

*Times Master
As Broadcast*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, JUNE 10, 1950

7:30 to 8:00 PM - EDST

**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)

VINES: From the Flamingo Hotel in Las Vegas, Nevada,
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)

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) 1.25

MONROE: Hello, and how do you do, everybody. Tonight
marks another "First" for the Camel Caravan.
Our first visit to one of the most exciting
towns anywhere in these United States.

VINES: Las Vegas, Nevada, ~~20 miles from Boulder Dam.~~ *And the Fabulous Flamingo Hotel.*
~~Population 9,000.~~

MONROE: ~~And after a few days around that beautiful pool
too, it seems that most of the town has showed
up at the Flamingo Hotel for this Caravan session.
Place of the nation. It certainly puts
Thanks for your warm welcome, Las Vegas, it's put~~

us in the mood to do our very best tonight. To
begin with... Here's a ballad reported in "Variety"
as the record-request of the week in Rochester and
San Francisco.. 1.50

MUSIC: "Sentimental Me" ... Monroe, Moonmaids. 4.30

(APPLAUSE) 4.35

4.35

MONROE: Thank you.

LEE: Say, Vaughn...this next number you're going to sing. I want to thank you from the bottom of my heart for doing it for me.

MONROE: Lee, boy, you're welcome. But I didn't know I was doing it for you.

LEE: Oh, you must be. After all, it's you're big new record hit "Thanks, Mr. Florist", and judging by the way people are buying it, I'm the only one who hasn't heard it.. But I know what it's about.

MONROE: You do, huh?

LEE: Sure...you see, the guy buys his girl a corsage.. and while he's waiting for his change, the florist offers him a Camel. The fellow says, "Thanks, Mr. Florist...I always smoke Camels because...."

MONROE: Lee, I know you want to make good on this show... but, lad, you're pressing. This tune has nothing to do with our favorite cigaret. You just listen closely, and for the first time on the Caravan, I'll show you what "Thanks, Mr. Florist" is all about. 5.20

MUSIC: "THANKS, MR. FLORIST".....MONROE AND MOON MEN 8.10

(APPLAUSE) 8.20

8.20

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MUSIC: (JINGLE)

ALL: The show continues
The Caravan is rolling
We're heading toward the Middle West.

GIRLS: We've got the tune that's the rave out there
on records,
It's Kansas City's big request.

MONROE: On the stage here is the Camel Choir
To cheer you, if you're blue

ALL: With this bright, bouncy melody
Entitled "Hoop Dee Doo" 8.55

MUSIC: "HOOP DEE DOO"....CHOIR 11.43

(APPLAUSE) 11.52

VINES: More people smoke Camels than any other cigarette!

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

VINES: Smokers are testing cigarettes more critically than ever. It's only reasonable that people should find out for themselves what cigarette suits them best. But there aren't any short cuts -- one sniff, one puff of a cigarette can't provide you with the answer. It takes day-in, day-out smoking before you can find out how enjoyable a cigarette is and how it agrees with you!

2nd ANNOUNCER: Make the sensible test. The Camel thirty-day test.. and let your "T-Zone" -- T for Taste and T for Throat -- tell you how mild, how flavorful, how thoroughly enjoyable Camels are!

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

2nd ANNOUNCER: 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 smoking test -- the sensible test. Smoke only Camels for thirty days and see why more people smoke Camels than any other cigarette!

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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!

13.10

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13.10

-8-

MUSIC: (JINGLE)

GIRLS: Another ballad is on the list of winners,
According to "Variety".

MONROE: The record fans in Los Angeles all like it,
and so does Washington, D. C.

ALL: In Louisville...Miami, too...
Requests come by the score
This tune, like Camel Cigarettes
Is called for more and more. 13.45

MUSIC: "BEWITCHED"...MONROE 16.35

(APPLAUSE)

16.45

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16.45

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MONROE: Thank you. A word of welcome, now, and a salute from the Camel Caravan to Psi Upsilon Fraternity.

VINES: One of the oldest of American College Fraternities, Psi Upsilon has grown to a membership of 24,000 since it was founded at Union College in 1833. Our salute tonight is especially dedicated to its 117th convention to be held in Syracuse, New York, from June 22 to June 24.

MONROE: And the convention will celebrate at that time the 75th anniversary of the Pi Chapter. Here's to all the chapters of Psi Upsilon..The song they'll be singing when they meet. 17.20

MUSIC: "DEAR OLD SHRINE"...MONROE, ENSEMBLE 19.20

(APPLAUSE)

19.30

19.30

MUSIC: (JINGLE)

GIRLS: And now let's have ~~some~~ more reports from platter-spinners.

MONROE: This tune's on top in New Orleans,
The choice in Dallas,
The first request in Richmond.

GIRLS: We think we know the one he means,
So listen please to Mary Lee
And Ziggy Talent, too.

ALL: Right on the Camel Caravan
They'll bake a cake for you. 20.02

MUSIC: "BAKED A CAKE"...LEE, TALENT 22.20

(APPLAUSE)
22.30

22.30

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VINES: What cigarette do you smoke, Doctor?

2nd ANNOUNCER: That question was asked of one hundred thirteen thousand, five hundred and ninety-seven doctors throughout the country.

VINES: What cigarette do you smoke, Doctor?

2nd ANNOUNCER: The brand ~~most~~ ^{most} named _h was Camel! Yes, according to this nationwide survey, more doctors smoke Camels than any other cigarette!

VINES: Friends, June Eighteenth is Father's Day. Give your Dad a carton of Camels, specially wrapped for Father's Day. There's a space right on the carton to write in your greeting.

22.58

22.58

MUSIC: (BRIDGE)

MONROE: Which brings us to ~~the second of the new tunes we mentioned before. This one, a western ditty we recently put on wax for "Victor" called "The Phantom Stage".~~ *a preview from the new album we just recorded for Victor -- "New Songs of the Old West". This particular ditty is called "The Phantom Stage".*

VINES: Maestro, you shouldn't have done it.

MONROE: Why not, Lee? Don't you think it's any good?

VINES: Any good. It's only sensational, that's all. But you shouldn't have made the record. Think of all those poor shipping clerks. They'll have to work overtime sending out millions of copies, as soon as people hear the tune. And those poor disc-jockeys, they'll have to open zillions of letters from listeners who want to hear it again. And what about those guys who make phonograph needles, they'll have to make jillions of 'em to replace the ones worn out by this record.

MONROE: Lee, I feel like a cad and a bounder for causing all that trouble. But the record is only just being released. How do I know the folks will like it?

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VINES: Vaughn, did they like "Ballerina"? Did they
like "Riders In The Sky"? That's how they're
gonna like "The Phantom Stage". 24.00

MUSIC: "THE PHANTOM STAGE"...MONROE. 27.00

(APPLAUSE)

27.10

27-10

VINES:

Each week, the makers of Camels send gift cigarettes as a token of appreciation to a very deserving group of people -- the veterans and servicemen in hospitals around the country. This week's Camels go to: Veterans' Hospitals, Minneapolis, Minnesota and Grand Junction, Colorado...U. S. Air Force Hospital, Hamilton Air Force Base, California...U. S. Naval Hospital, Memphis, Tennessee.

27.30

27.30

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MUSIC: (MONROE THEME) 27.45

MONROE: And that brings us pretty close to the 30 minute mark of this Camel Caravan. Next Saturday night as usual, we'll have a fresh new half hour handed to us, and we'll fill it for you with more of the music you want to hear.

VINES: *Meanwhile Vaughn and the gang will be here at the*
~~One week from tonight, same time, Vaughn and the~~
Flamingos. Friday, they go to Yuma, Arizona, and next
~~gang will be on the air from Phoenix, Arizona, with~~
Saturday back on the air from Phoenix, Arizona, with
leading requests on leading record shows, as listed in "Variety". A special old timer out of Vaughn's collection, and a musical greeting to another fraternity, Theta Xi.

MONROE: That's on CBS, from coast to coast, Saturday night, and this is your invitation to join us. 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? 28.32

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

CAMEL THEME FADE ON CUE

28.48

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28.48

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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!

29.02

29.02

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MUSIC: CAMEL THEME ... FADE ... 29.17

VINES: This is Leo Vines saying goodnight for the Camel
Caravan -- starring Vaughn Monroe! 29.17

(APPLAUSE) 29.25

This is CBS.. THE COLUMBIA BROADCASTING SYSTEM.

29.30