

Cancelled 5/1/42
kw

WILLIAM ESTY COMPANY

CAMEL CIGARETTES

CINCINNATI WSAI

CUGAT RUMBA REVUE

8:00 - 8:30 PM BLUE

1:00 - 1:30 AM REPEAT

PROGRAM # 69

TUESDAY

APRIL 28, 1942

CAST

XAVIER CUGAT & ORCHESTRA

MARGO

CARMEN CASTILLO

MIGUELITO VALDES

CAMEL CHORUS (VIKTOR HEDGREN COACH)

BERT PARKS

SIDNEY SLON

WELLS GINN (PRINCE ALBERT ANNOUNCER)

JOE HARDING (VOICE COMMERCIAL 2)

SOUND EFFECTS:

NONE

WSAI ENGINEER: BROCKWAY

51460 1953

WJZ & BLUE

CUGAT SHOW FOR CAMELS

NO. 69

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8:00 - 8:30 PM

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1:00 - 1:30 AM REPEAT

APRIL 28, 1942

TUESDAY

(BAND: (PYRAMID CHORDS)

CHORUS: C-A-M-E-L-S

PARKS: Camel Cigarettes bring you Xavier Cugat and the greatest
rumba band in thw world.

(APPIAUSE)

(BAND CHORDS TO PEAK AND CUT RHYTHM CONTINUES UNDER)

SION: Cugat - his orchestra and chorus

PARKS: Glamorous film star - MARGO

SION: Carmen Castillo ...

PARKS: Miguelito Valdes ..

SION: And Bert Parks

PARKS: In a Rumba Revue!

SION: Broadcast and short waved to the Americas - North and South
(VAMP OUT) by Camels.....the cigarette of costlier tobaccos.

(BAND: INTRO TO "CIELITO LINDO")

51460 1954

(BAND: INTRO TO "CIELITO LINDO" VAMP UNDER:)

PARKS: The rhythm of the rumba! Romantic - irresistible. Beginning with the beat of native drums. Adding primitive gourds - maraccas that shake and whisper. Then a melody - a melody inspired by the tropic sky - the blue sky of morning, filled with sunshine - the violet sky of evening, filled with stars. Cielito Lindo - beautiful sky.

(BAND & CHORUS: "CIELITO LINDO")

("PERFIDIA" VAMP . . . FOUR BARS VOCAL . . . RHYTHM FADES :)

PARKS: May the memories be sweet and tender, as Cugat's singing
violins recall - "La Rosita."

(BAND : . . . "LA ROSITA")

(~~PERFIDIA VAMP . . . FOUR BARS VOCAL . . . RHYTHM FADES~~)

~~SLON: Rumba rhythm by Cugat for Camels and a ballad for Bentram
strictly from romance Parks.~~

(~~BERT : . . . "NOT MINE"~~)

("PERFIDIA" VAMP . . . FOUR BARS VOCAL . . . RHYTHM FADES :)

PARKS: The Camel Chorus joins Cugat in a Latin Love Song -
"Tu Volveras" - you'll return to my arms.

(BAND & CHORUS : . . . "VOLVERAS")

PARKS: From Mexico to Manhattan, dancing her way into all our hearts, came Margo. Hollywood cast her in 'Winterset' and 'Lost Horizon.' Broadway called her for firebrand parts. Now radio brings her to your house each Tuesday night in the Cugat Show for Camels - our glamorous MARGO!

(APPLAUSE)

MARGO: Thank you. This little song speaks for all the daughters of Latin America. The dark-eyed daughters with the quick, sunny smiles. When they dance, they forget everything but the rhythm of the music. When they play, it's play with complete abandon. When they dress for a fiesta, it's lime green and magenta - purple and canary yellow. Not one flower in the hair, but a basketful! Camellias, gardenias, wild blue orchids. And when they give their lips, Senor - their hearts are in every kiss.

(MARGO: _._._._. "WHEN I LOVE I LOVE")

(APPLAUSE)

PARKS: Say, Cugat!

CUGAT: Yes, Senor Parks!

PARKS: I'm browsing around through the public library this morning, and what do you think I find?

CUGAT: What?

PARKS: The latest Who's Who.

CUGAT: Who?

PARKS: Who's who. Who is who, Cugat.

CUGAT: Please, Senor Parks, Who is who.

PARKS: You, Cugat.

CUGAT: Me?

PARKS: You were in it, Cugat! Isn't that great?

CUGAT: I been here all morning.

PARKS: You're in the book, Cugat. (GREAT EMPHASIS) Who's Who!

CUGAT: You're Senor Parks. I'm Cugat.

PARKS: It's the name of the book, Cugat. You're in it. It means you're somebody.

CUGAT: Honest?

PARKS: Uh-huh!

CUGAT: Hot diggity! I wanta tell somebody! Hey, Senor Slon!

SLON: Yes, Cugat!

CUGAT: You know what's what?

SLON: Why, of course I know what's what! In fact, smokers who know what's what will tell you that Camel is the cigarette with the rich, extra flavor -- and the smooth extra mildness that lets you enjoy that wonderful flavor.

CUGAT: Please, Senor Parks, you tell 'im!

SLON: Why, nobody has to tell me about Camels, Cugat! But I can tell you that Camels are made of costlier tobaccos. And that's not all! Those choice tobaccos are blended expertly and matchlessly -- in the years-old Camel tradition of fine tobacco blending.

PARKS: Yeah, but Sid --

SLON: Camels are cooler and slow-burning, too. In fact according to independent scientific tests of the smoke itself, the smoke of slow-burning Camels contains less nicotine than that of any of the four other largest-selling brands tested. So remember! For steady smoking pleasure - Camels! Get a pack tonight! You'll see that skillful blending of costlier tobaccos does make a better cigarette.

CHORUS: C-A-M-E-L-S

SLON: Camels!

CUGAT: He stopped. You tell 'im, Senor Parks!

SLON: First I'd like to settle a rumor, Cugat! Is it true that in the latest issue of Who's Who --

PARKS: Go on, play, Cugat!

(BAND: . . .INTRO TO "BRUJO DE GUANABACOA" . . .RHYTHM UNDER:)

PARKS: The Cugat Show for Camels with Xavier Cugat, Margo, Carmen Castillo, continues with Miguelito Valdes singing one of his wierd and wonderful Afro-Cuban songs - "Brujo de Guanabacoa".

(MIGUELITO: . . . "BRUJO DE GUANABACOA")

(APPIAUSE)

CUGAT: Bert Parks!

PARKS: Yes, Senor Cugat.

CUGAT: It's time for you to announce - "Nightingale!"

PARKS: Ah yes - but what to say. It's so beautiful..our favorite song
of the season, by our favorite composer - Xavier Cugat.

Exciting - exotic - exceptional - extraordinary -

CUGAT: Excuse me. Couldn't we just say - "Nightingale!"

PARKS: Nothing about your recently released recording?

CUGAT: Must we be commercial? Listen - "Nightingale!"

(BAND: & CHORUS: . . . "NIGHTINGALE")

PARKS: In our Rumba Revue, Cugat says, Variety is the spice. So we leave the haunting charm of "Nightingale".

MARGO: And proceed to - mousetraps.

PARKS: Yes - mousetraps - and Margo - and me.

MARGO: And music, Maestro - a-one, a-two, a-three...

(MARGO & BERT . . . "IF YOU BUILD A BETTER MOUSETRAP")

SLON: Four Camel Caravans are on the march!

PARKS: The Pacific Coast Camel Caravan, which last year entertained over 60,000 men stationed on the West Coast, has begun another tour of these camps. Tomorrow night, this unit will give shows for the boys at Camp Callan, California.

SLON: The Southern Camel Caravan, which has been giving performances to men in Uncle Sam's uniforms since last August, will be for three days this week at Shepherd Field, Wichita Falls, Texas.

PARKS: The Eastern Unit has given well over 100 performances. And next Thursday, the boys at Fort Niagara, New York will have a chance to see this unit of the Camel Caravan.

SLON: The Mid-West Camel Caravan, which has already played to over 100,000 service men, will appear tonight and tomorrow night at Camp Polk, Louisiana.

PARKS: The Cugat Show for Camels salutes the four Camel Caravans - and all their audiences - with Cugat's famous marching treatment of - "Valencia."

(BAND: "VALENCIA")

1st Show

The Eastern Unit will give a special performance for the "Snake for Soldier" fund at the Columbia theatre in Erie, Pennsylvania tomorrow night.

(INTRO TO "AMOR AMOR AMOR".....SOFTLY UNDER)

PARKS: Twilight in a little village somewhere - anywhere - in South America. Couples walking arm in arm around the village square. At the little cafes are wooden tables carved with sweethearts' names in lovers' knots. Guitar players who'll play and sing till dawn. And their most requested song, the one charming Carmen Castillo is singing for you - "Amor Amor Amor".

(CARMEN & CHORUS:....."AMOR AMOR AMOR")

(APPLAUSE)

PARKS: Say, Cugat!

CUGAT: Yes, Senor Parks!

PARKS: I got some directions here for you. First you run along at full speed and dive into a mud hole.

CUGAT: Please! What is these directions!

PARKS: Quiet, Cugat! Then you plow through the muddy water for a couple hundred feet until you come to this brick wall.

CUGAT: I don't like it.

PARKS: Then you haul off and run right smack into the wall!

CUGAT: I won't do it!

PARKS: What's the matter, Cugat? No steady nerves today?

CUGAT: Oh, sure I got steady nerves!

PARKS: Maybe I fogot to tell you. Along with the instructions goes a medium tank. See, those little exercises I suggested are just part of a joy-ride that Charlie Dewey the tank tester is likely to take any old time as part of the day's work. And you know what kind of nerves a fellow's got to have for that sort of thing.

CUGAT: (SLOWLY AND STEADILY) Steady nerves!

PARKS: And I don't have to tell you, Cugat, what Charlie does when he hops out of that battle buggy.

CUGAT: He lights up a cool, slow-burning Camel!

PARKS: You betcha. Charl~~e~~s Dewey's been a Camel smoker for years! He's said ---

DEWEY: Of course I smoke Camels! They're extra mild -- and boy, what
VOICE: a swell flavor!

SLON: And that goes for plenty of the fellows who are going to man those tanks -- and for fighting men in all the services! Yes, actual sales records in Post Exchanges and Canteen show that with men in the Army, the Navy, the Marine Corps, and the Coast Guard, Camel is the favorite! And nowadays, when all of us are under more strain and tension, and probably smoking more than before, take a tip from men who are under real pressure --

VOICE: Camels are slow-burning and mild.

SLON: The smoke of slow-burning Camels contains less nicotine than that of the four other largest-selling brands tested -- less than any of them -- According to independent scientific tests of the smoke itself! Get a pack of Camels tonight. You'll like the extra flavor and mildness - and you'll see that costlier tobaccos, matchlessly blended, do make a better cigarette! Remember to send along a carton of Camels to that fellow in the service, too! He'll like 'em as much as you will!

CHORUS: C-A-M-E-L-S

SLON: Camels!

(INTRO TO "CHUPA CHUPA" . . . VAMP UNDER:)

PARKS: Another song by Miguelito Valdes. A work song from the
plantations of the Caribbean. Title "Chupa Chups."

Translation: Dig dig and Chop Chop!

(MIGUELITO: . . . "CHUPA CHUPA")

PARKS: This week Cugat & Company are heading for Hollywood - to make a movie with Fred Astaire and Rita Hayworth. So here's their one-two-California-here-we-come-three-kick Conga!

(BAND: . . . CALIFORNIA HERE I COME)

PARKS: The makers of Camel Cigarettes bring you four great radio programs every week.

Thursday night, it's Al Pearce,

Friday night, Bob Hawk - with the quiz program called "How'm I Doing"

Monday night, Blondie.

And Tuesday night, the Cugat Show for Camels, with Xavier Cugat, Margo, Carmen Castillo, Miguelito Valdes, the Camel Chorus, and the greatest rumba band in the world. They'll all be coming at you next Tuesday from the film colony, with a new master of ceremonies - that young man about Hollywood, Ken Carpenter. This is Bert Parks saying "Happy Listening!"

CHORUS: C-A-M-E-L-S

SLON: Camels! And remember - in the cigarette, the smoke the thing!

ANNCR: You know, sometimes a pipe'll bite you even if you know it
real well! Not if you load it up with Prince Albert, though.
No, sir, because P.A.'s no-bite treated for smoking comfort.
Crimp cut, too, for easy packing and even burning --has a
mild, rich tobacco-y taste. Get a can of Prince Albert tonight.
You'll see why we say "P.A. for Pipe Appeal!" It's the
National Joy Smoke!

ts, 4/25/42
9:30 pm

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