

AS BROADCAST

THE PAUL WHITEMAN CLUB

CAMEL PORTION

MARCH 30, 1948

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BROADCAST**

TUESDAY

TED: The next quarter-hour of the Paul Whiteman Record Club is presented by Camel cigarettes. Light up a Camel and listen to your favorite records. You know, more people are smoking Camels than ever before!

PAUL: You bet, Ted! Club Members, even if your knowledge of Vienna is limited to a speck on the map, the first word you think of when you think of Vienna is the word "waltzes." So right now we'll hear Andre Kostelanetz in some Viennese waltzes that remain Forever Tops. First is a Johann Strauss contribution with the very fitting name of "Vienna City of My Dreams."

(MUSIC: - "VIENNA CITY OF MY DREAMS."...ANDRE KOSTELANETZ...)

PAUL: The Red Cross needs seventy-five million dollars to carry on its work. Its program for aiding veterans has been greatly enlarged. And there are many other projects that have to be carried on. Folks, give generously to this great cause! It's your Red Cross...you are the Red Cross...serving humanity through contributions! Now let's give the Camel platter a little whirl.

51453 8372

(TRANSCRIPTION #4 IN NEW CAMEL SPOT SERIES)

TRIO: Camels, yes, Camels -

More people smoke Camels than ever before!

SOLO: Oh, he commutes each day on the eight-o-three;

He sits back in the smoker where it's pleasant to be;

Among the commuters he has met -

He finds Camels are the favorite cigarette!

TRIO: Camels, yes, Camels -

More people smoke Camels than ever before!

TED: (SINGS THE LAST LINE) More people smoke Camels than  
ever before!

PAUL: Well, well, Ted, that's not so bad for an amateur.

TED: With a little experience, I might develop into quite a  
singer. Don't you think so, Paul?

PAUL: I'm not going to commit myself. I will admit, however,  
that experience is the best teacher.

TED: Yes, Friends, in singing or painting - or in choosing a  
cigarette - experience is the best teacher. Millions of  
smokers have learned from experience that Camels are the cigarette  
that suits them best.

They try Camels...compare them with other cigarettes they've smoked...  
and find Camels' cool, cool mildness and rich, mellow flavor just  
what they've been looking for. Try a Camel yourself - let your  
experience tell you why more people are smoking Camels than ever  
before.

PAUL: And say - when you buy your Camels, buy them by the carton. Let that experience show you how convenient and how economical it is.

(MUSIC: - INTRO FULL & FADE . . . .)

PAUL: Before we hear the voice of Sophie Gimble with some news on the spring fashions, let's listen to Andre Kostelanetz and his fashionable arrangement of "Voices of Spring"--

(MUSIC: - "VOICES OF SPRING" . . . . ANDRE KOSTELANETZ, . . .)

(SOPHIE GIMBLE INTERVIEW)

(MUSIC: - "MERRY WIDOW WALTZ" . . . . ANDRE KOSTELANETZ, . . . .)

PAUL: Nice record picking Sophie Gimble and thanks for bringing us up-to-date on the spring fashions. But I'm ready to name more winners for the week of March First in my Memory Tune Contest. All set? Then listen real sharp!

Mrs. Bernard Holbert of Manhattan, Kansas

Mrs. Edna B. Jackson of Mitchellville, Maryland

Mrs. Lester Dysart of McLean, Texas

Mrs. Harrison Greenough of Gearhart, Oregon

AND

Louis L. Blender of St. Peter, Minnesota

I know you'll be pleased with this wannerful news, and I know you'll be especially pleased with the General Mills Tru-Heat Iron, This means every winner named is eligible for the five Grand prizes, too! You tell 'em Ted.

TED: And what prizes those grand prizes are: First prize is a one thousand dollar diamond ring made by J.R. Wood & Sons as well as a Platina Fox Jacket by Harry Jay Treu, and an eight millimeter Keystone magazine type movie camera with projector screen.

(MORE)

TED: Second prize a complete set of Multiplex Furniture designed  
(CONT) by Martin Feinman. Third prize--a Steelcraft 26 foot  
Holiday cruiser. Fourth prize, a beautiful Kimball mahogany grand  
piano in Queen Anne style and fifth prize is a Philco Television  
receiver cabinet model. A bonus prize to each grand prize winner  
is a 39 piece Gourmet carving and kitchen set made of stain-proof  
chrome vanadium steel by Robeson Cutlery Company.

PAUL: I'll announce another roll-call of winners later on this  
afternoon, so keep that loudspeaker real handy. (PAUSE)  
Slipping festively back into waltz tempo, here is Andre Kostelanetz  
with a whole bagful of Forever Tops items from Franz Lehar's  
"The Count of Luxembourg."

(MUSIC: - "COUNT OF LUXEMBOURG WALTZES".....ANDRE KOSTELANETZ...)

PAUL: Ted, could you tell me the difference between your "T-Zone"  
and New Haven?

TED: That's pretty easy, Paul. New Haven is where shows that  
are coming to Broadway are tried out. And the "T-Zone" -  
the "T-Zone" is where cigarettes are tried out. Right, Paul?

PAUL: Right, Ted.

TED: Yes, Friends, your "T-Zone" - the T-shaped area  
that includes your taste and throat - is your proving  
ground for a cigarette. Try a Camel on your "T-Zone" -- and see how  
much your taste enjoys Camel's rich, mellow flavor...see how much  
Camel's cool, cool mildness appeals to your-throat.

PAUL: Yes, more people are getting smoking pleasure from  
Camels than ever before. That includes a lot of doctors  
who enjoy Camels just as you or I do.

TED: According to a nationwide survey, more doctors smoke Camels than any other cigarette. Three leading independent research organizations asked one hundred thirteen thousand, five hundred and ninety-seven doctors what cigarette they smoked. The brand named most was Camel!

PAUL: Try a Camel yourself.

(MUSIC: - THEME FULL & FADE . . . . .)

GVS  
4/8/48  
8:30 am

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