

CBS RADIO NETWORK

THE CAMEL CARAVAN

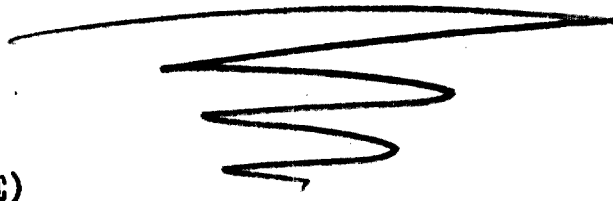
STARRING: VAUGHN MONROE
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, FEBRUARY 15, 1954 (LIVE)

10:00 to 10:30 PM EST

ORIGINATION: CHICAGO, ILL.

AS B'DCAST



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

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

NELSON: From Chicago...here is the CAMEL CARAVAN --
starring VAUGHN MONROE and the SAUTER FINEGAN
Orchestra...with Sally Sweetland....brought to
you by CAMEL cigarettes. : 20

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: Ah, Thank you, ^{THANK YOU} From the very heart of Chicago, the Camel Caravan brings you greetings. We have to report that the lake shore is beautiful as ever. There seems to be no shortage of traffic in the Loop. And here - in the center of learning of our great Middle West - something like seventy thousand students are enrolled for college level studies and graduate courses.

NELSON: A song for all of them -- a favorite on campuses from coast to coast - Vaughn Monroe singing "That's Amore". 1:35

MUSIC: "THAT'S AMORE" VAUGHN MONROE

(APPLAUSE) 4:25

4:15

MONROE: We asked the Camel Caravan research department to take a look at Chicago from the students' point of view. May we have your report, Wayne Nelson?

NELSON: Yes, sir! It'll only take about four hours! But, condensed into four lines, it means that in the city of Chicago, Illinois, you can study anything from Aeronautics and the Arts, to Technology and Theology. You can choose between 37 different academies, conservatories, institutes, seminaries, colleges and universities...

MONROE: Thank you, Professor Nelson. Let me know if anyone's giving a course in how to choose the best songs to record. In the meantime -- here's one we liked the last time I was at the Victor studios. Hope you'll like it, too. 5:05

MUSIC: "ALWAYS ALWAYS IN MY DREAMS".....VAUGHN AND QUARTET

APPLAUSE:

7:50

7:40

NELSON: Vaughn, did you notice all the Camel smokers on your way to the show tonight?

MONROE: I sure did, Wayne! And it proves that once people find something they like -- such as Camels' wonderful mildness and rich flavor -- they just naturally stay with it!

NELSON: Well, millions of smokers are now enjoying the pleasure of Camels' exclusive blend of costly tobaccos - with the result that Camels continue to be America's most popular cigarette by a wide margin! Friends, smoke the cigarette that's won the confidence of more people than any other brand -- Camels! Try Camels for 30 days and enjoy their smoother, richer flavor, their magnificent mildness! You'll learn then why, for mildness and flavor, Camels agree with more people than any other brand!

8:35

MUSIC: LOVER COME BACK TO ME -- ORCHESTRA

(APPLAUSE)

10:55

10:45

NELSON: "LOVER COME BACK TO ME" -- played by the
Sauter-Finegan orchestra!

MONROE: Of the more than seventy thousand young people
who are taking college courses here in Chicago --
we're not sure how many are co-eds. Or whether
the boys or the girls have sent this next song
to the top of its class in popularity.
It's called "Woman".

11:10

MUSIC: "WOMAN" VAUGHN MONROE AND QUARTET

APPLAUSE

13:20

13:10

MONROE: That piece of gentle philosophy brings us -- quite naturally - to the introduction of our own Miss Sally Sweetland. And Sally brings us another top favorite of the week --

"Changing Partners". 13:40

~~MUSIC: "CHANGING PARTNERS" SALLY SWEETLAND~~

APPLAUSE

15:30

15:20

NELSON: Camels give you cool mildness and wonderful flavor,
pack after pack -- carton after carton!

CLARK: Yes, Camels' fine blend of costly tobaccos gives
you pure smoking pleasure no other cigarette
can equal!

NELSON: Make your own 30-day Camel mildness test and
let your taste tell you the Camel popularity
story!

CLARK: Try Camels for 30 days and see how mild a cigarette
can be!

MONROE: Good advice, friends - particularly if you're looking
for a cigarette for steady smoking! Camel is it.

NELSON: Go steady with Camel! - the cigarette that's smoked
and enjoyed by more people than any other!

CLARK: 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!

16:40

MONROE:

As the Camel Caravan travels to different colleges and universities each week, students often ask -- "What do you do between broadcasts?" The answer is -- we keep travelling! For example, my co-stars - Eddie Sauter and Bill Finegan arrived in Chicago by way of Las Vegas - Denver and Salt Lake City. Folks came from miles around to see this new orchestra in person. And a favorite with all their new fans in the very latest Sauter-Finegan recording... "Hit the Road to Dreamland!"

17:05

MUSIC:

HIT THE ROAD TO DREAMLAND --- ORCHESTRA

APPLAUSE

20:35

20:25

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MONROE:

When you remember the spring of 1954 --
whether you happen to be 10 or 54 --
we think you'll recall this song.

A new one, with - we believe - a big future.

"The Young at Heart". 20:50

MUSIC:

"THE YOUNG AT HEART" VAUGHN MONROE

APPLAUSE

23:45

23:35

MONROE: The Camel Caravan is always glad to visit Chicago -- the great educational center of the Middle West. We don't know how this city does it - but there always seem to be a welcome waiting here.

NELSON: Ships and planes and trains converge on Chicago day and night from every direction.

MONROE: Chicago loves it - goes bustling on - and keeps growing. And from the beginning, Chicago has been a city full of music.

NELSON: Vaughn Monroe and the Sauter-Finegan orchestra, with Sally Sweetland and the Quartet remind you of one of the great, evergreen, songs of Chicago!

✓4:15

MUSIC: "CHICAGO" VAUGHN AND ENSEMBLE

APPLAUSE

✓6:25

✓6:15

CLARK:

The makers of Camels have been privileged to send more than two-hundred million gift Camels to members of our Armed Forces and to hospitalized veterans. This week's free Camels are being sent to: Veterans' Hospitals, Iowa City, Iowa and Buffalo, New York; U.S. Naval Hospital, San Diego, California; and all hospitals operated by the European Command of the US Army.

26:45

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

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

27:45

MONROE: We hope you'll be with us again next Monday night when the Camel Caravan will come your way from Bradley University in Peoria, Illinois.

NELSON: And every Wednesday night, remember 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... wan't you have a CAMEL?

28:05

~~MUSIC: "HOW MILD"..... 2nd 8 BARS AND TAG~~

APPLAUSE

28:20

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! Listen: Cavaliers are king-size, yet priced no higher than leading-regular-size brands! Try Cavaliers! Feel that Cavalier mildness! Taste that Cavalier flavor!

28:55

MUSIC: HOW MILD

NELSON: This program was directed by John Grogan and originated in the studios of WBBM, Chicago. This is Wayne Nelson saying goodnight for Vaughn Monroe and the Sauter-Finegan Orchestra.

29:15

APPLAUSE

29:25

MUSIC: THEME

29:30