

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE  
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, MARCH 29, 1954 (TAPED MARCH 9)

10:00 to 10:30 PM EST

ORIGINATION: NEW YORK CITY (CBS Studio 22)

~~VAUGHN~~  
TWTS  
COMMERCIALS  
CHECK O.K.  
CLJ  
8/30/54

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

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

NELSON: From New York City -- 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!

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. This week the great schools we usually visit on Mondays, are enjoying Spring Vacation. So we of the Camel Caravan are just staying home with you, tonight. We hope you're relaxed and in the mood for some of the week's most popular songs. Here's a new one from the new musical "Red Garters". It's called "A Dime and a Dollar."

MUSIC: "DIME AND A DOLLAR" . . . VAUGHN MONROE & QUARTET

APPLAUSE

MONROE:

Schools and colleges and universities all over the country are busy sending out End-of-Term Grades. As we're off-campus tonight -- with no learned professors to examine us from the studio audience -- we thought we'd put the Camel Caravan to a test -- and give it a few passing marks and re-marks.

NELSON:

Question One. What's the most widely travelled show in radio? In fact -- in all of show business ... Probably in the whole world?

MONROE:

Why that must be the Camel Caravan. We can't think of any other show that has been on the road for eight years -- going from city to city and from college to university -- week after week. To all of the young people whose warm welcome has made it possible -- our thanks. *They made us feel "WANTED."* ~~And a good song to remember -- "Young at Heart."~~

"WANTED"

MUSIC:

~~"YOUNG AT HEART"~~ . . . . . VAUGHN MONROE

APPLAUSE

NELSON:

First again! Camels!

CLARK:

Yes, Camels are again in first place and by the biggest margin in cigarette history!

NELSON:

The latest figures by the leading tobacco-industry analyst, Harry M. Wootten, have been published!

CLARK:

The figures show Camel's ahead of the second-place brand by 50 and 8/10 percent!

MONROE:

Now, that's a vote of confidence if I ever heard one! Camels must have something special to be that popular!

NELSON:

Cool, mildness! Rich, enjoyable flavor -- plus an exclusive blend of costly tobaccos found in no other cigarette!

CLARK:

For mildness, for flavor, for more pure pleasure, Camels agree with more people 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!

MONROE: Continuing our End-of-Term examination of the Camel Caravan - we have - Question Two.

NELSON: What group of 22 hand-picked young men joined the Caravan when school opened last Fall?

MONROE: The Sauter-Finegan Orchestra, of course!

NELSON: Shall we give an 'A' to co-stars Eddie Sauter and Bill Finegan for taking dance music in new directions?

MONROE: Let's make it an 'A-plus' -- for their courage, and for believing in arrangements full of imagination and *COLOR*. ~~humor~~. And let's listen to their treatment of -- "Sadie Thompson's Song."

MUSIC: "SADIE THOMPSON'S SONG" . . . . . ORCHESTRA

APPLAUSE

NELSON: Eight years ago, when Vaughn Monroe first took over the reins of the Camel Caravan, he had recorded, with the Moonmaids, "There I've Said It Again." Members of the graduating class of 1946 will long remember it as the Spring song of that year. In the same romantic mood - for the Spring of this year - is Vaughn's latest Victor record, "Always, Always in My Dreams." He sings it for you - in person.

MUSIC: "ALWAYS ALWAYS IN MY DREAMS" . . . VAUGHN MONROE AND  
QUARTET

APPLAUSE

MONROE: While we're giving out our own End-of-Term Grades - let's give full marks to Sally Sweetland for being a good sport through all of our Camel Caravan travels during the Fall and Winter Terms.

And to her song, we must give high honors. It has held a place at the top of the class for weeks.

"Secret Love"

MUSIC: "SECRET LOVE" . . . . . SALLY SWEETLAND

APPLAUSE

NELSON: Vaughn, what did you think when the news was published about Camel being 50 and 8/10 per cent ahead of the second-place brand?

MONROE: Well, I said to myself, "It couldn't happen to a better cigarette!" and it couldn't!

NELSON: Of course, you know that figure represents the greatest margin of preference in cigarette history...

MONROE: Yes, the smokers have made their choice -- and the choice was again Camel!

NELSON: You see, people smoke for the enjoyment -- the pure pleasure -- they get out of a cigarette...and Camels' exclusive blend of costly tobaccos provides just that... in extra quantity! So, Friends, if you haven't tried Camels, now's the time! Smoke Camels for 30 days! Make your own 30-day Camel mildness test and learn why, for mildness, flavor, and more pure pleasure, Camels agree with more people than any other brand!

MUSIC: - "FROM THE VINE CAME THE GRAPE"  
"WANTED" -- VAUGHAN MONROE AND QUARTET

APPLAUSE

MONROE:

Thank you. Of the millions of students now enjoying Spring Vacation, not many were even born when our next song first became a hit. Yet every year it passes the test of time. Remaining for 22 years our favorite song of April. And sounding fresher than ever in the great Sauter-Finegan arrangement. Sally Sweetland joins them for - "April in Paris."

MUSIC:

"APRIL IN PARIS" . . . . . ORCHESTRA WITH SALLY

APPLAUSE

MONROE:

Here's another good song for the first Monday of  
Spring Vacation - "It's A Grand Night For Singing."  
We'd like to say that each of our Camel Caravan  
broadcasts for the past eight years has been -  
for us - a Grand Night for Singing.

MUSIC: "GRAND NIGHT FOR SINGING" . . . . VAUGHN & ENSEMBLE

APPLAUSE

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CLARK:

Every week the makers of Camel cigarettes send free Camels to Members of our Armed Forces and to hospitalized Veterans. More than two-hundred-and-ten-million gift Camels have been sent so far. This week, they go to: Veterans' Hospitals, Bronx, New York, and Portland, Oregon; Langley Air Force Hospital, Hampton, Virginia; and the U. S. Naval Hospital, Guam, Marianas Islands.

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

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

MONROE: Well friends -- with tonight's program, we conclude the present series of broadcasts. We of the Camel Caravan are going to have our own Spring Vacation. Although we won't be here each week to tell you so with music, we will be thinking of all you wonderful audiences -- as we hope you'll be thinking of us.

This is Vaughn Monroe saying - Au revoir - pleasant dreams and - won't you have a CAMEL?

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

APPLAUSE

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 priced no higher than leading regular-size brands. Try Cavaliers today!

MUSIC: "HOW MILD" IN AND UNDER

NELSON: The Camel Caravan was directed by John Grogan, and transcribed from New York. This is Wayne Nelson saying goodnight for Vaughn Monroe and the Sauter - Finegan Orchestra.

MUSIC: THEME

APPLAUSE