

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE

AND: THE SAUTER-FINEGAN ORCHESTRA

MONDAY, FEBRUARY 22, 1954 (TAPED FEBRUARY 13, 1954)

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

ORIGINATION: PEORIA, ILLINOIS

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

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

NELSON: From the campus of BRADLEY University in Peoria,
Illinois - 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!

~~W.H.M.~~
~~W.T.~~
Commercial checks -
with change noted below.
mkH
2-20-54

Handwritten initials

50011 2215

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. For our Washington's Birthday broadcast, your Camel Caravan has travelled through the Land of Lincoln - to the fair city of Peoria. We're visiting tonight with the faculty and students of Bradley University. I watched them stream across the campus from Residence Halls - and Commons - and their fine new library. And I thought how pleased and surprised George Washington would be to know how many millions of students there are today all over this country.

NELSON: To open this birthday show, Vaughn Monroe has a song that for many weeks has been holding a place near first in the hearts of his listeners --

MUSIC: "RAGS TO RICHES".....VAUGHN MONROE & QUARTET

APPLAUSE

NELSON: You were saying, Vaughn, how interested and gratified George Washington would be on a birthday night like this, to see how many schools, colleges and Universities we have in America.

MONROE: Yes, Wayne -- and how, through the miracle of radio, young people here at Bradley University join with students from Oregon to Florida for the Camel Caravan.

NELSON: On the Caravan, they hear their favorite songs of the week - with now and then a brand new winner for tomorrow. Like this latest Vaughn Monroe Victor release - "Talking to a Sparrow."

MUSIC: "TALKING TO A SPARROW" VAUGHN MONROE

APPLAUSE

JAN

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NELSON: Let your taste help you choose a cigarette for steady smoking!

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

NELSON: Join millions of other smokers who have found pure-pleasure in Camels!

CLARK: An exclusive blend of costly tobaccos gives Camels a special mildness and flavor no other cigarette can equal!

MONROE: That I can vouch for, and I smoked Camels long before I became associated with their makers.

NELSON: Like Vaughn, make Camels your steady smoke! Enjoy Camels' cool mildness, pack after pack -- and Camels' rich flavor, carton after carton!

CLARK: For cool mildness and extra 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!

MONROE: Here we present the Sauter-Finegan Orchestra.
And, as usual, these gentlemen have something new and
different. The title - "Where's Ace." You will
quickly realize that this is no peaceful prelude to a
poker game. For Ace is a ~~Private Eye.~~ And Ace is
lost. None of the ~~other~~ private eyes can find even a
trace of Ace.

NELSON: Sauter-Finegan fans will be glad to know that they
can find Ace among the newest Victor records at the
music store.

MONROE: In the meantime, here are Sauter, Finegan, the
Orchestra - the Doodlers and Sally Sweetland -
in person - with a first network performance.
"Where's Ace."

MUSIC: "WHERE'S ACE" ORCHESTRA, SALLY & QUARTET

APPLAUSE

NELSON: This is the time for a love song. Time to dream.
Time for the singing star of the Camel Caravan and the
big new ballad which our good friends the disc jockeys
are featuring from coast to coast. Vaughn Monroe and -
"Always, Always in My Dreams."

MUSIC: "ALWAYS ALWAYS IN MY DREAMS" VAUGHN MONROE &
QUARTET

APPLAUSE

JAN

50011 2220

MONROE: From the Robertson Fieldhouse, on the campus of
Bradley University, we continue our Washington's
Birthday broadcast. We wish that the Father of his
Country could see the lovely vision approaching our
microphone now. It would be a pleasure to say to him
-- as we say to all of you -- "General ...may we
present Sally Sweetland". Sally would courtesy...
and sing a haunting love song, called "Fini".

MUSIC: "FINI".....SALLY SWEETLAND

APPLAUSE

JAN

NELSON: Vaughn, what's the good word on this fine evening?

MONROE: Wayne, the good word, if you like a wonderful smoke, is
"Camel."

NELSON: Millions of smokers will agree with you, Vaughn --just
like billions of Camels agree with them. You see,
Friends, only Camel gives you the distinctive mildness
and rich flavor resulting from Camel's exclusive blend
of costly tobaccos!

MONROE: It's a blend as smooth as Sauter-Finegan's orchestra,
and just as enjoyable...

NELSON: Enjoy Camels' cool, cool mildness and full, fine flavor!
Smoke Camels for 30 days and find out how agreeable
they are as a steady smoke! Enjoy the pure pleasure
of Camels' pack-after-pack mildness and flavor! Learn
why, for mildness and flavor, Camels agree with more
people than any other brand!

MUSIC: ~~"OF THEE I SING"~~
~~"WHEN HEARTS ARE YOUNG"~~ ORCHESTRA

APPLAUSE

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MONROE: ^{"Of Thee I Sing"}
 That was "~~When Hearts are Young~~" - arranged by my
 co-stars Eddie Sauter and Bill Finegan.
 And this is the current favorite from the movie -
 "Calamity Jane" "Secret Love"

MUSIC: "SECRET LOVE" VAUGHN MONROE

APPLAUSE

MUSIC: INTRO TO BRADLEY SONG AND FADE OUT

MONROE: As we drove through the Land of Lincoln for this Washington's Birthday broadcast - there was a song in our hearts. A song of praise for Bradley University. They call this "The Hilltop Campus - the Home of the Braves."

NELSON: The Braves being those fighting teams who win honor for the Red and White in football, basketball, baseball and track.

MONROE: Here on the Hilltop, the Bradley program is designed to teach the individual how to live - as well as how to earn a living....

NELSON: Faculty and students become fellow citizens in the "Laboratory for Democracy" which makes up the Bradley community.

MONROE: Here, then, is our song of praise - from the entire Camel Caravan Company -

NELSON: A salute to the faculty, alumni and students of Bradley University!

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

APPLAUSE

ANNCR:

The makers of Camels have sent more than two-hundred-million gift Camels to hospitalized Veterans and to Members of our Armed Forces. This week's free Camels are going to: Veterans' Hospitals, Ann Arbor, Michigan, and Philadelphia, Pennsylvania; U.S. Army Station Hospital, Fort Jackson, South Carolina; U.S. Naval Hospital, Oakland, California; The Military Air Transport Service which evacuates virtually all overseas sick and wounded personnel.

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MONROE: Enjoy those CAMELS, fellows

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

MONROE: Our thanks to Bradley University for having us here tonight.

NELSON: Next Monday night the CAMEL CARAVAN will come your way from Kent State University in Ohio. 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:

Prefer 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"-4 BARS AND FADE OUT

NELSON:

Highway safety is the business--the life-or-death business--of every American! That's true even if you don't drive! Here's an example: You're riding with a friend and--without meaning to--you divert his attention from the road--for just an instant. An instant is all it takes for an accident that may prove fatal. Do your part to help stop the tragic loss of life on America's streets and highways. Remember: THE LIFE YOU SAVE MAY BE YOUR OWN!

MUSIC:LET'S HAVE A CIGARETTE---ORCHESTRA

This program was directed by John Grogan, and transcribed from Bradley University. This is Wayne

Nelson saying goodnight for Vaughn Monroe and the Sauter-Finegan Orchestra. APPLAUSE - MUSIC:THEME