

*Timed Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, AUGUST 5, 1950 (TAPED JULY 11, FROM BOSTON)

7:30 - 8:00 PM EDST

**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)

VINES: From the Campus of Boston University in Boston,  
Massachusetts, the Camel Caravan -- starring Vaughn  
Monroe ... with the Moonmaids, the Moon Men, the  
orchestra and guest singer, Cece Blake *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 only Camels for thirty days, noted throat  
                  specialists reported not one single case of throat  
                  irritation due to smoking Camels!

2d 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. On this August evening of 1950 it's a pleasure to bring you the Camel Caravan from the beautiful new campus of Boston University on the banks of the Charles River.

VINES: And, you know, Pappy, a college campus is the right setting for the show we're doing tonight.

MONROE: A very astute bit of reasoning, Vines...because the tunes on the roster tonight are all from the facile pens of Richard Rogers and Larry Hart. This year marks the twenty-fifth anniversary of the arrival of these two great song writers on Broadway...And they got there by way of a couple of college shows.

VINES: Well, Vaughn, for the five thousand summer students of Boston University and for our coast-to-coast Caravan fans, hows about taking off with one of Rogers and Harts most famous tunes from "Babes in Arms"...

"Where or When".

2.05

MUSIC: "WHERE OR WHEN".....MONROE.

4.40

(APPLAUSE)

4.45

4.45

MUSIC: (JINGLE)

ALL: Another tune by these two great men of music -  
It's from their show called "Peggy Ann" -

GIRLS: And Vaughn will sing it for all you people listening  
To the Camel Caravan.

MONROE: Way back in 1926

They wrote this great big hit,

ALL:

Entitled "Blue Room" - and <sup>sure</sup> ~~is~~ sure

5.20

You all remember it!

MUSIC: "BLUE ROOM" .. MONROE

8.00

(APPLAUSE)

8.10

8.10

MONROE:

Thank you....You know, Rogers and Hart turned out their first tunes for the Varsity Show at Columbia University. That's a pretty big school. But Boston University is a big one, too...the biggest in New England. And, who knows, right here along Commonwealth Avenue there may be a couple of lads...or a boy and a girl...or, to be fair about it, a couple of gals, who might some day toss off a few ditties destined for posterity.

VINES:

You never can tell, boss. Some hopeful song-writers might get a spurt of inspiration listening to these tunes that put two students into the Tin Pan Alley Hall of Fame.

MONROE:

Like say that lovely one from "Babes in Arms" called "Funny Valentine". And, I hope for any prospective song writers at B.U. that when your tune is sung it has the great good fortune to be sung with the style

and feeling of our <sup>old friend</sup> ~~guest tonight~~, Cece Blake... <sup>Welcome back, Cece.</sup>  
~~Feels like old home week, Vaughn -~~  
~~cece, demonstrate if you please.~~

Cece:

Monroe:

MUSIC:

"FUNNY VALENTINE".....CECE

12.00

(APPLAUSE)

12.10

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-6- 12.10

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

VINES: Yes, it's the sensible cigarette test. Smoke only  
Camels for thirty days and you'll know how mild and  
flavorful a cigarette can be! One puff of a cigarette  
... one sniff ... can't tell you. It takes day-in,  
day-out smoking!

2ND ANNCR: Make the sensible cigarette test -- the Camel thirty-  
day test. Your "T-Zone" -- T for taste and T for  
throat -- will tell you all you want to know about the  
flavor, the mildness, the enjoyment you get from  
Camel's costly tobaccos!

VINES: Friends, 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!

2ND ANNCR: Make your own Camel thirty-day test -- the sensible  
cigarette test -- and find out why more people smoke  
Camels than any other cigarette!

13.20

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(Music Bridge)

-7-

13.20

MONROE: Which brings us to Rodgers and Hart in 1938 ... the year they had two musical-comedy hits running on Broadway ... "I Married An Angel" and "The Boys From Syracuse".

VINES: Vaughn, how well I remember "I Married An Angel"! The star was Vera Zorina ... and I fell madly in love with her from the first balcony!

MONROE: You must've been one of those rich kids .. I was in the second balcony. But what I remember best of all are the songs in those two shows. For 15 years Rodgers and Hart had been working together ... and once again they had come up with a batch of tunes that were bright and sprightly ... best-sellers in every corner of the country. Like this one .. from "The Boys From Syracuse" .....

14.05

MUSIC: "THIS CAN'T BE LOVE" .. MONROE

16.20

(APPLAUSE)

16.30

16.30

MONROE:

Thank you. To back-track just a bit in this story of Rodgers and Hart .... now, it's 1936 ... and as usual, Broadway was waiting to see and hear what the team would do next. And as usual, they turned out another smash hit .. this one, starring Ray Bolger. It was a sly and slick satire on the art of dandling, called "On Your Toes". But with all the kidding of the ballet and buck-and-wing, there was a touch of sentiment in the show that had the Rodgers and Hart trade-mark on it. Light up a Camel while Cece Blake, the Moonmaids and I tell you about that "Small Hotel".

16.57

MUSIC:

"SMALL HOTEL .. MONROE, GUEST, MOONMAIDS

19.35

(APPLAUSE)

19.45

51457 4901



19.45

MUSIC: (JINGLE)

ALL: At Boston U. now our guest is in the spotlight  
She's out on-stage to do her part -  
She'll sing a favorite composed by Richard Rodgers,  
With words set down by Larry Hart.

"I Wish I Were In Love Again",  
That's what they called this song -  
From "Babes In Arms" - you'll hear it now  
As the Caravan rolls along!

20.20

MUSIC: "I WISH I WERE IN LOVE AGAIN"...GUEST  
(APPLAUSE)

22.30

22.40

22.40

VINES: What cigarette do you smoke, Doctor?

2ND ANNCR: That question was asked of one hundred thirteen thousand, five hundred and ninety-seven doctors, 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: Camel's choice tobaccos are properly aged and expertly blended for your smoking enjoyment. Try Camels and see how mild, how flavorful, how thoroughly enjoyable a cigarette can be! And, say, when you buy your Camels, buy them the handy, thrifty way -- by the carton!

23.20

23.20

(MUSIC: BRIDGE)

MONROE: And this one, out of the Rodgers and Hart song-book, takes us back to 1935...to the old Hippodrome Theatre in New York. The song-writing partners had come up with a really big show this time...a big spectacle that included a live elephant on-stage...and a big star named Jimmy Durante.

VINES: Vaughn, you must be talking about the musical called, "Jumbo".

MONROE: From the elephant of the same name. And it's easy to understand why customers flocked to the box-office in huge numbers. To begin with, there was Mr. J. Durante being very comical as the owner of a circus... and there was a musical score that included one of Rodgers and Hart's most memorable numbers -- "My Romance". 24.00

MUSIC: "MY ROMANCE"...MONROE, CHOIR 27.03  
(APPLAUSE)

27.10

27.10

VINES:

The men and women in our veterans' and servicemen's hospitals like to know that they're not forgotten. As a token of remembrance, the makers of Camels send them gift cigarettes each week. This week, the Camels go to: Veterans' Hospitals, Bedford, Massachusetts and Brooklyn, New York...U. S. Army Station Hospital, Fort Belvoir, Virginia...U. S. Naval Hospital, Bremerton, Washington.

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

27.35

27.35

MUSIC:

(MONROE THEME)

27.50

MONROE:

Judging by their warm applause, I think all our friends here at Boston University have enjoyed hearing this tribute to Richard Rodgers and Larry Hart...I hope all our Camel Caravan regulars found it enjoyable, too. One week from tonight, the crew and I will be back at home base...New York City...and back in our regular groove of current hits.

VINES:

Hits from the "Variety" list of top requests as reported by leading disc-jockeys from coast to coast... plus a salute to Phi Kappa Tau fraternity...and a special great old-timer of years gone by. With our guest, Rosemary Clooney, Vaughn will be singing them for you next Saturday night on the Camel Caravan!

MONROE:

You've all got a front-row seat reserved for you... same time, same station!

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

28.34

MUSIC:

C-A-M-E-L-S

(CAMEL THEME -- FADE ON CUE)

28.45

28.45

ANNCR:

Pack your pipe with Prince Albert, the National Joy  
Smoke. P.A.'s choice tobacco is rich and full-  
flavored...crimp cut for smooth, even burning and  
specially treated to insure against tongue-bite.  
Pack your pipe with Prince Albert, America's largest-  
selling smoking tobacco!

29.02

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29.02

-15-

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.*  
~~This is CBS...THE COLUMBIA BROADCASTING SYSTEM.~~

29.24