

OBS RADIO NETWORK

AS  
BROADCAST

THE CAMEL CARAVAN STARRING

VAUGHN MONROE AND THE SAUTER-

FINEGAN ORCHESTRA

AS B'DCAST  
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MONDAY MARCH 8, 1954 (TAPED FEBRUARY 18)

10:00 to 10:30 PM EST

ORIGINATION: DELAWARE, OHIO

QUE: (THIS IS THE OBS...RADIO NETWORK)  
(.....30 seconds.....)

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

NELSON: From the campus of Ohio Western University ---  
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!

45

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 very much. And a very good evening to all our friends all over the country. The Camel Caravan arrived today in the City of Delaware --- right in the middle of the State of Ohio. We've had a warm welcome from the faculty and students of Ohio Wesleyan University. And we welcome the opportunity to play and sing some of their favorite songs.

NELSON: A first favorite by Vaughn Monroe and the Doodlers quartet - "South of the Border". 1:30

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

APPLAUSE 3:45

3:35

MONROE: One of the traditions here at Ohio Wesleyan is the "Sweetheart Serenade".

NELSON: On a late spring evening, fraternity men march to the dormitories after closing hours and serenade the women who wear their pins.

MONROE: We'd like to dedicate a song to the men who haven't yet pinned the girl of their dreams. And all the girls who are waiting to be asked. "Secret Love".

4:05

~~MUSIC: "SECRET LOVE" VAUGHN MONROE~~ 7:00

~~APPLAUSE~~ 7:10

NELSON: According to the new, published figures prepared by the tobacco industry analyst, Harry M. Wooten, Camels' popularity lead has again increased!

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

NELSON: Smoke Camels -- the cigarette that's smoked and enjoyed by more people than any other brand in history!

MONROE: Sound advice, gentlemen -- especially for smokers who enjoy the steady mildness and flavor only Camels can give, pack after pack!

NELSON : Yes, Vaughn, Camel's exclusive blend of costly tobaccos gives Camels a mildness and flavor no other cigarette can equal!

CLARK: Try Camels -- America's leading cigarette by a newer, greater margin than ever!

JING:E 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!

8:20

MONROE:

My co-stars - Eddie Sauter and Bill Finegan --  
 have a piece they'd like to dedicate to another  
 Ohio Wesleyan tradition, The Goldiggers Ball.  
 It's a turn about formal dance. The co-eds  
 not only date the men. They provide them  
 with comic corsages...call for them in milk  
 wagons. And the women pay the bill.  
 For such a ball, the Sauter-Finegan orchestra  
 would like to play - "The Creep".

8:40

MUSIC: "THE CREEP" . . . . . ORCHESTRA

APPLAUSE

11:55

11:45

NELSON:

On the campus we're visiting tonight, there's  
 always been lots of music in the air.  
 In addition to a Symphony orchestra,  
 Concert Band and Marching Band, there  
 are the A Capella Choir, and two fine Glee  
 Clubs. So - to all Ohio Wesleyan alumni -  
 wherever they may be listening -- Vaughn Monroe  
 sings a hit song of today -- full of memories  
 of yesterday... "Heart of My Heart".

12:15

MUSIC: "HEART OF MY HEART" . . . VAUGHN AND QUARTET

APPLAUSE

14:20

14:10

~~MONROE:~~

As mere men -- who merely visit a different college or University every week -- shall we go out on a limb, Wayne Nelson?

~~NELSON:~~

Why not? Let's just say that American co-eds this year seem to be better dressed than ever.

~~MONROE:~~

We understand they call it the "near natural look".

~~NELSON:~~  
MONROE:

However, Our own fashion barometer -- Miss Sally Sweetland - reminds us that styles are as changeable as a day in Spring. And her song is certainly popular around the campuses right now - "Baubles, Bangles and Beads" -- and Sally Sweetland. 14:40

MUSIC: BAUBLES, BANGLES AND BEADS...SALLY SWEETLAND

APPLAUSE

16:45

16:35

NELSON: Vaughn, if you wanted to tell smokers the best way to judge cigarette mildness, what would you say?

MONROE: Well, Wayne, I think I'd remind people that you have to smoke a cigarette steadily in order to tell about mildness, day after day. Then I'd advise the 30-day Camel test.

NELSON: Very sound, V.M! Friends, make your own 30-day test and see how mild, how flavorful, how thoroughly pleasureable Camels are as your steady smoke.

MONROE: Oh, and I almost forgot! I think I'd mention how Camels' lead in popularity has again increased!

NELSON: Right! According to the newest published figures as compiled by tobacco-industry authority Harry M. Wooten, Camels are now ahead of the second-place brand by 50 and 8/10 percent! Smoke Camels and learn why, for cool mildness, rich flavor and more pure pleasure, Camels agree with more people than any other cigarette! 17:40

MUSIC: SADIE THOMPSON'S SONG -- ORCHESTRA

APPLAUSE 20:50 20:40



NELSON:

That was Sadie Thompson's song from the movie  
of the same name, arranged by Sauter and  
Finegan for the orchestra of the same name.  
And here's Vaughn Monroe with the ballad that  
may well be named 1954's most popular love  
song. "Stranger in Paradise".

21:05

MUSIC: "STRANGER IN PARADISE", . . . . VAUGHN MONROE

23:25

APPLAUSE

23:35

MUSIC: ALMA MATER - ESTABLISH AND BACKGROUND

MONROE: It's a real pleasure for all of us aboard the Camel Caravan to salute Ohio Wesleyan University. Among your students and teachers, we recognize a rare spirit of democracy and friendship.

NELSON: Among your many distinguished alumni are an author at the head of the best seller lists, Dr. Norman Vincent Peale - and the President of our CBS Network -- Dr. Frank Stanton. One United States Vice President graduated here - 12 United States Senators - 9 Governors and 15 Ambassadors.

MONROE: Among their opponents in the Ohio Conference, your varsity teams in football - basketball - baseball - swimming and track - have won the title of "The Battling Bishops " - because they're hard to beat.

NELSON: To Ohio Wesleyan University in its one hundred and tenth year - to its faculty, alumni and students -- a musical tribute from the Camel Caravan!.

MUSIC: ALMA MATER AND FIGHT SONG...VAUGHN. ORCHESTRA AND ENSEMBLE

APPLAUSE

✓ 16:50

✓ 16:40

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CLARK:

The makers of Camels are pleased and privileged to send Camel cigarettes each week to hospitalized Veterans and to Members of our Armed Forces. To date over 200-million Camel cigarettes have been sent. This week, free Camels go to; Veterans' hospitals, Temple, Texas and Richmond, Virginia; U.S. Army Station Hospital, Black Hills Ordnance Depot, Igloo, South Dakota; and all overseas hospitals operated by the Alaskan Air command.

27:15

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

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

27:55

MONROE: We've certainly enjoyed our visit to Ohio Wesleyan University. Our best wishes always to all who cheer for the Red and Black.

NELSON: Next Monday night the CAMEL CARAVAN will come your way from the University of Connecticut 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 goodnight...pleasant dreams and... won't you have a CAMEL?

28:15

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

APPLAUSE

28:30

CLARK:

To you who prefer a long cigarette, the makers of Camels offer new king-size Cavaliers. Blended of supremely fine, light, mild tobaccos, king-size Cavaliers give you mildness where it counts....mildness you can feel as you inhale! Yes, inhale and feel that light, easy Cavalier mildness! Taste that superbly fine Cavalier flavor! Learn what it means to enjoy a king-size cigarette made by the makers of Camels! More good news -- although king-size, Cavaliers are priced no higher than leading regular-size brands!

29:05

MUSIC: HOW MILD THEME . . . . . ORCHESTRA

NELSON:

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

29:20

APPLAUSE

29:25

THEME

29:30