

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE

AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, MARCH 22, 1954 (TAPED MARCH 8)

10:00 to 10:30 PM EST

ORIGINATION: NEW YORK CITY (CBS STUDIO 22)

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

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

NELSON: From New York City - here is 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

SINGER: 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!

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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

MONROE: Thank you and good evening. Last Monday your Camel Caravan made music on the friendly campus of the University of Connecticut. This Monday, we're in New York City - our home base and home of many great schools and colleges. From Columbia University on Morningside Heights to New York University at Washington Square - they're preparing for Spring Recess. So here's a song for all those young people who'll soon be studying nothing more serious than dates.

NELSON: Vaughn Monroe - the Doodlers Quartet and -
"Till We Two Are One."

MUSIC: "TILL WE TWO ARE ONE".....VAUGHN MONROE & QUARTET

APPLAUSE

MONROE: A glance in the Almanac in any college library will confirm that March 22nd is the second day of Spring. The Season is here when the graduating class of 1954 may start breathing sighs - making eyes - writing poetry - asking the question.

NELSON: They ask it by airmail special delivery - by long distance telephone -

MONROE: By saying nothing - or telling all -

NELSON: And, of course, we find the same question in Spring's newest popular love song. Here it is with Vaughn Monroe - "Answer Me My Love."

MUSIC: "ANSWER ME MY LOVE".....VAUGHN MONROE

APPLAUSE

NELSON: Again Camels are first! -- and by the biggest margin in cigarette history!

CLARK: The latest published figures show Camels ahead of the second-place brand by 50 and 8/10 per cent!

NELSON: Again America's smokers have given Camels the greatest vote of confidence in cigarette history!

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

MONROE: Well, it just shows you can't beat Camels' mildness and flavor!

NELSON: Friends, try the cigarette that's smoked and enjoyed by more people than any other brand!

CLARK: Smoke Camel -- now ahead of the second-place cigarette by 50 and 8/10 per cent!

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: In the course of the Camel Caravan's travels - from one college campus to another - our Mr. Wayne Nelson has had his problems. Getting to the station before the train leaves is not easy for Wayne. Although sometimes he gets there early -but leaves his overcoat behind in the gymnasium.

NELSON: Which is always locked. And it's always snowing.

MONROE: Exactly. This week - having only the New York subway to cope with - Mr. Nelson has been writing poetry.

NELSON: I'm really just a dreamer, Vaughn.

MONROE: And it's the second day of Spring. I know. You're on, Wayne.

NELSON: Ode To Eddie Sauter and Bill Finegan.

In Summer and Fall - Winter and Spring -

For Sauter and Finegan - the arrangement's the thing!

In this latest success of theirs, entitled - 'Where's Ace?'

They present thrills and chills - a remarkable case!

MUSIC: "WHERE'S ACE".....ORCHESTRA AND SINGERS

APPLAUSE

NELSON: Ode to Victor!

MONROE: There's more, Wayne?

NELSON: In my previous pome, I neglected to say -
'Where's Ace' is recorded on RCA.

MONROE: Thank you.

NELSON: The same Victor label where Mister Monroe
Sings the hits you hear first on this Monday night show.
Like this song of a heartache - and a temper so narrow -
The owner's in jail - Talkin' to a Sparrow!

MUSIC: "TALKIN' TO A SPARROW".....VAUGHN MONROE

APPLAUSE

MONROE: Spring vacation is the time when every co-ed we've ever met will want to be shopping for a spring suit and an Easter bonnet. For them, Sally Sweetland has a ballad. You might call it - The Accessory Song. "Baubles, Bangles and Beads."

MUSIC: "BAUBLES BANGLES & BEADS" SALLY SWEETLAND

APPLAUSE

NELSON: Vaughn, if a man came up to you and said, "Mr. Monroe, how come you smoke Camels?", what would you say to him?

MONROE: I'd say, "Friend, maybe you haven't ever really smoked Camels! Maybe you haven't experienced the smoking enjoyment a person gets out of Camels' exclusive blend of costly tobaccos!"

NELSON: As a matter of fact, you might remind your friend that Camels are again away out in front, and by the greatest margin ever!

✓ MONROE: 50 and 8/10 percent!

NELSON: Right! According to the newest, most recently published figures, Camel now leads the second-place brand by 50 and 8/10 per cent! These are the figures computed by the tobacco industry's leading analyst, Harry M. Wootten. Friends, try Camels for 30 days and learn, for yourselves, why, for mildness, for flavor, for more pure pleasure, Camels agree with more people than any other brand!

MUSIC: "HEART OF MY HEART" - VAUGHN MONROE AND QUARTETTE

APPLAUSE

MUSIC: "HEART OF MY HEART" . . . VAUGHN MONROE & QUARTET

APPLAUSE

MONROE: Thank you. Next - one of the very first arrangements
Eddie Sauter and Bill Finegan made for their own
Orchestra. It describes, they tell us, a number of
light spring showers. And it does so in a light
spring way - with a sprinkling of Sauter-Finegan humor.
The title - "Rain."

MUSIC: "RAIN" ORCHESTRA

APPLAUSE

MONROE: During Spring vacation, 1954, more young ladies will take more young men home to meet their parents-- for the first time.

NELSON: And likewise, we're sure, the fellows will take their sweethearts home to meet the folks.

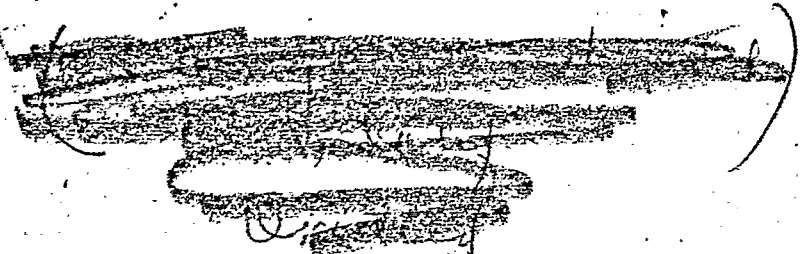
MONROE: For the first time. On these occasions we trust that everyone will fall in love with everyone. Dad with a lovely new daughter. Mother with a fine new son.

NELSON: For both generations Vaughn Monroe, the Sauter-Finegan Orchestra and Company say it with music -- "I Love You"

MUSIC: "I LOVE YOU" MONROE, ORCHESTRA, & ENSEMBLE
(APPLAUSE)

CLARK:

The makers of Camels feel privileged to have sent more than two-hundred-and-ten-million gift Camels to members of our Armed Forces and to hospitalized Veterans. This week's free Camels are being sent to: Veteran's Hospitals, Cleveland, Ohio, and New Orleans, Louisiana; U.S. Army Station Hospital, Portsmouth, Virginia; and the Military Air Transport Service which evacuates virtually all overseas sick and wounded personnel.



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

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

MONROE: Next Monday night the Camel Caravan will come your way again from New York City.

NELSON: 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)

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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, Cavalier's 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!
And listen: *yet priced no higher than leading regular-size*
Cavaliers are king-size brands! Try
Cavaliers! Feel that Cavalier mildness! Taste
that Cavalier flavor!

MUSIC: "HOW MILD" IN AND UNDER

NELSON: This program was directed by John Grogan and transcribed
from New York City. This is Wayne Nelson, saying
goodnight for Vaughn Monroe and the Sauter-Finegan
orchestra.

MUSIC: "HOW MILD" THEME

APPLAUSE