

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE  
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, MARCH 1, 1954 (TAPED FEBRUARY 17)

10:00 to 10:30 PM EST

ORINATION: KENT, OHIO

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

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

NELSON: From the campus of the Kent State University in Ohio -- 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. Tonight the Camel Caravan is at Kent State University. That's in Northeastern Ohio. South of Cleveland -- East of Akron -- North of Canton -- West of Youngstown -- and a mighty fine place to be!

NELSON: And so say all of us, as Vaughn Monroe opens the show with the new hit -- "Our Heartbreaking Waltz."

MUSIC: "OUR HEARTBREAKING WALTZ" . . . VAUGHN MONROE & QUARTET

(APPLAUSE)

MONROE: Here's a song I recently recorded for Victor.  
It's about a guy who probably never took a course  
in psychology.

NELSON: Maybe he imported a girl for the big spring dance.  
She went off with a man who came to the party stag.

MONROE: Our man saw red ... and wound up in prison!  
"Talking to a Sparrow".

MUSIC: "TALKING TO A SPARROW" . . . . . VAUGHN MONROE

(APPLAUSE)

NELSON: According to the newest, published figures -- compiled by the tobacco-industry authority, Harry M. Wootten -- Camels' popularity lead is greater than ever!

CLARK: Camels lead over the second-place brand is now 50 and 8/10 percent!

NELSON: Once again, smokers have made their choice and, once again, Camel leads the field!

CLARK: Yes, Camels are smoked and enjoyed by more people than any other brand!

MONROE: Well, boys, a cigarette as mild and flavorful as Camel just naturally attracts millions of smokers!

NELSON: Right, Vaughn! Camels' exclusive blend of costly tobaccos gives them a mildness and flavor found in no other cigarette!

CLARK: Smoke Camels -- now further than ever ahead of the second-place 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!

MONROE:

Here at Kent State University, we're broadcasting from Wills Gymnasium. This is usually the scene of women's athletic events. But right now -- all eyes at Wills Gym are on two remarkable young men -- Eddie Sauter and Bill Finegan. Captains of a team of 21 hand-picked musicians. ~~The event is a Brazilian two step with a boogie woogie beat.~~ Sauter and Finegan are on their mark -- set -- and they're off <sup>to the "Doodletown Races"</sup> with the ~~"Boogie Woogie Maxixe!"~~

"Doodletown Races"

MUSIC:

~~"BOOGIE WOOGIE MAXIXE"~~

ORCHESTRA

(APPLAUSE)

MONROE:

It seems to us that popularity at school -- as in later life -- comes in a variety of ways. Sometimes, it takes a lot of patience. Sometimes, it happens over night. And, of course, the same applies to songs. Here's a new one that came up the fast way -- with no hesitation ... "Till We Two Are One".

MUSIC: "TILL WE TWO ARE ONE" . . . . . VAUGHN MONROE & QUARTET

(APPLAUSE)

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MONROE:

Through the snows of winter -- into the winds of March -- wherever the big bus goes with the Sauter-Finegan Orchestra -- there goes Sally Sweetland.

Always ready to change from ear muffs and overshoes, into an evening gown and slippers. Always ready -- at the drop of a downbeat -- to sing one of your favorite songs, like "Make Love to Me". Sally?

MUSIC: "MAKE LOVE TO ME" . . . . . SALLY SWEETLAND

(APPLAUSE)

NELSON: Well, Vaughn, this is the month when they say "If March comes in like a lion, it'll go out like a lamb!" What do you think?

MONROE: Makes no difference to me, Wayne! What I'm interested in is the fact that my cigarette -- Camel -- has the mildness of a lamb, plus the lion's share of flavor!

NELSON: Yes, Camels' wonderful mildness and rich flavor combined make Camel America's most popular cigarette! According to the new, published figures prepared by the tobacco-industry analyst, Harry M. Wootten, Camels' lead over the second-place brand has now increased to 50 and 8/10 percent!

MONROE: It's the blend that makes the difference.

NELSON: Certainly! Camels' exclusive blend of costly tobaccos give smokers a special enjoyment not equalled in any other cigarette! Make your own 30-day mildness test and learn why, for mildness, for flavor, for more pure pleasure, Camels agree with more people than any other brand!

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

(APPLAUSE)

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MONROE: That was "Off Shore" played by the Sauter-Finegan Orchestra -- with Ray Shiner on the English horn. To campuses all over the country, the month of March will bring signs of Spring.

NELSON: Like the new green on vine-covered walls here at Kent State University ...

MONROE: Or the lights that burn in the windows as exams draw nearer -- and nearer.

NELSON: Here and there, Spring has an odd effect upon young people. Lest we forget, Vaughn reminds us of what happened to "The Jones Boy".

MUSIC: "THE JONES BOY" . . . . . VAUGHN MONROE

(APPLAUSE)

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MUSIC: ALMA MATER -- TAKE TO BACKGROUND

MONROE: Let us raise our voices in a tribute to our hosts --  
the faculty and students of Kent State University.  
We admire the way your president -- George A.  
Bowman describes KSU --

NELSON: "This educational institution, provided by the State  
of Ohio, was conceived and is operated for the  
youth of the State, in a broad program designed to  
inform and guide the thinking of young people of  
today, who will be the leaders of tomorrow."

MONROE: So -- to those leaders of tomorrow --

NELSON: To all KSU alumni -- many of whom are teachers --  
leaders in their own communities today --

MONROE: To all who cheer for the Blue and Gold --

NELSON: This musical salute from the entire Camel Caravan  
Company!

MUSIC: ALMA MATER AND FIGHT SONG . . . . . VAUGHN & 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, Coatesville, Pennsylvania, and Albuquerque, New Mexico; Keesler Air Force Hospital, Biloxi, Mississippi; and U. S. Naval Hospital Ship REPOSE.

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

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

MONROE: All of us aboard the Camel Caravan want to express our thanks to Kent State University for its hospitality.

NELSON: Next Monday night the CAMEL CARAVAN will come your way from Ohio Wesleyan University.  
And every Wednesday night, we hope you'll listen to Bill Cullen in Walk A Mile -- on the air for CAMELS.

MONROE: Until next Monday -- on behalf of Eddie Sauter and Bill Finegan, Sally Sweetland and the Doodlers Quartet, this is Vaughn Monroe saying good night ... pleasant dreams and ... won't you have a CAMEL?

MUSIC: "HOW MILD" . . . . . 2nd 8 BARS AND TAG

(APPLAUSE)

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!

MUSIC:

"HOW MILD" . . . . . ORCHESTRA

NELSON:

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

(APPLAUSE)

(THEME)

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