

CBS RADIO NETWORK

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY, APRIL 25, 1953

TAPED APRIL 7, 1953

7:30 to 8:00 PM EST

ORIGINATION: ITHACA, NEW YORK

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

MUSIC: FANFARE - UNDER FOR:

KING: From Bailey Hall on the campus of Cornell 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.

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 your own wonderful smoking pleasure---
mc Ask for Camel Cigarettes!

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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.....and greetings again everybody. We've brought our music to the campus "far above Cayuga's waters" tonight. The students here gave us a real Cornell welcome....and President Malott and ~~Mayer~~ sent us ^{his} ~~their~~ warmest personal greetings. And right now it's time to clear the Camel Caravan decks for action as we bring you a half-hour of America's top tunes. The songs being heard on college campuses all across the country.

KING: Our Caravan gets under way with one of the newest favorites of the day. Vaughn Monroe sings.....
"I BELIEVE."

MUSIC: "I BELIEVE".....MONROE

(APPLAUSE)

MONROE: That's a tune that goes with springtime, isn't it?
Let's change the mood a little now as the Moon Maids
and Men join me in this next one. It's...."CAN'T I ?"

MUSIC: "CAN'T I?".....MONROE AND GROUP

(APPLAUSE)

KING: On just about every college campus we've visited, the students have a set of nicknames that are a part of the life of the school.

MONROE: We've learned quite a lot of Cornell talk today. For example, "The Straight"...that's short for the student center, Willard Straight Hall. And "Japes".... that's what they call the Johnny Parsons Club a favorite student hangout.

KING: I have another Cornell expression, Vaughn. An "import" of our own for the fellows to meet right now, ~~Is~~. She's an up and coming young recording star who's building herself quite a following these days. Her name is Eydie Gorme....and her song is...."TWICE AS MUCH."

MUSIC: "TWICE AS MUCH".....EYDIE GORME

(APPLAUSE)

MONROE: What's the big news about cigarettes? Well--the latest published figures again show more people choose Camels than any other brand! America's smokers give Camels the greatest vote of confidence in cigarette history!

NELSON: Yes, the figures show that Camel is in first place--by the widest margin ever! In the face of the extravagant claims of others, in the face of all kinds of new-fangled smokes, Camels' lead in popularity has been growing and growing and growing! To be so well liked by so many people, Camels have got to be mild and flavorful, they've got to give you more day-in, day-out smoking pleasure! See what you've been missing! Try Camels. Smoke only Camels for 30 days and see how well Camel's mildness and flavor agree with you!

MONROE: Yes, Folks--smoke Camels and see how friendly and enjoyable a cigarette can be! Then you'll know why more people smoke Camels than any other cigarette!

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MUSIC: JINGLE

GROUP: When we were children, we played the game "supposin"
And we could be just what we'd dream

MONROE: But now we're grownups, we find that life's for earnest
And things are always what they seem.
One answer is to close your eyes
And daydream without end.

GROUP: Just do what Vaughn proposes now
"PRETEND," my friend, "PRETEND".

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

(APPLAUSE)

KING: "The land-grant college of the State of New York"
 "The youngest member of the Ivy League".....
 "the school far above Cayuga's waters"....these are
 just a few of the titles of the school we're
 visiting tonight--Cornell University.

MONROE: Cornell has a co-educational student body of ten
 thousand --- drawn from all forty-eight states and
 from more than seventy foreign countries.

KING: Cornell is noted for the varied subjects it teaches
 and the wide research it does. Its research ranges
 all the way from sociological studies to the
 investigation of radio signals from outer space.

MONROE: Tonight our salutations go to President Malott....
 and to the men and women of Cornell. The Camel...
 Caravan Choir joins me to sing.....
 "FAR ABOVE CAYUGA'S WATERS" and "CORNELL VICTORIOUS."

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

(APPLAUSE)

KING: Vaughn Monroe and the Moon Maids and Men recorded a brand new song for RCA Victor a few weeks ago. Tonight they'd like to sing it as a personal greeting to the 2,251 pretty girls here at Cornell. It's called..... "CO-ED."

MUSIC: "CO-ED".....MONROE AND GROUP

(APPLAUSE)

MC

(MUSIC: JINGLE)

GROUP: Now flag-pole sitters all say the view's terrific
And mountain climbers talk the same.

MONROE: Our guest Miss Gorme has even more ambition
She's got an even higher aim.

GROUP: She says in song the place to be
Is way up in the blue.

ALL: Just make the world your easy chair
Is her advice to you.

(MUSIC: (I'M SITTING ON TOP OF THE WORLD".....LYDIE GORME)

(APPLAUSE)

KING: Here's something every cigarette smoker should know!
Listen...latest published figures give Camels their
biggest lead ever!

NELSON: Yes, 43% more Camels smoked and enjoyed than the 2nd-
place brand!

KING: Think it over! In the face of all the broad claims of
other brands, in spite of the new-fangled smokes, more
people buy Camels than any other cigarette!

NELSON: Yes, America's smokers have given Camels the greatest
vote of confidence in cigarette history!

KING: What does this mean to you?

NELSON: Just this -- to be that popular, Camels have to be
better, they have to give you more pleasure than the
other brands! If you want to enjoy cigarettes more
than ever, try Camels.

KING: Try them for 30 days and see how Camel's exclusive
blend of costly tobaccos brings you rich flavor and
friendly mildness -- pack after pack!

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

KING: Ask for Camels, -- America's most popular cigarette
--- by the biggest margin in cigarette history!

(MUSIC: BRIDGE)

KING: New songs and good songs keep coming up season after season. Out of the long list they make, there are a special few which seem to say around, year after year. One of these "memory songs" was the one the students here at Cornell voted their all-time favorite Vaughn Monroe recording. Here's Vaughn and the Choir to help you remember that....."BLUE MOON."

(MUSIC: "BLUE MOON".....MONROE AND CHOIR)

(Applause)

KING:

✓ Every week, the makers of Camels send gift packs of Camel cigarettes to hospitalized Servicemen and Veterans. This week, the Camels go to; Veterans' Hospitals, St. Cloud, Minnesota, and Bath, New York; Travis Air Force Hospital, Fairfield, California; all hospitals operated by the Army for U.S. Forces in Austria.

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

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

MONROE: And that means we're coming down the home stretch of another Camel Caravan half-hour. Our warmest thanks go to all our friends here at Cornell University for asking us to be their guests tonight. And of course, we'd like to ask all of you to be our guests at this same time next week.

KING: Next Saturday the Camel Caravan will be coming your way from the campus of Rutgers University. Vaughn's special guest will be lovely Sally Sweetland. Be sure to join us then, won't you?

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:

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
now smoking Cavaliers! Try them, won't you?
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)

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