

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONORE

AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, JANUARY 18, 1954 (TAPED, DECEMBER 13)

10:00 to 10:30 PM EST

ORIGINATION: SCRANTON, PENNSYLVANIA

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

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

NELSON: From the campus of the University of Scranton in
Pennsylvania -- 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!

~~WTS~~
Commercials
check OK.
3/19/54

50009 0471

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. Today, the new 1954 Camel Caravan journeyed through the mountains of Norther Pennsylvania. Our journey's end this week is the University of Scranton. Several thousand students have gathered here to welcome us. And we welcome the opportunity to play and sing a few of their favorite songs.

NELSON: To open the show, the quartet joins Vaughn Monroe for that coast-to-coast favorite, "Rags to Riches."

MUSIC: "RANGS TO RICHES" . . . VAUGH MONROE & QUARTET

APPLAUSE

MONROE: Last October, when school opened, our next ballad had just registered. Like a freshman in a large class. By Christmas it had made many friends - and was earning straight "A"s from the people who give grades to love songs. So - when the students of today are the business men, teachers, doctors and lawyers of tomorrow - this melody may take them back to a study hall - a chemistry lab - or a half-remembered co-ed.

MUSIC: "YOU ALONE" VAUGHN MONROE

APPLAUSE

sfm

50009 0473

NELSON: Vaughn, the makers of Camels respect the intelligence of America's smokers!

MONROE: You mean the way people are invited to test Camels, Wayne?

NELSON: Exactly! The 30-day Camel mildness test is the only practically, sensible way to try a cigarette. You have to smoke it before you can judge it.

MONROE: In other words, smokers should see for themselves how mild and flavorful Camels are.

NELSON: It's the best way to find out how good Camels really are. You know that, Vaughn -- you made the 30-day Camel mildness test yourself.

MONROE: I sure did -- more than 20 years ago! Camels have been my steady smoke ever since.

NELSON: Friends, you can see for yourself why Camels agree with more people -- for mildness and flavor -- than any other cigarette! Make the 30-day Camel mildness test! Smoke only Camels for 30 days. See what you've been missing in pure pleasure. Find out why Camels are the most popular cigarette in America -- with more friends than any other brand!

MUSIC: INTRO TO "DOODLETOWN FIFERS" DOWN & OUT

MONROE: Yes, it's time to hear from the Sauter-Finegan Orchestra.

My co-stars, Eddie Sauter and Bill Finegan often say - "We want our music to be humorous and conversational."

And I think that's a good description of the very first record they made for Victor. The original Sauter-Finegan arrangement - which has now become their theme. Here they are to play it for you.

"Doodletown fifers."

MUSIC: "DOODLETOWN FIFERS" ORCHESTRA

APPLAUSE

sfm

50009 0475

NELSON: Here again is the singing star of the Camel Caravan,
Vaughn Monroe - with a melody from yesterday and
words for tonight.

MUSIC: "TONIGHT LOVE" VAUGHN MONROE

APPLAUSE

SFM

50009 0476

MONROE: This next song is usually introduced by sea gulls and violins.

Here at the University of Scranton, the Camel Caravan is fresh out of sea gulls. And the Sauter-Finegan Orchestra - with all its 77 musical instruments - has no violins.

Our introduction is, therefore, different. It goes like this:

NELSON: Ladies and gentlemen - we'd like you to meet Sally Sweetland. Sally sings - "Ebb Tide."

MUSIC: "EBB TIDE" SALLY SWEETLAND

APPLAUSE

1st ANNCR: The most popular cigarette in America is Camel!

2nd ANNCR: Camels are far ahead of all other brands! Camels have more friends than any cigarette in the nation!

1st ANNCR: See for yourself why Camels are first in popularity -- first in pleasure!

2nd ANNCR: Make the 30-day Camel mildness test! Smoke only Camels for 30-days. Find out why Camels agree with more people --- for mildness and flavor -- than any other cigarette!

MONROE: Camels agree with me, Fellows -- and they have for more than 20 years!

1st ANNCR: Right, Vaughn! Camels' mildness and flavor keep on agreeing with smokers -- day in, day out, year after year. Camels are the friendly cigarette that give you pleasure pack after pack, carton after carton.

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!

50009 0478

MONROE: One of the remarkable things about Eddie Sauter and Bill Finegan is that they want their band to have many changes of color and style. Sometimes it swings. Sometimes it sings. And sometimes it sounds like a small symphony.

This time the Sauter -Finegan Orchestra features piano -- concerto-style.

At the piano is Danny Fenton. The piece is your current favorite - "The Story of Three Loves."

MUSIC: "THE STORY OF THREE LOVES".....ORCHESTRA

APPLAUSE

NELSON:

Here at the University of Scranton, the place for relaxation is "The Green Room" in the Main Building.

Students meet there for a cup of coffee and a Camel - sometimes for a movie - and often ^{To HEAR NEW RECORDS.} ~~for what is called~~ a "Record Dance."

Among the very newest records for such occasions - here, or on any campus - we suggest the Vaughn Monroe recording of - "Guessing." Vaughn sings it for you himself - in person.

MUSIC: "GUESSING".....VAUGHN MONORE & QUARTET

APPLAUSE

MUSIC: SCRANTON ALMA MATER -- INTRODUCTION

JN

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MONROE: It is our pleasure to pay tribute to the University of Scranton. A school with a spirit that has made it part of the heart of the city that surrounds it.

NELSON: Famous for high standards of teaching, and dedication to service for some 66 years - *service which includes cooperation in the Scranton plan - a plan to attract new industries to the city.*

MONROE: The University of Scranton helps to feed the schools and professions and businesses of this community.

NELSON: It helps to supply man with knowledge and many skills. It helps to contribute to the right government of nations and the making of just laws.

MONROE: We of the Camel Caravan are proud to salute you - faculty, alumni and students -

NELSON: Our hosts - the University of Scranton.

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

APPLAUSE

CLARK:

✓ The makers of Camel cigarettes have sent more than two hundred million gift Camels to members of our Armed Forces and to hospitalized veterans. This week's free Camels are being shipped to: Veterans' Hospitals, Canandaigua, New York, and Shreveport, Louisiana; U. S. Naval Hospital, Camp Pendleton, Oceanside, California; all hospitals operated by the Army for U.S. Forces in Austria.

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MONROE: Enjoy those CAMELS, fellows...

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

MONROE: Yes, being with you - here at the University of Scranton - has been such a pleasure. Our best wishes to your Royal Teams and to all who cheer for the Purple and White.

NELSON: Next Monday night the Camel Caravan will come your way from Northwestern University in Evanston, Illionis. 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 we meet again -- this is Vaughn Monroe saying goodnight...pleasant dreams and..won't you have a CAMEL?

MUSIC: "HOW MILD"SECOND 8 BARS AND TAG

APPLAUSE

JAN

50009 0483

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 Cavaliers' mildness...taste their fine flavor. And, remember: Cavaliers are king-size ^{YET COST NO MORE THAN REGULAR SIZE} brands. Try Cavaliers today!

MUSIC: "HOW MILD"

NELSON: This program was directed by John Grogan, and transcribed from the University of Scranton. This is Wayne Nelson saying good-night for Vaughn Monroe and the Sauter-Finegan Orchestra.

APPLAUSE AND THEME