

(FINAL DRAFT)

THE AL PEARCE SHOW FOR CAMEL CIGARETTES

FRIDAY, MAY 31, 1940

3:30 - 4:00 P.M.
5:00 - 5:30 P.M.

PROGRAM -- #5

ELMER: (KNOCKS) 'Fraid you're all smoking Camel Cigarettes,
I hope, etc.

MUSIC: (THEME)

NEWSBOY: (TYPICAL NEWSBOY VOICE IN BACKGROUND) EXTRA!...EXTRA!!

WEN: FOR EXTRA FLAVOR -- GET CAMELS!

NEWSBOY: EXTRA!

WEN: FOR EXTRA MILDNESS AND EXTRA COOLNESS -- GET CAMELS!

NEWSBOY: EXTRA!

WEN: FOR EXTRA SMOKING PER PACK, GET CAMELS -- THE CIGARETTE
THAT GIVES YOU THE EXTRAS.

And now the makers of Camel Cigarettes, bring you
Al Pearce from Hollywood!

MUSIC: (THEME...FADE TO AL PEARCE)

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AL: Good evening, friends! At last Hollywood has discovered our program and now we're all getting offers from the picture studios. I played a little part in a picture out at Paramount this week and would you believe it, I was so good that the director made me do the scene over twenty-seven times. I also tried out at M.G.M. for the leading role in a sequel to "The Thin Man," called "The Fat Head." Of course I'll have to use plenty of make-up!

SOUND: TELEPHONE RINGS

AL: That must be the studio now. Oh boy, I hope I get that part! Hello!

GIRL: (FILTER) Hello, Al Pearce?

AL: Yes.

GIRL: This is M.G.M. studios calling. Did you try out for a leading part here yesterday?

AL: Yes, yes, I did!

GIRL: I'll switch you to our casting director, Mr. Jones, I have Mr. Pearce.

WEN: (FILTER) Hello, Mr. Pearce!

AL: Yes.

WEN: (FILTER) Just a moment, I'll switch you to our director!

SOUND: CLICK

JOE: (FILTER) Hello, Van Dyke speaking. Is that you, Pearce?

AL: Yes!

JOE: (FILTER) You certainly must be a mighty busy man, Mr. Pearce, I've been trying to reach you all day.

AL: Really? What about?

JOE: (FILTER) You left your hat here!

SOUND: PHONE ON HOOK

AL: There must be some way to become a moving picture star!

SOUND: DOOR KNOCK

AL: Come in!

SOUND: DOOR OPENS

DICK: Good evening, Mr. Pearce, it is rumored around town that you want to break into pictures. Why don't you start your own picture company? Why, I can smear your name across the pages of every newspaper...I can see the headlines now! AL PEARCE IDOL OF HOLLYWOOD!! And a few weeks later the headlines will say: AL PEARCE IDOL OF AMERICA. And then in a year ----

AL: Yeah, I know -- AL PEARCE STILL IDLE!

DICK: No, no, Mr. Pearce, you don't understand. I've come all the way from New York with a plan that will give you sudden wealth, a plan that will give you security in your old age, a plan that will give you an income every week --

AL: You may be a New Yorker, Mister, but you sure talk the language of California.

DICK: I'm not here to quibble. I've brought with me a man who knows more about making pictures than anybody else in the world. Come in, C.B.!

SOUND: DOOR OPENS

KITZEL: Hi Yi Rancho Blanco, my pictures they are Ranko! Ya-hoo!

AL: Why, Mr. Kitzel, don't tell me you're a moving picture producer!

KITZEL: Mmmmyeah! Could be! Would you believe it half the stars in Hollywood, I found them.

AL: Did you find Clark Gable?

KITZEL: Don't tell me he's lost again!..And am I a maker of stars...When I met Deanna Durbin, she was only a little girl of twelve. And in two years do you know what she was?

AL: No!

KITZEL: Fourteen, can't you count?

DICK: Mr. Kitzel, tell Mr. Pearce about the great part you have for him in your next picture.

KITZEL: Have I got a part for you in my next picture!! In the first scene, you and Carole Lombard kiss twelve times. And after each kiss she slaps your face.

AL: She slaps my face? What for?

KITZEL: To bring you to. (LAUGHS) To bring you to!
I don't like it.

AL: I don't blame you.

CARL: Say, Mr. Kitzel, have you got a picture for me and my band?

KITZEL: How many men in your band?

CARL: There's nineteen and myself!

KITZEL: Nineteen and yourself? Let me look at them. I got just the picture for you.

CARL: What's the name of it?

KITZEL: Twenty Mule Team! But on second thought, Mr. Hoff, you should give up the idea of pictures. You'll never get any place with that thick head of hair.

CARL: You leave my hair out of this.

KITZEL: All right. You'll never get any place with that thick head.

CARL: That's better -- what? -- Say, Kitzel, you're nothing but an idiot!

KITZEL: And you're an imbecile!

AL: Now that you two have identified each other, let's get back to my picture. What's it all about?

DICK: Mr. Pearce, I'll tell you the story in a few words!

AL: All right, but make it snappy!

DICK: Okay! (STORY)

(HOLD TO TWENTY SECONDS)

AL: What was the name of that?

KITZEL: Think fast, Mr. Moto!

AL: (LAUGHS) I don't like it! It runs too long, Mr. Kitzel.
Haven't you got something that's faster?

KITZEL: Have I got something that's faster! I can give you the
life story of a bank cashier in ten words!

AL: The life story of a bank cashier? How does it go?

KITZEL: High chair, high school, high stool, high finance,
Hi Warden!!!

BAND: (AFTER AUDIENCE LAUGH) (IN UNISON) WE DON'T LIKE IT!

AL: Well, the band doesn't like it. Maybe they'd rather
play something instead. Carl, how about that medley
from the new Irving Berlin musical hit, "Louisiana
Purchase."

"LOUISIANA PURCHASE"

ORCHESTRA

SOUND: ROAR OF MOTORS PASSING GIVEN POINT

ANNCR: Here he comes roaring down the home stretch for the checkered flag, it's Wilbur Shaw, riding to his third victory in the famous Indianapolis five hundred mile automobile classic. Listen to that motor, listen to the cheers of that crowd!

SOUND: ROAR OF MOTOR...CROWD CHEER UP

ANNCR: Yes it was a great race at Indianapolis on Memorial Day even if the rain did cheat Wilbur Shaw out of his chance at a new track record. But Wilbur didn't have to break the record to prove he's the top man in the automobile racing game. Three times now he's won that gruelling test of man and machine and he's the only driver in history to win it two years in a row. No two ways about it, Wilbur Shaw is a race driver plus -- plus those extras that set the champions apart. And you know the thing I like about it is, Wilbur Shaw goes out for the extras in his cigarette, too. He's a Camel fan from way back. He says:

MAN'S VOICE: Yes, Camels have been my cigarette for years. They burn slower and those extras in Camels add a lot of enjoyment to my smoking, especially Camels extra mildness and extra flavor. That's why I say, "I'd walk a mile for those extras in a Camel."

ANNCR: Yes, there are definite extras in the costlier tobaccos in slower burning Camels. There's extra mildness, extra coolness, extra flavor, and extra smoking per pack. So turn to slower burning Camels...the cigarette that gives you the extras.

ORCHESTRA: (ELMER INTRODUCTION)

WEN: (ON CUCKOO) The cuckoo brings you Elmer Blurt!
That great detour on the road to fame! Today we
find Elmer, going from door to door, trying to sell
soap! Carry on, Elmer!

ELMER: (KNOCKS) Gosh, I been knockin' on doors all day long!
I hope somebody'll buy a cake o' soap in this house,
I hope, I hope, I hope!

SOUND: DOOR OPENS

LADY: Well, what do you want?

ELMER: Nuthin' lady, I jest want to see your cat that makes
everybody laugh!

LADY: My cat that makes everybody laugh? What are you
talking about?

ELMER: The man next door said you had a funny puss! (LAUGHS)

LADY: Why the nerve of him!

ELMER: But don't worry, lady. I'm selling a wonderful
soap for your complexion. It's tried and true!

LADY: Tried and true?

ELMER: Yeah, everybody who tried it :true it out!...
Jest look at this wonderful cake o' soap, lady. It's
even got a hollow center!

LADY: That's ridiculous! What's the idea of a cake of soap
with a hollow center!

ELMER: So when you take a bath there won't be any little piece
left over.

LADY: Silly!

ELMER: I got two kinds...hard soap and soft soap and if you
buy the hard kind you get some of the soft kind free.

LADY: What kind should I use for my face?

ELMER: Let's see....lemme look close....Oh, gosh, you sure
got a wonderful complexion, lady.

LADY: Oh, I'll bet you tell that to all the girls.

ELMER: Yeah...that's the soft soap I give away free.

LADY: Get out of my house, I've had enough of you.

SOUND: DOOR SLAM

ELMER: Gee, here comes Mr. Lane, the sales-manager and I haven't sold a thing all day. I better hide in this wood-shed!

DICK: (CALLS) Elmer! Elmer!! ELMER!! Are you behind that tree? Are you under the porch? Are you behind the garage? I wonder where he is!

ELMER: Have you tried the wood-shed?

DICK: So there you are, Elmer, hiding again! Have you sold anything today?

ELMER: No!

DICK: This makes the seventh day that you haven't sold a thing. Blurt, you haven't got the brains of a three year old child.

ELMER: I know, but look at the difference in our ages!

DICK: Look here, Blurt, I've got an idea. See that moving picture studio across the street? You go in there and sell some soap to one of the stars. I've got a camera here and I'll take a picture of you making the sale. That'll give us a lot of publicity!

ELMER: Okay, Mr. Lane! We'll go right through the main studio gate.

SOUND: FEW FOOTSTEPS

JOE: Hey you, where do you think you're goin'!

ELMER: I want to sell some stuff to the stars.

JOE: Can't you see that sign: NO ADMITTANCE!

ELMER: Yeah, but I ain't sellin' mittens, I'm sellin' soap!

JOE: No, no, the sign says NO ADMITTANCE. There's another one over there says: NO PEDDLERS OR AGENTS. You got to obey the signs.

ELMER: You can't obey all the signs.

JOE: What do you mean you can't obey all the signs?

ELMER: There's one over there says: WEAR AJAX CORSETS!

JOE: Listen, if you don't get away from this gate, somebody is gonna get a busted nose.

ELMER: Yeah?

JOE: Yeah?

ELMER: And you're just the guy that can do it too.

DICK: Don't let him bluff you, Blurt. You go on in and I'll wait outside.

ELMER: Ohh No!

DICK: Then I'll wait outside and you go on in!

ELMER: Well, that's different!

DICK: All right, go ahead now!

JOE: Hey you! For the last time I'm tellin' you to get away from that gate, or else!

ELMER: You see, Mr. Lane, he doesn't like us!

DICK: Be a man, speak up, tell him a thing or two.

ELMER: Okey. Look here Gateman, I came here to see stars and I'm gonna see stars!

JOE: Well, you asked for it!

SOUND: CLUNK ON HEAD!

ELMER: Gosh, I never saw so many stars in my life.

DICK: Listen Elmer, that did it. When he hit you on the head that's all we needed. I was waiting for that.

ELMER: Then how come you didn't get it.

DICK: I just got a swell idea how to make some real money. The next time that gateman touches you, I'll take a picture of it, and we'll sue the studio. Now go on through that gate!

ELMER: Okay, here I go. Don't forget to take the picture!

JOE: Oh, you're back for some more, eh! See this fist?

SOUND: SOCK...PUNCH

ELMER: Ouch!

JOE: That's one for me!

ELMER: (THREATENINGLY) Oh yeah, -- do you see this fist?

SOUND: SOCK...PUNCH

ELMER: Ouch! ---That's two for you! Mr. Lane, did you get the picture?

DICK: No, I didn't take it.

ELMER: Why not?

DICK: You forget to smile!...Go ahead now, let him hit you again, I'll take the picture, we'll sue the studio, and we'll both wind up with plenty of sugar.

ELMER: I got a couple o'lumps already!

DICK: Go ahead Elmer, and don't let him tap you this time. Make him hit you hard!

ELMER: Okay! Go ahead and hit me again and we'll sue yuh!

JOE: All right, you asked for it!

SOUND: CLUNK ON HEAD

ELMER: Ouch! Did you get the picture, Mr. Lane?

DICK: I'll say I got the picture. Come on, Elmer, let's go and get it developed. (LAUGHS...LOUD AND LONG)

ELMER: (LAUGHS LOUD) Oh boy, will we sue that studio.

DICK: That's not what I'm laughing at.

ELMER: What are you laughing at then?

DICK: I forgot to put film in the camera!

ELMER: Oh gosh, the things I do for a livin'.

ORCHESTRA: (ELMER CHASER)

AL: Whenever the beautiful "Blue Danube" waltz is played it makes everybody want to get up and dance. It'll probably last as long as the river it's named after. Marie Greene and her Merry Men have a marvelous arrangement of the number and I'm sure once you've heard it you'll never forget it. All right Marie, shall we dance?

ORCHESTRA: "THE BLUE DANUBE" MARIE GREENE AND HER MERRY MEN

(APPLAUSE)

(AFTER APPLAUSE)

AL: That was well Marie. Say Wen, I've got to go over to Kitzel's studio and see about that movie we're making, so, I'm going to turn the mike over to you.

WEN: Thanks, Al, and I can make good use of it right now.

(COMMERCIAL)

NILES: Over and over you hear cigarette smokers say:

WOMAN'S VOICE: I've turned to Camel Cigarettes...Camels are cooler...
and they're extra mild.

NILES: Camel Cigarettes are slower burning. Naturally
slow-burning Camels give you more coolness, more mildness.
(CHANGE VOICE AND PACE) On the other hand, you'll hear:

MAN'S VOICE: I've turned to Camels because Camels have more flavor
and aroma.

NILES: Slow burning lets the flavor come through. Slow-burning
Camels give you more flavor and fragrance in your smoking.
And Camels give you more actual smoking for your money,
too. Camel smokers know it this way: In recent impartial
laboratory tests, Camels burned twenty-five per cent
slower than the average of the fifteen other of the
largest-selling brands tested....slower than any of them.
That means a smoking plus equal, on the average, to FIVE
EXTRA SMOKES PER PACK. Extra mildness, extra coolness,
extra flavor, and extra smoking per cigarette per pack.
Slower-burning Camels give you all these "extras." Penny
for penny Camels are your best cigarette buy!

(MUSICAL CURTAIN)

SOUND: DOOR KNOCK

KITZEL: Come in!

SOUND: DOOR OPENS AND CLOSES

AL: Well here I am, Mr. Kitzel!

KITZEL: Welcome to Kitzel's Picture Studios! Have a chair,
Mr. Pearce. Do you smoke?

AL: Yes, I do.

KITZEL: Then let me have a Camel please.

AL: Here you are.

KITZEL: Hmmmm, --- that's good. Now ladies and gentlemen, the
cast is all on the set and we are about to start a
short version of "Young Tom Edison," entitled:
"WHO BURIED THE ELECTRIC LIGHT GLOBE" or, "MAZDA'S IN THE
COLD, COLD GROUND!"

DICK: Just a minute, Mr. Kitzel, we can't start shooting yet,
we haven't got the villain!!

KITZEL: The villain, what's that!

DICK: He's the man who steals the patent for a washing machine from two crazy inventors, and makes a million dollars on it.

AL: That's a lot of money to make from two nuts and a washer! Maybe Carl Hoff can play the part of the villian. Carl, let's hear that nasty laugh you give me when I hand you your check!

CARL: (LAUGHS)

AL: Isn't that nasty?

KITZEL: Nasty? It's repulsive! I think Mr. Hoff should play the part of the school teacher. He teaches Harmony!

CARL: I teach harmony? You mean music?

KITZEL: No, harmony is two and two, harmony is four and four!... Stupid man. Now in the big scene when we have the explosion Mr. Pearce can set off the dynamite.

AL: Oh no, not me. For that work you need a stunt man, somebody with a strong back and a weak mind!

ARTHUR: Gweetings, Mr. Pearce, did you call me?

AL: Yes Raymond, what made you so late getting here today?

ARTHUR: Well, Mr. Pearce, I dropped a nickle on the floor of a telephone booth and I had to stoop over and pick it up!

AL: Just a minute, Raymond, how can a fat man like you stoop over in a telephone booth?

ARTHUR: Mr. Pearce, it wasn't easy!

AL: Well, Raymond, now that you're here, we want you to play the part of a stunt man in our picture.

ARTHUR: Stunt man, what's that?

DICK: A stunt man is somebody who risks his life to get into the movies!

ARTHUR: That's me, I always sneak in the side door!

DICK: No, no, no...I'll show you what a stunt man is. Just supposing Clark Gable and Myrna Loy are making a picture. Myrna Loy is riding a horse through the park!

ARTHUR: What park?

AL: What difference does it make which park?

ARTHUR: Well, if it's Griffith Park my Mother won't let me go there.

AL: Why not?

ARTHUR: She hates the place, that's where she met my Father!

DICK: All right, it's Lexington Park, and Myrna Loy is riding a horse through the park. Suddenly her horse becomes frightened and he runs away with her. Look! There he goes, tearing down the road!

ARTHUR: Which way?

DICK: What's the difference, which way?

ARTHUR: I wanna know where to look!

DICK: Myrna hangs onto the horse for dear life and all the time she is crying for help! HELP! HELP!

ARTHUR: That doesn't sound like Myrna!

DICK: All right, all right! (FALSETTO) HELP! HELP!

ARTHUR: That's better!

DICK: The horse is a hundred yards away and you see him coming towards you. You stand there and wait for him.

ARTHUR: Whose horse is it?

DICK: Ohhhhh, it's Bing Crosby's horse.

ARTHUR: I've certainly got a long wait.

DICK: Suddenly Clark Gable comes running through the park and leaps over the fence, and sees Myrna and the frightened horse bearing down upon him. That's where you come in!

ARTHUR: Whad'd'ya mean?

DICK: You're the stunt man, you take Gable's place and throw yourself in front of the horse.

ARTHUR: Not me!

DICK: But you've got to save Myrna Loy!

ARTHUR: Let Gable save her, I hardly know her.

DICK: You must save her, it's a tense situation. Her life is at stake. Remember, her horse is badly frightened!

ARTHUR: He hasn't got anything on me!...How much money do I get for risking my life.

DICK: Money! Why, you're just learning to be a stunt man, it's the experience you need!

ARTHUR: Oh, it's the experience I need.

DICK: Now then, the horse is racing down the road toward you. He's wild eyed, he's frothing at the mouth, you jump in front of him and grab him by the mane.

ARTHUR: By the main what?

AL: (DISGUSTED) By the main what! Look Raymond, mane!
Mane! Horse's neck!

ARTHUR: Do they?

DICK: As you cling to his mane there is a fierce struggle...the horse drags you for a hundred yards. At last he stumbles over you and throws you to the ground with terrific force and comes to a stop.

ARTHUR: Where am I?

DICK: Underneath!

ARTHUR: That's a horse on me!...How much money did you say I'd get for this.

DICK: I said, forget the money, it's the experience you need!

ARTHUR: Oh, it's the experience I need!

DICK: And then with a sigh of gratitude, Myrna Loy slips off the horse into the hero's arms.

ARTHUR: Oh boy, into my arms!

DICK: What do you mean into your arms? Clark Gable is the hero! He bends down and kisses Myrna tenderly.

ARTHUR: What's the big idea? I saved her, why can't I kiss her?

DICK: But Raymond, you're not being paid for kissing Myrna Loy!.

ARTHUR: What do I care about the money...it's the EXPERIENCE I NEED!

(APPLAUSE)

DICK: Well, it's too bad we didn't have time to shoot our picture tonight, but next week we'll present our version of "Young Tom Edison" starring Elmer Blurt, that's going to be stupendous, gigantic, colossal, --

ELMER: I hope, I hope, I hope.

MUSIC: (BUMPER...TO NEWSBOY)

NEWSBOY: (TYPICAL NEWSBOY VOICE IN BACKGROUND) EXTRA! EXTRA!

ANNOUNCER: CAMELS give you extra flavor.

NEWSBOY: EXTRA!

ANNOUNCER: CAMELS give you extra mildness and extra coolness.

NEWSBOY: EXTRA!

ANNOUNCER: CAMELS give you extra smoking per pack. Try CAMELS -- the cigarette that gives you the extras. CAMELS brings you three other great shows each week.

AL: That's right, Wen. On Saturday meet New York's cosmopolitan set with Ilka Chase in "Luncheon at the Waldorf." We think you'll find it something new and refreshing in daytime entertainment. This week Miss Chase will have as her guest of honor, Fanny Hurst, who has written much about life and is now going to talk about life. On Saturday night tune in and hear Bob Crosby and Mildred Bailey, featuring music with a "heartbeat." And on Monday night it's the radio version of the famous comic strip "Blondie." And this week Blondie meets an Arabian Knight! That's for your radio enjoyment.

WEN: And for your smoking enjoyment -- try Camels, the cigarette that gives you the extras! And brings you extra fun with AL PEARCE every Friday. *(2nd show) next week starts a new hour 6:30 - 7:00*

AL: Good night, folks, we'll be seein' you next Friday.

ORCHESTRA: (THEME UP AND FADE FOR WEN)

WEN: For cooler smoking in your pipe, turn to Prince Albert...the National Joy Smoke. 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 is also "no-bite" treated for extra mildness. Next time, try the cooler-smoking pipe tobacco...Prince Albert. There's no other tobacco like it!

This is Wendell Niles speaking...and...

This is the COLUMBIA...BROADCASTING SYSTEM!