

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JUNE 24, 1950

7:30 to 8:00 PM - EDST

Timed Master

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: *Tom Archer's*
From ~~the~~ Armar Ballroom in Marion, Iowa, the
Camel Caravan -- starring Vaughn Monroe ...
with the Moonmaids, the Moon Men, the orchestra
and featuring Ziggy Talent and Marsee Lee ...
presented by Camel Cigarettes.

MUSIC: (UP AND SEGUE)

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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!

1st ANNCR: 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!

CONOVER: Now, here is the star of the Camel Caravan /..
Vaughn Monroe!

(APPLAUSE) 1.30

MONROE: Hello, and how do you do, everybody! This fine
June evening finds the Camel Caravan in the heart
of the tall corn country ... and in our first visit
to these parts, we're putting our best foot forward!
We've got a half-hour of music from the "Variety"
list of leading record-show requests as reported
by leading disc-jockeys!

CONOVER: And the first tune on your music-stand rates a
bouquet, maestro ... in fact, a whole bunch of
bouquets! The Association of American Florists
fell in love with the way you recorded it, and they're
sending roses to all the disc-jockeys who play it!

MONROE: To which I can only say .. thank you, ^{Neely}~~Mr.~~
thank you, disc-jockeys .. and ... "Thank ~~you~~,
Mr. Florist"! 2.00

MUSIC: "THANK ~~you~~, MR. FLORIST" .. MONROE 4.45

(APPLAUSE) 4.55

MUSIC: JINGLE)

GIRLS: Comes next the ballad that's really a sensation
In many cities, far and near -

MONROE: In Kansas City, in Cleveland and in Akron,
This tune's the one they want to hear!

ALL: In Springfield, Mass., and Syracuse,
One song tops all the rest --
In Portland and in Pittsburg, too,
Here is the big request! 5.30

MUSIC: "BEWITCHED" .. MONROE 8.30

(APPLAUSE) 8.40

8.40

MONROE:

Thank you. In case you just came in where've
you been? This is Vaughn Monroe driving the old Camel
Caravan on our regular Saturday night tour of tunes
most-requested on leading disco-jockey shows. Right
now you're just in time to hear the big novelty tune
that's got juke-boxes leaping everywhere. Particularly
in St. Louis and New Orleans, so says "Variety" ...
like Camels, this is what they're going for in those
two towns! Moonmaids and Moonmen, you may "Hoop Dee Doo"
whenever you're ready! 9.05

MUSIC:

"HOOP DEE DOO" .. CHORUS 11.55

(APPLAUSE) 12.00

SINGERS.

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

1ST ANNCR: Yes, make the sensible cigarette test -- smoke Camels for thirty days and see why more people smoke Camels than any other cigarette!

2ND ANNCR: You can't judge your enjoyment of a cigarette from one sniff ... or its mildness from one puff. It takes day-in, day-out smoking!

1ST ANNCR: Make the sensible cigarette test! Smoke only Camels for thirty days. Your "T-Zone" -- T for taste and T for throat -- will tell you all you want to know: how mild, how flavorful, how thoroughly enjoyable Camels are!

2ND ANNCR: 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!

1ST ANNCR: Make your own Camel thirty-day test -- the sensible test -- and see why more people smoke Camels than any other cigarette!

13.10

MUSIC: (JINGLE)

MONROE: Another tune keeping platter-spinners busy,
According to "Variety" -
In New York City, Chicago and in Norfolk,
It's first in popularity!

GIRLS: In Washington it's way out front -
It's big in Baltimore! (~~PHILADELPHIA~~)

ALL: We'll sing it for you Camel fans -
This tune they're calling for! 13.45

MUSIC: "I WANNA BE LOVED" .. MONROE, MOONMAIDS 16.10

(APPLAUSE)

16.20

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16.20

MONROE: Thank you. Speaking of Bouquets, as we were a little while ago, the Camel Caravan here and now tosses a bouquet to Kappa Alpha Theta Sorority!

CONOVER: With 34,000 members in 133 chapters on college campuses from coast to coast .. the history of Kappa Alpha Theta dates back to 1870 when it was founded at Indiana Asbury University.

MONROE: The sorority has given large grants for scientific work, and established five memorial libraries. Its colors are black and gold... And this is our greeting to the women of Kappa Alpha Theta ... the words and music of the sorority's best-loved song .. "Theta Lips". 16.55

MUSIC: "THETA LIPS" .. MONROE, ENSEMBLE 19.15
(APPLAUSE)

19.25

19.25

MUSIC (JINGLE)

GIRLS We're waiting, maestro, to hear what you'll be singing

MONROE This next tune wasn't meant for me -
So here's the spot where I call on Ziggy Talent,
And also for Miss Mary Lee.

They sang this on our show last week -
Applause was loud and long -

ALL And this week out in Rochester,
It's now the favorite song! 19.55

MUSIC "I WASN'T PUSHED"..LEE, TALENT 22.35
(APPLAUSE)
22.45

22.45

2d ANNCR: What cigarette do you smoke, Doctor?

1st 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.

2d ANNCR: What cigarette do you smoke, Doctor?

1st ANNCR: The brand named most was Camel. Yes, according to this nationwide survey, more doctors smoke Camels than any other cigarette!

2d ANNCR: Try Camels yourself and see how much you enjoy the rich, full flavor and cool mildness of Camel's costly tobaccos.

MONROE: The long Fourth of July weekend will be with us soon. If you go away, take along plenty of Camels. Buy a carton or two. 23.22

~~FOR HAWAII, JULY 10, SUBSTITUTE THE FOLLOWING:~~

~~ANNCR: Friends, when you go on your vacation, take along a couple of cartons of Camels. It's handy -- thrifty -- and you'll always have Camels when you want them.~~

(Music Bridge)

-11-

23.22

MONROE:

You Camel Caravan customers who have long memories,
let's see if you can recall when this tune was a
brand new hit! It came to Broadway in a musical
comedy by Rodgers and Hart -- the year Bobby Jones
rocked the world of golf by winning all four major
championships. It was the year of the first trans-
Atlantic flight from Europe to the United States ..
the year that Marie Dressler won the Academy Award
for her performance in "Min and Bill". Well.. you
can stop guessing now it's just 20 years since
all that took place way back in 1930 ... and
this was 1930's highlight among the popular hits
"Dancing on the Ceiling". 24.03

MUSIC:

"DANCING ON THE CEILING" MONROE 26.50

(APPLAUSE) 27.00

27.20

ANNCR:

The makers of Camels deem it a privilege to send gift cigarettes each week to a most deserving group of people -- the patients in veterans' and servicemen's hospitals around the country. This week, the Camels go to:

Veterans' Hospitals, Atlanta, Georgia and Northampton, Massachusetts...U. S. Air Force Hospital, Williams Air Force Base, Arizona...U. S. Naval Hospital, Quantico, Virginia.

27.22

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27.22

-13-

MUSIC: (MONROE THEME) 27.40

MONROE: Hugh, are you sure that clock is right? It doesn't seem possible that our half-hour is all gone.

CONOVER: Sorry, maestro .. there's only a minute or two left. But next Saturday night we can promise our listeners another session at this same time ... 30 minutes of top tunes from the "variety" disc-jockey list of songs most-requested ... another great old-timer from your own collection .. and a musical greeting to Alpha Delta Phi Fraternity!

MONROE: The Camel Caravan crew and I will be here, on the dot, And here's where we'll be playing for dancing during the week: Tomorrow night, Milwaukee; Monday, Waukegan, Illinois; Tuesday we'll be at Kaukauna, Wisconsin; Wednesday, Michigan City; Thursday, Monticello, Indiana; and Friday night, Russells Point, Ohio ---

CONOVER: And Saturday night ... the Camel Caravan at Kennywood park in Pittsburg .. on the air from coast to coast!

MONROE: Until we meet again, this is Vaughn Monroe wishing you pleasant dreams .. and .. won't you have a Camel? 28.25

MUSIC: C-AM-E-L-S

Camel Theme - Fade on Cue

28.40

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28.40

ANNCR:

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

28.58

28.58

-15-

MUSIC:

CAMEL THEME FADE

29.10

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

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