

CBS RADIO NETWORK

THE CAMEL CARAVAN

Starring VAUGHN MONROE

and The SAUTER-FINEGAN ORCHESTRA

MONDAY, OCTOBER 5, 1953 (TAPED September 29)

10:00 to 10:30 P.M. EST

ORIGINATION: VILLANOVA, PENNSYLVANIA

CUE: (THIS IS THE CBS...RADIO NETWORK)
(.....30 seconds.....)

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

NELSON: From the campus of Villanova College in Pennsylvania --
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!

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jn

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 hi there - all you good people
from coast to coast! We hope you had a fine summer.
I took my first real vacation in years.
Most of it was spent loafing in the sun....
and swimming in a lake....up in New Hampshire.
It's good to be with you again - here at our
new Monday night hour.
It's wonderful to be visiting Villanova College
for the first time.
And it's exciting to have on board a great new
orchestra.
So let's get the new CAMEL CARAVAN on the road!

NELSON: Vaughn Monroe's first song is the ballad that
climbed so quickly to first place - "VAYA CON DIOS."

MUSIC: "VAYA CON DIOS". MONROE

APPLAUSE

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JAN

MONROE: We who are members of the CAMEL CARAVAN
appear to be part of a tradition.
It began with Glen Gray and the Casa Loma Orchestra.
Then Benny Goodman rode the Caravan as King of Swing.
And Mildred Bailey sang along with him - like an angel.

NELSON: Next - for a while - the Caravan had a Dixieland beat....
and, in addition, Johnny Mercer.

Then Suddenly it seemed as though all America was dancing
the rumba, and Cugat was conducting the Caravan.
Until some seven years ago, when into the drivers seat
climbed Vaughn Monroe.

MONROE: Here to carry on that CAMEL CARAVAN tradition are two
remarkable young men.

It is my very real pleasure to introduce them --
My co-stars for the season ahead, Eddie Sauter and
Bill Finegan!

APPLAUSE

MUSIC: INTRO TO "DOODLETOWN FIFERS" RHYTHM UNDER:

MONROE: About to be heard, for the first time on a
coast-to-coast network, here is the great new
Sauter-Finegan Orchestra - and their own
humorous and original "DOODLETOWN FIFERS"!

MUSIC: "DOODLETOWN FIFERS" ORCHESTRA

APPLAUSE

NELSON: Vaughn, what's the next number?

VAUGHN: The most popular number of the year, Wayne -- 43!

NELSON: Good, huh?

VAUGHN: You surprise me! You mean to stand there and tell me that the number 43 doesn't...

NELSON: (Interrupts) Oh -- Oh! Of course! Friends, Camels are smoked and enjoyed by more people than any other cigarette!

VAUGHN: Get to the 43, Wayne, old boy!

NELSON: According to latest published figures, Camel leads the 2nd-place brand by 43%!

VAUGHN: That's the number to remember -- 43%!

NELSON: Yes, and Camels are ahead of the 3rd-place brand by 54%; in front of the 4th-place brand by 144%!

VAUGHN: And if people give Camels that big an edge, well, you can bet your life they've got something!

NELSON: That "something" is smooth, wonderful mildness, pack after pack! Rich, full flavor, carton after carton! Make your own 30-day Camel mildness test! Smoke only Camels for 30 days and see how mild a cigarette can be! See for

yourself why Camel mildness and flavor agree with more people than any other cigarette!

MUSIC: "GAMBLER'S GUITAR. . . . VAUGHN MONROE & QUARTET

APPLAUSE

MUSIC: "GAMBLER'S GUITAR". VAUGHN MONROE & QUARTET

APPLAUSE

MONROE: Thank you. And a bow, too, from our new quartet.

They're called the Doodlers.

It was an important day for Eddie Sauter and Bill Finegan when they asked Sally Sweetland to sing at one of their first Victor recording sessions.

NELSON: It was a great day for Eddie Sauter and Bill Finegan when, some months later, they asked Sally Sweetland to go with them on their first personal appearance tour. Sally said I will. And she did. ^{nine thousand} Seventeen-hundred miles!

MONROE: This is a pretty girl who likes to wear flowers in her light brown hair. This is Sally Sweetland singing -
"BUTTERFLIES"

MUSIC: "BUTTERFLIES". SALLY SWEETLAND

APPLAUSE

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JAN

NELSON: They are very serious about music, aren't they, Vaughn?... this Eddie Sauter and this Bill Finegan. I mean they believe seriously - in humor. At least their approach is very often humorous -- in a crazy, serious way, of course.

MONROE: Of course. And thank you, Wayne Nelson. To illustrate what I believe you were saying, here is one of the great Sauter-Finegan hits -- just as they recorded it for RCA Victor. They tell me it's their impression of a snake charmer -- practicing with a kazoo -- trying to charm a piece of rope. The kazoo solo is by Eddie Sauter. The title -- "MOONLIGHT ON THE GANGES."

MUSIC: "MOONLIGHT ON THE GANGES. ORCHESTRA

(APPLAUSE)

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JN

NELSON: Vaughn, since I've been working with you I've never seen you light up anything but a Camel!

VAUGHN: And you never will, Wayne!

NELSON: Ahh! Once a Camel smoker, always a Camel smoker!

VAUGHN: You bet! Once you find mildness and flavor in a cigarette, such as in Camels, well, you stick with 'em!

NELSON: Millions of others feel the same way, Vaughn, because the popularity Camels have achieved has given them a lead of 43% over the second place brand! To be that popular, a cigarette has to have something special!

VAUGHN: And with your's truly, ^{Vaughn} Monroe, it's Camels' special mildness and flavor! Could a smoker ask for more?

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: From dormitory windows and juke boxes coast to coast
this week, a certain romantic ballad floats on the
evening air. Vaughn Monroe sings it for you.
Light yourself a CAMEL and enjoy - "WITH THESE HANDS."

MUSIC: "WITH THESE HANDS" MONORE

APPLAUSE

MUSIC: INTRO TO VILLANOVA FIGHT SONG.....DOWN & OUT UNDER:

MONROE: To the spirit of Villanova College - we of the
CAMEL CARAVAN pay our sincere respects. We met
that spirit first today in the friendliness of the
welcome we received from the faculty and students.

NELSON: You feel it in the fine fellowship between teachers
and pupils.

MONROE: You realize that the spirit of Villanova College
has been growing for one hundred and ^{twelve} ~~one~~ years.
And you think, "What a lot of character a school
like this has built -- and what a lot of sound
knowledge has been gained and passed along in those
one hundred and ^{twelve} ~~one~~ years."

NELSON: Of course, everyone who follows intercollegiate
sporting events knows ^{the} ~~that~~ Villanova spirit very well.
It has carried Villanova men to All-American and
Olympic honors, again and again.
Here is the Camel Caravan's musical tribute to Villanova
College.

MUSIC: ALMA MATER
VILLA NOVA FIGHT SONG.....MONROE, QUARTET & ORCHESTRA

APPLAUSE

NELSON: Each week the makers of Camels are pleased and privileged to send thousands of gift packs of Camel cigarettes to hospitalized veterans and members of our Armed Forces. This week free Camels go to: Veterans' Hospitals, West Haven, Connecticut, and Dayton, Ohio; Orlando Air Force Hospital, Orlando, Florida; U.S. Naval Hospital, Guam, Marianas Islands.

MONROE: Enjoy those CAMELS, fellows

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

MONROE: *Oh, it's*
Time to say thank you to the faculty and students of Villanova College. Our good wishes always to the Blue and White -- to the Wildcats -- to Villanova men in every field!

NELSON: Next Monday night the CAMEL CARAVAN will come your way from the campus of Temple University in Philadelphia.

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? 28⁰⁰

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

APPLAUSE 28²⁰

CLARK: Perfer 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"

NELSON: This program was transcribed from Villanova College. This is Wayne Nelson saying goodnight for Vaughn Monroe and the Sauter-Finegan Orchestra.

APPLAUSE AND THEME