

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, NOVEMBER 30, 1953 (TAPED NOVEMBER 10)

10:00 to 10:30 PM EST

ORIGINATION: OMAHA, NEBRASKA

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

MUSIC: "HOW MILD" OPENING 2 BARS AND DOWN

NELSON: From the campus of Creighton University in Omaha,
Nebraska -- 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!

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 arrived today in the friendly city of Omaha, Nebraska. Here the Sauter-Finegan Orchestra and yours truly are being entertained by the faculty and students of Creighton University. We've set up our music stands and micorphones in their fine gymnasium. And it's our pleasure to entertain them, and all our friends from coast to coast.

NELSON: Vaughn Monroe opens our show with "Rags to Riches"

MUSIC: "RAGS TO RICHES" VAUGHN MONROE

APPLAUSE

MUSIC: INTRO TO "DOODLETOWN FIFERS" RHYTHM UNDER:

MONROE: From that introduction to their famous "Doodletown Fifers" -- you know that our great new Sauter-Finegan Orchestra is on its mark - set - and ready to go. In a recent review of this new Camel Caravan band, TIME Magazine described their performance of "Moonlight on the Ganges" as follows: --

NELSON: Quote - "Sauter himself picked up a kazoo and produced sounds very much like bagpipes. They went into 'Moonlight on the Ganges' the way it had never been heard before on the shores of Lake Michigan, the Mississippi, the Hudson, the Nile - or the Ganges."

* MONROE: Or - we might add - here in the Missouri Valley ... until this moment. If you rea ready with the kazoo, Mr. Sauter - how about it, Mr. Finegan?

MUSIC: "MOONLIGHT ON THE GANGES" ORCHESTRA

APPLAUSE

NELSON: Vaughn, this afternoon between numbers at rehearsal, I noticed you were reading a book. Interesting?

MONROE: Very, Wayne. A biography of my favorite American of all time -- Abraham Lincoln... One thing he said I'll never forget: "You may fool all of the people some of the time, but you can't fool all of the people all of the time!" ...

NELSON: It's a coincidence, of course, but Mr. Lincoln's statement certainly applies to cigarettes, Vaughn... Because in spite of all the tests, reports, claims and what-have-you, the people have selected Camels in such large numbers that Camels are America's leading cigarette by far!

MONROE: *changing* } Well, it figures! When you taste the rich ^(w) flavor of Camels' costlier tobaccos and enjoy the cool mildness of a Camel, you know why this cigarette wins more smokers than any other on the market!

NELSON: Friends, for the next 30 days, smoke only Camels and experience the pure pleasure you've been missing. Make your own 30-day Camel mildness test and find out why Camels agree with more people than any other brand!

MUSIC: "YOU ALONE" VAUGHN MONROE

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APPLAUSE

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MUSIC: "YOU ALONE" VAUGHN MONROE

APPLAUSE

NELSON: That, of course, was our singing star, Vaughn Monroe, with the ballad that's going fast to the top of the class - "You Alone."

The Doodlers Quartet join Vaughn for another of your favorite songs, which repeats the same general subject - "You, You, You"

MUSIC: "YOU, YOU, YOU." VAUGHN MONROE & GROUP

APPLAUSE

MONROE: Like students everywhere, the young people in our audience here at Creighton University are learning many different things. In classrooms and study hours, they work with deep concentration.

NELSON: Then at parties and picnics, dances and sporting events, they concentrate on fun - and companionship. There's nothing like having a pretty girl around at times like these! That's what we always say, isn't it, Professor Monroe?

MONROE: Sometimes we say - Fellows and co-eds, may we present the pretty girl of the Camel Caravan...Sally Sweetland. And Sally sings a love song. Like this --

MUSIC: "THAT'S ALL" SALLY SWEETLAND

APPLAUSE

mw

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1ST ANNCR: America's smokers have made their choice!

2ND ANNCR: The choice is CAMEL! -- the cigarette that's smoked and enjoyed by more people than any other brand!

1ST ANNCR: Try Camels for 30 days! Make your own 30-day Camel mildness test!

2ND ANNCR: Find out for yourself how well Camels' mildness and flavor agree with you, pack after pack, carton after carton!

MONROE: Having been a member of the "Camel Club" for over 20 years, I can say that Wayne and Jack are dealing out good advice.

1ST ANNCR: Yes, Vaughn, "Once a Camel smoker, always a Camel smoker". That's why "steady" smokers have made Camel the most popular brand in cigarette history! And don't forget: Camels for Christmas make an enjoyable gift!

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!

MONROE:

Among the country's current favorites, you've probably heard a rather unusual melody...with the unusual title - "Off Shore." You might almost call it a tone poem - because it seems to paint a picture in sound.

Eddie Sauter and Bill Finegan have arranged it this week, in their own unusual way.

Let's listen to the Sauter-Finegan Orchestra and - "Off Shore."

MUSIC: "OFF SHORE".....ORCHESTRA

APPLAUSE

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NELSON: Time to light yourself a Camel - make with the smoke rings and the dreams. Here's the man in the driver's seat - our singing star, Vaughn Monroe - who steps forward with a flourish - and a new love ballad based on a very familiar melody.

MUSIC: "TONIGHT LOVE" VAUGHN MONROE

APPLAUSE

MUSIC: INTRO TO "THE WHITE AND BLUE" DOWN & OUT UNDER:

MONROE: The story of Creighton University is the story of a great pioneering family.

Back in the days of covered wagons and Indian raids -- three brothers - by the name of Creighton -

Edward, John and James - arrived in Omaha.

They saw a ragged village of some 1800 people.

NELSON: As the Creightons worked and prospered - Omaha grew and flourished.

MONROE: One of the Creighton family dreams was to found a University. How well that dream has come true!

NELSON: In this, its Diamond Jubilee year, Creighton can proudly review its record...A continual record of supplying the nation with top men and women - in medicine, dentistry, law, pharmacy, nursing journalism and social service.

We of the Camel Caravan are proud to salute the pioneer founding fathers - the administrative officers - the faculty - alumni and students of Creighton University.

MUSIC: "THE WHITE & BLUE" VAUGHN MONROE & ENSEMBLE

APPLAUSE

CLARK:

Each week the makers of Camel cigarettes are pleased and privileged to send thousands of free Camels to hospitalized Veterans and to Members of our Armed Forces. This week, free packs of Camels go to: Veterans' Hospitals, Ft. Howard, Maryland, and Grand Island, Nebraska; U.S. Naval Hospital, Corpus Christi, Texas; all hospitals operated by the Far East Command of the U.S. Army.

MONROE: Enjoy those CAMELS, fellows...

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

MONROE: Our thanks again to Creighton University for having us here tonight. And our good wishes to the Bluejay teams for a fine season

NEELSON: Next Monday night the CAMEL CARAVAN will come your way from the campus of The University of Tulsa

And every Wednesday night, we hope you'll listen to Bill Cullen in WALK A MILE - 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

ANNCR:

The makers of Camels have good news for you smokers who prefer a long cigarette. It's Cavaliers, the new king-size cigarette they have made just for you! For all-round smoking pleasure, try king-size Cavaliers! Inhale...and feel that Cavalier mildness! Yes, Cavliers' extra mildness is where it counts - in the feel of the smoke as you inhale. Feel Cavaliers' smooth mildness...taste Cavaliers' fine flavor! And, remember, Cavaliers are king-size, yet priced no higher than leading regular-size brands. Try king-size Cavaliers!

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

ANNCR:

"What happened to that pint of blood you were GOING to give?"...^{wounded men in our military hospitals}
~~The Armed Forces in Korea~~ need it badly. To them, it means life -- to you, just a few minutes of your time. So, don't just MEAN well -- Do well! Get in touch with your local Red Cross chapter now and GIVE that pint of blood you were GOING to give!

MUSIC: "HOW MILD"

NELSON:

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

APPLAUSE AND THEME