

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

Timed Master

SATURDAY, OCTOBER 1, 1949

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)

BARCLAY
HUGH:

From Hollywood, California, the Camel Caravan, starring
Vaughn Monroe...with the Moonmaids, the Moon Men, the
Orchestra and guest ^{Star}singer, Connie Haines -- presented
by Camel Cigarettes!

MUSIC: (UP AND SEGUE)

SINGERS: How mild,
How mild,
How mild can a cigarette be?
Smoke Camels and see!

BARCLAY: 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! That's how mild
Camels are!

LEMOND: Make a note...remember your throat...try Camels -- today!

MUSIC: (MONROE THEME)

BS

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

(APPLAUSE) 1.22

MONROE: Hello, and how do you do everybody. The Camel Caravan
crew agrees with me...and I hope you do, too...that
these past few weeks just haven't been the same without
our regular Saturday night sessions of words and music.
But now that we've had our summer vacation, we're ready
to pick up where we left off. Item number one this
evening is a tune that's been a steady favorite with
lots of record fans from coast to coast....and this is
how the orchestra and I recorded it not long ago. 1.45

(MUSIC: SOMEDAY....MONROE & QUARTET) 4.35

(APPLAUSE) 4.45

4.4²

MONROE: Thank you. Now, stepping into the spotlight reserved for very special guests of the Camel Caravan...here is Miss Connie Haines.

(Applause)

HAINES: Good to see you again, Maestro. I've been hearing great reports about the picture you're making.

MONROE: Oh, let's talk about something else, Connie...

HAINES: All right. Suppose we talk about....

MONROE: (INTERRUPTING) Wait a minute...don't give up so easy. What did you hear?

HAINES: Well, Vaughn, they say you look like Alan Ladd, Ronald Colman and Cary Grant all rolled into one.

MONROE: Not bad. Trouble is, when they unroll me, I'm liable to look like Vaughn Monroe. By the way, Connie...I don't think you've met our California announcer on these Camel Shows...George Barclay.

BARCLAY: Hello, Miss Haines. Do you know that Vaughn's picture will be called "Singing Guns"?

HAINES: I do.

~~BARCLAY:~~ *Vaughn,*
~~MONROE:~~ *George,* do you know that Connie is making a picture called "The Duchess of Idaho"?

~~MONROE:~~
~~BARCLAY:~~ I do.

Barclay: I now pronounce you a double feature. 10/1/49

MONROE:

~~...I now pronounce you a Double Feature~~ Thank you. Now, let's go from the movie business to the Music business...~~and~~ I mean music that's tops in popularity, From "Variety", the trade paper of show business, we pick the tunes listed by leading disc-jockeys throughout the country as first in requests...and this is the choice of record fans in Boston this past week. Light up a Camel... relax...and listen to Connie Haines...and..."If I Were You". 6.10

(MUSIC: "IF I WERE YOU".....HAINES...) 8.15
(APPLAUSE) 8.25

8.25

CAMEL CARAVAN -5-
10/1/49

MUSIC: (JINGLE)

ALL: Comes next the tune that they're calling for in Denver
In Springfield and in Memphis, too --

MONROE: And in Miami, as well as in Atlanta
No other ballad seems to do.

ALL: In Rochester and San Antone,
And Omaha, we know --

GIRLS: There's just one song that leads the list -
Let's hear it, Vaughn Monroe. 9.00

(MUSIC: "YOU'RE BREAKING MY HEART"...MONROE & MOONMAIDS) 11.35

(APPLAUSE) 11.40

11.40

CAMEL CARAVAN -6-
10/1/49

BARCLAY: And now, Friends, here's an interview that Vaughn recorded a few days ago with Mr. John Martone.

CONOVER: Vaughn, I'd like you to meet Mr. John Martone.
(from tape)

MONROE: Hello, Mr. Martone.

MARTONE: Hy'a, Vaughn.

MONROE: Where are you from?

MARTONE: New York City.

MONROE: And what do you do?

MARTONE: I'm a bank teller.

CONOVER: Vaughn, Mr. Martone is one of hundreds of men and women who made the Camel thirty-day test under the supervision of noted throat specialists.

MONROE: I see. Well, would you tell us something about the test?

MARTONE: Sure. For thirty days the only cigarette I smoked was Camels. I smoked about a pack and a half a day. Then each week, the specialist examined my throat.

MONROE: What did he find?

(CONTINUED)

(CONTINUED)

MARTONE: He found no sign of throat irritation from smoking Camels.

MONROE: What do you say to that?

MARTONE: Well, I've always liked Camel's flavor...and now I'm convinced that they're the mildest cigarette I ever smoked and the most enjoyable.

MONROE: Thank you, Mr. Martone.

BARCLAY:
(Live) Yes, Friends, Mr. Martone is one of hundreds of people from coast to coast who made the identical test. The results were the same in every case! After making two thousand, four hundred and seventy careful examinations, noted throat specialists reported not one single case of throat irritation due to smoking Camels! That's how mild Camels are!

LEMOND: Make a note...remember your throat...try Camels -- today!

12.50

12.50

MUSIC: (JINGLE)

ALL: Now here's a tune that "Variety" reported
As one that's really going strong

GIRLS: In New York City, it is the favorite ditty
And all those people can't be wrong.

MONROE: "My Bolero" is the name
Of this requested song -

GIRLS: Here's Vaughn Monroe to sing the words
As the Caravan rolls along. 13.25

(MUSIC: "MY BOLERO".....MONROE) 16.05

(APPLAUSE) 16.15

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16.15

MONROE: Thank you. Comes October each year, I find myself with the same problem...rounding up the boys in the orchestra to do these Saturday Camel Caravan broadcasts. First they try to sneak off to the nearest football game...and when I finally get them to the studio, they spend the rest of the day listening to the scores.

BARCLAY: They must be college men, Vaughn, if they're so crazy about football.

MONROE: No, George. Most of them are little fellows...and football gives them a chance to yell at guys with muscles. But I managed to get in a few minutes of football-listening myself today...and for you folks who may have missed some of the big games...here's the latest.

Pitt topped Northwestern 16 to 7
North Carolina won over Georgia 21 to 14
and Ohio STATE scored a win over Indiana,
46 to 7.

~~And by way of marking~~ ^{to MARK} a highlight of the new football season...the Camel Caravan salutes two great teams that met in an inter-sectional game at Palo Alto this afternoon ...Stanford University and the University of Michigan.
Here are ^{of their} ~~the~~ two marching songs ~~that are ringing in the ears of thousands of fans~~... "The Cardinal is Waving"...and "Hurrah for Ann Arbor". 17.15

(MUSIC: FOOTBALL MEDLEY...MONROE & CHOIR) 19.18
(APPLAUSE)

19.20

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19.20

MUSIC: (JINGLE)

ALL: Which brings us next to the tune that is an encore
By Connie Haines, our special guest -
She's got a tune that she recently recorded
And here she's at her very best.
So Connie, we would like to hear
You vocalize a bit -
Just step right up and sing for us
Your newest record hit. 19.55

(MUSIC: "YOU TOLD A LIE".....HAINES) 22.10

(APPLAUSE)

22.20

22.20

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!

BARCLAY: Friends, try Camels in your "T-Zone" -- T for Taste and
T for Throat -- and see how rich and full-flavored...
how cool and mild Camels are. See why, year in and year
out, Camels are the favorite cigarette of millions of
smokers.

LEMOND: Among the millions who enjoy Camels are many, many
doctors. More doctors smoke Camels than any other
cigarette, according to a nationwide survey. One
hundred thirteen thousand, five hundred and ninety-seven
doctors were asked what cigarette they smoked. The
brand named most was Camel!

MONROE: I'd walk a mile for a mild, mild Camel...
They're so mild they suit me to a T!

23.17

23.17

CAMEL CARAVAN -12-
10/1/49

MONROE: Say George...George Barclay.....

BARCLAY: What is it, Vaughn?

MONROE: George, you're a California-type fellow...and this is known as sunny California. Would it offend the Chamber of Commerce if I sang a song about the moon?

BARCLAY: Well, we don't encourage that sort of thing, Vaughn. In fact, if the word moon occurs in the song, we usually insist that you change it to sun.

MONROE: I see...then in California it's (SINGS) Racing with the sun....

BARCLAY: That's the idea...

MONROE: (SINGS) When the sun comes over the mountain...

BARCLAY: Lovely...

MONROE: I get it...out here you always say sun, not moon.

BARCLAY: Exactly.

MONROE: George, are you married?

BARCLAY: Sure. Why do you ask.

MONROE: I was just wondering where you and your wife spent your Honey-sun. Now about this song...I think it'll be all right to sing it, because it's not about a real moon.

BARCLAY: Well, in that case...

MONROE: Thank you.

24.10

(MUSIC: "ONLY A PAPER MOON"....MONROE & CHOIR) 26.40

(APPLAUSE)

26:50

26.50

BARCLAY: Every week, the Camel people send free cigarettes to servicemen's hospitals across the country. This week, the Camels go to: Veterans' Hospital, Lexington, Kentucky...U.S. Army Station Hospital, Fort Riley, Kansas...U.S. Naval Hospital, Philadelphia, Pennsylvania ...U.S. Marine Hospital, Norfolk, Virginia...and Veterans' Hospital, Sheridan, Wyoming.

That makes a total of more than one hundred eighty-nine million free Camels sent to servicemen, servicewomen and veterans!

27.20

27.20

(MUSIC: MONROE THEME) 27.40

MONROE: And that's it for now, ladies and gentlemen. The Camel Caravan has brought you some of your favorite songs...and next Saturday at this same time, we'll be back again with a fresh batch. "Variety" reports the tunes that are first on Disc-jockey request-lists...and it's our pleasure to play and sing them for your pleasure. So give us a tune-in one week from tonight, when ^{our guest} ~~Peggy Mann~~ ^{Peggy Mann} will be ~~with us as our~~ ~~guest~~...and I promise you a half hour of good listening.

On Monday night I hope you'll all be listening to the Bob Hawk Show when Bob will be looking for the Lemac of the week. So for lots of laughs and prizes don't miss the Bob Hawk Show on most of these same CBS stations Monday night.

Until we meet again...this is Vaughn Monroe wishing you pleasant dreams...and...won't you have a Camel? 28.20

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

(CAMEL THEME...FADE ON CUE)
28.40

HA

28.40

CAMEL CARAVAN
10/1/49

-16-

LEMOND: Pipe Smokers, pack your pipes with Prince Albert -- the
National Joy Smoke! P.A.'s choice tobacco is crimp cut for
smooth, even burning and cool smoking -- it's specially
treated to insure against tongue bite. Yes, you'll like
Prince Albert. It's America's largest-selling smoking
tobacco!

29.00

HA

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29.00

CAMEL CARAVAN
10/1/49

-17-

(MUSIC: CAMEL THEME ... FADE) 29.10

BARCLAY: This is George Barclay saying goodnight for the Camel
Caravan -- starring Vaughn Monroe. 29.15

(APPLAUSE)

This is CBS....THE COLUMBIA BROADCASTING SYSTEM

-fade theme 15 seconds-

8:00 PM B-U-L-O-V-A BULOVA WATCH TIME

WCBS.....NEW YORK

880 ON YOUR DIAL

29.20

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