

Timed Master

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, OCTOBER 29, 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: 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)

51457 4316

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do, everybody. Another Saturday night has rolled around...and the Camel Caravan is here to bring you some of the songs reported in "Variety" by leading disc-jockeys as their top requests of the week. So here we go..While you open a fresh pack of Camels, we'll open the show with the ballad that leads all other requests in the biggest city in Tennessee. It's where some three hundred thousand mighty nice people live...^{and} where cotton is king. I'm talking about the city of Memphis...and the tune the folks down there have been asking for this week is.... "Jealous Heart." 1.55

(MUSIC: "JEALOUS HEART"...MONROE) 4.15

(APPLAUSE)

4.25

4.25

VAUGHN MONROE -3-
10-29-49

MONROE: Thank you. You know, after the way you folks carried on about the young lady who was our guest canary last week... I figured there was only one thing to do to keep you happy... so I did it..I invited her to be our guest again this evening. Miss Peggy Mann.

(APPLAUSE)

MANN: Hello again, Vaughn. If you keep on picking these wonderful tunes for me to do..this could easily become a beautiful friendship.

MONROE: Peggy, you ^{Just} say that ^{Because you mean it.} ~~to all the orchestra leaders named Vaughn Monroe.~~ Now this first song, according to Variety, is the number one choice of the fans in Omaha, Springfield, Louisville and Portland, Oregon.

MANN: Omaha, Springfield, Louisville and Portland, Oregon.

MONROE: Yes. Why?

MAN: That's an awfully long name for a city.

MONROE: As I started to say before the fog set in, the tune is ^{5.10} called "Slippin' Around". ~~Don't talk Peggy just sing.~~ ^{Let's hear it, Peggy.}

MUSIC: SLIPPIN' AROUND....MANN) 6.58

(APPLAUSE) 7.00

51457 4318

7.00

VAUGHN MONROE
10-29-49

-4-

MUSIC: JINGLE

GIRLS: And next the maestro will sing the new sensation
He introduced one week ago.
And judging by all the mail that he's been getting,
It hit the bulls eye on our show.
It's from his picture, "Singing Guns"..
A new exciting song...
So spotlight, now on Vaughn Monroe
As the Caravan rolls along. 7.35

(MUSIC: MULE TRAIN....MONROE) 10.30

(APPLAUSE)

10.45

51457 4319

10.45

VAUGHN MONROE -5-
10-29-49

BARCLAY: And now I'd like you to listen to a conversation Vaughn had with a charming young lady. Here it is, on tape.

MONROE: Standing across the microphone from me is Mrs. Madeline Kinney, a New Jersey housewife. Mrs. Kinney has an answer to the question, "How mild can a cigarette be?"

KINNEY: That's right, I have, Vaughn! You see, I made the Camel thirty-day test under the supervision of a throat specialist.

MONROE: Will you tell us about it?

KINNEY: For thirty days the only cigarette I smoked was Camel. I smoked about a pack a day. And each week during the test the specialist examined my throat.

MONROE: Did he tell you what he found?

KINNEY: He said there wasn't any sign of irritation in my throat from smoking Camels!

MONROE: Did this surprise you?

KINNEY: No, Vaughn. I could tell for myself that Camels are as mild as can be. And I might add that I love the way Camels taste, too!

MONROE: Thanks, Mrs. Kinney.

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VAUGHN MONROE -6-
10-29-49

BARCLAY: In a coast-to-coast test, hundreds of people smoked only Camels for thirty days -- just as Mrs. Kinney did. They averaged one to two packs a day and each week their throats were examined by noted throat specialists. These 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!

1200

51457 4321

VAUGHN MONROE
10-29-49

-7-

12.50

MUSIC: JINGLE

MONROE: In Cincinnati, this is what they're asking
Their leading record show to play...

ALL: A growing favorite all around the country
And getting bigger every day

GIRLS: In Syracuse it leads the list...
So sing it, Vaughn Monroe.

MONROE: Moonmaids, join me, if you please
The song is "Don't Cry, Joe". 12.35

(MUSIC: "DON'T CRY JOE"....MONROE, MOONMAIDS) 18.45

(APPLAUSE)
15.55

51457 4322

15.55

VAUGHN MONROE -8-
10-29-49

MONROE: Thank you. And now, George, let's go into a huddle and come out with some football scores.

BARCLAY: Right, Coach. This afternoon, it was Purdue over Maine, 13 to 7. Southern Methodist won a big game from Texas, 7 to 6.

And in another thriller, it was Michigan 13, Illinois 0.

MONROE: Nice work, George...and I'll award you your varsity C for Camels..if you can answer these football questions. When was the first intercollegiate football game played.

BARCLAY: Why, er...that was back in...uh....

MONROE: 1869...correct. Where was this first game played?

BARCLAY: Er...let's see...was it...

MONROE: Absolutely right. New Brunswick, New Jersey. Do you know the names of the colleges?

BARCLAY: Well now, I really can't...

MONROE: Rutgers and Princeton. That's right. At first, I didn't think you knew. How many men played on each team?

BARCLAY: How many men? Well, I would say.....

51457 4323

MONROE: You're right again. There were 25 players on each team. That was 80 years ago, ~~ladies and gentlemen~~. Football has since grown to be one of America's great games..and through the years, Rutgers and Princeton have continued their friendly and sportsmanlike rivalry. Today they met once again, and the score was Princeton 34
Rutgers 14. And this evening the Camel Caravan is proud to salute the two teams and the 80 year old tradition of football. Here are "The Princeton Cannon Son" and "The Banks of the Old Raritan." 17.10

Parade

(MUSIC: FOOTBALL MEDLEY...MONROE & CHOIR) 19.05
(APPLAUSE)

19.10

VAUGHN MONROE -10-
10-29-49

MUSIC: JINGLE

19.10

ALL: Again we're rolling eastward on to Cleveland,
Ohio's big metropolis..
The population - about nine hundred thousand
Reports their favorite tune is this..
A ballad that is sweet and low...
It's first with many fans,
Especially when delivered by
A voice like Peggy Mann's. 19.45

MUSIC: I CAN DREAM CAN'T I....MANN

22.00

(APPLAUSE)

22.05

51457 4325

22.05

VAUGHN MONROE -11-
10-29-49

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

BARCLAY: Yes, smoke only Camels for thirty days.
See how much you enjoy the rich, full
flavor of Camel's costly tobacco. And
see for yourself just how mild a cigarette can be!

LEMOND: Among the millions of people 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!

22.55

22.55

VAUGHN MONROE -12-
10-29-49

BARCLAY: Vaughn, you quizzed me about football a while ago....
Now I'd like to ask you something about music...what's
your favorite song?

MONROE: Well, let's see...er...

BARCLAY: "Begin the Beguine". That's interesting. What song
have most of your listeners requested lately?

MONROE: Oh, off hand I can't...

BARCLAY: "Begin the Beguine"...Just as I thought. Who would you
say is your favorite song-writer.

MONROE: Well, it all depends on....on...

BARCLAY: ~~I see~~...Cole Porter, Composer of "Begin The Beguine".
Well Vaughn, this has certainly been an interesting
interview.

MONROE: Thank you, George. I couldn't have enjoyed it more even
if you were in your right mind. And ladies and gentlemen,
in case you haven't suspected what brought this on...the
Camel C ravan special this evening is, "Begin the Beguine."

MUSIC: "BEGIN THE BEGUINE"..MONROE 26.55 23.40

(APPLAUSE)

27.00

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27.00

VAUGHN MONROE
10-29-49

-13-

BARCLAY: Over the past few years, the makers of Camels have sent more than one hundred eight-nine million gift Camels to servicemen, servicewomen and veterans. This week's Camels go to the following veterans' and servicemen's hospitals: Veterans' Hospital, Fort Howard, Maryland...U. S. Army Station Hospital, Rapid City Air Force Base, South Dakota...U. S. Naval Hospital, Portsmouth, Virginia...U. S. Marine Hospital, Kirkwood, Missouri...and Veterans' Hospital, Waco, Texas.

27.25

27.25

VAUGHN MONROE -14-
10-29-49

MUSIC: MONROE THEME

27.40

MONROE: And ~~that~~ ^{So we} winds up another Camel Caravan shindig, ~~ladies~~
~~and gentlemen~~...with a sincere thank you and "So Long"
to our friends in Hollywood. Now we're heading back
East...and next Saturday night you'll be hearing our
show from Broadway, in the heart of New York City.
Wherever you are, I hope you'll be listening ~~for~~
more of the music "Variety" reports as leading requests
on leading record-shows. Cece Blake has promised to add
a couple of choruses to the half hour one week from
tonight...and I think You'll enjoy our home coming show.

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, with a prize ~~of~~ one thousand two
hundred and fifty dollars. So don't miss ~~the~~ Bob Hawk
~~Show~~ 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? 28.27

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

CAMEL THEME.....FADE ON CUE

28.40

28.40

VAUGHN MONROE -15-
10-29-49

LEMOND: Pipe Smokers -- the National Joy Smoke is Prince Albert,
rich, pleasing P.A.! Prince Albert's choice tobacco
is crimp cut, so it smokes smooth and cool, and it's
specially treated to insure against tongue bite.
Get P.A., America's largest-selling smoking tobacco!

28.55

28.55

VAUGHN MONROE -16-
10-29-49

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