

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, MARCH 15, 1954 (TAPED MARCH 5)

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

ORIGINATION: STORRS, CONNECTICUT

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 Connecticut -
at Storrs, Connecticut - 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!

TIMED

~~441143~~
~~407 2~~
Commercials check
OK m2H
8-50-54

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 - good evening - and greetings from the University of Connecticut. Here the faculty and students have rolled out the Welcome Mat for the Camel Caravan. And turned out in large numbers for our broadcast from the Ballroom of their fine, new Student Union Building.

NELSON: To open the show, Vaughn and the quartet offer a short course in Philosophy - dealing with that mysterious - attractive - unpredictable subject - "Woman."

MUSIC: "WOMAN" VAUGHN MONROE & QUARTET

APPLAUSE

MONROE: If there's a friendly star tonight over the rolling hills of Connecticut...

NELSON: And a golden daffodil beside one of the lakes on Connecticut's 1700 acre campus...

MONROE: Then we have the perfect background for our next song...

NELSON: A song that's probably more popular than any other right now on campuses from Connecticut to California. Vaughn Monroe and - "Secret Love."

MUSIC: "SECRET LOVE" VAUGHN MONROE

APPLAUSE

NELSON: Camels' popularity-lead is now greater than ever!

CLARK: According to the newest, published figures -- compiled by the leading tobacco-industry analyst, Harry M. Wootten -- Camels' lead over the second-place brand is now 50 and 8/10 per cent!

NELSON: Again smokers have given Camels the most decisive vote of confidence ever accorded a cigarette!

CLARK: Yes, for mildness...for flavor...for more pure pleasure,
Camels agree with more people than any other brand!

MONROE: Well, it just proves that when people smoke for real enjoyment, they choose a cigarette with genuine mildness and wonderful flavor...Camel!

NELSON: That's Camel -- now ahead of the second-place brand by 50 and 8/10%!

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:

My co-stars, Eddie Sauter and Bill Finegan, have something appropriate - to celebrate the Caravan's return to New England from points far West. It's called "Yankee Doodletown."

You'll recognize a familiar character as he marches along. He's the one who's always out of step in the parade. He's fond of music - but never quite sure of the melody. This part is brilliantly played by Eddie Sauter - on the toy trumpet. "Yankee Doodletown."

MUSIC: "YANKEE DOODLETOWN" ORCHESTRA

APPLAUSE

MONROE: Here at the University of Connecticut, one of the highlights of the month of March is the Military Ball.

NELSON: Sponsored by the Scabbard and Blade - a national military honor society. Its members are chosen from among the outstanding cadets of the advanced ROTC program.

MONROE: We'd like to dedicate a song to them - and to their partners at the Military Ball - "Always, Always in My Dreams."

MUSIC: "ALWAYS, ALWAYS IN MY DREAMS" . . . MONROE & QUARTET

APPLAUSE

MONROE:

When we introduce Sally Sweetland, we often think of something we once heard about a girl with flowers in her hair. A blossom over one ear means - 'I have a sweetheart.' One over each ear means - 'I have one sweetheart - and I'm looking for another.' But Sally is always wearing flowers pinned right at the back of her head! And Sally is singing - "Make Love to Me."

MUSIC: "MAKE LOVE TO ME" SALLY SWEETLAND

APPLAUSE

NELSON: Vaughn, as you know, the newest published figures -- computed by the leading tobacco-industry authority, Harry M. Wootten -- show that Camels' popularity-lead over the second-place brand has increased to 50 and 8/10%! How would you account for this overwhelming preference?

MONROE: Wayne, I'd say it's the "trend toward the blend" -- and Camel has it!

NELSON: Yes, Camels have an exclusive blend -- a blend of costly tobaccos, giving Camels mildness and flavor found in no other cigarette!

MONROE: In my book, it's that enjoyable balance of wonderful mildness and rich flavor that's again made Camel the most popular brand by far!

NELSON: If you haven't as yet tried Camels, there's no time like the present. Try them for 30 days! Make your own 30-day Camel mildness test and learn why, for mildness, for flavor, for more pure pleasure, Camels agree with more people than any other cigarette!

MUSIC: HIT THE ROAD TO DREAMLAND -- ORCHESTRA

MONROE: That was "Hit the Road to Dreamland" -- arranged for the Sauter-Finegan Orchestra and singers by my co-stars, Eddie Sauter and Bill Finegan.

NELSON: And while we're on the road to dreamland, let's turn down Lovers Lane with our singing star, Vaughn Monroe. He leads the way with one of the Spring's best songs for dreaming - "Stranger in Paradise."

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

APPLAUSE

MUSIC: ALMA MATER - ORCHESTRA

MONROE: It is a real pleasure for all of us aboard the Camel Caravan to pay tribute to the University of Connecticut.

NELSON: Connecticut's State University is considered the fastest growing University in the country. It grew out of the stony New England soil, rising from a small agricultural college to its present enrollment of more than 9000 students.

MONROE: Today the University of Connecticut is a key center of learning. And in 1956 it celebrates its Diamond Jubilee.

NELSON: To your President, Albert Nels Jorgensen -

MONROE: To your faculty, alumni and students - at Hartford, Waterbury, Stamford and Storrs -

NELSON: The Camel Caravan offers this musical salute!

MUSIC: ALMA MATER AND FIGHT SONG....MONROE, ORCHESTRA &

ENSEMBLE

APPLAUSE

CLARK:

The makers of Camels have sent more than two-hundred and ten million gift Camel cigarettes to hospitalized Veterans and to Members of our Armed Forces. This week, free Camels go to: Veterans' Hospitals, Lebanon, Pennsylvania, and Togue, Main; U. S. Naval Hospital, Beaufort, South Carolina; and all hospitals operated by the Far East Command of the U. S. Army.

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

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

MONROE: Our thanks to the University of Connecticut for giving us such a warm welcome. And our best wishes to all Huskies teams and those who cheer for the Blue and White

NELSON: Next Monday night the CAMEL CARAVAN will come your way from New York City. 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:

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" IN AND UNDER

NELSON:

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

APPLAUSE

THEME