

Turned Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN-STARRING VAUGHN MONROE

SATURDAY, MAY 6, 1950

7:30 to 8:00 PM EDST

**AS
BROADCAST**

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 Boston, Massachusetts, 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!

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. Test Camels in
 your "T-Zone" -- T for Taste, T for throat --
 and see how mild a cigarette can be!

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

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

(APPLAUSE) 1.25

Monroe: Hello, and how do you do, everybody. As usual, this Boston Boy is mighty glad to be face to face with a Boston audience.

HUGH: Hold it Pappy....what is this "Boston Boy" routine? You were born in Akron, Ohio.

MONROE: Conover, it doesn't make any difference where a Bean was grown. . give it the right treatment and it becomes a Boston Baked Bean. And Boston is where I started my orchestra ten years ago with the help of Marchand Music.

HUGH: That's right, Vaughn. This is the tenth anniversary for you and the gang. And I hear there'll be big doings at the RKO Monday night when Mayor John J. Hines comes over to present you with a birthday cake from the good people of Boston.

VAUGHN: I'm really looking forward to that, Hugh. And if you're a good boy I'll save you a piece.

HUGH: Gee, thanks. Now how about celebrating your anniversary by starting off with the tune that the nation's Disc Jockeys rate in "Variety" as the big request of the week in Chicago and Rochester. 2.15

(MUSIC: IT ISN'T FAIR...MONROE) 5.00

(A PPLAUSE) 5.05

5.05

MUSIC: (JINGLE)

GIRLS: Comes next a ballad that's going to sweep the country -

A song that everyone enjoys
~~It's heading for a lengthy run.~~

And listen, Boston, you're going to hear it sung now
By Vaughn Monroe, *and all the girls and boys.*
~~your favorite son!~~

This is his latest record hit -

One of his very best -

Right here in Boston all this week,

It's been the top request! 5.40

MUSIC: "OVER AND OVER"...MONROE 7.50

(APPLAUSE) 8.00

8.00

MONROE:

Thank you. The pride of the Kentucky Clooneys steps into the Camel Caravan spotlight now...the blonde and beguiling Rosemary Clooney!

HUGH:

Say, Vaughn, I just realized...you've had dozens of guest singers on this series of shows...but not one of them has been back as often as Rosemary. This is her 8th appearance with you!

MONROE:

That's right, Conover...and I wish you'd stop telling her that it's because you're using your influence. Our Camel customers like to hear her...and they say so in every batch of mail we get. And who does this program aim to please?...our Camel Customers. So...once again ..here is the popular Miss Clooney...and a popular ballad. In "Variety" it's listed as the leading request this week in Washington...

8.30

MUSIC:

"THIS FOOLISH HEART"....CLOONEY

11.40

(APPLAUSE)

11.45

11.45

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

MONROE: One of the finest voices ever to hit Hollywood
 belongs to a young man named Mario Lanza and,
 like so many singers, Mario's preference in
 cigarettes is Camels.

CONOVER: Mario Lanza put it this way: "A singer must be
 very careful about his throat, and the cigarette
 he smokes should be mild. I smoke Camels because
 I've found that their mildness agrees with my throat."

VINES: Yes, Camels are mild. 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: Test Camels in your "T-Zone"--T for taste and T
 for throat. You'll see how mild and flavorful a
 cigarette can be!

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

12.55

12.55

MUSIC: (JINGLE)

ALL: The song we've got now will take us on a visit
To Portland, on the eastern coast -

MONROE: The platter-spinner who runs the leading show there
Says this tune's been requested most.

GIRLS: And it's the choice in San Antone,
So says "Variety"-

ALL: Perhaps you've guessed the one we mean -
It's "Sentimental Me!" 13.25

MUSIC: "SENTIMENTAL ME"...MONROE, MOONMAIDS 16.35

(APPLAUSE)

16.45

16.45

MONROE: Thank you. A Camel Caravan salute to a college fraternity is our next order of business...and this evening we give you Phi Gamma Delta!

HUGH: Phi Gamma Delta...102 years old...founded at Jefferson College in 1848! From a few small chapters on southern college campuses, the fraternity has grown to membership of 48,000 in 74 chapters throughout the nation.

MONROE: Royal purple is the color of Phi Gamma Delta... and it was the nickname, "Cannibals", that inspired the fraternity's exciting song, "Marching Fiji Men"! Phi Gamma Delta's everywhere...sing along with us!

17.20

MUSIC: "MARCHING FIJI MEN"...MONROE, ENSEMBLE

18.55

(APPLAUSE)

19.05

da

19.05

MUSIC: (JINGLE)

ALL: And now, from Boston, we'll go to California -
Los Angeles is our next stop -
We'll hear the tune that's the big request on records,
The song that's way up there on top!

And on this balmy night in May,

This song is just the thing -

Miss Clooney

~~Our guest will~~ sing the words for you -

It's called, "Ho Hum, It's Spring"! 19.35

MUSIC: "HO HUM, IT'S SPRING"...CLOONEY 22.40

(APPLAUSE)

22.50

22.50

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 of Camel's costly tobaccos... and you'll see just how mild a cigarette can be!

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

23.35

23.35

MONROE:

On Broadway, it ran for three solid successful years...and they tell me that the picture version, starring Betty Hutton, is even bigger and better than it was on the stage. I'm talking about "Annie Get Your Gun", that rootin', tootin' musical you'll soon be seeing in 18 different shades of technicolor. And you'll be hearing all the Irving Berlin tunes from the original score...including this one. It's a wonderful song about falling in love...called "They Say That Falling In Love Is Wonderful". ...24.00

MUSIC:

"FALLING IN LOVE IS WONDERFUL"....MONROE, CHORUS 26.50

(APPLAUSE)

26.55

26.55

ANNCR:

Friends, the men in our servicemen's and veterans' hospitals like to know that they are not forgotten. To bring these men a little extra cheer, the Camel people send them gift Camels each week. This week, the Camels go to: Veterans' Hospitals, Richmond, Virginia, and Palo Alto, California... U.S. Naval Hospital, Portsmouth, New Hampshire.

27.10

ras

27.10

27.30

MUSIC: (MONROE THEME)

MONROE: For Rosemary Clooney and the Camel Caravan crew, I'm saying so long for tonight, friends...and you're all invited to join us again next Saturday night for another half-hour get-together.

HUGH: Next Saturday night's gonna be a big one, right, pappy?

MONROE: How right you are, Hugh! From Winston Salem, North Carolina, we'll take to the air to help celebrate the 75th anniversary of the R.J. Reynolds Tobacco Company, makers of Camel Cigarettes. It's a big occasion...and I can promise you all a big show!

HUGH: Top tunes from the "Variety" list of disc-jockey requests, musical greetings to Salem College and Delta Tau Delta fraternity...something special out of Vaughn Monroe's book of old favorites.. and as our guest singer...Rosemary Clooney!

MONROE: Same time, station and network...next Saturday night.. come along, everybody, and we'll have a time! 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 with a prize of one thousand dollars. 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, visiting your pleasant dreams...and...won't you have a Camel?

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

CAMEL: FADE ON CUE

28.45

28.27

51457 4709

2845

ANNCR: Pipe smokers, pack your pipes with the National
Joy Smoke: Prince Albert! P.A.'s choice tobacco
is crimp cut for smooth burning and cool smoking.
And it's specially treated to insure against
tongue bite. Get Prince Albert, America's largest
selling smoking tobacco!

29.00

da

51457 4710

29.00

29.10

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

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

29.15

(APPLAUSE)

29.25

This is CBS...THE COLUMBIA BROADCASTING SYSTEM

29.30