

AS
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NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

7:00 - 7:30 PM PCT

✓ APRIL 12, 1952

SATURDAY

ORIGINATION:

FLAMINGO HOTEL

LAS VEGAS

Commercial check O.K.
TAX ANNOUNCEMENT - PG. 16
WJ
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CUE: (NATIONAL BROADCASTING COMPANY)
(.....30 SECONDS.....)

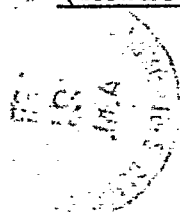
(MUSIC: JINGLE)

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 the fabulous Flamingo Hotel in Las Vegas, Nevada ...
"THE CAMEL CARAVAN" -- STARRING VAUGHN MONROE ... with
guest singer Roberta Lee ... and the songs America's
asking for ... transcribed and presented by Camel
Cigarettes.

(MUSIC: UP AND OUT)



50001 9023

ED: Here's how you can make your own thirty-day Camel test -- a sensible test of cigarette mildness, based on steady smoking!

GEORGE: Smoke Camels -- and only Camels -- for the next thirty days. In other words, go steady with Camels for thirty days -- pack after pack, week after week!

ED: Here's what you'll find out from your own thirty-day Camel test:

GEORGE: You'll see how rich, how flavorful Camels are -- pack after pack! And you'll discover how well Camels get along with your throat -- week after week!

ED: That's a sensible way to judge a cigarette, isn't it? Start your own thirty-day Camel test tonight!

SINGERS: How mild,
How mild,
How mild can a cigarette be?
Smoke Camels and see!

50001 903 34

(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 very much, George Barclay. In addition to all you kind folks of our radio audience, we're extremely honored this evening to have as our guests here at the Flamingo Hotel ... the officers and men of the Armed Forces assigned to Camp Desert Rock .. the Atomic Energy Commission Proving Grounds. Just climb right up on The Camel Caravan with us, fellows, and we'll see what we can do about playing some of your favorite music.

GEORGE: Yes .. the music which is tops this week across America .. the songs which "VARIETY" reports have been chosen number one by leading disc-jockeys in many a major city.

MONROE If your home town happens to be Atlantic City, Washington, D.C., Albany, Rome, Kansas City, Tampa or San Antonio -- here's the song which is now number one!

GEORGE: Vaughn Monroe sings .. "THE WHEEL OF FORTUNE."

(MUSIC: "WHEEL OF FORTUNE".....MONROE)

(APPLAUSE)

50001 9024

(MUSIC: SEGUES TO:)

(MUSIC: "AT LAST" MONROE AND CHOIR)

GEORGE: "AT LAST"as sentimental a song as you'd care to hear, sung for you by Vaughn Monroe and the Camel Caravan Choir. The number one hit this week in Atlanta, Pittsburg and Chicago.

MONROE: Most people usually associate the blues with a big city, *but* ~~They hear the blues and they see someone walking by the river on a foggy night .. someone sitting alone in a cold water flat .. in a small cafe where the wail of the trumpet is a whiplash across your heart.~~

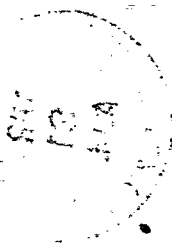
~~GEORGE:~~ This week, a new kind of blues has taken the nation by storm. ~~No big city .. no fog .. no tearful trumpets~~ This is a blues with a country-flavor and it's the blue ribbon winner in Milwaukee.

~~MONROE:~~ We're very happy to welcome Miss Roberta Lee back again to The Camel Caravan ... and, if any of you guys from Camp Desert Rock are from the state of Kentucky ... you'll be doubly happy to hear that she's going to sing "THE BLACKSMITH BLUES!"

(MUSIC: "THE BLACKSMITH BLUES".....ROBERTA LEE)

(APPLAUSE)

50001 9026



GEORGE: What's America's most popular cigarette? Camel is in the lead -- by billions of cigarettes per year!

ED: Yes, far more people smoke Camels than any other brand. And among them are many people whose voices are important to their careers.

GEORGE: For instance, distinguished actors like Robert Young...

MAN SINGER: Robert Young would walk a mile
For Camels and with haste --
For he's smoked Camels quite a while.
They suit his throat and taste!

GEORGE: And beautiful actresses like Maureen O'Hara...

GIRL SINGER: Maureen O'Hara's cigarette
Must suit her taste and throat.
And that's the reason Camels get
Maureen O'Hara's vote!

GEORGE: But you don't have to be a star to appreciate how flavorful Camels are -- how well they agree with your throat. Just make your own thirty-day Camel test, and see how rich-tasting Camels are, pack after pack. Discover how well Camels get along with your throat --- week after week!

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

(MUSIC: _ _ _ JINGLE)

MONROE: When Springtime comes you can hear romantic music,
The melody of love in bloom,
It ~~comes~~ ^{echoes} through every park and every garden,
And even in the living room.

GIRLS: This week, Savannah says we're right!
How magic love can be!
For just like Vaughn they hear a song,
They hear a rhapsody!

(MUSIC: _ _ _ "I HEAR A RHAPSODY" MONROE)

(APPLAUSE)

GEORGE: Eighty-three years gives a country a lot of growing-time.. time for expansion and progress. Eighty-three years is good growing time, too, for a University -- and America has watched with pride the growth of famed Purdue University, at Lafayette, Indiana.

MONROE: The Camel Caravan is very proud tonight to salute President Hovde, the faculty and students of Purdue. A Land-Grant institution .. Purdue has the largest engineering school in the world and its School of Agriculture ranks among the best in America.

~~GEORGE:~~ The original gift of 100 acres of land on which the first campus was built has grown to approximately 6,000 acres. ~~In addition to the many beautiful university buildings, there are currently 37 national fraternities and 13 national sororities.~~

~~MONROE: I know we don't have to sing the praises of the Purdue athletic teams. Their enviable record as Big Ten champions speaks for itself.~~

GEORGE: In just a few weeks now, Purdue will celebrate Gala Week ... and as a prelude to that exciting occasion ... here is Vaughn Monroe and the Camel Caravan Choir to sing "THE PURDUE HYMN" and "HAIL, PURDUE."

(MUSIC: "PURDUE HYMN AND HAIL, PURDUE"MONROE AND CHOIR)
(APPLAUSE)

50001 9029

(MUSIC: OUT OF APPLAUSE -- SNARE DRUM WITH REGULAR MILITARY
CADENCE. FADES UNDER AND HOLDS FOR:)

MONROE: I'll bet you guys from Camp Desert Rock know that sound as well as you know the palm of your hand. It's a sound that's been heard on every Main Street in America .. on drill fields and parade grounds around the world.

GEORGE: (OFF MIKE) Company halt hup .. two!

(MUSIC: OUT.)

MONROE: Thanks, George. The military drum, though, doesn't always have to be as firm and as cold as a first sergeant's heart. It has a bright beat, too.

GEORGE: The bright beat which is heard in the new novelty just recorded by Vaughn for RCA Victor. On the radio .. on juke-boxes and home phonographs, it's your request these days. And, a request we're most gratified to answer right now. Front and center are Vaughn Monroe and the Moonmen .. and here is .. "LADY LOVE".

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

(APPLAUSE)

50001 9030

(MUSIC: JINGLE)

ALL: In New York City, in Cambridge, Massachusetts,
And Minneapolis, today.
The song they're singing is strictly sentimental,
A melody of love, they say.

MONROE: You've heard it many, many times,
And you'll agree they're right.
Roberta Lee, you're on, you see,
So, walk alone tonight!

(MUSIC: "I'LL WALK ALONE"ROBERTA LEE)

(APPLAUSE)

50001 9031

GEORGE:

"What cigarette do you smoke, Doctor?"

-11-

ED:

A few years ago, that question was asked of one hundred thirteen thousand, five hundred ninety seven doctors.

GEORGE:

And the brand named most was -- CAMEL! Again and again, cross sections of America's doctors have been asked: "What cigarette do YOU smoke, Doctor?"

ED:

And again and again, the brand named most has been - CAMEL!

GEORGE:

According to these repeated surveys, more doctors smoke Camels than any other cigarette! Why don't you smoke the cigarette so many doctors enjoy? Start smoking mild, flavorful Camels tonight!

SINGERS:

Make the Camel thirty-day test

And you'll see!

Smoke Camels and see!

50001 9032

(MUSIC: --- BRIDGE)

MONROE: To me, Easter is one of the most beautiful of all holidays ... beautiful in its meaning .. beautiful in all its color and tradition.

GEORGE: Easter in Washington .. where the cherry trees blossom flamelike along the Potomac.

MONROE: Easter along Fifth Avenue in New York .. the shop windows filled with the finery of the season's fashions.

GEORGE: Easter in Chicago .. where the family promenades along Michigan Boulevard in the warm sunlight .. and the young Spring grass is velvet underfoot.

MONROE: The laughter of children .. the silver sound of churchbells .. the muted warmth of organ music ... this, too, is Easter in America.

GEORGE: Easter -- expressed now in words and music by Vaughn Monroe and the Camel Caravan Choir. They sing the very beautiful ballad .. "IT'S EASTERTIME".

(MUSIC: --- "IT'S EASTERTIME" MONROE AND CHOIR)

(APPLAUSE)

50001 9033

GEORGE
MORRIS:
A

✓ All you guys and gals know that one of the most deserving and gallant groups of people in all the world are our hospitalized Veterans and Servicemen. Each week, the makers of Camels send thousands of packs of Camels to Service and Veterans' Hospitals in this country and overseas. This week, they're sending the gift-Camels to: Veterans' Hospitals, Columbia, South Carolina And Ft. Howard, Maryland...U.S. Army Fitzsimons General Hospital, Denver, Colorado...U. S. Navel Hospital, Coco Solo, Canal Zone.

50001 9034

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

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

MONROE: And there it is, folks. Another thirty minutes of the words and music which you have asked to hear. The songs "VARIETY" reports have been chosen number one by leading disc-jockeys from coast-to-coast. We'd like to take this opportunity of thanking General ^{HARRY P.} Storke and the officers and men of Camp Desert Rock for joining us at the Flamingo Hotel here in Las Vegas. ~~I understand there's big doings planned for Easter Sunday, too - real Flamingo festivities for your wives and an Easter egg hunt for the kids.~~

GEORGE: There's big doings planned for next week on the Camel Caravan, ~~too~~ .. when Vaughn and the company will salute the University of Houston ...

MONROE: And our guest singer will ~~be the bright new MGM star~~ ^{again be Roberta Lee} ~~Miss Barbara Ruess~~. Be sure to join us then, won't you?

GEORGE: 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)

50001 9035

ED:

There's a reason why Prince Albert is called the National Joy Smoke! You see, the bite's out -- and the pleasure's in when you smoke Prince Albert. Here's what I mean ...

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!

ED:

Always be sure you pack your pipe with P.A.!

50001 9036

TAX

ANNOUNCER: Everyone talks about the high taxes he pays. But you cigarette smokers can do some mighty special talking! Because you cigarette smokers pay nearly two billion dollars a year in cigarette taxes. Yes, every time you buy a pack of cigarettes, eight cents goes to the Federal Government. And most of you pay three or four cents more in state or city taxes on that pack of cigarettes! That means that better than half the price you pay for cigarettes goes for tax!

(MUSIC: TEEME.)

GEORGE: This is George Barclay saying good-night for "THE VAUGHN MONROE SHOW". Tonight's program was transcribed.

(APPLAUSE)

50001 9037