

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, OCTOBER 19, 1953 (TAPED OCTOBER 6)

10:00 TO 10:30 PM EST

ORIGINATION: PITTSBURGH, PENNSYLVANIA

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

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

NELSON: From the campus of Duquesne University in Pittsburgh --
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. Greetings to the faculty and students of Duquesne University.

And hi there, friends, from coast to coast.

As the Camel Caravan wound its way through Pittsburgh today, we felt that we were on top of the world.

We were arriving at a school located at the top of the Golden Triangle. And we were arriving with the most exciting new band in America!

NELSON: To start the show - Vaughn Monroe sings the big and beautiful new ballad, "Many Times!"

MUSIC: "MANY TIMES" . . . VAUGHN MONROE

APPLAUSE

MUSIC: INTRO TO "DOODLETOWN FIFERS" RHYTHM UNDER:

MONROE: That fanfare is the musical signature of my good companions and co-stars on the new Camel Caravan - Eddie Sauter and Bill Finegan!

APPLAUSE

MONROE: The Sauter-Finegan Orchestra has been reviewed recently by a good many distinguished critics. We are more than proud that such modest people as Ed and Bill should receive so much praise. In a full page article, TIME Magazine had this to say:-

NELSON: "Eddie Sauter and his partner Bill Finegan are running the most original band heard in the United States in years."

MONROE: Here is what TIME meant -- a fine example of the Sauter-Finegan originality. *Sally Sweetland joins them for* "APRIL IN PARIS."

MUSIC: "APRIL IN PARIS" ORCHESTRA & SALLY

APPLAUSE

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NELSON: Say, Vaughn, did you know that a lot of great people in the music world smoke Camels?

VAUGHN: I'm not a bit surprised, Wayne!

NELSON: For instance, our own Ed Sauter and Bill Finegan are both Camel smokers! Both of them are absolutely sold on Camels' wonderful, rich flavor and cool, cool mildness!

VAUGHN: Why, sure, everybody knows Camels are --

NELSON: But that's not all, Vaughn! There's Jimmy and Tommy Dorsey! They both smoke Camels. Then there's Patrice Munsel and Rise Stevens and Marguerite Piazza of the Metropolitan Opera Company -- they all smoke Camels!

VAUGHN: That's music to my ears!

NELSON: But then, when you come right down to it, Camels must be mild and tasty to be America's most popular cigarette.

VAUGHN: I've been smoking Camels for years -- and I know Camels suit me to a "T"!

NELSON: That's why we say -- smoke only Camels for 30 days! Find out for yourself why for flavor and for mildness -- Camels agree with more people -- than any other cigarette!

MUSIC: "RAGS TO RICHES" VAUGHN MONROE

APPLAUSE

MONROE: Thank you. I know the students here at Duquesne University will agree when we say, "Smooth" is the word for Sally Sweetland. Wayne Nelson, if you were listening to the Caravan from a California college - or from such a university in Utah - how would you imagine Sally Sweetland?

NELSON: Why, I'd imagine light brown hair - shining and smooth. Green eyes - smiling and large. Five feet three - slender and - a - smooth?

MONROE: Exactly. And there you have Our Gal Sal - the sweet-singing Miss Sweetland. Her song - "My Love, My Love."

MUSIC: "MY LOVE, MY LOVE SALLY SWEETLAND

APPLAUSE

MONROE:

My two good companions, Eddie Sauter and Bill Finegan made a group of orchestrations called the "Doodletown Suite."

From it they have selected one that takes us back to the time of the American Revolution.

The music describes a fellow we all know.

He's always out of step in the parade.

He loves to whistle - but never gets the melody quite right.

This character is played by Ed Sauter - who has some brilliant passages on the toy trumpet. The title - "Yankee Doodletown!"

MUSIC: "YANKEEDOODLETOWN" ORCHESTRA

APPLAUSE

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NELSON: You know, Vaughn -- in sports, in music, in movies -- more people smoke and enjoy Camels than any other cigarette. Have you ever wondered what this means to our friends in the audience?

VAUGHN: No need to wonder, my friend. It's obvious that Camels have something special in mildness and flavor -- something that makes folks like them more -- pack after pack, day after day!

NELSON: It's true, also, that smokers who like a mild, cool cigarette with a rich, always great flavor stay with Camels once they try Camels.

VAUGHN: Well, Wayne -- you never know till you try!

NELSON: Yes, Friends, try Camels for 30 days. See what you've been missing! See how Camels' costly tobaccos suit your taste. Then you'll know why -- for flavor, for mildness -- Camels agree with more people than any other cigarette! /8⁵⁵

~~MUSIC: INTRO TO DUQUESNE VICTORY SONG~~

Vaya Con Dios - Vaughn Monroe

22:05

(APPLAUSE) 22:15

MUSIC: INTRO TO DUQUESNE VICTORY SONG.....DOWN & OUT UNDER:

MONROE: The Camel Caravan is proud to salute Duquesne University.
Last year they celebrated a Diamond Jubilee here...
And we hope - when we are 75 -
that we may look ahead with the courage and
imagination they have here at Duquesne.

NELSON: Around the theme, "Duquesne Builds with Pittsburgh,"
~~land has been acquired,~~ and blueprints are ready
for new buildings and greater facilities.

MONROE: Before we pay our musical tribute, with the
Duquesne Alma Mater and Victory Song - we'd like
you to hear the four ideals to which this
University is dedicated: - One....

NELSON: "Equality of educational opportunity without distinction as to
race, religion, sex or economic condition."

MONROE: Two....

NELSON: "Freedom in the quest for truth in all fields of intellectual
and scientific endeavor."

MONROE: Three....

NELSON: "Freedom of fair economic competition - sometimes described
as the American system of free enterprise."

MONROE: Four....

NELSON: "Advancement of spiritual, ethical, and moral concepts in the
lives of all our people, their government, and their society." 23¹⁵

MUSIC: ALMA MATER & VICTORY SONG.....VAUGHN & QUARTET 25⁴⁰
APPLAUSE 25⁵⁵

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CLARK:

Each week the makers of Camel cigarettes are pleased and privileged to send thousands of gift packs of Camels to hospitalized Veterans and Members of our Armed Forces. Free Camels go this week to: Veterans' Hospitals, San Juan, Puerto Rico, and Nashville, Tennessee; U. S. Naval Hospital, Philadelphia, Pennsylvania; All hospitals operated by the European Command of the U. S. Army. 26¹⁵

MC

MONROE: Enjoy those CAMELS, fellows

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

MONROE: It's time to say thanks for a fine visit
to the faculty and students of Duquesne University.
Our best wishes to The Dukes for a great season -
and that goes for all those who wear the Red and Blue.

NELSON: Next Monday night the CAMEL CARAVAN will come
your way from the campus of the University of
Pittsburgh.

And every Wednesday night, we hope you'll listen to
Bill Cullen in WALK A MILE - full of fun and big
cash prizes - and on the air for CAMELS.

MONROE: Until next Monday - on behalf of Eddie Sauter
and Bill Finegan, Sally Sweetland and the Doodlers,
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:

To you who prefer a long cigarette, the makers of Camels offer new king-size Cavaliers. Blended of supremely fine, light, mild tobaccos, king-size Cavaliers give you mildness where it counts...mildness you can feel as you inhale! Yes, inhale and feel that light, easy Cavalier mildness! Taste that superbly fine Cavalier flavor! Learn what it means to enjoy a king-size cigarette made by the makers of Camels! More good news --although king-size, Cavaliers are priced no higher than leading regular-size brands! 28¹⁵

MUSIC:

"HOW MILD".....DOWN AND OUT UNDER: 28²⁵

NELSON:

Forty out of one hundred families in any typical community receive, during the year, direct aid from one or more Red Feather agencies. Consequently, all families receive indirect benefits that result in a healthier, happier, better way of life.

The United Community Chest campaigns are now in full swing and deserve your complete cooperation. This is a once-a-year appeal for services which benefit us all the year-round! Give gladly in your community!

Give the United Way! 28⁵⁵

MUSIC:

"HOW MILD".....

NELSON:

This program was transcribed from Duquesne University.

This is Wayne Nelson saying goodnight for Vaughn Monroe and the Sauter-Finegan Orchestra. 29¹⁰
APPLAUSE AND THEME 29²⁵

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