

AS B'DCAST

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING VAUGHN MONROE
AND THE SAUTER FINEGAN ORCHESTRA

MONDAY, JANUARY 25, 1954 (TAPED: JANUARY 12, 1954)

10:00 to 10:30 PM EST

ORIGINATION: EVANSTON, ILLINOIS

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

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

NELSON: From Northwestern University at Evanston, Illinois --
here is 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!

ras

51457 7098

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.

Tonight the Camel Caravan is coming to you from Evanston, Illinois. From the heart of what all good students of American history remember as the Northwest Territory. From the campus of the great school founded to serve that Territory - and named accordingly -- Northwestern University.

NELSON: For the background of Vaughn's first song, you'd have to go due south from Northwestern - and turn sharp right! Vaughn Monroe - the Doodlers and - "South of the Border!"

1:35

MUSIC: "SOUTH OF THE BORDER" VAUGHN MONROE AND QUARTET

(APPLAUSE)

3:55

3:45

ras

MONROE: Here at Northwestern University, our stage is set in McGa^W Memorial Hall. A big new auditorium and field house - opened just in time for the basketball season last year. For the thousands of students here to greet us - we have next -- the top song from Kismet. A big new musical, opened just in time for the Christmas crowds in New York last December. "Stranger in Paradise". 4:15

~~MUSIC: "STRANGER IN PARADISE" VAUGHN MONROE~~

(APPLAUSE)

7:05

6:55

NELSON: Camels are the most popular cigarette in America!

CLARK: Yes, year after year. Camels are the most popular cigarette of all!

NELSON: See for yourself why Camels have more steady friends than any other brand!

CLARK: Make the 30-day Camel mildness test! Smoke Camels for 30 days. See how Camels' mildness and flavor agree with you!

MONROE: Do that, Friends! Camels certainly agree with me -- and I've been enjoying them for 21 years!

CLARK:
~~NELSON:~~

Try Camels -- the friendly smoke! Find out why Camels agree with more people -- for mildness and flavor -- 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!

8:05

MONROE: One of the first personal appearances of the Sauter-Finegan Orchestra was at the Blue Note in Chicago. And among the first audiences to cheer them on were many undergraduates from Northwestern University. For these young, old friends - and all the new friends they've made in the miles between - here's a new Sauter-Finegan arrangement of a great old Cole Porter song... "What Is This Thing Called Love". 8:30

MUSIC: "WHAT IS THIS THING CALLED LOVE" . . . ORCHESTRA

(APPLAUSE)

11:20

11:10

ras

NELSON: So far, we've been South of the border for a ballad - and east to New York for some Broadway show tunes. With Vaughn Monroe in the driver's seat, the Camel Caravan turns far westward. Over the bridge of the Golden Gate. Into the land of the giant sequoia...inspiration of Vaughn's RCA Victor Release -- "Redwood Smoke".

11:40

MUSIC: "REDWOOD SMOKE" VAUGHN & QUARTET

(APPLAUSE)

14:10

14:00

ra

MONROE: Here's a current favorite of yours -- the old, old story told in waltz-time. Girl meets boy. Girl loses boy. Girl gets boy - and vows never, never to lose him again. Our story-teller -- the sweet-singing Sally Sweetland. And the title of her song -- "Changing Partners".

MUSIC: "CHANGING PARTNERS" SALLY SWEETLAND

14:25

(APPLAUSE)

16:40

16:30

NELSON: You know, Vaughn, I can't think of anything that means more in a cigarette than confidence!

MONROE: No argument there, Wayne! Take Camels for example.

NELSON: As a matter of fact, I was just going to! I don't know of any cigarette that inspires confidence the way Camels do --pack after pack, carton after carton, year after year.

MONROE: Check! Camel smokers know that their cigarette is the most popular brand in America --first in popularity and first in pleasure!

NELSON: What's more, Vaughn, they know that Camels agree with more people --for mildness and flavor --than any other cigarette!

MONROE: And that knowledge gives Camel smokers steady confidence in Camels.

NELSON: Yes, friends, Camels have ~~earned~~ ^{this} confidence of smokers everywhere. You can find out why by smoking Camels yourselves! Try Camels for 30 days. See for yourselves how the 30-day Camel mildness test wins so many steady friends for Camels--America's most popular cigarette!

51457 7105

GG

MUSIC: "The Creep" - 8 BARS + FADE

17 ⁴⁰

~~3~~ - 9 -

MONROE:

And now, it's time for a number by the Sauter-Finegan Orchestra.

On the music stands of these twenty-one young musicians - is a brand new arrangement. At the top of page one it says, "The Creep." This is reported to be the latest dance craze in England. Let's see if we can imagine ourselves - having a jolly old-night-out in Mayfair - as The Honorable Edward Sauter and Sir William Finegan play - "The Creep." 18:05

MUSIC:

"THE CREEP"

ORCHESTRA

APPLAUSE

21:25

21:15

G

MONROE: We have next a song that climbed slowly -but very surely - to the top of the list of your current favorites. Maybe because it's happy and full of sunshine. Perhaps because it's the kind of music we all remember from merry-go-rounds and carousels - "That's Amore."

21:40

MUSIC: "THAT'S AMORE" VAUGHN MONROE

23:55

APPLAUSE

24:05

G

51457 7107

MUSIC: INTRO TO FIGHT SONG.DOWN & OUT

MONROE: For all of us aboard the Camel Caravan, it is a privilege to salute our hosts of the evening-

Northwestern University. A large school-proud of the

fact that a high percentage of its classes are small.

NELSON: Noted for the caliber of its faculty.

MONROE: Established just over a century ago by a group of young men in Chicago. Its first president was only thirty - its founders all under forty.

NELSON: For the last one hundred important years of our country's development, Northwestern has been making major contributions in education and research, the fine arts and the professions.

MONROE: Regarding Northwestern's goals, we quote President J. Roscoe Miller --

NELSON: "Our educational program is designed to meet man's thirst for knowledge, and to make him a better citizen, better able to enjoy and appreciate the worth-while things life has to offer."

MONROE: To President Miller and the faculty -

NELSON: To the Alumni and the graduate and undergraduate students on this Evanston campus and in downtown Chicago classrooms - a musical tribute from Vaughn Monroe and the Sauter-Finegan Orchestra.

✓ 5:00

MUSIC: AIMA MATER AND FIGHT SONG. . . VAUGHN. ORCHESTRA & ENSEMBLE

(APPLAUSE) 27:10

27:00

51457 7108

ANNCR:

The makers of Camel cigarettes has sent more than two-hundred-million gift Camels to hospitalized Veterans and to Members of our Armed Forces. This week's free Camels go to: Veterans' Hospitals, Denver, Colorado, and Marion, Illinois; U.S. Army Station Hospital, Fort Riley, Kansas; U.S. Naval Hospital, Jacksonville, Florida; and the Military Air Transport Service which evacuates virtually all overseas sick and wounded personnel.

27:35

G

MONROE: Enjoy those CAMELS, fellows...and now...

~~MUSIC: "LET'S HAVE A CIGARETTE TOGETHER" . . . MONROE~~ 27:45

MONROE: And before we say goodnight, we want to say many thanks to Northwestern University for the warm welcome. To the Wildcats and the Purple and White our sincere best wishes.

NELSON: Next Monday night the CAMEL CARAVAN will come your way from the campus of the University of Illinois. 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? 28:15

~~MUSIC: "HOW MILD" SECOND EIGHT BARS AND TAG~~

APPLAUSE 28:35

CLARK: Smokers of king-size cigarettes...have you tried Cavaliers --the great new king-size cigarette made by the makers of Camels? Cavaliers give you the supremely fine, light, mild tobaccos --the master blending --you'd naturally expect from the makers of Camels! Try king-size Cavaliers! You know Cavaliers are extra-mild because their smoke feels extra mild as you inhale! And tastes so good! So try Cavaliers! Feel that Cavalier mildness. Taste that Cavalier flavor. Although king-size, Cavaliers are priced no higher than leading regular-size brands! 29:05

MUSIC: "HOW MILD"

NELSON: This program was directed by John Grogan, and transcribed from Northwestern University. This is Wayne Nelson saying goodnight for Vaughn Monroe and the Sauter-Finegan Orchestra. 29:20

APPLAUSE AND THEME
29:25

29:30