

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, APRIL 18, 1953

(TAPED APRIL 8, 1953)

ORIGINATION: TROY, NEW YORK

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

(MUSIC: UNDER FOR)

KING: From the campus of Rensselaer Polytechnic Institute--
THE CAMEL CARAVAN -- STARRING VAUGHN MONROE .. with
guest singer Eyde 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: Yes, for your own wonderful smoking pleasure --
ask for Camel Cigarettes!

sfm

As BROADCAST

~~WFS~~
Commercials
check o.k.
WJ
5/14/53

50005 2826

(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 greetings again, everybody. For our Camel Caravan date tonight, we've set up our music stands on the campus of Rensselaer Polytechnic Institute. The students here really rolled out the red carpet for us. President Houston ~~and Mayor~~ _____ made the welcome official with ^a ~~some~~ very friendly telegram^s. So here we go now with just what the students ordered... thirty minute's worth of America's top tunes. The songs being heard on college campuses all across the country.

KING: To start the clock on our half-hour of music .. here's Vaughn and a tune that's getting around these days ... "ANYWHERE I WANDER."

(MUSIC: (ANYWHERE I WANDER" MONROE)
(APPLAUSE) sfm

50005.8827

MONROE: Ah, that's a pretty opener, isn't it? But let's pick
up the tempo a little right now as the Moon
Maids and Men join me in a fast chorus or two of
..... "WILD HORSES."

(MUSIC: "WILD HORSES" MONROE AND GROUP)

(APPLAUSE)

sfm

KING: Coming right up is a happy combination that's sure to please. A brand new tune and a bright new guest!

MONROE: A talented young lady makes her first appearance on the Camel Caravan tonight. You've seen her on television .. heard her on radio and on her own records .

KING: We'd like to have you meet lovely Eydie Gorme ... who wants to say a word about "YOUR CHEATIN' HEART."

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

(APPLAUSE)

MONROE:

Do you like the movies? Are you a baseball fan?

Well, listen... Alan Ladd, Ruth Hussey, John Wayne and Tyrone Power are Camel smokers. And that goes for baseball players like Hank Sauer, Del Ennis, Granny Hamner and Enos Slaughter!

KING:

Yes -- all these famous people choose Camel Cigarettes! They tried Camels and they found Camels give them everything they look for in a cigarette -- cool, consistent mildness and rich, full flavor, pack after pack! You'll enjoy Camels, too! Try them as your steady smoke. Smoke only Camels for 30 days. See how mild Camels are, how flavorful they are -- for day-in, day-out smoking pleasure!

MONROE:

One thing more.. buy your Camels by the carton. You get ten packs of mild, flavorful Camel Cigarettes!

JINGLE:

How mild,

How mild,

How mild can a cigarette be?

Smoke Camels and see!

sfm

50005 8830

(MUSIC: JINGLE)

MONROE: Here is a tune that we'd like to introduce now
 Upon this evening's Camel show
 Some movie music straight from a brand new picture
 A song that's really great we know.

GROUP: So listen now as Maestro Vaughn
 Steps up to do his part
 He sings "THE SONG FROM MOULIN ROUGE"
 It asks, "Where is your heart?"

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

(APPLAUSE)

sfm

KING: The founders of Rensselaer Polytechnic Institute set quite a goal for their new school. It was .. "the application of science to the common purposes of life."

MONROE: Since ¹⁸²⁴~~1829~~, the Institute has done just this ... put science to work for the people. It has done this through practical research .. and by training young men to be scientists. R.P.I. is the oldest college of engineering in the English-speaking world.

KING: Oldest .. and still growing! To provide better accomodations for its three thousand students, four new dormitories will be completed this fall.

MONROE: The "Fighting Engineers" are athletic powers, too. They have won championships in hockey, basketball and la crosse. And naturally, I'm especially interested in the Rensselaer Glee Club which is famous throughout the nation.

KING: Tonight ... salutations from the Camel Caravan to President Houston and the faculty and students of R.P.I. We're proud to be on your historic campus tonight .. and to sing your "ALMA MATER" and "FIGHT SONG."

(MUSIC: COLLEGE MEDLEY MONROE AND CHOIR)

(APPLAUSE)

sfm

50005 8832

(MUSIC: BRIDGE)

KING: The students here at R.P.I. followed Horace Greely's advice to "Go West, young man" when they voted for one of their all-time favorite Vaughn Monroe recordings. They chose the pretty Western Ballad which was one of the hits of the year, a few seasons back. Vaughn and the Moon^{maids and} Men sing the R.P.I. favorite ... COOL WATER."

(MUSIC: "COOL WATER" MONROE AND BOYS)

(APPLAUSE)

sfm

50005 8833

(MUSIC: JINGLE)

GROUP: Please tell us, Maestro, what song we will be hearing
Now from the gal who is our guest

MONROE: Each time a lady drops in to pay a visit
We give her nothing but the best.

MONROE: And so tonight our Eydie sings
A song that's climbing high
It's one that says someone in love
Can be a fool and cry.

(MUSIC: "A FOOL SUCH AS I".....EYDIE GORME)

(APPLAUSE)

sfm

50005, 8834

MONROE: Folks, right now...this very minute..thousands of people are lighting up Camels. Matter of fact, more people smoke Camels than any other cigarette!

KING: To be that popular, Camels have got to be mild..they've got to have flavor...Camels have got to give you more pleasure!

NELSON: So go steady with Camel Cigarettes! Smoke only Camels for 30 days.

KING: When you try Camels for 30 days, you'll see how mild Camels are, how flavorful they are..how completely enjoyable they are -- pack after pack, week after week!

NELSON: Smoke Camels and you'll find out why Camel is America's most popular cigarette -- leading all other brands by billions of cigarettes a year!

KING: Tonight -- ask for Camel Cigarettes!

sfm

50005 8835

(MUSIC: BRIDGE)

KING: Just a few months ago, Life Magazine ran a close-up on a man they called one of the best of the new generation of popular songwriters. A fellow named Frank Loesser.

MONROE: And in that article, Frank explained that tunes just pop into his head. He said, "Of course, your head has to be arranged to receive them." I'd say he's got quite a receiver. He's turned out such big successes as "TWO SLEEPY PEOPLE" "BABY, IT'S COLD OUTSIDE" .. and many, many more. His list of hits include the scores for "WHERE'S CHARLEY" and "GUYS AND DOLLS."

KING: This year, Frank Loesser came up with the score for another great musical show .. the movie, "HANS CHRISTIAN ANDERSON." Tonight we opened our Camel show with "ANYWHERE I WANDER" from this picture. And now we close with still another. Vaughn and the Choir sing the praises of "WONDERFUL COPENHAGEN."

(MUSIC: "WONDERFUL COPENHAGEN".....MONROE AND CHOIR)
(APPLAUSE)

-sfn

50005 8835

KING:

Over 200-million Camel Cigarettes have been sent to Servicemen and Veterans. This week, as every week, thousands of gift Camels are being sent to Military and Veterans' hospitals. They're going to: Veterans' Hospitals, Sheridan, Wyoming, and Washington, D.C.: U.S. Naval Hospital, Portsmouth, Virginia; ^{and} To all hospitals operated for the U.S. Air Forces in Europe.

sfm

50005 8937

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

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

MONROE: And that just about rings down the curtain on our music session for tonight, friends. But before we put out the lights and say goodnight, we want to thank all the folks here at Rensselaer 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 Cornell University. 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 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 andwon't you have a "CAMEL?"

(MUSIC: THEME)

(APPLAUSE)

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 our 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.

KING:

✓ We're pretty sure to see a lot of nice weather from now on. That means more traffic on the roads and highways. So be careful and drive with extra care. Remember -- the life you save may be your own!

(MUSIC: THEME)

KING:

This is Joe King saying goodnight for the VAUGHN MONROE SHOW.

(APPLAUSE)

KING:

This program was transcribed.

(APPLAUSE)

sfm

50005 8839