

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE
AND THE SAUTER-FINEGAN ORCHESTRA

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commercial*

MONDAY, NOVEMBER 23, 1953 (TAPED NOVEMBER 9)

10:00 to 10:30 PM EST

ORIGINATION: AMES, IOWA

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

MUSIC: "HOW MILD" OPENING 2 BARS AND DOWN

NELSON: From the campus of IOWA State College in Ames, Iowa -- 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. Our Camel Caravan broadcast tonight originates at Iowa State College in Ames. The city of Ames is almost in the center of the State. And Iowa is almost half way across our country. So we feel close to the heart of things on this Monday before Thanksgiving.

NELSON: Students here, as everywhere, are thinking this week of the folks back home. Our singing star, Vaughn Monroe bridges the distance with a song of nostalgia. It happens to be about Paris. But it could be Paris, Illinois -- Paris, Kentucky - Paris, Tennessee - Paris, Texas -- or your own home town.

MUSIC: "I LOVE PARIS" VAUGHN MONROE

(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. These good
companions have put their heads together and come up with
something new. *It features Danny Fenton at the piano and*
It's a Sauter-Finegan arrangement of a
current hit. That means new color, *and* new excitement, ~~and a~~
~~strong dancing beat~~ - all built around "The Story of Three
Loves."

MUSIC: "THE STORY OF THREE LOVES" ORCHESTRA

APPLAUSE

NELSON: Vaughn, if someone came up to you and said, "Mr. Monroe, why are you a Camel smoker?", what would you answer?

MONROE: Well, Wayne, I guess I'd say I was a Camel smoker because Camel happens to be the cigarette that pleases me the most, day after day!

NELSON: Camel gives millions of steady smokers the kind of mildness they want, plus a full, rich flavor that brings new smoking enjoyment with each Camel they light up!

MONROE: Of course, a person doesn't hit on that kind of mildness and flavor by accident. But, if a smoker will try Camels as a "steady" smoke, well, he'll see how great Camels get along with him, pack after pack!

NELSON: Vaughn's right, Ladies and Gentlemen! Smoke Camels for 30 days! Make your own Camel mildness test and find out how well they get along with you as your steady smoke! You'll understand, too, the reasons why Camels are so far ahead of all other brands! You'll see why, for mildness and flavor, Camels agree with more people than any other cigarette!

MUSIC: "A FOOL WAS I" VAUGHN MONROE

APPLAUSE

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MONROE: Thank you. Here in the State of Iowa, at this time of year, celebrations are in order. The harvest is in. Time for square dancing - and for family reunions. It's the same in New Hampshire on my Dad's farm. There'll be skating parties and sleighrides soon.

HELSON: And it's the same along our Southern borders. Only instead of square dancing, they'll be dancing in the village square. As Vaughn Monroe's big new song puts it - "All Roads Lead To The Fiesta!"

MUSIC: "THE FIESTA" VAUGHN MONROE

APPLAUSE

MONROE: It's Assembly time for Romance. Wayne Nelson, shall we set the stage?

NELSON: No sooner said than done. The scene - the Great Hall of Memorial Union...

MONROE: The place - Iowa State College...

NELSON: The time - the present...

MONROE: Enter a pretty girl - with a pretty song. Miss Sally Sweetland - singing "Love Walked In."

MUSIC: "LOVE WALKED IN" SALLY SWEETLAND

APPLAUSE

(WITHOUT T-ZONE)

NELSON: For pure smoking pleasure, day in and day out,
try Camels as your steady smoke!

CLARK: Make your own 30-day Camel mildness test!

NELSON: You'll find as so many millions of other smokers have
found, that Camels mildness and flavor agree with you,
pack after pack -- carton after carton!

MONROE: To that, Gentlemen, I say "Yes!" ... Every new city or
town we visit shows me more and more Camel smokers.
That, to me, means that the people have made their
choice -- and the choice is Camel!

CLARK: Yes, smokers have given Camel the greatest vote of
confidence in cigarette history!

NELSON: For cool, cool mildness and rich, full flavor, it's
America's Number One Cigarette - 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!

MONROE: ~~When Ed Sauter and Bill Finnegan chose their 21 young musicians -- versatility was a thing they looked for. To make their orchestra sound new and different -- each man plays at least two instruments - sometimes four or five.~~

NELSON: ~~The five saxophone players, for instance, change over to flutes, piccolos, oboe, English horn, bass clarinet, and an ancient and unlikely woodwind called the recorder.~~

MONROE: ~~So Ed and Bill have a chance to create real color and mood in their arrangements.~~ ^{Here is} Take the latest Sauter-Finegan treatment of a great melody. We think it sums up everything Cole Porter had in mind. Loneliness, longing, unanswered questions.

"What is This Thing Called Love"

MUSIC: "WHAT IS THIS THING CALLED LOVE" ORCHESTRA

APPLAUSE

NELSON: The Camel Caravan research department informs us that the first time Vaughn Monroe sang in public was with a church choir in Jeanette, Pennsylvania. If young Vaughn had gone into his father's factory - who knows? - he might today have been President of the Junior Chamber of Commerce. He would certainly have been in great demand to sing at weddings. And on such occasions, in this month of November 1953, he might have sung this song.

MUSIC: "WITH THESE HANDS" VAUGHN MONROE

APPLAUSE

MUSIC: INTRO TO IOWA FIGHT SONGDOWN & OUT UNDER:

MONROE: The great seal of Iowa State College bears this motto:

NELSON: "Science with Practice."

MONROE: Students here learn a lot more than theory.
They apply the theories to practical problems.
They learn by doing.

NELSON: As we walked around this friendly campus today, we
visited many kinds of laboratories -- for Aeronautics
and Farm Crops - Chemical and Mechanical Engineering -
for Soil Testing and Food Processing. We saw barns,
research centers, greenhouses and nurseries.

MONROE: We realize that this is a place where experiments are
made...where progress results....and where many of
our high standards of living - and health - begin.

NELSON: The Camel Caravan is proud to salute you - faculty,
alumni and students of Iowa State College.

MUSIC: ALMA MATER AND FIGHT SONG.VAUGHN & ENSEMBLE

APPLAUSE

CLARK:

Each week the makers of Camel cigarettes are pleased and privileged to send thousands of free Camels to hospitalized Veterans and to Members of our Armed Forces. This week, free packs of Camels go to: Veterans' Hospitals, Ft. Wayne, Indiana, and Grand Junction, Colorado; U.S. Army Station Hospital, Ft. Eustis, Virginia; U.S. Naval Hospital, Corona, California; 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 sincere thanks to Iowa State College for giving us such a warm welcome. Our cheers and best wishes to the wearers of the Cardinal and Gold in every field.

NELSON: Next Monday night the Camel Caravan will come your way from Creighton University in Omaha, Nebraska.
And every Wednesday night, we hope you'll listen to Bill Cullen in WALK A MILE - on the air for CAMELS, of course.

MONROE: And now, from the makers of CAMEL Cigarettes - and from all of us on the Camel Caravan - best wishes for a very happy Thanksgiving to all of you. This is Vaughn Monroe saying goodnight...pleasant dreams and..won't you have a CAMEL?

MUSIC: "HOW MILD" SECOND 8 BARS AND TAG

APPLAUSE

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!

MUSIC: "HOW MILD".

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

APPLAUSE AND THEME