

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, JUNE 20th, 1953

TAPED: MAY 2nd, 1953

7:30 to 8:00 P.M. EDST

ORIGINATION: NEW YORK CITY

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

MUSIC: FANFARE - UNDER FOR:

KING: From the campus of Fordham 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 Camels -- (Camels) -- (Camels)
Than any other cigarette!

KING: Yes - for FLAVOR and for MILDNESS, Camels agree
with more people than any other cigarette!
How about you? Have a Camel?

:55

TIMED MASTER

55

(MUSIC: "RACING WITH THE MOON" . . . STATEMENT TO HOLD FOR:)

KING: Let's say hello to the star of our show!

(MUSIC: CHORD)

KING: VAUGHN MONROE!

(MUSIC: TO TAG)

(APPLAUSE)

1:15

MONROE: Thank you...and greetings again, everybody.
Tonight we're on the beautiful campus of Fordham
University in New York City. Present and accounted
for are the orchestra...the Moon Maids and Men...
our pretty guest Eydie Gorme...and yours truly.
And we're ready to serve up a generous helping of
America's top tunes. A full half-hour of the songs
being heard on college campuses all across the
country.

KING: We invite you to sit back...relax...and listen as
Vaughn rings up the curtain with.... ^{"SEVEN} ~~"THE SONG~~
~~LONELY DAYS"~~
~~FROM MOULIN ROUGE"~~

1:40

"SEVEN LONELY DAYS"

(MUSIC: ~~"THE SONG FROM MOULIN ROUGE"~~ . . . MONROE)

3:55

(APPLAUSE) 4:05

4:05

MONROE: It takes no more than the turn of a page
in our Camel Caravan songbook, to shift the
scene ^{now} ~~from Paris, across the continent to...~~

"APRIL IN PORTUGAL."

4:15

MUSIC: "APRIL IN PORTUGAL" MONROE

6:50

(APPLAUSE)

7:00

7:00

KING: Walk down Broadway any day of the week and you see some of the prettiest girls in the world. Because New York can boast of more pretty girls to the square mile than any other city in the world. And Vaughn's special guest this evening is one of New York's prettiest.

VAUGHN: She's a brown-eyed beauty with a sunny smile and a beautiful voice...a voice that's making her one of America's favorite new recording stars. Her name is Eydie Gorme...and her song is "THE BREEZE".

7:20

~~(MUSIC: "THE BREEZE"..... EYDIE GORME) 9:35~~

(APPLAUSE) 9:45

ras

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9:45

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MONROE: This is the time of year I like to go out to the ball park and see some of my favorite guys play. You know, many of the big baseball stars are Camel smokers. For instance, there's Billy Cox, Ferris Fain, Sid Gordon --

KING: Jackie Jensen, Vio Raschi, Hank Sauer --

NELSON: Red Schoendienst, Bob Lemon, Mickey Mantle, and many others!

KING: These ball players are among the millions of people who smoke America's most popular cigarette-- Camels.

NELSON: Latest published figures show that 43% more Camels are smoked and enjoyed than the brand in second place!

KING: The reason for this overwhelming popularity is the simple fact that Camels give smokers what they want in a cigarette! Rich, full flavor, pack after pack -- cool, consistent mildness, carton after carton!

NELSON: Try Camels for 30 days and see how mild, how flavorful and enjoyable a cigarette can be!

KING: Find out for yourself why Camel's mildness and flavor agree with more people than any other brand!

10:45

ras

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10:45

(MUSIC: JINGLE)

GROUP: Please listen now to a song about a lady
Who's on our list of hits tonight
She's from a movie the one called Ruby Gentry
That's such a cinema delight.

MONROE: She'll steal your heart and dance away
She's like a burning flame

ALL: You can't resist, she'll haunt your dreams
And RUBY is her name.

11:20

(MUSIC: "RUBY" MONROE AND CHOIR)

13:55

(APPLAUSE) 14:05

14:05

KING: It's time for a Camel Caravan cheer now...as we tip our hats to the faculty and student body of one of America's great schools...Fordham University.

MONROE: Fordham's proud history dates all the way back to 1841. And in the 112 years since its founding it has come to be ranked as one of the nation's finest institutions of higher learning.

KING: Fordham's 9,000 students live and work on the beautiful 75 acre campus here in the Bronx... and at the Midtown and City Hall Divisions in Manhattan. It's a school that has grown with the city both in size and in service.

MONROE: Tonight our sincere salutations go to Fordham's president...the Reverend Laurence J. ^{Mc}/_h Ginley... and to the men and women of this great university.

KING: Vaughn Monroe and the Camel Caravan choir sing your own..."ALMA MATER" and...."FORDHAM RAM".

14:50

(MUSIC: "COLLEGE MEDLEY" MONROE AND CHOIR)

17:15

(APPLAUSE)

17:25

ras

17:25

(MUSIC: BRIDGE)

KING: On every college campus we visited this season we found that just about everybody has a favorite song. And the folks here at Fordham University are no exception. A few weeks ago they took a vote to decide which one of their all-time favorite Vaughn Monroe record tunes they wanted to hear again tonight. They chose one that Vaughn and the band are very happy to do because it's Vaughn's own theme song... "RACING WITH THE MOON".

17:55

(MUSIC: "RACING WITH THE MOON" MONROE) 19:40

(APPLAUSE) 19:50

ras

19:50

(MUSIC: JINGLE)

GROUP: Now Vaughn please lower the mike to suit a lady
Who stands no higher than your smile
It's encore time for our singing guest this evening
To hear her folks would walk a mile.

MONROE: That means it's Eydie Gorme time
Before our Camel mike.
Her "IS IT ANY WONDER" is
A tune we know you'll like.

20:25

(MUSIC: "IS IT ANY WONDER".....EYDIE GORME)

25:20

(APPLAUSE) 25:30

tb

KING: Camels, America's Number 1 cigarette, has the greatest popularity lead in cigarette history!

NELSON: To be America's first choice, you must have that "something extra"! With Camels, it's rich, full flavor --pack after pack! Cool, consistent mildness carton after carton!

KING: Camel's exclusive blend of costly tobaccos give them a flavor you won't find in any other cigarette.

NELSON: Make your own 30-day Camel mildness test and see how mild a cigarette can be! To find the cigarette that suits you best day after day, try Camels as your steady smoke!

KING: You'll find out why millions of smokers have given Camels the greatest vote of confidence in cigarette history!

MONROE: I'd like to put in my two cents' worth here and remind you that it's not too late to get that special Father's Day carton of Camels for Dad. It's gift-packed and ready to give. There's a card already on the carton. I know your Dad will enjoy it!

24:25

24:25

(MUSIC: BRIDGE)

KING: This next tune takes us back 35 years.....All the way back to the year 1918.

MONROE: That was the year that saw the birth of a lot of good tunes...Songs like...WHEN THE RED RED ROBIN...AFTER YOU'VE GONE...and BEAUTIFUL OHIO. Tunes that folks still remember...and like to hear again and again.

KING: And that year, one of the big tunes of the day was the one that Vaughn Monroe and the Camel Caravan Choir invite you to hear now. It's....."SOMEBODY STOLE MY GAL." 24:55

(MUSIC: "SOMEBODY STOLE MY GAL".....MONROE AND CHOIR)

27:00

(APPLAUSE) 27:10

27.10

KING:

Each week the makers of Camel Cigarettes are pleased and privileged to send thousands of gift packs of Camels to members of our Armed Forces and hospitalized veterans. This week, free Camels are being sent to: Veterans' Hospitals, Miles City, Montana, and Spokane, Washington; Maxwell Air Force Hospital, Montgomery, Alabama; ^{and to} all hospitals operated by the Far East Command of the U.S. Army.

27:30

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

27:30

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

28:00

MONROE: Well, that clock on the wall is ^{telling} signaling us that we've used up all our time for tonight. So, it looks like we're going to have to leave you until next week at this same time. Before we go, we'd like to say a large "Thank you" to everyone here for their wonderful hospitality.

KING: Next week the Camel Caravan will be coming your way from the United States Military Academy ^{at West Point}. 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 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?"

28:40

(MUSIC: THEME)

(APPLAUSE)

28:45

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NELSON: Here is great news from the makers of Camels -- news of their great, new king-size cigarette, called Cavalier! If you prefer a long cigarette, don't miss Cavaliers... because they are the climax of the years of know-how gained in producing Camels! Their fine, light, mild tobaccos are blended as only the makers of Camels know how. No wonder thousands of long cigarette smokers are ~~not~~^{now} smoking Cavaliers! Try them, won't you? Cavaliers are king-size, but priced no higher than leading regular-size brands.

29:15

(MUSIC: THEME)

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

29:20

(APPLAUSE)

KING: THIS PROGRAM WAS TRANSCRIBED

(APPLAUSE)

29:25