

Taped Master  
**AS  
BROADCAST**

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, FEB 4th, 1950

7:30 to 8:00 PM EST

CUE: (COLUMBIA BROADCASTING SYSTEM)  
(.....30 seconds.....)

MUSIC: JINGLE

Hello nice people from Maine to California --  
The Camel Caravan is here!  
For 30 minutes of music for your pleasure  
Just gather 'round and lend an ear!...

MUSIC: (FADE AND SUSTAIN UNDER)

CONOVER: From the campus of Cornell University in Ithaca,  
New York -- the Camel Caravan -- starring Vaughn  
Monroe...with the Moonmaids, the Moon Men,  
the Orchestra and Guest Star Rosemary Clooney --  
presented by Camel Cigarettes.

MUSIC: UP AND SEGUE)

SINGERS: How mild,  
How mild,  
How mild can a cigarette be?  
Make the Camel thirty day test  
And you'll see.

-more-

ras

51457 4540

CONOVER: Not one single case of throat irritation due to smoking Camels -- that's what noted throat specialists reported in a coast-to-coast test of hundreds of people who smoked only Camels for thirty days. That's how mild Camels are!

2nd ANNCR: Make a note. Remember your throat.  
Try Camels today!

51457 4541

HUGH:

Now, here is the star of the Camel Caravan...  
Vaughn Monroe!

(APPLAUSE) 1.25

MONROE:

Hello, and how do you do, everybody!

The Camel Caravan is making music tonight...

far above Cayugar's waters...

*Coruelli's famous Bailey Hall is packed  
with a bright crowd of undergrads and their dates and we've  
looked forward to a good time  
audience*  
~~and we couldn't  
have picked a nicer spot and a more enthusiastic~~  
The experts of "Variety" tell us that my friend  
*Red Foley* ~~has heard~~ "Chattanooga Shoe Shine Boy" is the big  
~~the tune we're starting off with is the big~~

~~record~~ rave this week in New York City and St.

Louis...So here's where we ramble through a

couple of choruses of "~~Chattanooga Shoe Shine~~  
*that tune*

~~Boy~~" for the first time on our show. 1.50

MUSIC:

"CHATTANOOGA SHOE SHINE BOY"...MONROE 4.35

(APPLAUSE) 4.40

4.40

-4-

MONROE: Thank you. Now, Mr. Conover here's our chance to show the students of Cornell how smart we are. What towns are known as the Sunshine City of the Grand Canyon State and the Queen City of the Buckeye State...?

HUGH: Er...yes. Nice to have had this chat with you, Maestro.

MONROE: Conover, you disappoint me. Rosemary Clooney, do I see your hand raised?

CLUNEY: Vaughn, you're talking about Phoenix, Arizona and Cincinnati, Ohio!

MONROE: Very good...and now here's where you can win your varsity C...for Camels, that is. According to "Variety" what tune was reported by the leading disc-jockeys in Phoenix and Cincinnati as the top request this week...?

CLUNEY: "With My Eyes Wide Open I'm Dreaming"

MONROE: That's what I like about Rosemary...she knows geography, and she can sing, too. What more could I ask of any guest? The next three minutes are yours, Miss Clooney... 5.25

MUSIC: "WITH MY EYES WIDE OPEN"...CLOONEY 9.10  
(APPLAUSE) 9.15

9.15

MUSIC: (JINGLE)

ALL: Come on, we're trav'ling to a near-by city --  
You'll guess it if you're not obtuse --

MONROE: It's got a school that you folks here all admire --  
We mean the town of Syracuse!

ALL: It's record-fans agree, this week,  
This is their favorite song --  
So listen while we sing the words  
As the Caravan rolls along! 9.50

MUSIC: "OLD MASTER PAINTER"...MONROE, MOONMAIDS 12.25

(APPLAUSE)

12.32

12.32

CONOVER:  
(Live) And now here, on tape, is an interview between  
Vaughn and Mr. Richard Cole.

MONROE:  
(FROM TAPE) Hello, Mr. Cole!

COLE: Hello, Vaughn.

MONROE: Mr. Cole, you made the Camel thirty-day mildness  
test under the supervision of a throat specialist,  
didn't you?

COLE: Yes, Vaughn. And I enjoyed it very much!

MONROE: Well, could you describe it for us?

COLE: It was very simple. I just smoked Camels for thirty  
days -- about a pack and a half a day.

MONROE: And you saw the throat specialist once a week?

COLE: That's right.

MONROE: What did he say after the test was all over?

COLE: He said there was no sign of irritation in  
my throat from smoking Camels!

MONROE: And would you say that how' mild a cigarette  
can be?

-more-

ras

COLE: Definitely!

MONROE: Well, thanks a lot, Richard Cole.

CONOVER:  
(LIVE) In a coast-to-coast test, hundreds of people,  
like Mr. Cole, smoked only Camels for thirty  
days, averaging one to two packs a day.  
Each week, their throats were examined by  
noted throat specialists who reported not one  
single case of throat irritation due to smoking  
Camels! That's how mild Camels are!

2nd ANNCR: Make a note. Remember your throat. Try Camels  
today!

13.35

ras

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13.35

MUSIC: (JINGLE)

MONROE: In San Francisco, as well as Kansas City,  
This ballad is the first request -

GIRLS: And it's the choice both in Memphis and in  
Portland

(We mean the one that's way out west.)

ALL: In San Antone and New Orleans,  
No other song will do

GIRLS: And in Seattle, it's on top -  
Vaughn sings it now for you! 14.10

MUSIC: "I CAN DREAM CAN'T I?"....MONROE 16.00

(APPLAUSE) 16.10

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16.10

MONROE:

Thank you. The Camel Caravan crew and I have been looking forward to this visit to Cornell University. Some of us have been here before.. and my memories of this campus goes back to my own college days. That's when my alma mater, Carnegie Tech, met a Big Red team in football .. and we were just nosed out, by something like 57 to nothing. But Cornell has more than it's great teams to be proud of ... it has a tradition of scholarship that goes back to 1865, the year it was founded. Ezra Cornell gave a new university to the nation ... and the University has given the nation more than a few leaders in the arts, the sciences and in sport. This evening, the Camel Caravan is happy to pay it's respects to Cornell ... with the song it's students and alumni have sung for many, many years. 16.53

MUSIC:

"FAR ABOVE CAYUGA'S WATERS" ... ENSEMBLE 18.55

(APPLAUSE) 19.07

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19.07

MUSIC:

(JINGLE)

ALL:

In Washington all the fans have been requesting  
To hear this tune you've heard before -  
The same in Denver, and also in Atlanta -  
They're calling for it more and more!

This song is for our guest tonight -  
She does it mighty well -

So here's Miss Clooney, singing from  
The campus of Cornell! 19.40

MUSIC:

"DEAR HEARTS" ..CLOONEY 22.07

(APPLAUSE)

22.15

22.15

SINGERS:

How mild,  
How mild,  
How mild can a cigarette be?  
Make the Camel thirty-day test  
And you'll see!

CONOVER:

Yes, you'll see how rich and full-flavored, how cool and how mild, how thoroughly enjoyable Camels are!

2nd ANNCR:

Among the millions who enjoy Camels are many, many doctors. More doctors smoke Camels than any other cigarette, according to a nationwide survey. One hundred thirteen thousand, five hundred and ninety-seven doctors were asked what cigarette they smoked. The brand named most was Camel!

CONOVER:

Friends, give a carton of Camels for Valentines' Day -- there's a special Valentine wrapping with a space for your greeting.

23.02

23.02

(MUSIC THEME)

MONROE:

The Camel Caravan makes a slight detour, now, from the "Variety" list of current favorites. We're heading toward a tune that was big some years ago ... maybe you remember when Warren G. Harding was President ... when flappers rushed off to see the picture of the year; Rudolph Valentino, in "The Sheik" ..? That was the year the first motion-picture was filmed in color ... the year a kid named Gene Sarazen crashed through to win the American Open Golf Championship. Cornell University attracted attention by offering the first college courses in Hotel Administration .. and that was the year the first commercial radio program was broadcast.

Well, if you haven't guessed by now .. that was 1922. And the musical highlight was a set of words and music by a couple of newcomers to Tin Pan Alley .. Paul Whiteman and Ferde Grofe. I'm sure many of you will remember it ..... 23.55

MUSIC:

"MY WONDERFUL ONE" ... MONROE 26.45

(APPLAUSE)

26.55

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ANNCR:

Each week, the makers of Camels send out gift Camels to hospitalized members of the Armed Services. This week, the Camels go to: Veterans' Hospitals, Augusta, Georgia, and Coral Gables, Florida...U.S. Army Beaumont General Hospital, El Paso, Texas...U.S. Naval Hospital, Portsmouth, New Hampshire.

The Camel people have now sent more than one hundred ninety million cigarettes to servicemen, servicewoman and veterans. 27.17

ras

27.17

(MUSIC:

MONROE THEME) 27.35

MONROE:

Well, I guess that's "so long" for now to the campus of Cornell University ... and from all of us on the Camel Caravan, a big smiling "Thank you" for making our visit so pleasant. Tomorrow we start on a long tour of these United States, with a stop at Syracuse. Monday we're in Jamestown, New York ... Tuesday, McKeesport, Pennsylvania ... Thursday we play for the students of the University of Maryland ... Friday we're in Wilmington, Delaware ... and we'll be back on the air with you again next Saturday from the Sunnybrook Ballroom in Pottstown, Pennsylvania. Let's make that a date for another session of tunes on the "Variety" list of leading requests. Our guest will be one of your very favorite record stars, Kitty Kallen.

On Monday night I hope you'll all be listening to the Bob Hawk show when my good friend Bob will be looking for the Lemac of the week with a prize of Two Thousand dollars. So don't miss Bob Hawk on most of these same stations Monday night.

Until we meet again ... this is Vaughn Monroe wishing you pleasant dreams ... and ... won't you have a Camel? 28.25

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(MUSIC: C-A-M-E-L-S)

(CAMEL THEME: FADE ON CUE) 28.40

28.40

ANNCR:

Men, pack your pipes with Prince Albert, the  
National Joy Smoke. P.A.'s rich, flavorful  
tobacco is crimp cut for smooth, even burning  
and cool smoking -- and it's specially treated  
to insure against tongue bite. You'll enjoy  
Prince Albert; it's America's largest-selling  
smoking tobacco!

28.55

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28.55

MUSIC: CAMEL THEME ... FADE 29.05

HUGH: This is Hugh Conover saying goodnight for the Camel Caravan -- starring Vaughn Monroe! 29.10

(APPLAUSE) 29.25

This is CBS ... the COLUMBIA BROADCASTING SYSTEM - fade theme 15 seconds -

8:00 PM B-U-L-O-V-A ..... Bulova Watch Time  
WCBS ..... NEW YORK  
880 ON YOUR DIAL

29.30

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