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TAX ANNOUNCEMENT - Pg. 14

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5/29/52

As Broadcast

BROADCAST

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

7:00 - 7:30 PM PCT

APRIL 5, 1952

SATURDAY

ORIGINATION:

STUDIO B

HOLLYWOOD, CALIF.

CUE: (NATIONAL BROADCASTING COMPANY)
(.....30.....)

MUSIC: JINGLE

SINGERS: Hello, nice people, from Maine to California,
The Camel Caravan is here!
For tunes reported as tops across the nation,
Just gather round and lend an ear!

MUSIC: UNDER FOR:

GEORGE: From Hollywood, California "THE CAMEL CARAVAN" --
STARRING VAUGHN MONROE ... with guest singer Connie Haines
.... and the songs America's asking for ... presented by
Camel Cigarettes.

MUSIC: UP AND OUT

50001 9970

FIRST COMMERCIAL

GEORGE: According to nationwide surveys, more doctors smoke Camels than any other cigarette!

ED: That fact was originally brought to light a few years ago when one hundred thirteen thousand, five hundred ninety seven doctors were asked to name the cigarette they smoke.

GEORGE: The brand named most was -- CAMEL. And in repeated surveys since then, doctors in all branches of medicine -- throat specialists, surgeons, general practitioners, diagnosticians, and so on -- have been asked the same question. Each time, the brand named most was -- CAMEL!

ED: Yes, the brand named most was -- CAMEL!

GEORGE: These surveys show that more doctors smoke Camels than any other cigarette! Why don't you smoke Camels, too?

SINGERS: Camels -- Smoke Camels!
And see how mild a cigarette can be!

MUSIC: "RACING WITH THE MOON" ...STATEMENT TO HOLD

GEORGE: Let's say hello to the star of the show!

MUSIC: CHORD

GEORGE: Vaughn Monroe!

MUSIC: TAG

(APPLAUSE)

MONROE: Thanks a lot, George Barclay ... and once again the Camel Caravan sends warmest salutations from Hollywood. During the next thirty minutes we hope we'll be sending along to you some of your favorite words and music.

GEORGE: The "tops in pops", today. The songs which "VARIETY" reports have been chosen number one by leading disc-jockeys from coast-to-coast.

MONROE: ~~We may be more than three thousand miles away from New England,~~ ^{At} ~~at~~ this moment, but you can be sure that we're in accord with ~~disc-jockeys in~~ Hartford and Boston when it comes to a particular old favorite which has again skyrocketed to the top.

GENE: Vaughn Monroe and the Moonmaids sing ... "BROKEN-HEARTED".

MUSIC: "BROKEN-HEARTED"MONROE AND MOONMAIDS

(APPLAUSE)

MUSIC: SEGUES TO:

MUSIC: "WHEEL OF FORTUNE".....VAUGHN MONROE

(APPLAUSE)

50001 8973

GEORGE:

"THE WHEEL OF FORTUNE" sung for you by Vaughn Monroe and, according to "VARIETY", first choice this week by ~~it is a million times over in~~ *in nine big towns.* ~~Washington, New York City, Worcester, Hartford, Jacksonville, Cincinnati, Salt Lake City, Los Angeles and Salt Lake City.~~

MONROE:

The word "fortune" ties in very closely with tonight's edition of "The Camel Caravan", because it's our good fortune to welcome back one of our very favorite singers ... a wonderful gal who has made many a musical appearance on the program.

GEORGE:

When she isn't dashing off to New York for her TV appearances those days, she ~~is~~ ^{is} ~~off~~ here in Hollywood making motion pictures, filling radio dates and making records.

MONROE:

Her latest ^{record} hit is a brand new bit of bounce called: "GOODBYE AND SO LONG." But, here to say "HELLO!" and sing it for you is .. MISS CONNIE HAINES!

(MUSIC:

"GOODBYE AND SO LONG" MISS CONNIE HAINES)

(APPLAUSE)

50001 8974

SECOND COMMERCIAL

GEORGE: Richard Carlson's voice -- his throat -- is important to his career. Richard Carlson smokes Camels!

ED: Richard Carlson told us: "When you're shooting a movie, you've got to be in good voice. Camels get along with my throat, pack after pack -- and they've got a flavor no other cigarette has!"

GEORGE: Many other famous stars smoke Camels regularly, too! Actresses like Linda Darnell. Musical Comedy stars like Vivian Blaine. Actors like Dennis O'Keefe. And singers like our own Vaughn Monroe!

MONROE: All you guys and gals can guess how important my voice is to me! That's why Camel is my cigarette -- and has been for years! They're mild -- and they taste wonderful!

GEORGE: Why don't you take a tip from the stars whose voices, whose throats, are their fortunes -- and who smoke Camels! Start smoking mild, flavorful Camels tonight...and see how enjoyable a cigarette can be!

SINGERS: Make the Camel thirty day test
And you'll see --
Smoke Camels and see!

MUSIC: JINGLE

MONROE: In early days, when the movies were not talking,
And Valentino was the craze.
A certain rhythm became a big sensation,
Because of Rudy's dancing ways.

ALL: Yes, everyone was eager, then.
And they are eager now,
To dance the tango night and day
Come on, we'll show you how.

MUSIC: "BLUE TANGO".....CHOIR AND ORCHESTRA

(APPLAUSE)

GEORGE: The year 1785 was made memorable in the history of America with the signing of the Declaration of Independence ... that year was memorable, too, in the history of the state of Georgia when the charter was signed for the University of Georgia ... the University which "The Camel Caravan" proudly salutes this evening.

MONROE: Rich in tradition, the University is a bright beacon of state-supported education in Georgia. It's campus covers many a green acre and contains such widely-known landmarks as the Arch at the campus entrance, the literary society halls and the Chapel ^Q ~~whose bell continues calling students to classes and heralding the athletic victories of the Bulldogs.~~

GEORGE: Our salutations to the men and women of the University of Georgia ... verbal salutations, and, of course, musical salutations sung by Vaughn Monroe and the Camel Caravan Choir. Here is your "Alma Mater" and FIGHT SONG.

MUSIC: "ALMA MATER AND FIGHT SONG".....MONROE AND CHOIR

(APPLAUSE)

MONROE: The American soldier, sailor or Marine is a fighting man in every sense of the word...but he also has two other qualities which are very valuable assets. He has a wonderful sense of humor and a very sincere streak of sentimentality.

GEORGE: Only GI Joe would dream up the idea of tossing a pie in the First Sergeant's face for a five dollar donation to "The March of Dimes."

MONROE: And that's the same guy who found time in the midst of war to sing about his mother waiting at home...or the gal he loved.

GEORGE: Such a song has been chosen number one this week ~~by~~ in ~~top disc jockey of~~ Dearborn, Michigan and ~~also in~~ Detroit. Vaughn Monroe sings one of the most memorable love songs of World War II.. "I'LL WALK ALONE."

(MUSIC: "I'LL WALK ALONE"...MONROE)

(APPLAUSE)

MUSIC: JINGLE

GIRLS: Miss Connie Haines has a very mellow winner,
A song that we remember well.
In forty-one, it was on the list of favorites.
Now, once again, it's doing swell.

MONROE: In Phoenix town, the news goes round,
They love this melody,
So, Connie, that's your cue to sing,
" I HEAR A REAPSODY".

MUSIC: "I HEAR A REAPSODY".....CONNIE HAINES
(APPLAUSE)

50001 8979

ED: How mild can a cigarette be?

GEORGE: To get the answer to that question, just make your own thirty day Camel test. It's a sensible test of cigarette mildness. It's an enjoyable test -- based on steady smoking. And you make it this way:

ED: Just go steady with Camels for the next thirty days, Yes, smoke Camels, and only Camels, for thirty days and see how rich-tasting and cool Camels are, pack after pack -- as your steady smoke.

GEORGE: Discover how well Camels agree with your throat, week after week -- as your steady smoke! Start your own thirty day Camel test -- tonight!

~~SINGERS: How mild,
How mild,
How mild can a cigarette be?
Make the Camel thirty day test
And you'll see!
Smoke Camels and see!~~

Printed

(MUSIC: BRIDGE)

MONROE: A little earlier on the Camel Caravan...we mentioned the military man's sense of humor. Well, you'll find it really on display soon in a new musical movie which deals with the private life of the Army ~~MP.~~ *rookie*.

GEORGE: You'll also hear a song in the picture which has just been recorded and released for RCA Victor by Vaughn Monroe and the Moonmen.

MONROE: It's a novelty number all about an eager Romeo getting ready for a date with his best girl. As he brushes his hair...shines his shoes and sets out -- here's the hopeful song he sings.

GEORGE: Enter Vaughn Monroe and the Moonmen...and the very popular gal known as..."LADY LOVE".

(MUSIC: "LADY LOVE"...MONROE AND MOONMEN)

(APPLAUSE)

GEORGE: As a token of friendship, the makers of Camel cigarettes send thousands of packs of Camels each week to hospitalized Veterans and hospitalized Members of our Armed Forces. This week, the gift Camels go to: Veterans Hospitals, Dwight, Illinois and Whipple, Arizona... Rapid City Air Force Hospital, Rapid City, South Dakota ...To all hospitals operated by the Far East Command of the U.S. Army.

50001 8982

MONROE: Hope you enjoy those CAMELS, fellows. And now...

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

MONROE: They say "Time and tide wait for no man" -- and I'm afraid they're very right. Another thirty minutes have come and gone and time for us to leave you until next week...same time...same spot on your radio dial. We'll be broadcasting then from the Flamingo Hotel in Las Vegas and hope to have another batch of your favorite songs....the songs which "VARIETY" reports have been chosen number one by leading disc-jockeys across America.

GEORGE: Next week...Vaughn Monroe and the Camel Caravan salute Purdue University...

MONROE: And our guest singer will be a return visit from Miss Roberta Lee. Be sure to join us then, want you?

ANNCR: And don't forget to hear another great CAMEL program "THE BOB HAWK SHOW", every Monday night.

MONROE: Until we meet again, this is Vaughn Monroe saying goodnight...pleasant dreams and...won't you have a CAMEL?

(MUSIC: THEME)

(APPLAUSE)

JIM: What's the largest-selling pipe tobacco in America?
Why, Prince Albert, of course! And here's why:

SINGERS: ✓
The bite is out and the pleasure's in
When you smoke Prince Albert,
It's specially treated not to bite your tongue,
The bite's out and the pleasure's in!

JIM: Why don't you join the many, many smokers who are
packing their pipes with the National Joy Smoke?
Get P.A. tonight!

(MUSIC: BRIDGE)

50301 8984

GEORGE:

Last November, cigarette smokers started paying about two hundred million dollars a year more for cigarettes. That was the amount the federal government added to the cost of your cigarettes when it imposed an additional one-cent-a-pack tax on them -- bringing the federal tax on every pack of cigarettes up to eight cents! In addition, most of us pay three or four cents more to local or state governments. In all, the taxes on cigarettes add up to more than half the cost of every pack.

TAX

(MUSIC: THEME)

GEORGE:

This is George Barclay saying goodnight for... "THE VAUGHN MONROE SHOW".

(APPLAUSE)

50001 8985