

Radio Playhouse
Hollywood - KECA

Corrected from Master
5/15/42

WILLIAM ESTY & COMPANY

CAMEL CIGARETTES

CUGAT RUMBA REVUE

5:00-5:30 PM PWT - Blue (10:00-10:30 Repeat)
Tuesday - 5/12/42

Program# 71

CAST

XAVIER CUGAT & ORCHESTRA

MARGO

CARMEN CASTILLO

MIGUELITO VALDES

CAMEL CHORUS (VIKTOR HEDGREN COACH)

ANNOUNCER: LOU CROSBY

PRINCE ALBERT ANNOUNCER: FRED SHIELDS

LEWIS VOICE COMMERCIAL 2: Noel Mills

ECHO VOICE COMMERCIAL 2: BILL QAY

Sound Effects - None

Note: Echo

Blue Network Engineer: Joe Kay

Blue Network Production: Myron Dutton

51460 1985

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-1-

CUGAT SHOW FOR CAMELS

BAND: PYRAMID CHORDS

(CHORUS:)
(AND AUDIENCE:) C-A-M-E-L-S.....

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

(APPLAUSE)

BAND: CHORDS TO PEAK & CUT...RYTHM CONTINUES UNDER:

BILL: Cugat - his orchestra and chorus....

LOU: Glamorous film star - MARGO....

BILL: Carmen Castillo....

LOU: -- And Miguelito Valdes....

BILL: In a Rumba Revue!

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

BAND: INTRO TO "AGAZAR"...VAMP UNDER:

LOU: Cugat leads with the typical, tropical rumba -
"Agezar"!

BAND: "AGAZAR"

51460 1986

("PERFIDIA" VAMP...FOUR BARS VOCAL...RYTHM UNDER:)

LOU:

Three rumbas - on the smooth side - in the Cugat Show for Camels. First, Cugat's own "Zombi".

(BAND: "ZOMBI")

("PERFIDIA" VAMP...FOUR BARS VOCAL...RYTHM UNDER:)

LOU:

A North American favorite in the Pan American manner of

Cugat - "The Very Thought of You".

(BAND: "The Very Thought of You.")

("PERFIDIA" VAMP...FOUR BARS VOCAL...RYTHM UNDER:)

LOU:

The CAMEL chorus TAKES UP THE RE FRAIN OF "Desden." and a love song from the moonlit Caribbean - for Cugat's

~~singing strings the the Camel Chorus.~~

(BAND & CHORUS: "DES DEN")

51460 1987

LOU: Here in the Cugat Show for Camels, we introduce our radiant star, MARGO!

(APPLAUSE)

LOU: ^{Now MARGO will sing -}
^ Wait a minute - where are we - who am I?

MARGO: Why you're our new boy - Lou Crosby.

LOU: How ridiculous. I thought this was a Rumba Revue...and I thought you were Margo - the emotional actress of "Winterset"....

MARGO: And I thought we warned you that anything can happen in the Cugat Show for Camels.

LOU: But not Jersey Bounce!

MARGO: Lou, Cugat and I are always hearing some swing band get off on a Latin American melody. So we're just returning the compliment.

LOU: Then this is Margo, amigos - singing and playing the castanets in "El Bounce de la Jersey"!

(MARGO: "JERSEY BOUNCE")

(APPLAUSE)

51460 1988

LOU: Oh Cugat!

CUGAT: Yes, Senor Lou Crosby!

LOU: Those fluttering castanets of Margo's put me in mind of a story.

CUGAT: Well do tell!

LOU: You see, (BAND SOFTLY - "PERFIDIA") once upon a time there was a great fiesta, and the caballeros and the senoritas danced far into the night. But finally the dancing stopped and the musical instruments were left ^{All} alone in the darkness. It was then that a timid little pair of castanets --

MARGO: (~~CLICK, CLICK~~)

LOU: -- ^{click, click} tiptoed over, to a dashing young maracas --

CHINO: (SHAKE, SHAKE!)

LOU: And said --

MARGO: (CASTANETS, CLICKING COYLY)

LOU: Which means, "Pardon me, do you have a Camel?" (BAND OUT)

CUGAT: Oh, now Senor!

LOU: I don't see what's wrong with that, Cugat. A fellow's likely to be asked for a Camel any time. See, people know that Camels have that grand, extra flavor and the smooth, extra mildness that lets you enjoy it. Matter of fact, the maracas probably replied --

CHINO: (MARACAS, SHAKING BOLDLY)

LOU: Which means -- "Of course, I have a Camel -- a cool, slow-burning Camel!

CUGAT: He say all that?

LOU: Might have. But just on my own initiative I'd like to
add that the reason behind all this Camel goodness is
costlier tobaccos, blended expertly and matchlessly, as
only Camel knows how to blend. Get a pack of Camels
tonight -- you'll want to buy a carton tomorrow!

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

LOU: Camels!

(INTRO TO "NEGRA LEONOR"...VAMP UNDER:)

LOU:

The Cugat Show for Camels - Xavier Cugat, Margo, Carmen Castillo and Miguelito Valdes - continues with Miguelito's famous 'whistling' song. The story of the country gal who went to town. And how folks shook their heads and whistled. This is "Negra Leonor".

(MIGUELITO: "NEGRA LEONOR")

(APPLAUSE)

51460 1991

LOU: Tomorrow night's the Senior Ball of the University of California, ^{FOLKS.} And they've chosen to play for them, our rumba king, Xavier Cugat.

CUGAT: To which we are looking forward - very much.

LOU: When you play college dances like this, Cugat - you know you're kinda making history. 'Cause this country has always exported dance music. Our college bands went all over the world with jazz and jive.

CUGAT: Sure! With drum and saxophone in darkest night clubs.

LOU: Then along came Cugat with the conga and the rumba.

CUGAT: And along came the college boys and girls. They like these new dances.

LOU: So for the first time in history we're on the receiving end of a new style in dancing and dance music. And as the American family of nations grow toward greater understanding, they have a background of music - popular music - shared and appreciated by millions.

Here's one of the many melodies Cugat has given us....

"La Comparsa" - "For Want of a Star." They'll be dancing the rumba to it tomorrow at University of California's Senior Ball.

(BAND: "LA COMPARSA")

51460 1992

MARGO: This is Margo. ^(BAND STARTS VAMP) And we have a surprise for you.
 A new singer. At least I don't think you've heard him
 sing before. His name is -- Xavier Cugat. He said to me...

CUGAT: Margo, we could sing a duet, yes?

MARGO: I said, No. He said,

CUGAT: (IN SPANISH) But why? Some simple little song that
 everyone knows. (~~BAND STARTS VAMP~~)

MARGO: (SINGS:) I said No

CUGAT: Por favor

MARGO: I said No

CUGAT: No seas assi

MARGO: I said No

CUGAT: Pero porque no -- pretty baby?

MARGO: I said No

CUGAT: Entonces quando

MARGO: I said No

CUGAT: Pero porque no

MARGO: I said maybe?

CUGAT: Ah Margo

MARGO: I said well

CUGAT: Ahora Margo?

MARGO: I said well

CUGAT: Ah Margo, ahora si. Et nunca sabras lo feliz que me haces.

MARGO: And at last I confess I said "Yes, Yes, Yes, Yes"
 That's how Cugie and I first sang a duet for you.
 (~~BAND ONE CHORUS~~) ^{SHORT ENDING:} "I SAID NO")

51460 1993

- LOU: Here's a word about the four Camel Caravans - those entertainment units, specially produced for the men in service, and sent to Army Camps, Naval Stations and Marine Bases throughout the country - by Camel.
- BILL: The Eastern Camel Caravan has given performances to over 150,000 of Uncle Sam's armed forces in camps all the way from Portland, Maine, to the Coast of North Carolina. This week this unit will give shows for the boys at Camp Davis in Wilmington, North Carolina.
- LOU: The other three Camel Caravans are busily engaged in filling their six-day-a-week schedules too. Just to mention a few stops they'll make this week - the Southern Camel Caravan - Fort Bliss, Texas.
- BILL: The Mid-West Caravan - Fort Barrancas, Florida. And the Pacific Coast Camel Caravan - Camp Roberts, California.
- LOU: The Cugat Show for Camels salutes the four Camel Caravans and all their audiences - with this Cugat special -
"The Continental!"
(BAND: "THE CONTINENTAL")

(INTRO TO "NOCHE DE LUNA".....RHYTHM UNDER:)

LOU:

The velvet voice of Carmen Castillo has introduced to us many a Latin Love Song. Here in the Cugat Show for Camels, she was the first to sing "Noche de Luna". You know it now as the hit song "Full Moon." ^{Now} Carmen sings it again, as she introduced it and recorded it, with The Camel Chorus.

(CARMEN & CHORUS: "NOCHE DE LUNA")

(APPLAUSE)

51460 1995

COMMERCIAL II

LOU: Oh, Cugat!

CUGAT: Yes, Senor Lou Crosby!

LOU: The fellow's outside with the ice. Shall I have him bring it in?

CUGAT: Oh, yes! Have him put it --(TAKE) What ice?

LOU: Didn't I tell you, Cugat? We're going to put it on the floor. See, I arranged for the boys to play a little appropriate music -- okay, boys!

MUSIC: (SKATER'S WALTZ - FADE UNDER)

LOU: -- while you slip into your tights.

CUGAT: Please, please! What is cooking?

LOU: Then you glide into the spotlight on silver skates. On every one's lips is the question. Will Cugat dare to do the butterfly?

CUGAT: (BRAVE) Sure -- why not? (TAKE) What is this butterfly?

LOU: It's a flying cartwheel -- but you can't touch your hands!

CUGAT: Tell the man with the ice that Cugat says --

LOU: Yes -- what, Cugat?

CUGAT: No ice today!

MUSIC: (OUT)

51460 1996

LOU: I'm ashamed of you, Cugat! Why, for Dorothy Lewis, the skating star, a butterfly is just part of the daily routine. And I don't have to tell you that work-outs like that call for mighty steady nerves. Reason I brought it up is that Dorothy is one of our customers -- she's been a Camel smoker for years. She's said --

LEWIS VOICE: The more I smoke, the more I appreciate Camels. Their cool, rich flavor is all the more enjoyable because Camels are so mild.

LOU: You'll hear comments like that about Camels from people in all kinds of jobs -- especially from men in the service. You know, actual sales records in Post Exchanges and Canteens show that with men in the Army, the Navy, the Marine Corps, and the Coast Guard, Camel is the favorite. These days when we're all under added strain and probably smoking more, we can take this tip from men under real pressure--

VOICE: (ECHO) Important to steady smokers! 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!

LOU: Get a pack of Camels tonight! The first puff will show you that skillful blending of postlier tobaccos makes a cigarette that's milder -- and better-tasting. And remember to send a carton of Camels to that fellow in the service. He'll like 'em as much as you will!

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

LOU: Camels!

(INTRO TO "PARAN PAN PIN"....VAMP UNDER:)

LOU:

Another song by Miguelito Valdes - all about how to win a
senorita. Just line up your rivals and count 'em out.
With an eenie-meenie-minie-mo - and a ping-pong-ping,
Miguelito is IT.

(MIGUELITO: "PARAN PAN PIN")

5460 1997A

LOU: ~~Don't throw away your old foxgloves, burley tobacco or bunny
hugs, Cugat says. We can convert them into Congas! And
Cugat does! Here's his one-two-three-kick, Hindustan-kick,
where-we-stopped-to-rest-our-tired-caravan-kick CONGA!~~
And here's our
(BAND: "HINDUSTAN")

LOU: The makers of Camels bring you four great radio shows each
week. Monday night - "Blondie". Tuesday night, Xavier Cugat
and the greatest rumba band in the world.
Thursday night, Al Pearce.
And Friday night, that grand quiz show "How'm I doin'" -
with Bob Hawk. Starting this Friday, May 15th, the Bob
Hawk Camel Show comes to you at a new time. ^{(Seven o'clock}
^{PA. Fic - 2nd show)} Ten o'clock
Eastern War Time. Consult your newspaper for local time
and station. This is Lou Crosby saying "Happy Listening".

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

LOU: Camels! And remember - in a cigarette, the smoke's the
thing!
(APPLAUSE)

ANNOUNCER: Eighty-six degrees! Why, there's less difference between a hot summer's day and cool mountain spring water. Remember, when you buy pipe tobacco, that in recent laboratory "smoking bowl" tests, Prince Albert burned eighty-six degrees cooler than the average of the thirty other of the largest-selling brands tested -- coolest of all! Prince Albert's crimp cut for easy packing, too -- and no-bite treated for smoking comfort -- has a mild, rich taste. Get P.A. today -- you'll see why men call it the National Joy Smoke!

51460 1999