

CBS RADIO NETWORK

THE CAMEL CARAVAN

AS B'DCAST

STARRING: VAUGHN MONROE
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, FEBRUARY 8, 1954 (TAPED: JANUARY 14)

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

ORIGINATION: BLOOMINGTON, INDIANA

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

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

NELSON: From the campus of Indiana University - the CAMEL
CARAVAN - starring VAUGHN MONROE and the SAUTER-FINEGAN
Orchestra...with Sally Sweetland...transcribed and
brought to you by CAMEL Cigarettes. :70

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! :45

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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 1:10

MONROE: Thank you - and greetings to our listeners from coast to coast. The Camel Caravan is happy to be paying a visit to Indiana University - on its large and beautiful campus at Bloomington, Indiana. Here we are the guests of a faculty of two thousand - and a student body of over seventeen thousand. And we've brought along some of the songs that are big favorites of the week on every campus.

NELSON: First - Vaughn Monroe and - "You Alone." 1:30

MUSIC: "YOU ALONE" VAUGHN MONROE

APPLAUSE

3:35

3:45

MONROE: It may interest you to know that our Camel Caravan travels 38 people. Thirty-six men and only 2 girls.

NELSON: To bring you this new hit song, involves Vaughn Monroe, twenty-one gentlemen of the orchestra, 2 CBS engineers, our program director, his assistant, ^{TWO} ~~one~~ announcers, and the Doodler's Quartet - 3 men and only 1 woman.

MONROE: And the title of our serenade is only one word -
"Woman!"

4:00

MUSIC: "WOMAN" VAUGHN MONROE AND QUARTET

6:30

APPLAUSE

6:40

NELSON: To find out all you want to know about cigarette mildness, smoke Camels for 30 days!

CLARK: Yes, smoke only Camels for 30 days and see how well America's favorite cigarette agrees with you!

NELSON: Find out for yourself why Camels are so popular as a steady smoke!

CLARK: Once you try 'em, you'll stay with 'em!

MONROE: Well, I know one thing -- I did! And, not that I'm hinting or anything, but if a certain lady's listening in, I hope she remembers me with Camels for Valentine's Day!

NELSON: Yes, Camels -- specially wrapped in a gay Valentine carton, with your personal Valentine Greetings right on top -- make a wonderful remembrance for the smoker in your life.

CLARK: Give Camels for Valentine's Day and you'll be giving America's most popular cigarette! 7:25

MUSIC: "OFF SHORE" (NO INTRO)

10:00

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APPLAUSE

10:10

MONROE: And there you heard my good companions
Ed Sauter and Bill Finigan and their version
of "Off Shore".

- 5 -

NELSON: When Vaughn Monroe is not at the controls of an airplane
or a speedboat, or making personal appearances, building
model trains, guesting on television, reading his
daughters' report cards, or travelling to a Camel
Caravan broadcast - he can often be found at Victor
recording studios. His latest release is so new that
it probably has just arrived on the desk of your favorite
disco jockey - or the shelf of your campus music shop.
This, then, is like a preview. Vaughn Monroe - in
person - and "Talkin' To A Sparrow." 10:35

MUSIC: "TALKIN' TO A SPARROW" VAUGHN MONROE

APPLAUSE

13:35

13:45

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7-6

MONROE:

~~That's all folks, I'm home~~

Another new Broadway musical gives us another new hit song. Sally Sweetland sings this one for you. From John Murray Anderson's Almanac. The title - "Fini":
Sally? 13:45

MUSIC:

"FINI"

SALLY SWEETLAND

APPLAUSE

16:35

16:45

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NELSON: Vaughn, if you were to pick out the two most important things that have made Camel America's leading cigarette, what would you say they were?

MONROE: Easy, Wayne! Mildness and Flavor every time!

NELSON: Right you are, V.M! And you certainly have lots of smokers agreeing with you. You see, after all the mildness claims, millions of smokers have made Camel the largest-selling cigarette in history!

MONROE: Well, for my money, they couldn't have made a better choice. People do agree on a cigarette that agrees with them.

NELSON: It's the costly tobaccos in Camels that make the difference! And it's that enjoyable difference that makes for pure smoking pleasure once you've tried Camels as your steady smoke. Try Camels for 30 days, then, and let your own mildness test tell you why, for mildness and for flavor, Camels agree 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!

17:50

MONROE: The stage of the Indiana University Auditorium - where we're broadcasting tonight - has held many fine artists. Annual visits from the Metropolitan Opera Association - leading symphonies - the best in ballet. We believe, however, that the Camel Caravan is first to present here an orchestra featuring a solo on the Kazoo. On the conductor's podium we have Mr. Bill Finegan. At the kazoo, Mr. Eddie Sauter. Ably assisted by the orchestra, they bring us - "Moonlight on the Ganges." 18:20

MUSIC: "MOONLIGHT ON THE GANGES" ORCHESTRA

APPLAUSE 21:15

21:05

~~10~~ - 9 -

NELSON: This is a good time to light yourself a Camel and listen to a very popular love song by the singing star of the Camel Caravan. A musical Valentine - addressed to all the co-eds in all the schools and colleges and universities from coast to coast. If undelivered, please return to Vaughn Monroe. 21:30

MUSIC: "STRANGER IN PARADISE" VAUGHN MONROE

APPLAUSE

24:05

23:55

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MUSIC: INDIANA U FIGHT SONG INTRO AND FADE OUT

MONROE: We of the Camel Caravan are proud to salute our hosts of the evening - Indiana University. Member of the Big Ten - and in size one of the ten largest Universities in the nation.

NELSON: Indiana succeeds - through a careful system of counseling - in giving individual attention to each student. So this great University preserves the informality and friendliness of a small school.

MONROE: We raise our voices in a musical tribute to the faculty and students -

NELSON: To the Fighting Hoosier teams - and all who cheer for the Cream and Crimson. To many thousands of alumni, who have brought the benefits of an Indiana education to all corners of the world ...

MONROE: Including one alumnus in particular - our friend, Hoagy Carmichael who, for his Alma Mater, wrote - "Chimes of Indiana."

25:00

MUSIC: "CHIMES OF INDIANA" AND FIGHT SONG. VAUGHN & ENSEMBLE

APPLAUSE

27:05

26:55

fad

12-11-

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, Jackson, Mississippi, and Albany, New York; U. S. Army Station Hospital, Camp Stoneman, California; all overseas hospitals operated by the North East Air Command.

27:25

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

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

27:55

MONROE: The entire Camel Caravan crew join me in thanking
Indiana University for its hospitality.

NELSON: Next Monday night the CAMEL CARAVAN will come your way
from **another of America's Great Universities.
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?

28:15

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

28:30

APPLAUSE

28:35

147.3-

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

29:10

NELSON:

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

29:20

APPLAUSE

MUSIC:

THEME

29:25

29:30

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