

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, OCTOBER 26, 1953 (TAPED OCTOBER 7)

10:00 to 10:30 PM EST

ORIGINATION: PITTSBURGH, 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 Pittsburgh --
here is the new, 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: Good evening - and thanks for the warm welcome
to the University of Pittsburgh.
It's easy to remember, here at Pitt,
that your colors are Gold and Blue.
Those colors are reflected in the face of this
great city. There's the clean blue of aluminum
in tall, new buildings. And at night,
the gold of lights along three rivers.

NELSON: The Camel Caravan is always glad to visit Pittsburgh.
Vaughn Monroe and the quartet begin this visit
with a glad kind of song...

MUSIC: "YOU, YOU, YOU". VAUGHN MONROE & QUARTET

APPLAUSE

MUSIC: INTRO TO "DOODLETOWN FIFERS". . . . RHYTHM UNDER:

MONROE: ~~The Doodletown-Fifers are on-parade! . . .~~

And out in front step not one conductor - but two!

My co-stars aboard the CAMEL CARAVAN -

Eddie Sauter and Bill Finegan.

~~APPLAUSE~~

MONROE: We asked Eddie Sauter what he had in mind
when the great new Sauter-Finegan Orchestra
was formed. He said, -

NELSON: "A band with color and mood. Changing color
and many moods."

MONROE: Bill Finegan nodded and said, -

NELSON: "A sense of gaiety. Plenty of excitement and fun -
with a strong beat."

MONROE: All these we think they definitely have.
Let's listen to the Sauter-Finegan Orchestra -
in the current hit with the short title - "OH!"

MUSIC: "OH!" ORCHESTRA

APPLAUSE

NELSON: The greatest vote of confidence ever given a cigarette!

CLARK: That's the vote of confidence America's smokers have given Camel!

NELSON: Yes, America's smokers have made Camels the most popular cigarette by far!

CLARK: According to latest published figures, Camels lead the 2nd-place brand by 43%!

MONROE: Well, Boys, one thing is sure: You don't have to look far for the reasons why Camels have such a big lead. They're as close as the Camel you're about to light up!

NELSON: Right you are, Vaughn! Cool, wonderful mildness -- pack after pack!

CLARK: And rich, full flavor -- carton after carton!

MONROE: That's why Camels are such a favorite with steady smokers, Ladies and Gentlemen. Cool mildness and wonderful flavor every time you light up!

NELSON: Smoke Camels steadily for 30 days! Make your own 30-day Camel mildness test!

CLARK: That's the sure way to find out for yourself why Camels agree with more people than any other cigarette!

MUSIC: "I LOVE PARIS" VAUGHN MONROE

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APPLAUSE

NELSON: "I Love Paris" from the big Broadway musical hit,
"Can Can," sung for you by our singing star,
Vaughn Monroe.

MONROE: 1953 will be remembered as the year in which
not one Pennsylvania beauty jumped into the
headlines - but two.

For this was the year when two titles -
both Miss American and Mrs. America were
awarded to Pennsylvania girls.

NELSON: A deep bow to them, and to all Pennsylvania beauties,
from Vaughn Monroe and the entire Camel Caravan
Company. Shall we dance? - "The Pennsylvania Polka!"

MUSIC: "PENNSYLVANIA POLKA". . . . VAUGHN, SALLY & QUARTET

APPLAUSE

NELSON: After that you'll want to light yourself a Camel and relax! Here's a mighty pretty new song that seems custom-made for the occasion. We have a co-ed, collegiate audience---romantic waltz-time---and Sally Sweetland to sing - "Till They've All Gone Home."

MUSIC: "TILL THEY 'VE ALL GONE HOME".SALLY

APPLAUSE

NELSON: Vaugh, why do you suppose so many, many "steady" smokers stay with Camels?

MONROE: I'd say because Camel is a "steady" smokers' kind of cigarette! There's just no reason to change, Wayne...

NELSON: Friends, start going steady with Camels! Make your own 30-day Camel mildness test! See how beautifully Camels get along with you from one pack to another!

MONROE: Do what the man says, my friends! Start smoking Camel cigarettes tonight!

NELSON: For mildness and flavor, pack after pack, smoke Camels!- the cigarette that agrees with more people than any other brand!

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!

NELSON: Turning the Caravan southward, Vaughn Monroe leads us to lands where the sun shines all day and nights are warm and gay. From beneath the driver's seat he takes a sombrero. You're about to hear Senor Monroe - in person - with the big new song he recently recorded for RCA Victor. A first network performance, ladies and gentlemen - Vaughn Monroe singing- "The Fiesta!"

MUSIC: "THE FIESTA" VAUGHN MONROE

APPLAUSE

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MONROE: It is now four weeks since we first welcomed the great new Sauter-Finegan Orchestra to the Camel Caravan. We'd like to share with you some of the things we've learned about them.

NELSON: These 21 young musicians carry and play over 70 musical instruments...

MONROE: Some are quite small - the instruments, that is - like the toy trumpets, piccolos, flutes and kazoos.

NELSON: Some are very large - like the tuba, tympany, glockenspiel, xylophone, marimba and thunder drum. In addition, they all sing. The musicians, that is.

MONROE: Here's a Sauter-Finegan piece in which, as Sauter and Finegan say, "Everyone has a part"... including 12 kazoos. It's called "The Honey Jump!"

MUSIC: "THE HONEY JUMP" ORCHESTRA

APPLAUSE

MUSIC: INTRO TO "HAIL TO PITT" DOWN & OUT UNDER:

MONROE: In my seven years aboard the Camel Caravan, it has been our privilege to broadcast from many large and small colleges and universities.

I can't remember a campus and building that give you more of a lift than the Cathedral of Learning here at the University of Pittsburgh.

~~Imagine a Gothic tower rising out of a green campus. Up and up. Over 42 stories-with nearly 100 classrooms, more than 100 laboratories....and many libraries. Here's what President John Bowman said about it: -~~

NELSON: "Such a building will say all day through, with unforgettable force, Find your own usefulness, ~~Do it now. The light of the morning stars is in you...~~"

MONROE: To the faculty of Pitt - some eighteen hundred strong -
To the students of Pitt - all sixteen thousand of you! ..

NELSON: To the alumni of Pitt - we hope at least 50,000 are listening -

MONROE: To the Gold and Blue - and the roaring Panthers!

NELSON: A musical tribute from the Camel Caravan -
To a great University in the heart of a great community!

MUSIC: ALMA MATER & "HAIL TO PITT" VAUGHN & GROUP

APPLAUSE

NELSON: The makers of Camels are pleased and privileged to send thousands of packs of Camel cigarettes each week to hospitalized Veterans and to members of our Armed Forces. This week, free Camels go to: Veterans' Hospitals, Syracuse, New York, and Clarksburg, West Virginia; U.S. Army Station Hospital, Red River Arsenal, Texarkana, Texas; U.S. Naval Hospital, Key West, Florida; the Military Air Transport Service which evacuates virtually all overseas wounded personnel.

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

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

MONROE: Our thanks to the faculty and students of the
University of Pittsburgh. Long and loud may
the Panther roar!

NELSON: Next Monday night the CAMEL CARAVAN will come your way from
Glenview Naval Air Station in Illinois.

And every Wednesday night, we hope you'll listen to
Bill Cullen in Walk A Mile - full of fun and big cash
prizes - and on the air for CAMELS.

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

MUSIC: "HOW MILD" 2ND 8 BARS AND TAG

APPLAUSE

CLARK:

The makers of Camels have good news for you smokers who prefer a long cigarette. It's Cavaliers, the new king-size cigarette they have made just for you! For all-round smoking pleasure, try king-size Cavaliers! Inhale...and feel that Cavalier mildness! Yes, Cavaliers' extra mildness is where it counts -- in the feel of the smoke as you inhale. Feel Cavaliers' smooth mildness...taste Cavaliers' fine flavor! And, remember, Cavaliers are king-size, yet priced no higher than leading regular-size brands. Try king-size Cavaliers!

MUSIC: "HOW MILD"

NELSON:

This program was transcribed from the University of Pittsburgh. This is Wayne Nelson saying goodnight for Vaughn Monroe and the Sauter-Finegan Orchestra.

APPLAUSE AND THEME