

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

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

MONROE: Well, that's our cue to pack up our music and move along, friends. We've had a wonderful visit...and our warmest thanks go to President Van Meter and everyone here at the University of Massachusetts for making it such an enjoyable one. We hope you invite us back again very soon.

KING: Next week the Camel Caravan will be coming your way from the campus of New York University. ~~And~~  
~~Vaughn's special guest will be lovely~~  
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?"

(MUSIC: THEME)

(APPLAUSE)

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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 popular 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)