

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, OCTOBER 8, 1949

**AS
BROADCAST**

Ined Master

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: From Hollywood, California, the Camel Caravan, starring
Vaughn Monroe...with the Moonmaids, the Moon Men, the
Orchestra and guest singer, Peggy Mann -- 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

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BARCLAY: Now here is the star of the Camel Caravan....

Vaughn Monroe!

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody. ~~For a half-hour of music as you like it....~~for thirty minutes of songs that are the top requests on leading record shows around the country....you're tuned to the right number on your dial. So....make yourself comfortable...light up a C-A-M-E-L ... and we'll play and sing a few thousand notes for you. Tune number one is listed in "Variety" as the first choice with record fans in New York and Pittsburgh...."My Bolero", 1.45

MUSIC: "MY BOLERO".....MONROE 4.10

(APPLAUSE) 4.20

4.20

CAMEL CARAVAN -3-
10/8/49

MONROE: Thank you. Which brings us to the guest in our Camel Caravan spotlight this evening...a tiny gal who just about comes up to the knot in my tie.....Miss Peggy Mann.

(APPLAUSE)

MANN: Greetings, six-foot-two. This little Mann has had a busy day....reading all about you in the October issue of Red Book Magazine.

MONROE: Oh, you mean the picture article on my Hobbies?

MANN: That's the one. Among other things, Vaughn, I noticed that you're an amateur photographer. I revere men who like photography.

BARCLAY: She reveres men who like photography. (UP) Ladies and Gentlemen, this is the Camel Caravan announcer, George Barclay. I wish to announce that Miss Mann's remark has no connection with the fact that she is the star of the Revere Camera Radio Show.

MONROE: And may I say, Peggy, that you've been singing great guns lately. I know this will be a banner year for you.

BARCLAY: Singing ... Great Guns ... Banner year. Ladies and Gentlemen, ~~this is George Barclay again. I wish to announce~~ ~~that~~ Vaughn's remark has no connection with the fact that he is making a Western picture called "Singing Guns", in which he rides a horse named Banner. Well,..I'll meet you after the show, Miss Mann.

MONROE: George, you don't even know Peggy.

BARCLAY: Well, I can dream, can't I?

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MONROE: Ladies and Gentlemen, ~~I wish to announce that~~ Mr. Barclay's
remark has no connection with the fact that our next tune,
sung by Peggy Mann, is called... "I Can Dream, Can't I".
It happens to be on the "Variety" list as the number-one
record request this week in Fort Worth, Texas. 5.50

(MUSIC: "I CAN DREAM, CAN'T I" MANN) 7.50

(APPLAUSE) 7.55

7.55

CAMEL CARAVAN -5-
10/8/49

MUSIC: (JINGLE)

GIRLS: We'll take you now to the city of Milwaukee
to hear the song that leads the rest.

MONROE: Of all the favorites the fans have been requesting
This is the one they like the best.

GIRLS: So here's Milwaukee's choice this week.
As the Caravan rolls along,
The Moonmen join with Vaughn Monroe
To sing this big hit song. 8.30

(MUSIC: "SOME DAY" MONROE & MOONMEN) 11.30

(APPLAUSE) 11.40

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11.40

CAMEL CARAVAN -6-
10/8/49

BARCLAY: A short while back, Vaughn was talking to a young lady named Ann O'Rourke. She's a secretary and her home is in Long Island, New York. Here's the interview on tape:

MONROE: Hello, Ann!
(ON TAPE)

O'ROURKE: Hello there, Vaughn!

MONROE: Now, Ann, ^{What's this about Cigarettes?} ~~tell us about your smoking test.~~

O'ROURKE: Well, Vaughn, I'm one of the hundreds of people who made the Camel thirty-day test under a throat specialist's supervision.

MONROE: That sounds like a pleasant thing to do! How did it work?

O'ROURKE: Well, I smoked only Camels for thirty days -- about a pack a day. Every week, the specialist examined my throat. He said he found no sign of irritation in my throat from smoking Camels.

MONROE: I see. And what do you say to that?

O'ROURKE: Well, after smoking Camels for thirty days, I know Camels are mild!

MONROE: And do you like Camel's rich, full flavor?

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O'ROURKE: I certainly do! They're ^{favorite} my cigarette now.

MONROE: Mine, too! Thanks a lot, Miss O'Rourke.

BARCLAY:
(LIVE) In a coast-to-coast test hundreds of people, like Miss O'Rourke, smoked only Camels for thirty days, an average of one to two packs a day. Each week, their throats were examined by noted throat specialists. The doctors reported not one single case of throat irritation due to smoking to Camels! That's how mild Camels are!

LEMOND: Make a note. Remember your throat. Try Camels today!

12.55

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12.55

CAMEL CARAVAN -8-
10/8/49

MUSIC: (JINGLE)

MONROE: Comes next the tune that is leading all the others
In many towns from coast to coast.

ALL: In Kansas City, in Dallas, and in Memphis.
This is the song requested most.

GIRLS: In Springfield and in Washington
The record fans insist

ALL: This Ballad you'll be hearing now
Is first choice on their list. 13.30

(MUSIC: "BREAKING MY HEART" MONROE & MOONMAIDS) 16.15

(APPLAUSE) 16.25

16.25

MONROE: Thank you. And this is where the Camel Caravan brings you up-to-date on the college football situation.

BARCLAY: I wish somebody would bring me up to date on football. I can't understand it since it's become so complicated.

MONROE: Complicated, George?

BARCLAY: Yeah. Suppose the score is tied and there's one minute left to play. According to the experts you've got a choice between a single-wingback double reverse lateral pass... or a fake spinner behind a six-man unbalanced line. If you were the coach, what would you say?

MONROE:Tennis, anybody? When we talk football on this program, George, we just stick to the scores.

For instance, it was Auney over Michigan this afternoon, 21 to 7.

Minnesota beat Kentucky, 21 to 7, and Oklahoma ran up 20 points to 14 for Texas.

And a game that was a highlight of the new season brought together the University of Southern California and Ohio State. Thousands of fans jammed the stadium at Los Angeles to see that one.....and to cheer the teams on with these school marching songs. "Ohio State" and "Song of Troy". 17.25

(MUSIC: FOOTBALL MEDLEY" ...SONG OF TROY & OHIO STATE... 19.20

MONROE & CHOIR)

(APPLAUSE)

19.30

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19.30

MUSIC: (JINGLE)

GIRLS: And now we've got quite a treat for all you people
Who've gathered round to hear our show

MONROE: On stage again is the visitor this evening
You heard a little while ago.
A tune that surely is a hit
With every record fan.

ALL: The Ballad, "Maybe It's Because" ..
The singer, Peggy Mann. 20.05

(MUSIC: "MAYBE IT'S BECAUSE" MANN) 22.25

(APPLAUSE) 22.35

22.35

CAMEL CARAVAN -11-
10/8/49

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: Yes, friends, smoke Camels and see how cool and mild,
how rich and flavorful they are! Camel's costly tobaccos
are properly aged and expertly blended to bring you the
most in smoking enjoyment.

LEMOND: Among the millions who enjoy Camels regularly 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!

23.35

BARCLAY: Vaughn, I hear you made a great scene for your picture this week. The one where you get ambushed by an Indian.

MONROE: That's right, George.

BARCLAY: Hey, I can just picture it. Galsky, you pull out your gun, aim it, and pull the trigger with smiling lips.

MONROE: Yeah, but we have to do it over.

BARCLAY: Why?

MONROE: They want me to pull the trigger with my finger.

BARCLAY: Ha. Well, they can have your trigger finger, Vaughn. We'll settle for the old vocal chorus. Suppose you and the choir give us a touch of that old favorite you recorded.... "Make Believe".

MONROE: Will do. 24.05

MUSIC: "MAKE BELIEVE"....(MONROE & CHOIR) 26.40

(APPLAUSE) 26.50

26.50

BARCLAY: For several years, the Camel people have been adding a little extra cheer to servicemen's hospitals across the country by sending free Camels. This week the Camels go to: Veterans' Hospital, Roseburg, Oregon; U.S. Army Murphy General Hospital, Waltham, Massachusetts; U.S. Naval Hospital, Charleston, South Carolina; U.S. Marine Hospital, Ellis Island, New York; Veterans' Hospital, Ft. Harrison, Indiana.

More than one hundred eighty-nine million free Camels have now been sent to servicemen, servicewomen and veterans!

27.25

27.25

(MUSIC: MONROE THEME) 27.40

MONROE: And that takes us to the end of the Camel Caravan trail for this evening. Ladies and gentlemen...But next week at this same time, we'll be rolling again, with more of the nation's number-one tunes as reported by leading disc-jockeys in "Variety". From Hollywood, we'll come your way wherever you are....along with our guest star, Connie Haines. So it's a date...Next Saturday, for songs that are becoming more and more popular....like Camel Cigarettes.

On Monday night I hope you'll all 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 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...don't you have a Camel? 28.20

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

(CAMEL THEME....FADE ON CUE)

28.40

28.40

LEMOND: Men, you'll enjoy your pipes more than ever with Prince Albert -- the National Joy Smoke! P.A.'s choice tobacco is crimp cut for smooth, even burning and cool smoking. Yes, and it's specially treated to insure against tongue bite. Prince Albert is America's largest-selling smoking tobacco! Try it. You'll like it! 29.00

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29.00

CAMEL CARAVAN -16-
10/8/49

(MUSIC: CAMEL THEME ... FADE) 29.10

BARCLAY: This is George Barclay 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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