

As Broadcast

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING VAUGHN MONROE
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, DECEMBER 7, 1953 (TAPED NOVEMBER 22)

10:00 to 10:30 PM EST

ORIGINATION: TULSA, OKLAHOMA

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

MUSIC: "HOW MILD" OPENING 2 BARS AND DOWN

NELSON: From the University of Tulsa in Oklahoma --
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. : 20

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! : 45

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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) 1:10

MONROE: Thank you - and good evening.
This week our Camel Caravan turned South and West.
Along the Arkansas River. We came to the tall
new buildings of the city of Tulsa - in the State of
Oklahoma. Here - in one of our younger states --
we're happy to be the guests of the young people
who are studying at the University of Tulsa.

NELSON: For them - and for all the young-in-heart in our
coast to coast audience--Vaughn Monroe sings a
popular love song... "MANY TIMES." 1:30

MUSIC: "MANY TIMES".....VAUGHN MONROE

APPLAUSE
3:40

3:30

MONROE: At the University of Tulsa, they have a fine way of describing college life. Here they say: -

NELSON: "Come to T U and Learn a Living."

MONROE: We like that because it means there's a lot more to Learning than you get from books.

NELSON: And a lot more to Living than you get from earning money.

MONROE: For example, many students here learn a good deal about music.

NELSON: Some become members of the Tulsa Philharmonic Orchestra. Others tour the Southwest with T U's famous Radio-Concert Chorus.

MONROE: They'd probably be right at home in one of the big recording studios.

NELSON: Like RCA Victor - who have recently released a bright new Vaughn Monroe song. The Quartet joins our singing star to introduce his latest - called "Guessing."

4:15

MUSIC: "GUESSING" VAUGHN MONROE

APPLAUSE

7:05

6:55

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NELSON: Vaughn, what would you say makes a song popular?

MONROE: Well, there are many factors -- but in the case of a really fine song, I'd say it was the balanced blending of just the right words with just the right music...

NELSON: That's similar to the reasons why Camels are the most popular cigarette in America...just the right mildness, just the right flavor -- resulting in pure pleasure for millions of Camel smokers...

MONROE: The people know what they want, Wayne, and in spite of all the claims and reports and everything else, they've made Camel the biggest favorite in cigarette history!

NELSON: There's no denying the richer flavor of Camels' costlier tobaccos and the cool mildness of Camels -- day after day, pack after pack. Friends, if you want to find the real meaning of cigarette mildness -- steady mildness -- try Camels for 30 days. Make your own 30-day Camel mildness test and find out why Camels agree with more people than any other cigarette! And say, if you want to do something extra nice, give Camels for Christmas!

8:05

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

MUSIC: INTRO TO "DOODLETOWN FIFERS" RHYTHM UNDER:

MONROE: Yes - it's the introduction to "Doodletown Fifers!"
And that's the theme of the great new Sauter-Finegan
Orchestra.

Since we first introduced them - a couple of months ago -
you've heard our new Camel Caravan band in a number of
different moods. That's because both Eddie Sauter and
Bill Finegan arrange for the orchestra they conduct -
and both believe in musical surprises.

This time they're in a gentle mood - with a lovely
melody, called "When Hearts Are Young." 8:45

MUSIC: "WHEN HEARTS ARE YOUNG" ORCHESTRA

11:50

APPLAUSE : 12:00

NELSON:

In the days when this fair city of Tulsa was settled, in the wide open spaces of Oklahoma, the bridge builders and oil prospectors hummed and whistled old tunes that came from homelands across the ocean.

Today, melodies - like men - travel more quickly.

In a matter of hours, a love song crosses the Atlantic. In a matter of days, you're humming and whistling it from Maine to Oregon. It's a coast to coast favorite. And you hear it on the Camel Caravan.

That's the way it is with a song called "Ebb Tide."

And here's Vaughn Monroe to sing it.... 12:40

MUSIC:

"EBB TIDE"

VAUGHN MONROE

14:30

APPLAUSE

14:40

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MONROE: Another love song is among your first favorites
this week. This one seems to call for a pretty
girl. So we call for our gal, Sal. Sally
Sweetland and - "Love Walked In." 14:50

MUSIC: "LOVE WALKED IN" SALLY SWEETLAND

16:50

APPLAUSE 17:00

NELSON: There is a simple, pleasant way to find out how well Camels agree with you!

CLARK: Smoke only Camels for 30 days!

NELSON: Make your own 30-day Camel mildness test!

CLARK: You'll find that pack after pack, carton after carton, Camels' mildness and flavor add up to the kind of smoking enjoyment you've been looking for!

MONROE: Boys, you won't get ~~any~~^{an} argument from me! I've gotten over 20 years of pleasure from Camels and I'm looking forward to many, many more!

NELSON: Yes, Vaughn, it's that day after day, year after year "steady" pleasure that has made Camel America's most popular cigarette -- smoked and enjoyed by 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!

18:05

MONROE:

My good companions, Eddie Sauter and Bill Finegan agreed that our visit to Iklahoma would not be complete without a bow in the direction of Oscar Hammerstein. Some years before his musical comeday "Oklahoma" - Oscar Hammerstein wrote the lyrics for a show called "The New Moon." A song from that show has returned this week to your list of favorites. Sauter and Finegan have arranged it -- as a tribute from Cklahoma to Oscar Hammerstein. "Lover Come Back To Me." 18:30

MUSIC: "LOVER COME BACK TO ME" ORCHESTRA

APPLAUSE

21:05

20:55

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MONROE: On college campuses from New England to California,
end-of-term - and holidays - and family re-unions
are a couple of weeks ahead. All thoughts are turning
to Christmas. And - in music - we of the Camel Caravan
are turning to one of the best American ballads of
all time. Irving Berlin's "White Christmas." ✓✓

MUSIC: "WHITE CHRISTMAS" VAUGHN MONROE

APPLAUSE

✓3:30

✓3:20

~~MUSIC: INTRO TO T U FIGHT SONG. DOWN & OUT UNDER:~~

MONROE: It is now our pleasure - members of the Camel Caravan -
to pay tribute to the University of Tulsa.

NELSON: This great school is proud of its beautiful,
metropolitan campus - and excellent facilities. It is
prouder of its faculty - men and women who inspire as
well as teach.

MONROE: There is a fine cooperation between the city of Tulsa
and the University. Both benefit.

NELSON: Business men and research experts are welcome at T U.

MONROE: Students are welcome in Tulsa. In business and law
and fine arts. And the world's greatest oil center
is their laboratory.

NELSON: To this great University - founded and operated on
the free enterprise system - teaching and living the
American way of life -

MONROE: To your faculty, alumni and students -

NELSON: A salute from the entire Camel Caravan! 24:20

~~MUSIC: ALMA MATER AND FIGHT SONG. MONROE & ENSEMBLE~~

APPLAUSE

26:45

26:35

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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, Northampton, Massachusetts, and Durham, North Carolina; Ellington Air Force Hospital, Houston, Texas; U.S. Naval Hospital, Naval Operating Base, Guantanamo Bay, Cuba.

27:10

MONROE: Enjoy those CAMELS, fellows ...

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

MONROE: Our thanks to the University of Tulsa for making our visit so pleasant. Our best wishes to Golden Hurricane teams - and to all who cheer for the Blue, Crimson and Gold.

NELSON: Next Monday night the CAMEL CARAVAN will come your way from the campus of the University of Wichita in 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? 28:00

MUSIC: "HOW MILD SECOND EIGHT BARS AND TAG

APPLAUSE 28:20

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!

28:55

MUSIC:"HOW MILD"

NELSON:

This program was directed by John Grogan, and transcribed by the University of Tulsa. This is Wayne Nelson saying goodnight for Vaughn Monroe and the Sauter-Finegan Orchestra.

29:12

APPLAUSE AND THEME

29:25

29:35

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