

CBS RADIO NETWORK

THE CAMEL CARAVAN

*TIMED MASTER*

VAUGHN MONROE -- #345

SATURDAY, JUNE 27, 1953 -- TAPED: MAY 3, 1953

7:30 to 8:00 PM EDST

ORGINATION: WEST POINT, N. Y.

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

MUSIC: FANFARE -- UNDER FOR:

KING: From the United States Military Academy at West Point  
New York-- "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

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)  
Then any other cigarette!

KING: America's smokers give Camels the biggest popularity  
lead ever. Camel's mildness and flavor agree with  
more people than any other cigarette!

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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 <sup>Thank you</sup>...and greetings again everybody. Speaking for the whole Camel Caravan crew, I just want to say that we can't think of anywhere we'd rather be making music...than right here at West Point. Because visiting here at the United States Military Academy...is just like visiting some of America's history. We'll tell you ~~just~~ a little of that wonderful history ~~a little~~ later...but now the order of the day is music. Coming right up is just that....a full half-hour of America's top tunes..

KING: And to get our Camel Caravan off to a good start..... here's Vaughn to sing one of the top tunes of the day ..... "I BELIEVE" .

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

(APPLAUSE)

MONROE: Next on our list is a very pretty song we recorded for RCA Victor. The Moon Maids and Men join me in the tune called....."LESS THAN TOMORROW."

(MUSIC: "LESS THAN TOMORROW".....MONROE AND CHOIR)

(APPLAUSE)

KING:

We found out today that in their off-duty hours the cadets here enjoy practically the same activities as all college students. In the summer there's swimming at Delafield Pond...in the fall football trips to New York and Philadelphia. During the winter months there's ice skating at Smith Rink and skiing on the Constant Slope. And on special occasions, outside talent is brought to the Post by the Cadet Special Program Committee.

VAUGHN:

And tonight we brought some very special "outside talent" along with us...our special guest this evening. She's a bright new talent with an even brighter future. We'd like to have you meet <sup>for news</sup> lovely young lady *Eydie Gorme* who wants to tell you about.....

"HE WHO HAS LOVE."

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

(APPLAUSE)

KING: Who are some of the famous people who smoke Camels?

NELSON: Well -- there are movie stars like Jane Greer, Alan Ladd, Maureen O'Hara, John Wayne and Tyrone Power! And there are baseball players like Mickey Mantle, Del Ennis, Bob Lemon, Ted Kluszewski, and Enos Slaughter!

KING: Yes -- baseball players, famous movie stars, people in all walks of life are changing to Camel cigarettes! Matter of fact, America's smokers give Camels the greatest vote of confidence in cigarette history!

NELSON: Latest published figures show Camels ahead of the second-place brand <sup>By</sup> ~~of~~ 43%! To be so well liked by so many people Camels have to be better!

KING: They've got to have the mildness and flavor that smokers look for in a cigarette -- pack after pack!

NELSON: Test Camels yourself for 30 days -- and see what you've been missing!

KING: For mildness and flavor, Camels agree with more people than any other cigarette!

(MUSIC: JINGLE)

MONROE: Here on the Hudson, a perfect place for romance  
Is known as just "Flirtation Walk"  
'Cause every kaydet who takes his girl to stroll ~~like~~ <sup>THERE</sup>  
Can use it for romantic talk.

GROUP: And if he finds he needs some words  
To suit a girlish whim  
~~Vaughn's~~ "IS IT ANY WONDER" has  
Some words that might help him.

(MUSIC: "IS IT ANY WONDER?".....MONROE)

(APPLAUSE)

MONROE: Occupied as a military post since 1778, West Point is today a living symbol of American history. Washington and Hamilton, Lafayette and Kosciuszko crossed its Plain. Winfield Scott and Goethals strolled along its shore.

KING: From the veranda of their Superintendent's Quarters ... Thayer, Lee and MacArthur watched the gray-clad Corps at parade. Grant and Sherman, Jackson and Stuart worshipped here in the Old Chapel. The rooms of Pershing, Eisenhower, Arnold and Bradley in the old Central Barracks are still occupied by cadets.

MONROE: For over 150 years, the Academy has served the nation. And in those years, its graduates have won acclaim as military leaders, engineers, statesmen, educators, church men and diplomats. In years to come .. as in the past ... West Point graduates will continue to serve the nation in the spirit of their motto, "Duty, Honor, Country."

KING: Tonight the Camel Caravan proudly salutes Superintendent Major General Frederick A. Irving... the Staff and Faculty ... and the Corps of Cadets of the United States Military Academy. Vaughn Monroe and the Choir sing your....."ARMY BLUE" AND ...."ON BRAVE OLD ARMY TEAM."

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

(MUSIC: BRIDGE)

KING: Here at the Point, when an upperclassman barks "Pop to, Mister" ... a plebe really snaps to attention. And when the cadets told us which one of their all-time favorite Vaughn Monroe record tunes, they wanted to hear again tonight.... the whole Camel Caravan crew really <sup>"Popped to."</sup> ~~paid attention.~~ So, without further preamble, here's Vaughn to sing one of West Point's favorites. -- Fellows, it's ... "YOURS."

(MUSIC: "YOURS".....MONROE)

(APPLAUSE)

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(MUSIC: \_\_\_\_\_ JINGLE)

GROUP: We have a song that we think is very dreamy  
Especially on a night in June

MONROE: Miss Eydie Gorme is in the Camel spotlight  
To sing this most romantic tune.

ALL: According to her formula  
To help two lovers spoon  
"THE NEARNESS OF YOU" beats soft lights  
It even beats the moon!

(MUSIC: \_\_\_\_\_ "THE NEARNESS OF YOU" ..... <sup>(GORME)</sup>  
~~MONROE~~)

(APPLAUSE)

MONROE: You know, Camels are far more popular than any other cigarette has ever been before. How about it, Wayne Nelson? What have Camels got that no other cigarette has?

NELSON: Well, Folks...the reason for Camel's tremendous popularity is just this: --Camels have what it takes to give you greater smoking pleasure. Camels have a flavor you can't find in any other cigarette ---the flavor that comes from Camel's exclusive blend of costly tobaccos. And Camels' cool, friendly mildness makes them consistently enjoyable --pack after pack! What does this mean to you? It means if you want greater smoking pleasure, start your own 30-day Camel mildness test--tonight:

MONROE: That's the idea, Friends. Smoke only Camels for 30 days and you'll know why Camel's mildness and flavor agree with more people than any other cigarette! Carry home a carton --next time you go to the store.

(MUSIC: BRIDGE)

KING: Today we strolled around a few of the 15,000 acres that make up the military reservation here at West Point. We were all typical sightseers.

MONROE: That's right, Joe....and there certainly are a lot of beautiful sights to see. The quiet dignity of the Cadet Chapel with it's beautiful stained glass windows. The historic Battle Monument on Trophy Point .... the Academy Museum and Flirtation Walk. It certainly was a wonderful experience.

KING: You know, skipper, we've had some wonderful times this season touring around America's college campuses. ....And we get paid, too!

MONROE: Well ..... that's show business.

KING: And there's no business like it. <sup>And here's</sup> ~~That's what~~ Vaughn <sup>about it now.</sup> and the Camel Caravan Choir ~~want~~ to tell you ~~now as~~ ~~they sing~~ ..... "THERE'S NO BUSINESS LIKE SHOW BUSINESS."

(MUSIC: "THERE'S NO BUSINESS LIKE SHOW BUSINESS"... MONROE AND CHOIR)

(APPLAUSE)

KING:

The makers of Camels have now sent over 200-million free cigarettes to our Servicemen and Veterans. And this week, as every week, thousands of packs of gift Camels go to Military and Veterans Hospitals. They're being sent to: Veterans' Hospitals, Providence, Rhode Island, and Huntington, West Virginia; U.S. Army Station Hospital, Ft. Monmouth, New Jersey; U.S. Naval Hospital, Mare Island, Vallejo, California; and to the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

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

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

MONROE: Yes, being with you is such a pleasure that we always look forward to the time when we'll meet again. Tonight we must say au revoir for a while-- and happy vacation days. All of us aboard the Camel Caravan join the makers of Camel Cigarettes in wishing all of you a wonderful summer. Until we meet again.... this is Vaughn Monroe saying goodnight... pleasant dreams and ..... won't you have a CAMEL?

(MUSIC: THEME)

(APPLAUSE)

NELSON: If you like a long cigarette, you'll find great, new smoking pleasure in king-size Cavaliers! Cavaliers are specially blended by the makers of Camels just for you king-size smokers! Now, the folks who make Camels, the cigarette that leads in popularity by billions, have proved they know how to blend fine cigarettes. And, in king-size Cavaliers, they bring you an extra measure of both mildness and flavor that's new to king-size smoking! Ask for Cavalier king-size cigarettes -- Cavaliers are king-size, but priced no higher than leading regular-size brands!

(MUSIC: THEME)

*thanks for having us at West Point and,*

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

(APPLAUSE)

KING: This program was transcribed.

(APPLAUSE)

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