

*Timed Master*

COLUMBIA BROADCASTING SYSTEM

THE CAMEL CARAVAN STARRING VAUGHN MONROE

SATURDAY, OCTOBER 15, 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 star 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!

CAMEL CARAVAN -2-  
10-15-49

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

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

(APPLAUSE) 1.25

MONROE: Hello, and how do you do everybody. We've cooked up something for you this evening that I think you're going to enjoy.... a generous portion of tunes that are first on the "Variety" list of disc-jockey requests.... a couple of exciting college songs. <sup>and</sup> a favorite you haven't heard for quite a while... and that's the dish known as....The Saturday Night Camel Caravan. Moonmen, let's give the customers a taste...the Ballad that's the number one choice this week in Dallas and Portland, Oregon..."Someday." 1.50

MUSIC: "SOMEDAY"....MONROE & MOONMEN 4.45

(APPLAUSE) 4.55

MONROE: Thank you. And to give the Camel Caravan a little touch of something special, here's a return engagement by Connie Haines.

(APPLAUSE)

CONNIE: Hello again, Vaughn. I brought you a birthday present - a necktie I knitted just for you.

CAMEL CARAVAN -3-  
10-15-49

MONROE: Well, bless your heart, gal...a knitted tie...and the first one I ever saw with sleeves.

CONNIE: Do you really like it?

MONROE: I love it. I've always wanted a green and pink tie with yellow stripes and red polka dots.

CONNIE: And if you pull that little string, the whole thing lights up and spells Camels.

MONROE: And how about this little card that came with it. Read it to the folks, will you, Connie?

CONNIE: It's a little personal...but all right.  
"This tie is for a man I know.  
A man whose initials are Vaughn Monroe.  
It was made by a girl who took great pains.  
A girl whose initials are Connie Haines.  
So, Vaughn, on those nights when you have nothing to do,  
Remember Brentwood 6 - 4932.

MONROE: Connie, that beautiful sentiment brings a lump to my ~~throat~~ <sup>head</sup>, and I'm sure the tie will, too. And now I have something for you...a tune that's made to order for your smooth singing style...the leading request this week in Phoenix, Arizona..."I Can Dream, Can't I"... Dream it a bit, will you Connie? 6.15

(MUSIC: "I CAN DREAM, CAN'T I?".....CONNIE HAINES.) 8.20

(APPLAUSE) 8.25

8.25

CAMEL CARAVAN -4-  
10-15-49

MUSIC: (JINGLE)

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MONROE: And here's a song that will take us 'cross the nation -  
The tune New York is going for

GIRLS: The folks who listen to records in Manhattan  
Request this ballad by the score.

MONROE: In Brooklyn, Queens and in the Bronx,  
And Staten Island, too -

GIRLS: "MY BOLERO" Is the choice  
Vaughn sings it now for you. 9.00

(MUSIC: "MY BOLERO".....MONROE) 11.30

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(APPLAUSE)

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11.40

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11.40

CAMEL CARAVAN -5-  
10-15-49

BARCLAY: Friends, you've heard Vaughn sing "How mild, how mild, how mild can a cigarette be?" -- many times. The other day, Vaughn interviewed Mr. Ed Liman who knows from his own experience how mild Camels are. Here's the interview on tape.

MONROE: Hello, Mr. Liman!  
(TAPE)

LIMAN: Hello, Vaughn!

MONROE: Won't you tell us something about yourself?

LIMAN: Well, I'm from Mt. Kisco, New York, and I'm a production manager.

MONROE: And now would you tell us your story about cigarette mildness?

LIMAN: Sure! I made the Camel thirty-day test under the supervision of a throat specialist. I smoked a pack and a half of Camels a day for the thirty-day period. No other cigarettes -- just Camels. Then every week, I went to the specialist and he examined my throat.

MONROE: I see. And what did he find?

LIMAN: He couldn't find any trace of irritation in my throat from smoking Camels.

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CAMEL CARAVAN -6-  
10-15-49

MONROE: And you feel that that's how mild a cigarette can be?

LIMAN: I do, Vaughn! What's more, I think Camels are the mildest, best-tasting cigarette I ever smoked!

MONROE: Well, that sums it up pretty well. Thanks a lot, Ed Liman!

BARCLAY:  
(LIVE) In a coast-to-coast test, hundreds of men and women, like Mr. Liman, smoked only Camels for thirty days, averaging one to two packs a day. Each week, their throats were examined by noted throat specialists. These doctors reported not one single case of throat irritation due to smoking Camels!

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

12.55

51457 4290

12.55

CAMEL CARAVAN -7-  
10-15-49

MUSIC: (JINGLE)

GIRLS: The tune we'll sing now is currently a favorite  
Throughout the country, east and west -

MONROE: In Washington and in Denver and in Springfield,  
This is the ballad folks like best.

GIRLS: In Rochester and San Antone  
The fans prefer this song -

ALL: So here's this much requested tune  
As the Caravan rolls along. 13.30

(MUSIC: "YOU'RE BREAKING MY HEART".....MONROE, MOONMAIDS) 16.20

(APPLAUSE)

16.30

51457 4291

16.30

CAMEL CARAVAN -8-  
10/15/49

MONROE: Thank you. Now George...My helmet, my shoulder pads and my nose-guard, if you please...we're going to devote these next few minutes to football.

BARCLAY: Say, Vaughn, didn't you play football at Carnegie tech.

MONROE: Only for a short while, ~~George~~. You see, I didn't mind being on the team...the trouble is, most of the time the team was on me. But I still love the game, ~~George~~...and it seems to be growing more and more popular all over the country. ... like Camels. What say we check on the latest in various stadiums here and there.

BARCLAY: Right. This afternoon, haukumteen took Michigan, 21 to 20. Minnesota met Ohio State and came out on top, 27 to 0.

And the final whistle brought a victory for Oklahoma over Kansas, 48 to 26.

MONROE: And in Philadelphia, the game that had thousands of fans cheering brought together Columbia and the University of Pennsylvania. Two hard hitting teams battled it out to a final score of Pennsylvania 27, and Columbia 7. And these were the songs that filled the air during the game. 17.25

(MUSIC: PENN-COLUMBIA FOOTBALL MEDLEY..."ROAR LION ROAR" & 19.20  
"FIGHT ON PENNSYLVANIA".)

(APPLAUSE)

19.25

51457 4292



19.25

CAMEL CARAVAN -9-  
10-15-49

MUSIC: (JINGLE)

MONROE: And <sup>✓</sup>encore now, from our special guest this evening -  
This is a song that's rather new.

GIRLS: Tonight you'll hear it the first time on our program -  
We think it will appeal to you.

ALL: It tells us of a gal who's sad -  
She finds she can't be gay -  
Here's Connie Haines - her song's about  
Her man who went away. 20.00

(MUSIC: "NOW THAT I NEED YOU".....HAINES) 22.05

(APPLAUSE) 22.10

22.10

CAMEL CARAVAN -10-  
10-15-49

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

BARCLAY:     Yes, Friends, smoke Camels and see how mild and  
              how flavorsome a cigarette can be. Camel's  
              costly tobaccos are properly aged and expertly  
              blended for your smoking enjoyment!

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:      And, say, Friends, I'd just like to remind you  
              that Camels by the carton are your best buy --  
              convenient and thrifty, too!

23.00

23.00

CAMEL CARAVAN -11-  
10-15-49

(MUSIC: BRIDGE)

BARCLAY: Vaughn, when are you going to sing a tune from the western picture you're making..."Singing Guns."

MONROE: I can't until the picture is released, George. I promised my horse.

BARCLAY: Well, at least tell us something about the picture. Did you do that big scene yet? I mean the one where the 10 tough cattle rustlers come into town looking for you. Women and children run screaming into the woods.

MONROE: Oh, we have to do that scene over.

BARCLAY: Why?

MONROE: I left with the women and children.

BARCLAY: Okay, Vaughn...instead of a cowboy tune, we'll be just as pleased to listen to a mellow ballad out of your "Moon Song" Album.... "Moon of Manakoora." 23.45

(MUSIC: "MOON OF MANAKOORA".....MONROE & CHOIR) 26.50

(APPLAUSE) 26.57

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26.67

CAMEL CARAVAN -12-  
10-15-49

BARCLAY: The makers of Camels have been sending free Camels to people in the armed services since early in the war. The total number of Camels sent to date to servicemen, servicewomen and veterans is more than one hundred eighty-nine million. This week, the gift Camels go to the following servicemen's and veterans' hospitals: Veterans' Hospital, Nashville, Tennessee...U. S. Army Station Hospital, Ft. Dix, New Jersey... U. S. Naval Hospital, Mare Island, California.. U. S. Marine Hospital, Chicago, Illinois...Veterans' Hospital, Sunmount, New York.

27.30

27.30

CAMEL CARAVAN -13-  
10/15/49

MUSIC: MONROE THEME

27.45

MONROE: Well, we've cooked it up...dished it out...and now it's all gone....but come around next Saturday night, and the Camel Caravan will have another batch of words and music waiting for you. As listed in "Variety", they'll be the songs most requested on disc-jockey shows in major cities...and as usual, we'll have a special guest in the Camel Spotlight... Miss Peggy Mann. I hope you'll all be listening one week from tonight.

and 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 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? 28.25

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

(CAMEL THEME.....FADE ON CUE)

28.40

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28.40

CAMEL CARAVAN -14-  
10/15/49

LEMOND: You know, Men, Prince Albert is America's largest-selling smoking tobacco! And you know why? Well, P.A.'s choice tobacco is rich and flavorful....it's crimp cut for smooth, even burning and cool smoking. And it's specially treated to insure against tongue-bit. Try Prince Albert, the National Joy Smoke!

29.00

SM

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29.00

CAMEL CARAVAN -15-  
10/15/49

(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

29.20

SM

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