

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

TIMED MASTER

SATURDAY, JUNE 13, 1953 -- TAPED: MAY 1, 1953

7:30 to 3:00 PM EDST

ORIGINATION: WILLIAMSBURG, VA.

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

MUSIC: FANFARE - UNDER FOR:

KING: From the campus of The College of William and Mary --  
"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 Camels --- (Camels)---(Camels)  
Than any other cigarette!

:45

51457 6858

45

(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)

1:05

MONROE:

*Thank you*  
Thank you/... and greetings again everybody. On this very pleasant ~~June~~ evening, the Camel Caravan crew and I are paying a visit to the beautiful colonial city of Williamsburg, Virginia. We're on the historic campus of the College of William and Mary .... and our hosts have been treating us to some of that real Southern hospitality. Right now we'll try and repay that hospitality with some of our very best music .... with a half-hour of America's top tunes. ~~The songs being heard on college campuses all across the land.~~

51457 6859

KING: And our lead-off tune tonight is one of the sentimental favorites of the day. Here's Vaughn and .....

"SAY YOU'RE MINE AGAIN."

1:35

(MUSIC: "SAY YOU'RE MINE AGAIN" ..... MONROE AND GROUP)

(APPLAUSE) 3:40

3:30

3:40

MONROE: In the new crop of popular favorites, is a tune that's gathering a lot of nickels in the nation's juke boxes these days. It's called ..... "I'M WALKING BEHIND YOU" ..... and it goes like this .....

3:50

(MUSIC: "I'M WALKING BEHIND YOU" ..... MONROE)

5:55

(APPLAUSE) 6:05

51457 6860

pf

6:05

KING: Adding a bright note of color to our stage at William and Mary tonight, is a pretty young lady you've met before. She's with us for her third show in a row tonight.

MONROE: She's one of the country's brightest new talents. On records ... on radio and on television ... she's making new friends every day.

KING: It's time to say, "Welcome aboard the Camel Caravan again" to lovely Eydie Gorme ..... and time to listen as Eydie sings....."THE BREEZE."

6:25

(MUSIC: "THE BREEZE" ..... EYDIE GORME)

8:45

(APPLAUSE)

8:55

MONROE:

Say ---have you a favorite ball player? Tell you one of mine! It's that great, veteran Cardinal outfielder, "Country" Slaughter! And, you know, "Country's" changed to Camel Cigarettes! He said he goes for Camel's taste and mildness.

KING:

Well, Vaughn...and Folks, "Country's" great all right! But the player I'm going to watch this year is the Yankees' young pitcher, Whitey Ford. Whitey's a Camel fan, too! Whitey said he likes Camels because they have wonderful flavor and they're mild. Yes, baseball players, famous movie stars -- people in all walks of life -- smoke Camels. In fact, Camel is America's most popular cigarette by the widest margin ever! Latest published figures show Camels 43% ahead of the second-place brand! To be that popular, Camels have to give smokers what they want for steady smoking pleasure. So make your own 30-day Camel mildness test. Smoke only Camels for 30 days. Then you'll see why Camel's mildness and flavor agree with more people than any other cigarette!

9:55

(MUSIC: JINGLE)

GROUP: We speak, good friends, in the language of the season  
And talk in baseball terms a bit  
Vaughn is the one in the batter's box this inning  
And we predict you'll hear a hit.

MONROE: "LESS THAN TOMORROW" is the tune  
We'd like to sing for you.

GROUP: Then Vaughn let's go 'cause that's the one  
We all are set to do.

10:30

~~(MUSIC: "LESS THAN TOMORROW".....MONROE AND GROUP)~~

12:55

(APPLAUSE)

13:05

51457 6863

MONROE  
-KING:

Tonight the Camel Caravan is proud to salute the College of William and Mary from ~~the~~ \_\_\_\_\_ on its own beautiful campus.

KING  
-MONROE:

Chartered in 1693, it was the second college to be established in the new world. George Washington was its chancellor for eleven years....and three of America's first ten presidents were alumni of William and Mary.

~~KING:~~

~~The Wren Building.....originally known as "The College" is the oldest academic building in English America. Built in 1695, it has been restored to its early appearance and its classrooms are in use today.~~

MONROE:

From an average enrollment in the 18th century of less than 100 students, the college has grown today to an enrollment of over 2,000. It continues to serve the State of Virginia and the nation through its liberal arts program here and <sup>at</sup> its professional and vocational centers at Norfolk and Richmond.

51457 6864

KING:

Vaughn Monroe and the Camel Caravan tonight pay tribute tonight to President Alvin D. Chandler and the men and women of William and Mary with their own... "ALMA MATER" and..... "FIGHT SONG."

13:50

(MUSIC:

COLLEGE MEDLEY..... MONROE AND CHOIR)

(Applause) 16:00

15:50 JAN

16:00

(MUSIC: BRIDGE)

KING: A few weeks ago, the William and Mary paper, "The Flat Hat", polled the students here on the campus . It was a poll to decide which one of their all-time favorite Vaughn Monroe record tunes they wanted to hear tonight. We think you'll agree that the students here picked a good one as Vaughn sings the William and Mary winner

16:25

....."RUBY".

(MUSIC: "RUBY" .....MONROE) 19:00

(APPLAUSE)

19:10

51457 6865

JAN



MONROE: It's time now, <sup>MISS GORME</sup> Eydie, to sing another ballad  
Before you have to say adieu

GROUP: And our suggestion is one we know will please you  
And all the folks will like it, too.

MONROE: The song tells you an easy way  
To get the things you'd like

ALL: You just "PRETEND" ... that's it... "PRETEND."  
Come, Eydie, take the mike.

19:45

(MUSIC: "PRETEND" ..... EYDIE GORME) 22:30

(APPLAUSE) 22:40

- KING: For mildness and flavor, Camels agree with more people than any other cigarette!
- NELSON: Yes, to be the first choice of America's smokers by the widest margin in cigarette history. Camels have got to be good!
- KING: Camels have a flavor you won't find in any other cigarette-- the flavor that comes from Camel's exclusive blend of costly tobaccos. And Camels have a cool, friendly mildness that makes them consistently enjoyable!
- NELSON: Make your own thirty-day Camel test. Smoke only Camels for thirty days and see how mild, how flavorful, how thoroughly enjoyable they are -- pack after pack!
- MONROE: Folks, next Sunday -- that's June twenty-first -- is Father's Day. And a nice gift for Dad is that special Camel carton. There's a built-in greeting card to write on. Nothing to wrap -- just give it as it is. So, for Father's Day give Camel cigarettes!

23:35

(MUSIC: BRIDGE)

23:35

KING: The name of Cole Porter is signed to many of the show tunes high on the list of songs which live on year after year.

MONROE: Theatre and movie-goers have chuckled over... <sup>allof us have</sup> danced to... and romanced to ... his music for a long, long time. Names like "Kiss Me Kate" ..... "Panama Hattie"... and "Anything Goes" are part of theatrical history.

KING: And even if you forget the names of his shows, you're sure to remember the songs. Take this next <sup>one</sup> for example. There <sup>maybe</sup> are very few people who will recall that it was written for a movie called "Born To Dance" .....yet it is a song that lives on. Vaughn Monroe and the Camel Caravan Choir sing the ever-youthful....  
~~"I'VE GOT YOU UNDER MY SKIN."~~ "EASY TO LOVE"

(MUSIC: "EASY TO LOVE" "I'VE GOT YOU UNDER MY SKIN" ..... MONROE AND CHOIR)

(APPLAUSE)

27:05

26:55

27:05

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 Camels go to Military and Veterans' hospitals. They're on their way to: Veterans' Hospitals, Iron Mountain, Michigan, and Los Angeles, California; Army and Navy General Hospital, Hot Springs National Park, Arkansas, <sup>and</sup> all overseas hospitals operated by the North East Air Command.

27:25

G

27:25

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

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

27:50

MONROE: And that's the last page in our Camel Caravan songbook for tonight, friends. But before we move along, we want to ~~thank~~ <sup>say</sup> all the friendly folks here at William and Mary for inviting us over tonight. We've had a wonderful visit <sup>to the College of William & Mary</sup> and we hope you ask us to come again. <sup>to Williamsburg Virginia</sup>

KING: Next week the Camel Caravan will be coming your way from the campus of Fordham University. And Vaughn's special guest will again be lovely Eydie Gorme. Be sure to join us for another half-hour of America's top tunes.

MONROE: In the meantime, don't forget to listen to my good friend Bob Hawk.....He's on the air for Camels 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: Did you know that the makers of Camels, America's most popular cigarette, now also make a new, different ~~king-size~~ cigarette called Cavalier? If you prefer a long cigarette, and haven't tried king-size Cavaliers recently, you've got a wonderful, new smoking experience awaiting you! Yes, in Cavaliers, the makers of Camels prove once again that they certainly know how to blend a fine cigarette! Cavalier's fine, mild tobaccos are specially blended to bring out extra mildness and fresh, delightful flavor! Don't miss king-size Cavaliers! 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