

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING VAUGHN MONROE
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, NOVEMBER 2nd, 1953 (TAPED) OCTOBER 19

10:00 to 10:30 P.M. EST

ORIGINATION: GLENVIEW, ILLINOIS.

CUE: (THIS IS THE CBS...RADIO NETWORK)
(.....30 seconds.....)

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

NELSON: From Glenview Naval Air Station in Illinois -
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!

Handwritten notes:
~~W.H.~~
~~W.H.~~
Commercial
Chick - OK
msh
11/13-53

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 good evening
The Camel Caravan -- complete with the great
new Sauter-Finegan Orchestra - made a perfect
landing today
At Glenview Naval Air Station.
We're broadcasting from a hangar - a few miles
from the heart of Chicago
As usual, our audience here tonight is made up of
students - but with a difference.

*They are keeping up with the latest developments in
Many of these men are learning to land navy airplanes
naval aviation - from firepower to jet carrier
on the decks of carriers.
landings*

Having piloted a plane or two of my own,
I need hardly say - we're proud to be aboard!

NELSON: Up front at the controls - pilot Vaughn Monroe
starts our show with "No Other Love". / 40

MUSIC: "NO OTHER LOVE" VAUGHN MONROE 355

(APPLAUSE) 402

MONROE: If you could be with us before a Camel Caravan broadcast - and watch the Sauter-Finegan Orchestra being set up - the first thing you'd notice would be drums.

NELSON: All kinds of drums...traps and tympani - tribal and thunder drums...Plus a lot of other instruments that are struck with mallets - like marimba and chimes.

MONROE: This means two more men on percussion than a dance band normally has.

NELSON: And this augmented rhythm section is often busier than the back row of a symphony orchestra at the climax of the William Tell Overture!

MONROE: Which, of course, Sauter and Finegan have arranged and recorded under the title - "Now That I'm In Love". 4/40

~~MUSIC: "NOW THAT I'M IN LOVE" ORCHESTRA~~ 6⁴⁵

(APPLAUSE) 6⁵⁵

NELSON: Vaughn, how about taking a minute for a smoke?

VAUGHN: Good idea, Wayne! Here, have one of mine...

NELSON: Thanks...(PAUSE) Mmmm...tastes good.

VAUGHN: Of course! Camels always do! Pack after pack -- carton after carton!

NELSON: Right you are, Vaughn! For wonderful mildness and rich, full flavor, day after day... well, you can't beat Camels!

VAUGHN: That speaks for itself, Wayne, when you stop to consider the big lead Camels have over all the other brands...

NELSON: 43%! Yes, according to latest published figures, Camel leads the 2nd-place brand by 43% -- the 3rd-place brand by 54% -- and the 4th-place brand by 144%!

VAUGHN: To be that popular, a cigarette has to have something special! In my book, it's Camels' special mildness and flavor.

NELSON: So, Friends, start enjoying the wonderful smoking pleasure so many millions of other smokers are enjoying. Smoke the cigarette that agrees with more people than any other! Smoke Camels! 755

MUSIC: "MANY TIMES" VAUGHN MONROE

APPLAUSE 10²⁰

10¹⁰

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b

50002 5620

MUSIC: "MANY-TIMES" VAUGHN-MONROE

APPLAUSE

NELSON: That was our singing star - Vaughn Monroe - with one of your favorite songs, "Many Times." Followed immediately by yet another top-flight favorite from coast to coast. Our new Camel Caravan quartet - the Doodlers - join Vaughn in - "Gambler's Guitar."

MUSIC: "GAMBLER'S GUITAR" VAUGHN & QUARTET

APPLAUSE

MONROE: Ever since I first heard that we were going to broadcast tonight from Glenview Naval Air Station, I've been looking forward to this moment when I'd say - Sally Sweetland, may I present the United States Navy! ^{AVIATORS} Naval Aviation=Cadets, meet our gal Sal!

APPLAUSE

MONROE: Sing it nice 'n pretty for the gentlemen, Sally - "Autumn Leaves."

MUSIC: "AUTUMN LEAVES" SALLY SWEETLAND

(APPLAUSE)

50002 9622

MONROE:

This week my co-stars aboard the Camel Caravan -

Eddie Sauter and Bill Finegan -

have come up with a sparkling new ^{tune they recently} ~~arrangement of a~~
~~recorded~~ ^{for RCA-Victor.}
~~current hit.~~

The tune was quite tropical to begin with

The Sauter-Finegan treatment warms it up some more... ^{Coca-Bongo}

~~So - if you imagine that you hear surf pounding on a~~

hot coral beach.... the click of castanets ...

the rattle of gourds ... that's just what they

included in - "Tropicana!"

"COCA BONGO"

16²⁰

MUSIC:

"TROPICANA"

ORCHESTRA

19⁴⁰

APPLAUSE

19⁵⁰

NELSON: For cool, wonderful mildness, pack after pack...

CLARK: For rich, full flavor, carton after carton ...

NELSON: Smoke Camels --America's most popular cigarette!

MONROE: Boys, that's good advice if ever I heard it! Yes, smoke Camels--and you'll find you won't want to go back to any other cigarette!

NELSON: Yes, Vaughn --"Once a Camel smoker, always a Camel smoker!"

MONROE: And why not? Camels give you everything and anything you could want in a cigarette!

CLARK: Camels give you mildness--the kind of mildness you'll find in no other cigarette!

NELSON: And Camels give you flavor--the kind of flavor that makes smoking something you look forward to!

MONROE: No wonder Camels agree with more people than any other cigarette!

JINGLE: 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!

NELSON: During one of his recent cross-country flights, Vaughn Monroe stopped off at his favorite Victor recording studio. There he recorded some new songs that he liked. We know you're going to like them also. Here's one that's so new, your own local disc-jockey and music shop may just be getting their first copies.

Vaughn Monroe - in person - in a first broadcast of his latest love song, "I Know For Sure."

MUSIC: "I KNOW FOR SURE" VAUGHN MONORE

APPLAUSE

MUSIC: INTRO TO "ANCHORS¹⁰ AWEIGH"

MONROE: If you're like me, you look up in the sky whenever you hear a plane roar by. After this visit to Glenview Naval Air Station, my thoughts may go like this:

NELSON: You know, Monroe, you might qualify for the Naval Aviation Cadet Program ... and receive up to \$65,000 worth of training absolutely free.

MONROE: Yeah?

CLARK: If you're unmarried - and have completed at least two years of college ...

MONROE: Well -

CLARK: If you're between the ages of 18 and 27 -

MONROE: Oh.

NELSON: If only you were in good physical condition.

MONROE: Okay men - at ease.

In accordance with Camel Caravan tradition, we have a musical tribute to our hosts here at Glenview, Illinois. With Thanksgiving Day approaching, and football fever already running high - what better than a medley by the great team of Sauter and Finegan....something to take us all to the Army-Navy Game!

MUSIC: "ON BRAVE OLD ARMY TEAM" & "ANCHORS AWEIGH"

VAUGHN & GROUP

APPLAUSE

pf

50002 9626

CLARK:

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, Altoona, Pennsylvania, and Dallas, Texas; U. S. Army Station Hospital, Ft. McClellan, Alabama; U. S. Naval Hospital Ship CONSOLATION.

pf

50002 9627

MONROE: Enjoy those Camels, fellows

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

MONROE: We'd like to say 'Thanks for having us aboard'
to the Commanding Officer of Glenview Naval Air Station,
Captain Ford N. Taylor. Thanks, too, for the
warm welcome we've had from all you Naval Aviation
Cadets. Happy Landings!

NELSON: Next Monday night the CAMEL CARAVAN will come
your way from the campus of the University of Missouri.
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" 2ND 8 BARS AND TAG

APPLAUSE

CLARK:

If you prefer a long cigarette, don't miss king-size Cavaliers! They're made by the makers of Camels...and you know that means supreme quality! Cavaliers give you extra mildness you can feel as you inhale. Yes, Cavaliers' mildness is where it counts -- in the feel of the smoke as you inhale. And there's a world of wonderful flavor in Cavaliers' taste! And listen: Cavaliers are king-size, yet priced no higher than leading regular-size brands! Try Cavaliers! Feel that Cavalier mildness! Taste that Cavalier flavor!

MUSIC:

"HOW MILD"

NELSON:

This program was transcribed from Glenview Naval Air Station. This is Wayne Nelson saying goodnight for Vaughn Monroe and the Sauter-Finegan Orchestra.

APPLAUSE AND THEME