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TAX ANNOUNCEMENT - pg. 17
CJ
5/31/51

AS BROADCAST

NBC

THE CAMEL CARAVAN

STARRING

VAUGHN MONROE

7:00 - 7:30 PM. PCT.

APRIL 19th, 1952

SATURDAY

ORIGINATION:

FLAMINGO HOTEL

LAS VEGAS

CUE: (NATIONAL BROADCASTING SYSTEM)
(.....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 8945

GEORGE:

Your "T-Zone" is the T-shaped area that includes your taste and your throat. It's your proving ground for cigarette flavor -- for cigarette mildness!

ED:

Test Camels in your "T-Zone" and see how rich-tasting and full-flavored Camels are...how well Camels agree with your throat -- pack after pack, week after week.

GEORGE:

Make a note. Think of your throat! Try Camels in your "T-Zone" and see how mild, how flavorful, how enjoyable a cigarette can be!

SINGER:

Camels! Smoke Camels!

And see how mild a cigarette can be!

50031 8946
9768 10005

(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 ... Here we go again with a full thirty minutes of words and music which everyone is singing and playing these warm April days. The songs which, according to "VARIETY", have been chosen number one by leading disc-jockeys from coast-to-coast.

GEORGE: And here's tonight's lead-off melody... it's number one in Detroit this week ...and number one in the hearts of servicemen across the world. Vaughn Monroe sings the sentimental favorite .. "I'LL WALK ALONE."

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

(APPLAUSE)

50001 8947

(MUSIC: SEGUES TO:)

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

(APPLAUSE)

50301 8948

GEORGE: "LADY LOVE" ... a brand new hit which Vaughn and the Moonmen recently recorded for RCA Victor ... and first place winner this week in Phoenix, Arizona.

MONROE: We're delighted we were able to play a little special military music because we have a very special military audience. The Flamingo Hotel and Camel Caravan are honored to be entertaining this evening -- the officers and men of the Nellis Air force Base.

GEORGE: The men who, today, are in training to become America's jet fighter combat pilots tomorrow.

MONROE: By the way, if any of you guys are from New York City or Milwaukee -- here's a number one song right from your own home town. And here's one of America's number one recording stars to sing it for you.
Lovely Roberta Lee asks: "BE ANYTHING BUT BE MINE!"

(MUSIC: "BE ANYTHING BUT BE MINE" ROBERTA LEE)

(APPLAUSE)

GEORGE: You've heard what famous stars -- whose voices are their fortunes -- say about Camel mildness:

ED: Stars like Linda Darnell, John Wayne, and Robert Young choose Camels for mildness. Because their voices are so important, they must think of their throats. They insist on mildness -- and they choose Camels!

GEORGE: You've heard about the doctors' preference for Camels!

ED: Tens of thousands of doctors from coast to coast -- doctors in every branch of medicine -- were asked: "What cigarette do you smoke, Doctor?" And the brand named most was -- CAMEL!

GEORGE: Now find out for yourself!

ED: Make your own thirty day Camel test! Smoke only Camels for thirty days. You'll see how rich and flavorful Camels are! You'll find out how mild Camels are --- how well they agree with your throat!

GEORGE: Start your own thirty day Camel test tonight!

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

50001 8950

(MUSIC: JINGLE)

MONROE: In fourteen cities, VARIETY has told us,
A song is number one this week.
There's no denying it's breaking all the records,
In climbing to the very peak.

GIRLS: So, hail the hero..beat the drums,
And let those trumpets sound,
And Vaughn will show you how today,
Old Fortune's Wheel goes 'round!

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

(APPLAUSE)

GEORGE: Tonight .. the Camel Caravan travels to the Lone Star State of Texas to pay its respects to one of the brightest stars in the world of education -- the famed University of Houston!

MONROE: Crowned by the beautiful Ezekial W. Cullen Building, the university has a 260-acre campus and boasts an enrollment of over 13,000 students -- making it the second largest university in Texas and the Southwest.

GEORGE: Right now .. the entire faculty and student body of Houston U. are counting the days until April 22nd when the gigantic 1952 Frontier Fiesta opens on the campus grounds.

MONROE: Last year, over 100,000 people from all over America visited this brilliant college holiday and this year an even bigger audience is expected.

GEORGE: We're all certainly sorry we can't be there to help celebrate the "FRONTIER FIESTA" with you guys and gals .. but Vaughn and the Camel Caravan Choir would like to send their warmest salutations .. and in honor of the coming event - here is a cross-section of the favorite songs of the University of Houston.

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

(APPLAUSE)

MONROE: The face of America has taken on a soft beauty these days as Springtime is officially greeted from Coast-to-coast.

GEORGE: Up New England way, there's a lot of activity along the waterfront...and the fresh-furrowed fields will soon be planted for the fall harvest.

MONROE: *There are* ~~There's~~ flowers by the acre down South...and even the Western prairie lands are warm and green in the sunlight.

GEORGE: Of course...thoughts like these turn naturally towards thoughts of romance..and here's the kind of song to accompany such thoughts. Recorded for RCA Victor by Vaughn Monroe -- this mellow music is number one this week on Hartford and New Orleans. Vaughn sings..

"TENDERLY".

(MUSIC: "TENDERLY".....MONROE)

(APPLAUSE)

50001 8953

MUSIC: JINGLE

MONROE: In old Kentucky, there's quite a busy blacksmith,
Whose got a lot of rhythm, too.

They've set his story to music for your pleasure,
A song we'd like to do for you.
~~A melody that's bop and blue.~~

GIRLS: It's number one in St. Paul town,
It's struttin' right along!

MONROE: And here's Roberta Lee to sing,
That bluesy Blacksmith's song!

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

50001 8954

GEORGE: Say, have you baseball fans had a chance yet to get out to root for your home club? If you haven't, I'll bet you'll be out there soon! You know, like millions of baseball fans, many Big League stars smoke Camels! For instance....

ED: Vic Raschi of the World's Champion New York Yankees says: " No other cigarette is so good-tasting -- and mild!"

GEORGE: The Cincinnati Reds' Andy Seminick says: " I tried the other brands and found that Camels suit my throat and my taste to a 'T'! "

ED: And here's what the Dodgers' Carl Furillo says: "For mildness and flavor, you just can't beat a Camel!"

GEORGE: Some other Big League stars who smoke Camels are pitchers like Bob Lemon and Mel Parnell; infielders like Eddie Robinson and Johnny Pesky; famous outfielders like Hank Bauer and Jim Busby.

ED: How about you? Why don't you, too, start smoking mild, flavorful Camels?

50301 8955

(MUSIC: BRIDGE)

GEORGE: Since we're here at the Flamingo Hotel in Las Vegas...and since you've just made a new Western picture, Vaughn -- It's only fitten and proper that we have a little range-type music on the Camel Caravan.

MONROE: Well, that's an easy bill to fill, George. What variety did you have in mind?

GEORGE: My personal tastes seem to be in accord with your fan mail Podner. There's a fine melody you recorded which really has the essence of the West. It has that lonely quality of a cowpoke riding across the prairie... it has that easy swinging rhythm....and it's an all-American favorite. Vaughn Monroe and the Camel Caravan Choir sing "COOL WATER"

(MUSIC: "COOL WATER"MONROE AND CHOIR)

(APPLAUSE)

50001 8956

GEORGE:

More than two-hundred million gift Camels have now been sent to Servicemen and Veterans by the makers of Camel cigarettes. This week's Camels are going to: Veterans' Hospitals, Wadsworth, Kansas and Martinsburg, West Virginia...U. S. Naval Hospital, Camp Lejeune, North Carolina..and to all hospitals operated for the U. S. Air Forces in Europe.

50001 8957

MONROE: Hope you fellows enjoy those CAMELS .. and now ...

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

MONROE: Looks like another thirty minutes have come and gone, folks, but we'll be back again next week with another musical roster of your favorites. 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 Colonel Tacon and the men of the Nellis Air Force Base for being with us this evening here at the Flamingo Hotel in Las Vegas.

GEORGE: Next week .. same time .. same spot on your radio dial -- Vaughn Monroe and the entire Camel Caravan crew will be broadcasting from the Flamingo Ballroom in Kansas City.

MONROE: We'll be sending a salute then to Penn State University and, as our guest singer, we're happy to welcome back Robert Lee.

GEORGE: Between now and your next radio date with Vaughn .. here's the itinerary which he and the orchestra will be following: Monday night, Greeley, ^{Colorado} ~~Colorado~~; Tuesday, Colorado Springs; Wednesday, Denver; Thursday, Holdrege, Nebraska and Friday, York, Nebraska.

MONROE: Hope we'll be meeting some of you nice people, in person, during the week.

GEORGE: 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 good-night .. pleasant dreams and .. won't you have a CAMEL?

(MUSIC: THEME)

(APPLAUSE)

ED: Men, if you smoke a pipe, here's something you ought to know: Prince Albert is America's largest-selling pipe tobacco! It's choice tobacco, with a fine natural tobacco aroma. It's cool smoking and even burning. And -- this is important -- the bite's out and the pleasure's in!

omitted { ~~SINGERS: The bite is out and the pleasure's in.
When you smoke Prince Albert.
It is specially treated not to bite your tongue.
The bite's out and the pleasure's in.~~

~~ED:~~ Next time you ask for tobacco, make sure it's P.A.!

(MUSIC: BRIDGE)

50001 8960

GEORGE:

If you're a cigarette smoker, you might be interested in knowing where your money goes when you buy cigarettes. A big part of your cigarette money goes to the government -- federal, state and local. The federal government alone gets eight cents of what you pay for every pack of cigarettes. And many local or state governments get three or four cents more. That means that better than half of what you pay for cigarettes goes for taxes!

(MUSIC: THEME)

GEORGE:

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

(APPLAUSE)

GEORGE:

Tonight's program was transcribed.

(APPLAUSE)

For an interesting life story of Vaughn Monroe --
be sure to see the May Issue of "THE COMPACT
MAGAZINE" .. now on ~~sale~~ ^{sale} at your neighborhood
newsstand.

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