

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, OCTOBER 12, 1953 (TAPED September 28)

10:00 to 10:30 PM EST

ORIGINATION: PHILADELPHIA, PENNSYLVANIA

CUE: (This is the CBS . RADIO Network)
(.....30 seconds.....)

MUSIC: "HOW MILD" OPENING.....2 BARS AND DOWN

NELSON: From the campus of Temple University in Philadelphia --
here is the new, CAMEL CARAVAN -- starring
VAUGHN MONROE and The SAUTER-FINEGAN Orchestra....
with Sally Sweetland, ...
transcribed and brought to you by CAMEL Cigarettes.

MUSIC: UP TO FINISH.....SEGUE TO "MORE PEOPLE" JINGLE

SINGERS: More people ask for Camels
than any other brand!
More people go for Camels
all across the land!
For Camels are so mild, with the finest flavor yet!
More people smoke Camels (Camels) (Camels)
Than any other cigarette!

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MUSIC: "RACING WITH THE MOON" STATEMENT AND HOLD FOR:

NELSON: Let's say hello to the singing star of our show!

MUSIC: CHORD

NELSON: VAUGHN MONROE!

MUSIC: TO TAG

APPLAUSE

MONROE: Thank you...and greeting to all our good friends
from coast to coast.

~~Here at Temple University, we are the guests of a
faculty of _____, and a student body of _____.
We sincerely appreciate their hospitality.~~

As you've heard, the new model of the CAMEL CARAVAN
has a great new orchestra. More about them presently.
To start our show from the city of brotherly love,
we have -- a love song.

NELSON: The number one song from the Broadway musical success -
"Me and Juliet" -- sung for you by Vaughn Monroe. /

MUSIC: "NO OTHER LOVE" VAUGHN MONROE

APPLAUSE

MUSIC: INTRO TO "DOODLETOWN FIFERS" . . . RHYTHM CONTINUES UNDER

MONROE: Right beside me in the front seat of the CAMEL CARAVAN this fall, are two men I know you're going to welcome. They are talented and modest. They are serious and full of humor. They are Eddie Sauter and Bill Finegan!

APPLAUSE

MONROE: Behind the scenes, Eddie Sauter worked for years on great orchestrations for Benny Goodman.

NELSON: At the same time - also behind the scenes - Bill Finegan was making great arrangements for Glenn Miller.

MONROE: These two remarkable young men finally decided to come out in front -and form their own orchestra. The result is nineteen hand-picked musicians - and the most exciting new band in America! Let's listen to the Sauter-Finegan Orchestra playing -"RAIN."

MUSIC: "RAIN" ORCHESTRA

APPLAUSE

NELSON: America's smokers have given Camels the greatest vote of confidence in cigarette history! Now, what does this mean to you? It means that --

VAUGHN: Hold it, Wayne! I'd like to cut in here, if I may, and say that as a Camel smoker I'm not the least bit surprised.

NELSON: Maybe this will surprise you, V.M.: According to latest figures, Camels are ahead of the second-place brand by 43%!

VAUGHN: It figures! Why, when I light up a Camel, I know I'll find mildness and flavor in every Camel I smoke! Now, for a steady smoker, that's the big test!

NELSON: The real test of any cigarette is steady smoking! That's why we ask you to try Camels for 30 days. Make your own 30-day Camel mildness test and see how mild, how flavorful a cigarette can be!

VAUGHN: Listen to what the man says, Everybody! Camels' special mildness and flavor agree with more people than any other cigarette!

NELSON: Smoke Camels, Friends --starting tonight--And you'll know the reason why more people smoke Camels than any other cigarette!

MUSIC: "YOU, YOU YOU" VAUGHN MONROE & QUARTET

MUSIC: "YOU, YOU, YOU" VAUGHN MONROE & QUARTET

APPLAUSE

MONROE: ~~The four fine voices singing in there with me were~~
~~The Doodlers -- a new quartet, and mighty welcome~~
~~aboard the CAMEL CARAVAN.~~

To our solo microphone, Sally Sweetland now
 steps forward. The nearest thing to tears
 that I've seen in Sally's big green eyes,
 came there with laughter.

But here is a song that's a big hit.

And here is Sally to sing it... "CRYING IN THE CHAPEL."

MUSIC: "CRYING IN THE CHAPEL" SALLY SWEETLAND

APPLAUSE

MONROE: ~~Students of radio and television generally~~
~~learn a lot about sound effects.~~ I'm sure the *radio*
 course here at Temple University teaches ~~you~~ how
 to make the sound of horses hoofs with a
 couple of coconut shells....

NELSON: That's not the way Sauter and Finegan do it!

MONROE: No, Wayne. In most things, Sauter and Finegan
 are different. Bill Finegan explains it this way -
 they wanted the sound of horses hoofs in the moonlight.

NELSON: Oh well, that's entirely different.
 So that's why Finegan keeps beating his chest
 all through their arrangement of "Midnight Sleighride."

MONROE: I think so. He says to him it sounds just like a horse.

NELSON: In the moonlight, of course.

MONROE: Of course. Let's listen carefully. "MIDNIGHT SLEIGHRIDE."

MUSIC: "MIDNIGHT SLEIGHRIDE".....ORCHESTRA

APPLAUSE

NELSON: Vaughn, did you know that "Once a Camel Smoker, Always A Camel Smoker!"?

VAUGHN: You're speaking to a member of the club, Wayne! I've been a steady Camel smoker for -- years!

NELSON: The real test, the reliable test, of any cigarette is in steady smoking! Friends, try Camels as your steady smoke! Smoke only Camels for 30 days and learn the reason why more people smoke Camels than any other cigarette!

VAUGHN: "More people" is right!

NELSON: Yes, Vaughn, according to latest published figures, Camels are ahead of the next leading brand by 43%!

VAUGHN: That's impressive! But, then, so is Camels' wonderful mildness and rich, full flavor!

NELSON: Camels' special mildness and flavor agree with more people than any other brand!

SINGERS: More people ask for Camels than any other brand!
More people go for Camels, all across the land,
For Camels are so mild, with the finest flavor yet!
More people smoke Camels (Camels) (Camels)
Than any other cigarette!

MUSIC: INTRO TO "FIGHT TEMPLE FIGHT". . . . DOWN AND OUT UNDER:

MONROE: The story of the founding of Temple University is the story of Dr. Russell Conwell. Some 70 years ago Dr. Conwell offered to help a young Philadelphia boy - by teaching him one evening a week. That was the beginning of this great University.

NELSON: "To make an education possible for all young men and women who have good minds and the will to work..."

MONROE: That became Dr. Conwell's ideal.

NELSON: He was also renowned for his lecture, "Acres of Diamonds."

MONROE: "Acres of Diamonds" told the basic truth that "greatness and riches result from doing what you can, with what you have, right where you are."

NELSON: He gave this lecture some 6,000 times - turning over all the receipts to students - to Temple College and Temple University. More than 91 thousand people have been educated as a result of that lecture!

MONROE: Quite a story, isn't it? It makes us proud to be here.... to remember Dr. Conwell as we sing your ALMA MATER.... to salute your President, Robert L. Johnson, the faculty alumni and entire student body with "FIGHT TEMPLE FIGHT."

MUSIC: ALMA MATER

FIGHT TEMPLE FIGHT. . . . MONROE & QUARTET

APPLAUSE

JAN

NELSON: From reports of crowds at the Coronation, and capacity bookings of planes and ships, you might think at least one person from every crossroads in the United States went abroad this year. But actually, most of us stayed at home. We read travel folders, studied postcards from London and Paris and Rome. We took in the air-conditioned foreign movies. We even whistled, "Where Is Your Heart" -- and felt quite Continental. That, as you know, is the Song from Moulin Rouge. And this is Vaughn Monroe who'll sing it for you....

MUSIC: "WHERE IS YOUR HEART" VAUGHN MONROE

APPLAUSE

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MONROE: In our audience tonight, I suppose there are some men who met attractive girls this summer --

NELSON: And left them weeping -- to return sternly to their studies.

MONROE: There must also be a girl or two, who has recently gone away to school - or to a job -

NELSON: Leaving her heart behind with some fellow.

MONROE: This song is for them.

NELSON: Vaughn is joined by Sally Sweetland, the Quartet and the Sauter-Finegan Orchestra in - "ETERNALLY"

MUSIC: "ETERNALLY VAUGHN & SALLY & ALL

(APPLAUSE)

NELSON:

The makers of Camels are pleased and privileged to send thousands of packs of Camel cigarettes each week to hospitalized veterans and to members of our Armed Forces. This week, free Camels go to: Veterans' Hospitals, McKinney, Texas, and Birmingham, Alabama; U. S. Army Station Hospital, Sierra Ordnance Depot, Herlong, California; all overseas hospitals operated by the North East Air Command.

MONROE: Enjoy those CAMELS, fellows

MUSIC: "LET'S HAVE A CIGARETTE TOGETHER" MONROE

MONROE: Our thanks again to the faculty and students of Temple University for making our visit so pleasant. Our cheers to the Owls - to the cherry and white - to Temple Teams whenever they fight.

NELSON: Next Monday night the CAMEL CARAVAN will come your way from the campus of Duquesne University in Pittsburgh. And every Wednesday night, we hope you'll listen to Bill Cullen in WALK A MILE - full of fun and big cash prizes - on the air for CAMELS, of course.

MONROE: Until next Monday - on behalf of Eddie Sauter and Bill Finegan, Sally Sweetland and the Doodlers Quartet, this is Vaughn Monroe saying goodnight.... pleasant dreams and....won't you have a CAMEL?

MUSIC: "HOW MILD" SECOND 8 BARS AND TAG

APPLAUSE

CLARK:

Smokers of king-size cigarettes...have you tried
Cavaliers, the great, new king-size cigarette made by
the makers of Camels? Cavaliers give you the supremely
fine, light, mild tobaccos -- the master blending --
you'd naturally expect from the makers of Camels!
Try king-size Cavaliers! You know Cavaliers are extra-
mild because their smoke feels extra-mild as you inhale!
And tastes so good! So try Cavaliers! Feel that
Cavalier mildness. Taste that Cavalier flavor. Although
king-size, Cavaliers are priced no higher than leading
regular-size brands!

MUSIC:

"HOW MILD"

NELSON:

This program was transcribed from Temple University.
This is Wayne Nelson saying goodnight for Vaughn Monroe
and the Sauter-Finegan Orchestra.

APPLAUSE AND THEME