

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE  
AND THE SAUTER-FINEGAN ORCHESTRA

MONDAY, DECEMBER 21, 1953 (TAPED DECEMBER 15)

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

ORIGINATION: NEW YORK CITY (CBS Studio 22)

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Commercial  
check O.K.

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

MBZT  
1-26-54

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

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!

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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 a warm welcome, to our Camel Caravan Christmas program. Here in New York, the avenues are lined with shop windows full of finery. Lights twinkle. Bells jingle. Young people, home from school, make Manhattan like a great college campus. And everywhere we look, we find - the Christmas tree. Tonight - we are trimming our Christmas tree. With music!

NELSON: High up among its branches, Vaughn places first a song which has been associated with Caravan Christmas programs, and with Vaughn Monroe, for eight years. "Let It Snow."

MUSIC: "LET IT SNOW" . . . . . VAUGHN & QUARTET

APPLAUSE

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MONROE: Another string of colored lights - a little more snow - and we're ready for the next decoration on our musical Christmas tree. Wayne?

NELSON: Coming right up out of the box, Peppy. And it's something for the children!

MONROE: Just the way we planned it. With a small white angel to guard it, we place on this branch -- "Happy Christmas, Little Friend."

MUSIC: "HAPPY CHRISTMAS LITTLE FRIEND" . . . VAUGHN MONROE

APPLAUSE

NELSON: You know, Vaughn, you hear so many cigarette makers talking about mildness these days, you wonder what the real story is!

MONROE: Well, Wayne, they can't all be milder and better -- can they? -- or they'd all sell the same number of cigarettes!

NELSON: That's the point! Camels lead all other brands by billions of cigarettes per year - year after year!

MONROE: So...Camels must be the kind of cigarette most people like most! They must have the right mildness, the right flavor, the right all-round enjoyment!

NELSON: Yes, Camels have got to be good to be so far ahead!

MONROE: That's why it makes good sense to give for Christmas a carton of Camels to friends who smoke. Let them see what they've been missing!

NELSON: Great idea, Vaughn! This year there are two Camel Christmas Cartons - the single carton and the double carton...both gaily gift-wrapped for holiday giving--each with a built-in greeting card for your message. No wrapping necessary. Your friends will really appreciate getting America's most popular cigarette --- Camels!

MUSIC: SLEIGH BELLS EFFECT --- UNDER AND OUT.

MONROE: When my co-stars, Eddie Sauter and Bill Finegan present their well-known "Midnight Sleigh Ride" - it's Eddie who takes the reins and drives the team.

NELSON: And it's Bill Finegan who slaps himself on the shirt front to make a sound like horses galloping through the snow.

MONROE: Tonight, Bill slaps his chest a little harder --to make the sound of thirty-two galloping feet.

NELSON: Dasher and Dancer --

MONROE: Prancer and Vixen--

NELSON: Comet and Cupid--

MONROE: Donner--

NELSON: And Blitzen!

MONROE: Here they come..... Around the base of our musical Christmas tree! The Sauter-Finegan Midnight Sleigh Ride- with eight reindeer galloping!

MUSIC: "MIDNIGHT SLEIGH RIDE".....ORCHESTRA

APPLAUSE

NELSON:       The background for a Christmas tree is always a matter for family discussion. We'd like to place ours- in your imagination - near a big open fireplace...where red stockings hang - and a Yule log burns. Into the firelight steps Vaughn Monroe with - "The Christmas Song."

MUSIC:       "THE CHRISTMAS SONG" . . . . . VAUGHN MONROE

APPLAUSE

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MONROE: When it's time to trim the tree at my house, I've noticed that each member of the family has a favorite ornament.

NELSON: The girls always like the delicate ones - the most fragile, the better.

MONROE: Right, Wayne. And here comes Sally Sweetland, true to form...with a delicate touch for our musical tree. Sally chooses "The Sandman Song" from Hansel and Gretel.

MUSIC: "THE SANDMAN SONG" . . . . . SALLY SWEETLAND

APPLAUSE

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NELSON: Question: What cigarette -- again and again -- places first in the people's preference?

CLARK: Question: What cigarette -- for mildness and flavor -- agrees with more men and women smokers than any other brand?

MONROE: All right, Fellows -- it's no secret that Camels are America's most popular cigarette! I see it wherever I travel. And I know at least two reasons for Camels' top popularity -- being a Camel smoker myself!

NELSON: Cool, cool mildness -- that's one!

CLARK: And flavor -- rich, full flavor no other cigarette has ever equaled! That's two!

MONROE: Put 'em together and they spell pure pleasure for all Camel smokers, pack after pack, carton after carton!

NELSON: Make the 30-day Camel mildness test yourself -- and see!

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: At Christmas time we remember Saint Nicholas -

NELSON: Patron saint of mariners, merchants and children.

MONROE: And we remember many others, in our prayers. So -  
for all our friends - grown-ups and children - a  
prayer. Prepared for this occasion by Eddie Sauter and  
Bill Finegan. It is their own arrangement of The  
Prayer from Hansel and Gretel.

MUSIC: "THE PRAYER" . . . . . ORCHESTRA

~~APPLAUSE~~

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MONROE: I believe there's just one thing missing from our musical Christmas tree -- the star! Let's place it carefully at the very top. And with the Star of B<sup>u</sup>thlehem shining down upon us - let's all join in a group of favorite Christmas carols.

NELSON: "Joy to the World" by the Camel Christmas Choir - and "Little Town of Bethlehem" for Vaughn -

MONROE: We have "Deck The Halls" for Sauter and Finegan O and - of course - for all of us - "Silent Night."

MUSIC: CHRISTMAS CAROL MEDLEY . . . . . CHOIR, VAUGHN, SALLY  
& ENSEMBLE

APPLAUSE

CLARK:

The makers of Camels -- as of this date -- are pleased to have sent more than 200-million Camel cigarette<sup>s</sup> to Servicemen and Hospitalized Veterans. This week, free Camels go to: Veterans' Hospitals, Tuscaloosa, Alabama, and Kansas City, Missouri; Davis-Monthan Air Force Hospital, Tuscon, Arizona; and all hospitals operated by the Caribbean Command of the U.S. Army.

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MONROE: Enjoy these CAMELS, fellows...

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

MONROE: Next Monday night we'll be coming 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: All of us aboard the Camel Caravan join the makers  
of CAMELS in wishing all of you - a very Happy Christmas

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

sfm

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CLARK: Smokers of king-size cigarettes, have you tried Cavaliers, the great, new king-size cigarette made by the makers of Camels? Cavaliers give you the supremely fine, light, mild tobaccos -- the master blending you'd naturally expect from the makers of Camels! Try king-size Cavaliers! You know Cavaliers are extra-mild because their smoke feels extra mild as you inhale...and tastes so good! So try Cavaliers! Feel that Cavalier mildness. Taste that Cavalier flavor. 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 New York. This is Wayne Nelson saying goodnight for Vaughn Monroe and the Sauter-Finegan Orchestra. And again - Merry Christmas everybody!

APPLAUSE AND THEME