

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, APRIL 15, 1950

7:30 to 8:00 PM - EST

**AS
BROADCAST**

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

MUSIC: JINGLE

ANNCR: 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 University of Denver - the Camel Caravan
-- starring Vaughn Monroe ... with the Moonmaids,
the Moon Men and the Orchestra featuring Ziggy
Talent, Maree Lee and the Camel Chorus -- presented
by Camel Cigarettes.

MUSIC: (UP AND SEGUE)

51457 4650

SINGERS: How mild,
 How mild,
 How mild can a cigarette be?
 Make the Camel thirty-day test and you'll see --
 Smoke Camels and see!

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! Test Camels in your "T-Zone" --
 T for taste, T for throat -- and see how
 flavorful and how mild Camels are!

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

51457 4651

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

(APPLAUSE) 1.30

MONROE: Hello, and how do you do, everybody! The guide- book
describes Denver, Colorado, as ~~follows .. and I quote:~~
"The commercial, financial, cultural and professional
capital of the Rocky Mountain area". Well, for a
community like that, nothing but the best will do.

HUGH: You mean Camel Cigarettes, don't you, pappy?

MONROE: You're so right, Mr. Conover .. and nothing but the
best in music, too. Which is exactly what the Camel
Caravan has brought to the campus of the University
of Denver ... a line-up of tunes that are number-one
requests, according to "Variety", on disc-jockey shows
all over the country. Here's a sample: a ballad that's
the top choice this week in Seattle and Memphis ...
"Sentimental Me". 2.05

MUSIC: "SENTIMENTAL ME" .. MONROE 4.50

(APPLAUSE) 5.00

5.00

MUSIC: (JINGLE)

ALL: We thank you for the applause you gave that ballad -
Now here's another one for you:

GIRLS: The leading choice of the folks right here in Denver -
In Charlotte, it's the big hit, too!

ALL: In Rochester and Lawrence, Mass.,
There's nothing to compare
With this week's most-requested song -
It's called, "It Isn't Fair". 5.30

MUSIC: "IT ISN'T FAIR .. MONROE 8.30

(APPLAUSE) 8.45

8.45

MONROE:

Thank you. This next tune, I'm afraid, will add a few gray hairs to the University of Denver's English Department. But gentlemen, if you will kindly pretend that the words in this song were spelled by a "D"minus student, I think you'll give the lad "A" for rhythm. This is one of the best jump tunes to come along in many a month, and a lot of record-show listeners seem to agree. In Kansas City, "Variety" tells us, it's the most requested song of the week. So ... if you'll give your attention to the Camel Caravan Chorus, you'll now be treated to the soothing rhythms of.. "Rag Mop"; 9.15

MUSIC:

"RAG MOP" .. CHORUS 11.50
 (APPLAUSE) 12.00

51457 4654

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

CONOVER: One of the loveliest leading ladies on the musical comedy stage today is Nanette Fabray. Like our maestro, Mr. Monroe, and so many other singers, Nanette Fabray smokes Camels.

VINES: Here's what Miss Fabray said: "Every day of the week, I'm singing or rehearsing...so, of course, I smoke the ~~mild~~ cigarette that agrees with my throat -- CAMEL!"

CONOVER: Yes, with ^{So many} people who use their voices in their work, Camels are a ~~big~~ favorite. Here's what a gentlemen in my profession, Radio Announcer George Ansbro, told us:

VINES: "Throat irritation doesn't go in my job! I smoke only Camels. They're right for my throat."

CONOVER: Friends, try Camels in your "T-Zone" -- T for taste and T for threat. You'll see how mild and flavorsome a cigarette can be!

(Continued)

VINES:

In a coast-to-coast test, noted throat specialists made weekly examinations of the throats of hundreds of people who smoked only Camels for thirty days. These doctors reported: Not one single case of throat irritation due to smoking Camels. Make a note. Remember your throat. Try Camels today!

13.15

13.15

GIRLS: Our caestro tells us he's feeling like a cowboy
 FANNING: It's going on a Western kick.
 GIRLS: He loves this Denver. He says it's very pretty.
 FANNING: And say and smart and mighty slick.
 GIALO: Well, pardner, why not r'are right up
 For Denver's native sons,
 And sing a Western sadrigal
 From your picture "Singing Guns."



13.50

(MUSIC)

MEXICALLI TRAIL)

16.35

(APPLAUSE)

16.45

16.45

monroe;
~~xxxx~~

Thank you. And here is our salute to a great fraternity. Since its inception in 1865 at Washington and Lee University, the Kappa Alpha Order has kept alive the traditions of Comradship and scholarship. This evening, the Camel Caravan sings this song for the 32,000 members of this ~~fraternity~~ fraternity, with a bow to ~~nick~~ all the brothers who are attending the famous "Old South Ball" in Atlanta, Georgia. 17-10

(MUSIC: KAPPA ALPHA ROSE...MONROE & CHOIR)

HUGH:

Here at the University of Denver the Camel Caravan crew has seen just how beautiful a college campus can be. And from a brief study of its history, dating back to 1864, we've learned how much the University has contributed to Colorado and to the nation. This is our salute to the crimson and yellow of the University of Denver....our greeting to its Chancellor, Albert C. Jacobs, and its 11,000 students.

~~xxxxxxx~~ ~~xxxxxxx~~ ~~xxxxxxx~~ ~~xxxxxxx~~ ~~xxxxxxx~~ ~~xxxxxxx~~ ~~xxxxxxx~~ ~~xxxxxxx~~ ~~xxxxxxx~~ ~~xxxxxxx~~

(MUSIC: "FAIREST OF COLLEGES"....MONROE & CHOIR)

19.35

(APPLAUSE)

19.45

~~20-~~

19.45

MUSIC: (JINGLE)

MONROE: And here the spotlight shines down on Ziggy Talent,
And on his partner, Mary Lee -
Their song is first both in Pittsburg and Milwaukee,
According to "Variety".

ALL In Washington and New Orleans,
In New York and St. Loo -
In Cincinatti, O-hi-o,
No other tune will do! 20.20

MUSIC: "IF I KNEW YOU WERE COMING" .. TALENT, LEE 22.20
(APPLAUSE)

22.30

FM

51457 4659

22.30

VINES: What cigarette do you smoke, Doctor?

CONOVER: That question was asked of one hundred thirteen thousand, five hundred and ninety-seven doctors, all over the country and in every branch of medicine.

VINES: What cigarette do you smoke, Doctor?

CONOVER: The brand named most was Camel! Yes, according to this nationwide survey, more doctors smoke Camels than any other cigarette!

VINES: Try Camels yourself. You'll enjoy the rich, full flavor and the cool, cool mildness of Camel's costly tobaccos!

MUSIC: BRIDGE

22.55

22.55

MONROE: You know, Conover, since we've been in Denver, I've been thinking about my Western picture "Singing Guns". I realize now I made a big mistake.

HUGH: *Oh no Conover, I thought the picture was very good.*
~~You mean the picture? Oh, it isn't that bad.~~

MONROE: *Conover,*
I mean I should've come to Denver first. This is the place to get the Western mood .. the home of Kit Carson and Buffalo Bill. This is where gold was discovered in 1858 .. the foothills of the Rocky Mountains .. where Mount Evans reaches almost 3 miles into the sky.

HUGH: That does it, maestro! Some day there'll be monuments here to three loyal sons of Colorado ... Buffalo Bill, Kit Carson and Mope-along Monroe.

MONROE: You don't get the idea at all, Conover. A visit to Denver and you begin to understand those songs about the west ... the tunes like this one, almost 20 years old, but still one of the big requests in our book.....

"When It's Springtime in the Rockies" 24.00

MUSIC: "WHEN IT'S SPRINGTIME IN THE ROCKIES" .. MONROE 26.45

(APPLAUSE) 26.55

-13-

26.55

ANNOUNCER: Each week, the makers of Camels send gift cigarettes to servicemen and veterans in hospitals throughout the country. This week, the Camels go to: Veteran's Hospitals, Salt Lake City, Utah and Washington, D.C.U.S. Army Station Hospital, Fort Bragg, South Carolina...U. S. Naval Hospital, Great Lakes, Illinois.

More than one hundred ninety-one million free Camels have now been sent to servicemen, servicewomen and veterans!

27.20

FM

51457 4662

27.20

-14-

MUSIC:

(MONROE THEME) 27.35

MONROE:

Well, that's it for tonight, friends.. with a low bow to the University of Denver for its warm welcome, the Camel Caravan is on it's way now to our meeting-place next Saturday night .. the Indiana Roof, in Indianapolis.

HUGH:

And between now and next Saturday, Vaughn and his crew will be playing for dancing - Sunday at Laramie, ^{Monday - Holdrege, Neb -} Wyoming; Tuesday, Omaha; Wednesday, Burlington, Iowa; Thursday, Hammond, Indiana; and Friday, Purdue University at Lafayette.

MONROE:

But come one week from tonight, we'll be on the air, coast to coast, as usual .. fresh as a daisy, and with music you'll enjoy. A salute to Kappa Sigma Fraternity .. a nostalgic favorite for the old-timers .. and a big bundle of tunes from the "Variety" list of leading record-show requests. That's next Saturday .. on the Camel Caravan!

(HAWK PLUG)

Until we meet again, this is Vaughn Monroe, wishing you pleasant dreams .. and .. won't you have a Camel? 28.35

MUSIC:

C-A-M-E-L-S

Camel Theme - Fade on Cue

28.50

FM

51457 4663

-15- 28.50

ANNOUNCER:

For pipe pleasure, smoke Prince Albert, America's largest-selling smoking tobacco! P.A.'s choice tobacco is crimp cut for cool smoking and smooth, even burning. And it's specially treated to insure against tongue bite. Get Prince Albert -- it's the National Joy Smoke!

29.05

29.05

MUSIC: CAMEL THEME ... FADE ... 29.15

HUGH: This is Hugh Conover saying goodnight for the Camel Caravan -- starring Vaughn Monroe! 29.20

(APPLAUSE) 29.27

This is CBS... the COLUMBIA BROADCASTING SYSTEM

(MUSIC IN -- APPLAUSE)

(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