

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING VAUGHN MONROE

and THE SAUTER-FINEGAN-ORCHESTRA

MONDAY, NOVEMBER 9, 1953 (TAPED NOVEMBER 2)

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

ORIGINATION: COLUMBIA, MISSOURI

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

*WTS*  
*Commercials check 0 10.*  
*except for difference*  
*as noted on page 7-*  
*CSJ 11/11/53*

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

NELSON: From the campus of the University of Missouri at  
Columbia, Missouri -- the 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 good evening to all our friends from coast to coast.  
Here at the University of Missouri, we are the guests of a faculty of 775 - and a student body of <sup>OVER SEVEN</sup> ~~about six~~ thousand. We appreciate their hospitality. And that goes for everyone aboard the Camel Caravan -

NELSON: To start off our first broadcast this fall from West of the Mississippi, Vaughn Monroe sings - "Rags to Riches."

MUSIC: "RAGS TO RICHES" . . . . . VAUGHN MONROE  
APPLAUSE

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

NELSON:  
MONROE:

Since they made their bow to the public a few months ago - many words have been printed about Eddie Sauter and Bill Finegan. One word is repeated in almost every review. The word - "witty."

~~We wanted to be sure what the critics mean when they describe our new band as witty. So - we looked it up. In Webster's Collegiate Dictionary.~~

NELSON:

Travelling as we do from campus to campus, the Camel Caravan can afford to use only a Collegiate Dictionary.

MONROE:

Correct, Wayne Nelson. And here's how Webster's fine print defines the word "Witty." "Quick or ready in the expression of amusing congruities and incongruities".

NELSON:

~~Would you give me that again - slowly?~~

MONROE:

~~Never mind. Let's just say~~ <sup>And</sup> here's one of their most amusing arrangements. At the starting gate, it was "Camptown Races." At the finishing post, it is "Doodletown Races." The winning jockeys - Sauter and Finegan. They're off!

MUSIC: "DOODLETOWN RACES" . . . . . ORCHESTRA

APPLAUSE

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NELSON: Vaughn, you look like a man who knows what he likes.  
What do you like?

MONROE: I like Camels, of course!

NELSON: "Camels, of course!" That's what you hear everywhere!  
The smoking public, in large numbers, likes Camels!

MONROE: "Large numbers" is right! According to latest published  
figures, Camel leads all other brands by a cool 43%!

NELSON: That's one reason why Camel is so far ahead! Cool,  
cool mildness, pack after pack!

MONROE: And pure smoking pleasure, year after year!

NELSON: Yes, there's real smoking enjoyment in Camels - the  
"steady" smoker's cigarette! Friends, make your own  
30-day Camel mildness test and find out, first hand,  
the reasons why more people smoke Camels than any other  
cigarette'. Smoke Camels -- the cigarette that agrees  
with more people than any other brand!

MUSIC: "EBB TIDE" . . . . . VAUGHN MONROE

APPLAUSE

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MUSIC: "EBB TIDE" . . . . . VAUGHN MONROE

APPLAUSE

MONROE: Thank you. That was "Ebb Tide". Next - we bring you Sally Sweetland. Our gal, Sal - from Sunny Cal...and her song is - "My Love, My Love."

MUSIC: "MY LOVE, MY LOVE" . . . . . SALLY SWEETLAND

APPLAUSE

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MONROE: Here's the singing star of the Camel Caravan with the new song he recorded recently for Victor. Its rhythms are Latin. Its mood - exciting. And we hear it's selling like hot tamales! Vaughn Monroe - and "The Fiesta."

MUSIC: "THE FIESTA" . . . . . VAUGHN MONROE

APPLAUSE

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NELSON: The greatest vote of confidence in oigarette history!

CLARK: That's the vote of confidence given Camels by America's smoking public!

NELSON: According to latest published reports, Camel leads the 2nd-place brand by 43%!

CLARK: Camels lead the 3rd-place brand by 54% -- and the fourth-place brand by 144%!

MONROE: Big figures, Friends - for America's most popular cigarette! But the figures aren't nearly as important as the impression ~~your first~~ Camel will make on you...

*Requested early to change to "concess"*

NELSON: ~~It's not the first Camel that counts,~~ *That's right* ~~Vaughn~~ *and* ~~it's~~ the day-after-day, pack-after-pack Camel mildness and flavor that make all the difference in the world!

MONROE: That I know - and know well, Wayne. That's why I've been a steady Camel smoker for 21 years.

CLARK: For mildness -- for flavor -- it's got to be Camels - the cigarette that agrees with more people than any other brand!

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!

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MONROE: ~~Every now and then, a really haunting melody is heard first as background music in a film. Then - a delivery boy whistles it.. A mother hums it as she fills a lunch box for her child. A band records it. And suddenly, that background music begins to climb the ladder of popularity.~~

NELSON: ~~That is what happened with the music from "The Little Fugitive" <sup>is</sup> a picture that tells the story of a small boy, named Joey, who ran away from a supposed crime to spend a day and night at Coney Island. The Sauter-Finegan Orchestra recorded the theme <sup>from the picture</sup> music for Victor.~~

MONROE: And we think it's a perfect combination...  
the Sauter-Finegan treatment of "Joey's Theme".

MUSIC: "JOEY'S THEME" . . . . . ORCHESTRA

APPLAUSE



NELSON: This seems a perfect hour of the evening for  
a favorite singer and a favorite love song.  
We happen to have them both right here for you.  
Light yourself a Camel...while your long-time  
favorite Camel Caravan star, Vaughn Monroe,  
sings - "Vaya Con Dios".

MUSIC: "VAYA CON DIOS" . . . . . VAUGHN MONROE.

(APPLAUSE)

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MUSIC: INTRO TO MISSOURI FIGHT SONG...DOWN AND OUT UNDER:

MONROE: It is a real pleasure for yours truly and the whole Camel Caravan crew to pay a musical tribute to the great school we're visiting tonight.

NELSON: One hundred and ten years ago the University of Missouri held its first commencement. It was the first State University west of the Mississippi.

MONROE: And that graduating class of 1843 consisted of exactly two students.

It makes you realize - a lot of history and plenty of progress has been made in those one hundred and ten years. Thousands of graduates of the University of Missouri have played important parts in the development of our country. So - let us raise our voices!

NELSON: To President Frederick Arnold Middlebush -

MONROE: To the faculty -

NELSON To the alumni -

MONROE: And to the entire student body of the University of Missouri -

NELSON: Vaughn Monroe and the Sauter-Finegan Orchestra salute you!

MUSIC: ALMA MATER AND FIGHT SONG...VAUGHN AND ENSEMBLE

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(APPLAUSE)

CLARK:

The makers of Camels are pleased and privileged to send thousands of packs of Camel cigarettes each week to hospitalized veterans and Members of our Armed Forces. This week, free Camels go to: Veterans' Hospitals, Dearborn, Michigan, and Fayetteville, North Carolina; U.S. Naval Hospital, Chelsea, Massachusetts; all hospitals operated by the Alaskan Air Command.

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MONROE: Enjoy those CAMELS, fellows...

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

MONROE: For making our visit so pleasant, many thanks from all of us to all of you here at the University of Missouri.

NELSON: Next Monday night the Camel Caravan will come your way from the campus of Kansas State Teachers College at Pittsburgh, Kansas.

And every Wednesday night, we hope you'll listen to Bill Cullen in WALK A MILE - 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: Prefer a long cigarette? If you do, the makers of Camels want to tell you about Cavaliers, the new king-size cigarette they have blended for you. Cavaliers are extra mild ...with a wealth of fine flavor. See for yourself. Light up a Cavalier and inhale... Feel that mildness. Cavaliers give you mildness where it counts -- in the feel of the smoke as you inhale. Yes, feel Cavalier's mildness ...taste their fine flavor. And, remember: Cavaliers are king-size, yet priced no higher than leading regular-size brands. Try Cavaliers today!

MUSIC: "HOW MILD" . . . . .

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

(APPLAUSE AND THEME)

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