

Timed Master

**AS
BROADCAST**

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, APRIL 29, 1950

7:30 to 8:00 PM EDST

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 the University of North Carolina in
Chapel Hill, the Camel Caravan -- starring Vaughn
Monroe...with the Moonmaids, the Moon Men, the
Orchestra and guest star, Rosemary Clooney --
presented by Camel Cigarettes. 30

MUSIC: (UP AND SEGUE)

vq

51457 4681

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

CONOVER: In a coast-to-coast test of hundreds of people who
 smoked only Camels for thirty days, noted throat
 specialists reported: Not one single case of throat
 irritation due to smoking Camels.

VINES: Make a note. Remember your throat. Try Camels today! 1.03

HUGH: Now, here is the star of the Camel Caravan ...
Vaughn Monroe! 1.10

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! This is something
I've looked forward to all Winter ... a visit to
Chapel Hill in the Spring. The University of North
Carolina is one of the beauty spots of the Tar Heel
State .. and from this campus of the oldest state
university in the country, the Camel Caravan brings
you some of the newest of popular tunes. They're songs
reported by leading disc-jockeys in "Variety" as the
biggest requests of the week ... such as this one ...
the current choice of the record-show listeners in
Springfield, Massachusetts! 1.50

MUSIC: "C'EST SI BON" .. MONROE, MOONMAIDS 4.25

(APPLAUSE) 4.35

4.35 -4-

MUSIC: (JINGLE)

GIRLS: The show goes on and the music now continues -
So step up, maestro, if you will -
And sing this ballad for all the Camel smokers,
And for our friends at Chapel Hill.

MONROE: This tune is Boston's top request -
Chicago's favorite song -

GIRLS: Let's hear the words and music, Vaughn,
As the Caravan rolls along! 5.10

MUSIC: "IT ISN'T FAIR" .. MONROE 7.55

(APPLAUSE) 8.05

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8.05

MONROE: Thank you. It's nice to have you guesting with us again, Miss Rosemary Clooney. Where've you been these past few weeks?

CLOONEY: I've been visiting my home town, Vaughn. But this afternoon I heard your theme song, "Racing With The Moon," and I thought I'd come over and say hello.

MONROE: You heard "Racing With The Moon" in Maysville, Kentucky? On what station?

CLOONEY: No station. They were playing it here on the Bell Tower Chimes.

MONROE: That's another thing I like about Chapel Hill ... wonderful acoustics. But we've added to it with microphones and tubes and such ... and when you sing for us, Rosemary, they'll hear you all over the country. Here's the tune I've picked off the "Variety" list for you .. a show-stopper when it was first heard in the Broadway musical, "Pal Joey" .. and now it's the number-one choice of the citizens in Detroit and Cincinnati! "Bewitched, Bothered and Bewildered" 8.50

MUSIC: "BEWITCHED, BOTHERED AND BEWILDERED" .. CLOONEY 12.00

(APPLAUSE) 12.10

51457 4685

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

CONOVER: Everywhere we go these days, baseball is in the air.
You know, a lot of big League stars are fans -- fans of
Camel Cigarettes! Take Vic Raschi, pitching ace of the
New York Yankees. Vic told us:

VINES: "Camel mildness agrees with my throat. There's nothing
as cheering as a Camel! Camel flavor hits the spot with
me!"

CONOVER: Then there's the top pitcher in the majors last season,
Mel Parnell, of the Red Sox.

VINES: "I'm certainly glad I made the Camel thirty-day test!
Camels agree with my throat. They're a cool, mild,
great-tasting smoke!"

CONOVER: Friends, test Camels in your "T-Zone" -- T for taste
and T for throat. You'll see how flavorful and how mild
Camels are!

VINES:

In a coast-to-coast test, hundreds of people smoked only Camels for thirty days. Each week, noted throat specialists examined the throats of these smokers and reported: Not one single case of throat irritation due to smoking Camels.

CONOVER:

Make a note. Remember your throat. Try Camels today!

13.25

13.25 -8-

MUSIC: (JINGLE)

GIRLS: A brand-new Western is jamming movie-theatres
In towns and cities near and far -
And "Singing Guns" is the title of the picture,
With Maestro Vaughn Monroe the star!

He shoots a gun, he wins the gal,
He rides across the plain -
He sings great songs like this one here;
His record hit, "Mule Train"!

MUSIC: "MULE TRAIN" .. MONROE

14.00

16.05

(APPLAUSE)

16.15

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16.15

MONROE: Thank you. In the Camel Caravan spotlight, now ...
a salute to Alpha Phi sorority!

HUGH: A salute well deserved, Vaughn, by the sorority
founded at Syracuse University in 1872 ... famous
for it's Clara Bradley Scholarship Fund, and for
it's aid to cardiac cases.

MONROE: To the 20,000 members of Alpha Phi, in 41 chapters,
we're happy to dedicate their traditional song ...
"Alpha Phi Toujours". 16.40

MUSIC: "ALPHA PHI TOUJOURS" .. MONROE, ENSEMBLE 17.35

MONROE: And here the Camel Caravan takes off its hat to
the blue and white of the University of North
Carolina .. our host this evening. The history
of the University tells us that it received it's
charter well over a century and a half ago .. in
1789; ~~it tells of it's first president, James (?)~~
~~Galdwell .. and of it's first student, Hinton Jones,~~
~~who walked 200 miles to enroll.~~

HUGH: ~~And here the school stands today, Vaughn .. under the~~
~~University carries on under its new president Gordon~~
~~leadership of it's new president, Dr. Gordon Gray,~~
~~5,000 strong with a proud reputation in~~
~~scholarship and sports~~
And today with 15,000 students in its three branches the
University carries on under its new president Gordon
Gray. In scholarship and sports it has a proud
reputation

~~MONROE:~~ We welcomed the invitation to visit the University of
North Carolina .. and we welcome this opportunity to
pay our respects! 18.05

MUSIC: "SOUND OF TAR HEEL VOICES" .. MONROE, ENSEMBLE 19.10
pp (APPLAUSE) 19.20

19.20

MUSIC: (JINGLE)

ALL: A juke-box hit of the 1950 season
Is tops this week in Washington -

MONROE: In Kansas City, in Dallas and in Phoenix,
The fans keep calling for this one -

GIRLS: In San Antone and New York, too,
So says "Variety" -

ALL: The tune our guest now sings is first
In popularity! 19.50

MUSIC: "IF I KNEW YOU WERE COMING" .. CLOONEY 22.20
(APPLAUSE)

22.25

22.25

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 you'll see just how mild Camels are!

SINGERS: So mild,
So mild,
So mild that you're bound to agree
That Camels suit you to a T,
To a T...
Smoke Camels and see!

23.05

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23.05

MONROE:

And this is where I put on my old gray beard and trot out a tune that's comparatively ancient. Most of you students here were just starting in grade school when this ballad was new. In the world at large, here's what was happening that year: King George and Queen Elizabeth of England paid a formal visit to the United States .. the New York World's Fair had just got under way ... and Joe DiMaggio became a star by winning his league's batting championship. On the literary front, a book called "The Yearling" was the best seller and the Pulitzer Prize winner ... and on Broadway, Oscar Hammerstein and Jerome Kern were the proud co-authors of a musical called "Very Warm For May". 1939 ... that's the year this song was born ... and it came from the score of that Kern-Hammerstein show. Maybe you remember it ... "All The Things You Are". 23.50

MUSIC:

"ALL THE THINGS YOU ARE" .. MONROE 26.50

(APPLAUSE)

27.00

27.00

ANNCR:

Friends, many of the men who served in our armed forces are still hospitalized. They like to know that they are not forgotten. Each week, gift Camels are sent to them to help make their days brighter. This week, the Camel people are sending cigarettes to: Veterans' Hospitals, Walla Walla, Washington, and Montgomery, Alabama...U. S. Air Force Hospital, Selfridge Air Force Base, Michigan...U. S. Naval Hospital, Jacksonville, Florida. 27.20.

mg

27.20

MUSIC:

(MONROE THEME)

27.35

MONROE:

Well, we've used up about all of our half-hour .. and now it's time to say good night. I think our friends at Chapel Hill know how much we've enjoyed this visit to the North Carolina Campus .. and I hope all of you will join us next Saturday night for another session of Camel Caravan music.

HUGH:

Vaughn will be on the air from Boston one week from tonight .. and here's his itinerary until then: tomorrow, a concert at Richmond; Monday, Washington, D.C., for the National Chamber of Commerce Convention; a Wednesday night visit to Warwick, Rhode Island; and on Thursday, Vaughn and the crew move into the R.K.O. Boston Theater for a week.

MONROE:

Drop in if you're in the neighborhood ... and wherever you are next Saturday night, tune in. We'll give you more of the big requests of the week as listed in "Variety", another pleasant old-timer, and by way of a collegiate touch, a musical greeting to Phi Gamma Delta fraternity. Rosemary Clooney will be with us again in the guest department. On Monday night I hope you'll be listening to the Bob Hawk Show when my good friend Bob will be looking for the lemac of the week - so for lots of laughs and lots of prizes 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? 28.40

MUSIC:

C-A-M-E-L-S

CAMEL THEME FADE ON CUE

mg

28.50

28.50

ANNCR:

Men, pack your pipes with Prince Albert, the National Joy Smoke! P.A.'s choice tobacco is crimp out for smooth, cool smoking and it's specially treated to insure against tongue bite. Get Prince Albert, America's largest-selling smoking tobacco!

29.05

mg

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29.05

-16-

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. 29.30

mg

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