

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING VAUGHN MONROE
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, FEBRUARY 1, 1954

(TAPED JANUARY 13)

10:00 to 10:30 PM EST

ORIGINATION: ^{URBANA,}
EVANSTON, ILLINOIS

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 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!

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 hello everyone.

If you approach the University of Illinois from the East, you go through Urbana, a city of about fifteen thousand, adjacent to Champaign. Coming from the West, you go through Champaign, a city of about twenty four thousand, adjacent to Urbana. Members of the Camel Caravan have today arrived from all directions - by plane and train and bus - to accept an invitation from the Illini - to visit their Champaign-Urbana campus.

NELSON: And to start the show - Vaughn Monroe and the quartet sing - "Guessing."

MUSIC: "GUESSING" VAUGHN MONROE &
QUARTET

APPLAUSE

MONROE:

Across the friendly campus of the University of Illinois, under trees that arch overhead, runs the Broadwalk. Here you meet students, coming and going to and from classes - and games - and social events.

NELSON:

If the exam went well, or the Illini are winning, or there's a date tonight with the right person - chances are you'll hear someone whistling along the Broadwalk.

MONROE:

And among the current favorites, you might hear this melody. It's called "Heart of My Heart."

MUSIC:

"HEART OF MY HEART" VAUGHN MONROE

APPLAUSE

NELSON: Camels --first choice of America's smokers!

CLARK: First choice over all other brands, year after year!

NELSON: That's Camel Cigarettes!

MONROE: Yes, sir --that's Camel cigarettes! And that Camel popularity is a mighty reassuring reason why you, my friends, should try Camels yourselves!

NELSON: Make your own 30-day Camel mildness test!

CLARK: Smoke only Camels for 30 days!

MONROE: I have smoked Camels for over 21 years --and during every successive 30 days since, I've enjoyed the cool, cool mildness, the rich, good flavor you get only in Camels! ^{Why don't you} Pick up a carton today? ~~won't you?~~
You'll like 'em!

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 prepared for this occasion, a piece of good old jazz, in their own new style. Jazz titles usually seem to end in Stomp or Blues, Strut or Rag or Jump. But this one is called - The Boogie Woogie Maxixe.

NELSON: Boogie Woogie being a percussive style of playing the blues, with persistent bass rhythm. Crazy. Maxixe being a Brizilian dance, something like the polka. But crazier.

MONROE: Why thank you, Mr. Nelson. Let's listen to Sauter and Finegan and the Boogie Woogie Maxixe.

MUSIC: "BOOGIE WOOGIE MAXIXE" ORCHESTRA

APPLAUSE

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NELSON:

Here's a double first for the Camel Caravan.
Vaughn Monroe's first new Victor record release
of 1954. And Vaughn himself with a first network
performance.

"Always, Always in My Dreams."

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

APPLAUSE

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MONROE: We're told that nobody - but nobody - has more social fraternities and sororities on any campus than the University of Illinois.

NELSON: And in every house, I suppose, a phonograph -

MONROE: And on every phonograph a stack of the latest campus favorites. Like the love song Sally Sweetland is about to sing, "Love Walked In."

MUSIC: "LOVE WALKED IN" SALLY SWEETLAND

APPLAUSE

G

NELSON: Vaughn, what friendly gestures do you think of as typical in this land of ours?

MONROE: Well, Wayne, I think of a firm handshake, a pat on the back, or -- offering a fellow or gal a Camel cigarette!

NELSON: Ah, yes -- offering a Camel is one of the friendliest gestures in the world! It's because Camels are the most accepted cigarette in the world -- the brand most smokers like most!

MONROE: Year after year, Camels are our most popular cigarette -- and I know why, being a long-time Camel smoker myself. First, there's that special Camel flavor --

NELSON: Nothing else like it in the world!

MONROE: And there's Camel's genuine mildness -- cool and smooth, pack after pack!

NELSON: Yes -- and anyone can test Camels' flavor and mildness simply by smoking Camels. Smoke only Camels for 30 days, my friend, and you'll know why Camels' mildness and flavor agree with more people than any other cigarette! That's Camels!

MUSIC: 4 BARS "FOGGY DAY" AND FADE OUT.

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MONROE:

When RCA Victor released the first Sauter-Finegan Album, they called it "New Directions in Music." Many critics agreed that this was very appropriate. For Sauter and Finegan have indeed taken dance music in new directions. A good example of their imagination and originality, we think, is this arrangement of "A Foggy Day in London Town."

MUSIC: " FOGGY DAY IN LONDON TOWN" ORCHESTRA

APPLAUSE

MONROE:

Far and wide has gone the fame of University of Illinois Bands. They even have a Band House of their own, near the Armory, the Gym and the Stadium. They may already have our next song in their repertoire.

A new current hit. In march time. All about "The Jones Boy."

MUSIC: "THE JONES BOY".....VAUGHN MONROE

APPLAUSE

MUSIC: INTRO TO ILLINOIS FIGHT SONG.....DOWN & OUT

MONROE: Here's to Illinois - a University which interprets the job of higher education as a combination job -

NELSON: A combination of teaching, research and services.

MONROE: A University which conceives the whole State to be the larger campus of the State University.

NELSON: A University where scholars turn the light of science on many problems, from concrete to farm crops -

MONROE: From business to health -

NELSON: Highways to railways to airways - problems in almost every field which represents an Illinois need, or a chance to benefit the public.

MONROE: The value to the State of the University's discoveries has been estimated at well over a hundred million dollars a year!

NELSON: So - to the University of Illinois - its faculty, alumni and students - a salute from Vaughn Monroe, the Sauter-Finegan Orchestra and the entire Camel Caravan.

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

ENSEMBLE

APPLAUSE

JAN

CLARK:

The makers of Camel cigarettes have sent more than two hundred million gift Camels to Members of our Armed Forces and to hospitalized Veterans. This week's free Camels are being shipped to: Veterans' Hospitals, Knoxville, Iowa, and Wilkes Barre, Pennsylvania; George Air Force Hospital, Victorville, California; And U.S. Naval Hospital, Coco Solo, Canal Zone.

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MONROE: Enjoy those CAMELS, fellows.....

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

MONROE: Our thanks to all you good people at the University of Illinois - for making our visit so pleasant. Our best wishes always to the Orange and Blue and the Fighting Illini.

NELSON: Next Monday night the CAMEL CARAVAN will come your way from the campus of Indiana University. 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, 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"

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

APPLAUSE AND THEME