

*Timed Master
As Broadcast*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, MAY 27, 1950

7:30 to 8:00 PM - EDST

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 Oregon State College in
Corvallis, Oregon, the Camel Caravan -- starring
Vaughn Monroe ... with the Moonmaids, the Moon
Men, the Orchestra, and featuring Marge Lee and
Ziggy Talent --- presented by Camel Cigarettes.

MUSIC: (UP AND SEGUE)

51457 4746

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

VINES: Not one single case of throat irritation due
 to smoking Camels -- that's what noted throat
 specialists reported in a coast-to-coast test
 of hundreds of people who smoked only Camels for
 thirty days! Test Camels in your "T-Zone" --
 T for taste, T for throat -- and see how
 flavorful and how mild Camels are!

2d ANNOUNCER: Make a note. Remember your throat. Try Camels
 today!

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

(APPLAUSE) 1.30

MONROE: Hello, and how do you do, everybody. Here's some
free advice for all you folks who've never seen
the State of Oregon -- drop whatever you're doing
and come on out. You'll see mountains that are
high, wide and handsome... in the Willamette
Valley, you'll find fruit and vegetables growing
they way they picture 'em in seed catalogs ... and
here in Corvallis, you can visit one of the prettiest
campuses in the nation ... Oregon State College.
But now, before you start thinking I'm on the
payroll of the Oregon Chamber of Commerce, let's
get the Camel Caravan rolling. So here's the
ballad listed in "Variety" as the top request of
the week on a leading disc-jockey show in the
city of Chicago! 2.05

MUSIC: "IT ISN'T FAIR" .. MONROE 4.30

(APPLAUSE) 4.40

4.40

MUSIC: (JINGLE)

MONROE: Come on, now, Moonmaids, we'll sing a song together --
the tune called "Sentimental Me" --

GIRLS: The leading choice of the week in Kansas City,
According to "Variety."

MONROE: And there is still another place
They think this song is great --

ALL: It's first with folks in Syracuse,
Back East, in New York State. 5.10

MUSIC: "SENTIMENTAL ME" .. MONROE, MOONMAIDS 8.15

(APPLAUSE)

8.25

8.25

MONROE:

Thank you. "See America First" is a pretty good slogan .. but for this next tune in the Camel Caravan spotlight, we're taking you to Vienna, by way of an English movie. In case I lost you around that last turn .. I'm talking about the picture called, "The Third Man" .. and the unusual piece of music called, "The Third Man Theme." We've got it arranged for orchestra and choir .. and here's one more geographical note -- in "Variety," it's been reported by disc-jockeys as the song most requested in Denver, Rochester and right here in this neighborhood .. Portland, Oregon 8.55

MUSIC:

"THIRD MAN THEME" .. ORCHESTRA, CHOIR 11.40

(APPLAUSE)

11.55

51457 4750

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

2d ANNOUNCER: Yes, smoke Camels, and only Camels, for thirty
straight days and see how mild, how flavorful
a cigarette can be!

VINES: Among the millions of Camel smokers are many
people whose throats are their fortunes. Take
Ralph Bellamy, now starring both on Broadway
and on television. Mr. Bellamy said, "As an
actor, I rely on my throat. I smoke Camels.
The thirty-day mildness test proved to me that
they agree with my throat!"

2d ANNOUNCER: 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!

VINES:

Test Camels in your "T-Zone" -- T for taste,
T for throat. Your taste will tell you all
about Camel's rich, full flavor...Your throat
will tell you just how mild Camels are!

2d ANNOUNCER: Make a note, Remember your throat. Try Camels
today!

13.05

51457 4752

13.05

MUSIC: (JINGLE)

GIRLS: Now, here's Vaughn back in the spotlight, and he's singing

The tune that's top in Portland, Maine --
It's first in Memphis .. and Omaha, Nebraska
A mighty popular refrain.

The most requested song this week
in Washington, D. C. -
This ballad is their leading choice,
Seattle fans agree. 13.40

MUSIC: "MY FOOLISH HEART" .. MONROE 15.40

(APPLAUSE)

15.50

MONROE: Thank you. Which brings us to a greeting,
~~set to music~~, to Delta Delta Delta sorority.

VINKS: 41,000 members in 90 chapters have worn the
pearl of the Tri Deltas since the sorority was
founded at Boston University in 1838. For its
student loans, graduate fellowships and service
projects scholarships, Delta Delta Delta well
deserves this Camel Caravan salute.

MONROE: And I can think of no better way to salute the
sorority than by this song -- "Old Tri Delta,"
written by the very talented Johnny Mercer... 16.15

MUSIC: "OLD TRI DELTA" .. MONROE, ENSEMBLE

MONROE: And we'd also like to pay our respects to our
hosts, the students and faculty of Oregon State
College.

VINKS: After what I've seen of Oregon State, Pappy,
I'd like to sing right along with you. Here
is one of the great schools of the Pacific
Northwest .. over 80 years old .. with 7000
students enrolled in liberal arts courses,
agriculture, economics and engineering.

MONROE: Sing along if you like, Lee. One afternoon
on this campus and even a visitor from The University
of Oregon - feels like singing "Hail To Old
Oregon State."

MUSIC: "HAIL TO OLD OREGON STATE" .. MONROE, ENSEMBLE 18.55
(APPLAUSE) 19.05

-10- 19.05

MUSIC: (JINGLE)

ALL: In Dallas, Texas, as well as San Francisco,
We know the song they're calling for --
The platter-spinners report this as the winner
Requests keep coming by the score

And in Miami, it's a hit --
As big as it can be
So, Ziggy Talent sings it now
with Moonmaid Laree Lee. 19.40

MUSIC: "IF I KNEW YOU WERE COMING" .. TALENT, LEE 21.55

(APPLAUSE)

22.05

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

VINES: 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.

2d 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!

2d ANNOUNCER: Buy your Camels the handy, thrifty way -- by the carton. That way, you always have Camels when you want them.

MUSIC: (BRIDGE)

MONROE: Comes now a tune that may be new to some of you .. but it's quite an old timez Mr. Vines, see if you can guess the date it was written.

VINES: Just give me a few hints, Maestro .. I know all the important dates in history. 1492 Columbus discovered America .. 1776, the Declaration of Independence was signed .. and 1942 Oregon State beat Duke in the Rose Bowl Game.

MONROE: Well, nothing as important as that last event happened the year this song came out. But it was the year the Duke of Windsor gave up the throne of England .. the year the Olympic Games were held in Berlin. That year also saw Paul Muni and Luise Rainer win academy awards for their work in "Louis Pasteur" and "The Great Ziegfeld" respectively. And the same year Eugene O'Neill won the Nobel Prize for literature.

VINES: Let's see. That was in nineteen.. uh...

MONROE:

36. You had half of it right. Yes, 1936 ..
and one of the big names in popular music was
Isham Jones. A mighty popular orchestra leader
was Isham .. and this song he wrote 14 years
ago was called "No Greater Love." 23.45

MUSIC:

"NO GREATER LOVE" .. MONROE 26.55

(APPLAUSE)

27.00

29.00

VINES:

Friends, many members of our Armed Forces are still hospitalized. They like to know that they are not forgotten. It is a privilege for the Camel people to send gift cigarettes each week to servicemen's and veteran's hospitals around the country. This week the Camels go to: Veterans' Hospitals, Wichita, Kansas, and Legion, Texas...U. S. Air Force Hospital, Mitchell Air Force Base, New York... U. S. Naval Hospital, Santa Margarita Ranch, Oceanside, California.

29.25

27.25

-15-

MUSIC:

(MONROE THEME) 27.40

MONROE:

Well, we're coming down the home stretch of a half-hour we hope you've enjoyed. Our warmest thanks go to our friends here at Oregon State College for their hospitality... And now the Camel Caravan rolls on toward our meeting-place next Saturday night -- the Oakland Auditorium, in Oakland, California.

VINES:

And between here and Oakland, the folks on the West Coast will be seeing Vaughn Monroe and the Orchestra in person at Seattle, tomorrow night ..
Monday, ^{Monday} Spokane ^{Washington} .. ~~Wednesday, Richmond, Washington~~ ..
Wednesday, Portland .. Friday night, San Jose, California.

MONROE:

And come Saturday night .. another half hour on the air, same time and same station .. from coast to coast.

VINES:

Another batch of tunes from the "Variety" list of top requests on disc-jockey shows .. a greeting from the Camel Caravan to Phi Sigma Kappa fraternity .. and of course, one of your old favorites among the pop tunes of a few years back.

51457 4761

MONROE:

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 five hundred 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...wishing you pleasant dreams...and...
won't you have a Camel? 28.40

MUSIC:

C-A-M-E-L-S

CAMEL THEME:

.....FADE ON CUE

28.55

28.55

2d ANNOUNCER: P. A. stands for pipe appeal -- and Prince Albert,
America's largest-selling smoking tobacco. P.A.
is crimp cut for smoothness...and specially
treated to insure against tongue bite! Men, get
Prince Albert, the National Joy Smoke!

29.07

29.07

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

VINES: This is Lee Vines saying goodnight for the
Camel Caravan -- starring Vaughn Monroe! 29.15

(APPLAUSE) 29.28

This is CBS...THE COLUMBIA BROADCASTING SYSTEM.

29.30