

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JULY 29, 1950 - (TAPED JULY 10 FROM BOSTON)

7:30 - 8:00 PM EDST

**AS
BROADCAST**

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

MUSIC: JINGLE

MUSIC
~~VINES:~~

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)

VINES: From the Meadows Restaurant in Framingham, Massachusetts,
the Camel Caravan -- starring Vaughn Monroe, with the

Moonmaids, the Moon Men, and the orchestra -- *in a special Victor Herbent Show*
transcribed and 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!

VINES: In a coast-to-coast test of hundreds of people who
smoked Camels for thirty days, noted throat specialists
reported not one single case of throat irritation due
to smoking Camels!

2ND ANNCR: Test Camels yourself in your "T-Zone" -- T for taste,
T for throat -- and see why more people smoke Camels
than any other cigarette!

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody! This warm July evening calls for music that's soft and relaxing... words and melodies meant for easy listening. So tonight, we've whipped up just that kind of a Camel Caravan session...a half hour of songs by Victor Herbert.

VINES: A mighty pleasant proposition, maestro. And you're the mellow fellow to sing those songs...just the way you sing them in your Victor Herbert Record Album.

MONROE: Thanks, ^{Lee} ~~Hugh~~...And here's the way the orchestra and I recorded ^{Gene Hammeth's arrangement of Victor Herbert's beautiful "Gypsy Love Song" - 1.50} ~~the first tune in the album, written by the composer in 1910, for his musical, "Naughty~~

Marionetta"

MUSIC: ^{"Gypsy Love Song"} ~~"FALLING IN LOVE WITH SOMEONE" ... MONROE~~ 5.00

(APPLAUSE)

5.10

~~#~~ 4 5.10

MUSIC: (JINGLE)

GIRLS: And here we have from his Victor Herbert Album,
Another song by Vaughn Monroe -

MONROE: A tune familiar to everyone who's list'ning,
A Broadway hit of long ago.

ALL: This song that's known throughout the world
Was new in 1910 -

GIRLS: Now, on the Caravan tonight,
Vaughn sings it once again.

5.45

MUSIC: "AH, SWEET MYSTERY OF LIFE" .. MONROE
(APPLAUSE)

8.40

8.45

51457 4836

8.45

MONROE:

Thank you. With the Camel Caravan doing a different kind of show tonight...an all Victor Herbert half-hour instead of our usual batch of current hits... here's another switch. Our guest-star this evening is...the Camel Caravan Orchestra!

VINES:

Your orchestra is your guest-star? Never heard of such a thing!

MONROE:

Stick around, Vines...you will! The boys well deserve the spotlight...especially for the job they do on this Victor Herbert tune from "Babes In Toyland."

The song was first heard on Broadway 47 years ago ... ~~Gene Hammett made this fine arrangement just a few months ago...and that's the story of our visit with the orchestra to... "Toyland".~~ *And tonight the orchestra gives you their version of "Toyland".* 9.15

MUSIC:

"TOYLAND"...ORCHESTRA 11.47

(APPLAUSE)

11.55

51457 4837

11.55

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

VINES: Smokers are asked to make many different tests --
a puff of this cigarette, a sniff of that one. But it
stands to reason that the sensible test is day-in,
day-out smoking of one particular brand. Only then can
you judge how mild a cigarette is and how much it
pleases your taste.

2ND ANNCR: Yes, make the sensible cigarette test. Smoke only
Camels for thirty days and let your "T-Zone" -- T for
taste and T for throat -- tell you the facts. You'll
see how mild, how flavorful, how thoroughly enjoyable
Camels are!

VINES: See for yourself why more people smoke Camels than
any other cigarette!

2ND ANNCR: 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! That's how mild
Camels are!

-more-

51457 4838

VINES:

Make your own thirty-day Camel test -- the sensible
test -- and see why more people smoke Camels than
any other cigarette!

13.17

51457 4839

13.17

(MUSIC: JINGLE)

ALL:

Now this next ballad made Victor Herbert famous
From New York to the Golden Gate -

In 1910, Mr. Herbert wrote this number,
The Critics called it really great.

In Naughty Marietta First

The world heard this fine song-

We hope you'll welcome hearing it

As the Caravan rolls along. 13.50

(MUSIC:

FALLING IN LOVE WITH SOMEONE.....MIMOS, CHOIR)

16.40

(APPLAUSE)

16.50

16.50

MONROE: Thank you. Although this is a special show tonight, we're not going to depart from an old Camel Caravan custom a salute each week to a college fraternity!

VINES: This evening, Vaughn Monroe pays his respects to ... Theta Delta Chi! Grown to 28 chapters and 13,000 members since it's founding at Union College in 1847, Theta Delta Chi has won national recognition on college campuses for it's \$100,000 educational and scholarship fund.

MONROE: Here's to the black, white and blue of Theta Delta Chi ... and here's to the success of it's convention in Atlantic City, September 8th to 11th! This is the song the men of the fraternity will be singing ...

17.25

MUSIC: "STARS ABLAZE" .. MONROE, ENSEMBLE
(APPLAUSE)

18.50

19.00

19.00

MUSIC: (JINGLE)

MONROE: The reeds are ready - the rhythm section's waiting -
The strings report they're all in tune -
They've all rehearsed one of Victor Herbert's classics,
And that's what you'll be hearing soon.

ALL;

So take it on the downbeat, boys -
Let's give the folks a treat -
That "Indian Summer" melody,
Played lightly, soft and sweet!

19.32

MUSIC:

"INDIAN SUMMER" ... ORCHESTRA
(APPLAUSE)

22.40

22.50

22.50

VINES: What cigarette do you smoke, Doctor?

2ND ANNCR: One hundred thirteen thousand, five hundred and ninety-seven doctors were asked that question -- doctors in all parts of the country, doctors in every branch of medicine.

VINES: What cigarette do you smoke, Doctor?

2ND ANNCR: The brand named most was Camel! Yes, according to this nationwide survey, more doctors smoke Camels than any other cigarette!

VINES: Try Camels yourself -- enjoy the rich, full flavor of Camel's costly tobaccos ... and see how mild a cigarette can be!

MONROE: Friends, whenever you go on a trip, be sure to bring along plenty of Camels. Camels by the carton are your best buy!

~~22.50~~ 23.28

51457 4843

23.28

(MUSIC BRIDGE)

MONROE: 1905 is the date of this memorable song by Victor Herbert ... and in the 45 years that have gone by since it made it's debut, in the operetta, "Mademoiselle Modiste", there's just no counting how many times it's been sung. The night the show opened in New York, the song made Fritzi Scheff a star ... it became a part of popular-music history ... and one of the composer's greatest hits. Our Victor Herbert Album wouldn't have been complete without it ... nor would this program that we've dedicated to him. 24.05

MUSIC: "KISS ME AGAIN" .. MONROE 26.45
(APPLAUSE)

26.57

51457 4844

26.57

VINES:

The men and women in our servicemen's and veterans' hospitals are a most deserving group of people and, each week, in appreciation, the makers of Camels send them gift cigarettes. This week's Camels go to: Veterans' Hospitals, Reno, Nevada, and Tuscaloosa, Alabama...U. S. Air Force Hospital, Scott Air Force Base, Illinois...U. S. Naval Hospital, Key West, Florida.

27.12

27.12

-14-

MUSIC:

(MONROE THEME)

27.45

MONROE:

I wish we had time to play and sing many more Victor Herbert songs for you .. but now this Camel Caravan session has to ring down the curtain. But how would you like to have us do another special show next Saturday night ..?

HUGH:

What've you got in mind, pappy?

MONROE:

One week from tonight, we can celebrate a Rodgers and Hart anniversary .. 25 years since those two great song-writers began collaborating. How does that sound? ..a half-hour of tunes by Richard Rodgers and Larry Hart!

HUGH:

Say no more, Vaughn .. I think it's a natural!

MONROE:

Then that's it, friends .. the Camel Caravan, with a Rodgers and Hart Show, from the campus of Boston University, next Saturday night. CECE BLAKE will be our singing guest ... and I hope you'll all be our radio guests.

Until we meet again, this is Vaughn Monroe wishing you pleasant dreams .. and .. won't you have a Camel? 28.27

MUSIC:

C-A-M-E-L-S

(CAMEL THEME - FADE ON CUE)

~~28.35~~ 28.40

ld

51457 4846

28.40

ANNCR:

Men, there's smoking pleasure in every pipeful of Prince Albert -- choice tobacco, rich and flavorful -- crimp out for smooth, even burning -- specially treated to insure against tongue bite. Enjoy Prince Albert, the National Joy Smoke, America's largest-selling smoking tobacco!

29.00

51457 4847

29.00

MUSIC: CAMEL THEME...FADE...

29.10

VINES:

This is Lee Vines saying goodnight for the Camel Caravan--starring Vaughn Monroe!

29.15

(APPLAUSE)

This program has been transcribed.

29.24

~~THIS IS CBS...THE COLUMBIA BROADCASTING SYSTEM~~