

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE  
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, JANUARY 4, 1953 (TAPED DECEMBER 18)

10:00 to 10:30 PM EST

ORIGINATION: NEW YORK CITY (CBS STUDIO 22)

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

SINGER: 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!

*Commercials  
checked O.K.  
1/16/57*

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: *ah* Thank you and good evening. Hope you had a fine weekend.

We'd like to start 1954 with a thought for the people in charge of the calendar:-

Let's always have New Year's Eve on a Thursday.

It makes Monday just far enough away - for going back to <sup>school</sup> ~~work~~ - or back to <sup>work.</sup> ~~school~~.

NELSON: I'm sure that can easily be arranged, Vaughn.

And for everybody in our 1954 back-to-school, back-to-work audience, Vaughn and the quartet are happy to start the year with - "You, You, You"

MUSIC: "YOU YOU YOU". . . . . QUARTET

APPLAUSE

MONROE: Just about a month ago - when we were between Omaha, Nebraska and the University of Tulsa in Oklahoma - a big musical show was opening here in New York.

NELSON: This Arabian Nights entertainment - "Kismet" - has exciting dancing, and much good music.

MONROE: Including, of course, one of the big songs for January, 1954 - "Stranger in Paradise."

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

APPLAUSE

NELSON: Vaughn, this being still a comparatively brand-new year, it isn't too late for a prediction or two. Have any?

MONROE: I can't make a prediction, Wayne, but I will make a pretty safe guess...

NELSON: And that is--?

MONROE: Camel will be farther ahead of the second-place brand this year than ever before!

NELSON: Vaughn, I have every reason to believe you'll be 100% right! And the reason is smokers have found that, for mildness and flavor, Camels agree with more people than any other brand. Once a Camel smoker - always a Camel smoker!

MONROE: For a steady smoker, why, no other cigarette offers what Camel gives -- smooth, wonderful mildness, pack after pack!

NELSON: And rich, full flavor -- carton after carton! Friends, here's a tip for those of you who are looking for day-in, day-out smoking enjoyment: Smoke only Camels for 30 days! Make your own 30-day Camel mildness test! Learn why--the enjoyable way -- for mildness and for flavor, Camels agree with more people than any other cigarette!

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

MONROE:      Yes, it's time for a specialty by the Sauter-Finegan Orchestra.

When we were planning this program, Sauter said to Finegan - "I wonder how many college and university students there are in New York City."

NELSON:      A few days later, Finegan replied to Sauter,  
"At least one hundred and fifty-six thousand,  
five hundred and seventy two. Including Brooklyn."

MONROE:      So they agreed to dedicate their first number to  
that huge number of young people...including Brooklyn.  
It has a short title - but a long run of popularity.  
It's called, "OH!"

MUSIC:      "OH" . . . . . ORCHESTRA

APPLAUSE

NELSON: Again the singing star of the Camel Caravan -  
Vaughn Monroe -and another ballad that seems to be  
starred this week on everyone's list of favorites -  
"You Alone."

MUSIC: "YOU ALONE" . . . . . VAUGHN MONROE

APPLAUSE

MONROE: In 1954 - some girls expect to sing in exclusive night clubs -

NELSON: While some girls expect to stay home and sing lullabies --

MONROE: But as for Sally Sweetland - of the Camel Caravan ---  
in 1954 - she expects to sing in more college  
gymnasiums and field houses than any other girl!  
Always ready with a current, campus favorite - here's  
Sally with "Love Walked In."

MUSIC: "LOVE WALKED IN" .....SALLY SWEETLAND

APPLAUSE

NELSON: The best way to judge cigarette mildness is by steady smoking!

CLARK: Smoke Camels for 30 days!

NELSON: Make your own 30-day Camel mildness test! See how mild a cigarette can be!

CLARK: You'll learn why -- for mildness and flavor - Camels agree with more people than any other brand!

MONROE: I'll vouch for that! You see, Friends, I've been a Camel smoker for 21 years - steadily - and I can guarantee you that Camels have everything we say about them!

NELSON: Cool, wonderful mildness -- rich, full flavor! That's the Camel story in a few words! If you want to enlarge on that, smoke Camels as your steady smoke!

CLARK: For pure smoking pleasure, light up a Camel -- the cigarette that agrees with more people than any other 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!



NELSON: First came the melody - arranged for orchestra. It caught the public's fancy. Then came the lyrics - turning that melody into a love song. And this made it an even bigger success. That's what happened with "Ebb Tide." Here's Vaughn and orchestra, with both words and music.

MUSIC: "EBB TIDE" ..... VAUGHN MONROE

APPLAUSE

MONROE: If you went dancing during the holidays, with an old flame or a new one -

NELSON: Or had yourself a concert with your own collection of old and new records -

MONROE: Or gathered round a piano to sing your old and new favorites - The chances are you played and sang and danced to "Lover, Come Back to Me."  
Here's a new treatment by the great new Sauter-Finegan Orchestra of that old and new, evergreen, melody.

MUSIC: "LOVER COME BACK".....ORCHESTRA

APPLAUSE

MONROE: In the calendars of schools from northern New England to southern California, these words appear -

NELSON: Monday, January 4 - Classes resume.

MONROE: That means it's time for the Camel Caravan Company to resume our tour of college campuses. A pleasure we are certainly looking forward to.

NELSON: For all the new friends we're going to meet -  
and all the old friends we remember so well -  
Vaughn Monroe, Sally Sweetland, the Doodlers and  
Sauter-Finegan, "Strike up the Band"!

MUSIC: "STRIKE UP THE BAND"

APPLAUSE

CLARK:

Over 200-million free cigarettes have been distributed to hospitalized Veterans and to Members of our Armed Forces by the makers of Camels! This week, free packs of Camels go to: Veterans' Hospitals, Bedford, Massachusetts, and ~~Lake City, Florida;~~ Francis E. Warren Air Force Hospital, Cheyenne, Wyoming; and U.S. Naval Hospital Ship HAVEN.

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

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

MONROE: Next Monday night the Camel Caravan will come your way from the University of Dayton in Ohio.

NELSON: 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?

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

APPLAUSE

CLARK:

If you prefer a long cigarette, don't miss king-size Cavaliers! They're made by the makers of Camels...and you know that means supreme quality! Cavaliers give you extra mildness you can feel as you inhale. Yes, Cavaliers' mildness is where it counts --in the feel of the smoke as you inhale. And there's a world of wonderful flavor in Cavaliers' taste! Then listen: Cavaliers are king-size, yet priced no higher than leading regular-size brands! Try Cavaliers! Feel that Cavalier mildness! Taste that Cavalier flavor!

MUSIC: "HOW MILD".....DOWN AND OUT UNDER:

NELSON:

Friends --one of the surest ways to save is through the regular purchase of United States Defense Bonds. Buy yours through the Payroll Savings Plan where you work-- or through the Bond-of-the Month Plan where you bank. Remember to invest more in Defense Bonds!

MUSIC: "HOW MILD".....

NELSON:

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

APPLAUSE AND THEME

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