

*Turned Master
to Broadcast*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JUNE 17, 1950

7:30 to 8:00 PM - EDST

**AS
BROADCAST**
Master of

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 Riverside Park in Phoenix, Arizona, the
Camel Caravan -- starring Vaughn Monroe ...
with the Moonmaids, the Moon Men, the Orchestra,
and featuring Maree Lee and Ziggy Talent ---
presented by Camel Cigarettes.

MUSIC: (UP AND SEGUE)

51457 4799

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!

2nd ANNOUNCER: 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, 2, 5

MONROE: Hello, and how do you do, everybody. Lee, the mail this week brought a letter from a faithful listener...

VINES: Pardon me, Vaughn. Will you back up a bit? I'm blinded by that tan you got at the Flamingo in Las Vegas.

MONROE: You're no paleface yourself, boy....Now about this letter. The man says we often mention a publication called
 "Variety", and he'd like to know what it is.

VINES: Well, maybe we can explain it this way, Vaughn. "Variety" is the trade paper of the entertainment world. To people in show business it's what the Poultry Breeders Gazette is to folks who own chicken farms.

MONROE: That sounds as though there ought to be a joke in there, and I'm glad you didn't think of it. But you're right, Lee. Variety tells us all the news of show business. And in the section devoted to music, that's where leading disc jockeys around the country make their reports.

-3A-

VINES:

Right. Each week they list the songs for which they've had most requests. And those are the songs we feature on these Camel Caravan sessions. Like this big favorite, reported as the top choice of the week on record shows in New York, Philadelphia and Baltimore. 2.20

MUSIC:

"I WANT TO BE LOVED"...MONROE, MOONMAIDS 4.45

(APPLAUSE) 4.55

4.55

-4-

MUSIC: (JINGLE)

GIRLS: We've got a hunch that you folks would like
An encore from Camel's maestro Vaughn Monroe.
He'll sing a ballad with which you're all familiar
It's from a great old Broadway show.
In Syracuse this tune's on top,
The city's first request.
In Springfield, Massachusetts,
It's the song the fans like best. 5.25

MUSIC: "BEWITCHED"...MONROE 8.10

(APPLAUSE)

8.20

8.20

-5-

MONROE: Thank you. I guess it all started about 30 years ago with a tune called "Ja-Da".

VINES: What started 30 years ago, Pappy?

MONROE: A new kind of song writing with titles that don't make much sense. There was "Ja-Da".

VINES: "Vo-Dee-Oh-Do".

MONROE: "Hut Sut On The Rillerah".

VINES: "Zippity Doo Dah".

MONROE: "Tippi Tippi Tin".

VINES: "Itty Bitty Fishees".

MONROE: "Fiddle De Dee".

VINES: "Bibbety Bobbety Bo".

MONROE: For you folks who may have just tuned in this is not a Lithuanian news broadcast. It's the good old Camel Caravan about to bring you the latest of the novelty tunes with a trick title. And this is one of the best. The most requested song of the week according to "Variety" on platter shows in Detroit, Washington D. C. and Portland, Oregon.. "Hoop De Doo".

MUSIC: "HOOP DEE DOO"...CHORUS 11.40

(APPLAUSE) 11.55

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8.55

2nd ANNOUNCER: More people smoke Camels than any other cigarette!

VINES: More people smoke Camels than any other cigarette!

2nd ANNOUNCER: Smokers are testing cigarettes more critically than ever. It makes sense to find out what cigarette suits you best. It also makes sense that a thorough test -- not just a sniff or a puff -- is the test that will give you the right answers.

VINES: Yes, the sensible test is day-in, day-out smoking of one brand. Make the Camel thirty-day test. Smoke only Camels for thirty days and let your "T-Zone"-- T for taste and T for Throat -- make the decision. Your "T-Zone" will tell you how mild, how flavorful, how thoroughly enjoyable Camels are. And you'll find out why more people smoke Camels than any other cigarette!

2nd ANNOUNCER: 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!

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

(Continued)

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SINGERS:

How mild,

How mild,

How mild can a cigarette be?

Make the Camel thirty-day test

And you'll see!

13.15

13.15

MUSIC: (JINGLE)

ALL: Let's get the show on the road to Indianapolis.
We'll see what tune they've picked this week.

MONROE: Of all the ditties the fans have been requesting
This is the one that hit the peak.

ALL: Tonight it's got the spotlight on
Our wand'ring Camel show.

GIRLS: It's "I Don't Care If The Sun Don't Shine".
As sung by Vaughn Monroe. 13.50

MUSIC: "I DON'T CARE IF THE SUN DON'T SHINE"...MONROE 15.35

(APPLAUSE)

15.45

15.45

-9-

MONROE: Thank you. Continuing our custom of saluting college fraternities. This evening the Camel Caravan is proud to do honor to Theta Xi.

VINES: Rensselaer Polytechnic Institute was the founding place of Theta Xi, in 1864, and since then the fraternity has grown to 28 chapters, with 24,000 members. Within the fraternity is the honorary group known as "The Order Of The Unicorn", to which only 8 men belong, and to add to Theta Xi's record of scholastic achievement, scholarships are awarded annually by the Theta Xi Foundation.

MONROE: This is our way of saying "Hats Off" to the blue and white of Theta Xi. The Camel Caravan Choir joins me in the fraternity's traditional song. 16.00

MUSIC: "SWEETHEART OF THETA XI"...MONROE, CHOIR. 18.45

(APPLAUSE)

18.55

51457 4808

18.55

MUSIC: (JINGLE)

MONROE: And here we meet a young fellow and his girl friend.

LEE: Hello, Ziggy.

TALENT: Hello, Mary Lee.

MONROE: They've got a tune that was made to order for them,
Just listen and you'll all agree.

In Rochester, it's up on top

The most requested song

Now light a Camel and they'll sing

As the Caravan rolls along. 19.25

MUSIC: "I DIDN'T SLIP"...TALENT, LEE. 22.18

(APPLAUSE)

22.17

22.17

-11-

2nd ANNOUNCER: What cigarette do you smoke, Doctor?

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

2nd ANNOUNCER: What cigarette do you smoke, Doctor?

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

2nd ANNOUNCER: Tomorrow is Father's Day. There's still time to buy Dad a gift that's always welcome -- a carton of Camels! It's a special Father's Day carton with a space for your own greeting!

22.50

MUSIC: (BRIDGE)

MONROE: Now a western ditty. A sort of "thank you" note to our host this evening, Phoenix, Arizona.

VINES: Vaughn, I hate to do this, but I gotta register a complaint about Phoenix. If this is the wild west I used to read about, where are all the cattle rustlers?

MONROE: Well, Lee, the fact is...

VINES: I expected to see cactus growing in the streets, Pardner.

MONROE: No, Lee. You see...

VINES: I've been to the movies. I saw your picture, "Singing Guns". Where are the outlaws? What happened to the stage coach? How come I haven't heard a gun shot all day?

-12-A

MONROE:

Lee, you keep on complaining about Phoenix and you're liable to hear a gun shot. You're in a modern western city, ohum, where there are more station wagons than sombreros. But ride out a little way, and you'll see the old west, big and beautiful. You'll find cattle and cow hands, the desert and the Indian villages. And the longer you stay, the more you'll understand what a fellow named Billy Hill tried to put into a very famous song of his, "The Last Round Up". 2353

MUSIC:

"LAST ROUND UP"...MONROE. 27.05

(APPLAUSE)

27.12

-13-

27.12

VINES:

As a token of appreciation, the makers of Camels send gift cigarettes each week to servicemen's and veterans hospitals around the country. This week, the Camels go to Veterans' Hospitals, Wood, Wisconsin and Biloxi, Mississippi. U. S. Army Brooke General Hospital, San Antonio, Texas. U. S. Naval Hospital, Camp Lejeune, North Carolina.

27.30

51457 4813

27.20

-14-

MUSIC: (MONROE THEME) 27.40

MONROE: That takes us to the end of our half hour for tonite, friends. And when we wind up our evening of dance music at Riverside Park tonight, The Camel Caravan will be on its way to our headquarters for next Saturday night, Marion, Iowa.

VINES: And lots of you folks between here and Marion will have a chance to see Vaughn and the gang in person. Tomorrow night, they'll be at El Paso, Texas; Monday - Dallas; Tuesday - Oklahoma City; Wednesday - a dance date at Wichita, Kansas; Thursday - Marysville, Kansas; and Friday - Des Moines.

MONROE: And Camel Caravan customers from coast to coast. Don't forget next Saturday. This same time, same station. Top tunes from the "Variety" disc jockey list, a musical send off to Kappa Alpha Theta Sorority. And something special in the way of an old time favorite. 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?

28.35

51457 4814

-14A-

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

CAMEL THEMEFADE ON CUE. 28.52

28.50

-15-

ANNOUNCER:

Men, Prince Albert is the National Joy Smoke -- specially made for smoking enjoyment. P. A.'s choice tobacco is specially treated to insure against tongue bite -- and crimp cut to burn slow and even and to smoke cool. Yes, Prince Albert is America's largest-selling smoking tobacco. Try P. A. and see why!

29.10

29.10

-16-

MUSIC: CAMEL THEME ... FADE ... ~~29.10~~

VINES: This is Lee Vines saying goodnight for the Camel
Caravan -- starring Vaughn Monroe! 29.20

(APPLAUSE) 29.25

This is CBS.. THE COLUMBIA BROADCASTING SYSTEM.

29.30