

Al Broadcast

(FINAL DRAFT)

THE AL PEARCE SHOW FOR CAMEL CIGARETTES

FRIDAY, JUNE 7, 1940
PROGRAM #6

3:30 - 4:00 P.M.
6:30 - 7:00 P.M.

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

MUSIC: (THEME)

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

WENDELL: FOR EXTRA FLAVOR -- GET CAMELS!

NEWSBOY: EXTRA!

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

NEWSBOY: EXTRA!

WENDELL: 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)

AL: Good evening, all! One of the most entertaining pictures of the year is "Young Tom Edison," featuring Mickey Rooney. As we promised last Friday, tonight we're going to present our version of this fine picture. Only we're going to call it: "The Boy Who Invented the Electric Bed Warmer," or, "Who Gave Grandma the Hot-Foot." Of course...

CARL: Egads, Al, I can hardly wait to throw myself into the part of young Tom Edison.

AL: Well, get ready to throw yourself out again. What do you know about acting?

CARL: What do I know about acting? Tomorrow they're testing me for a part with Ann Sheridan. I'm supposed to be a fiery, passionate lover who wins Miss Sheridan with burning kisses.

AL: Do you think you'll get the part?

CARL: I don't know but it'll sure be fun finding out.

AL: Well, Carl, maybe you have got something besides that round haircut and those high button shoes. Let's hear you emote and we'll leave it up to our studio audience.

CARL: Okay, here's a poem I wrote that I'd like to dedicate to our studio audience.

IF YOU CAN SMILE, THOUGH YOU'RE BITTER AS GALL
IF YOU CAN LAUGH, OVER NOTHING AT ALL
IF YOU CAN APPLAUD EVERY LINE THAT I SPEAK
THEN FOR GOODNESS SAKES, COME BACK NEXT WEEK!

AL: But, Carl, I can't give you a part in our play tonight, you'll have to talk to Dick Lane, our casting director...

SOUND: DOOR KNOCK

AL: That must be him now. Come in.

SOUND: DOOR OPENS AND CLOSES

AL: Hello, Dick!

DICK: Hello, Al! I want you to meet a young lady I brought along to try out for our play tonight. Mr. Pearce, Miss Sylvia Silverfish! Say hello to Mr. Pearce, Sylvia!

MARGARET: Oh, hello, Mr. Pearce. I'm so happy to see you. I was looking forward to seeing you and I thought I never would see you. They told me you were busy, but now that I have seen you, I'm so happy because I have a chance to say hello to you, because I simply must say hello to you. Hello, Mr. Pearce!

AL: That's the longest hello I ever heard! What acting experience have you had, Miss Silverfish?

MARGARET: Oh, don't be so formal. My first name is Sylvia, but to my mother I was always just plain Silly! (LAUGHS)

AL: Well, mother knows best! Dick, this girl is dumb enough to be twins!

MARGARET: Oh, I am a twin! All our lives, me and my twin have looked so much alike that there's only one way people can tell me and my twin apart!

AL: How can they tell you apart?

MARGARET: Harold has a moustache!

AL: (SARCASTICALLY) Harold has a moustache! Listen, Dick, you better take charge here. Let's have a demonstration of her acting and see what she can do!

DICK: Okay, let's get Elmer Blurt in here. He's playing the leading role in "Young Tom Edison" tonight.

CARL: Wait a minute, how about letting me try out with Miss Silverfish?

AL: All right. Carl, let's hear you make a beautiful proposal speech to Silly -- er, Sylvia!

CARL: Okay, stand back, everybody! Ah, my dear Sylvia -- breathes there a man with soul so dead, who never to a girl has said -- "LET'S GET HITCHED, BABE."

DICK: (SARCASTIC) Let's get hitched, babe! What kind of acting is that? You don't even know the rudiments of acting. Here -- repeat this old phrase after me. "FRIENDS, ROMANS and COUNTRYMEN -- LEND ME YOUR" so forth and so on!

CARL: Friends, Romans and Countrymen, lend me your so forth and so on!

DICK: No-no-no. Your ears! Your ears!

CARL: What's the matter with my ears?

DICK: LEND ME YOUR EARS! LEND ME YOUR EARS!

CARL: Now you're being silly!

DICK: No-no -- you will never do. Where's Blurt! Elmer!
Elmer! ELMER!

SOUND: DOOR SLAMS

ELMER: Is somebody calling me?

DICK: Yes, I was calling you! Elmer, do you realize you're playing young Tom Edison tonight? What made you so late getting here?

ELMER: I met a poor old man outside and I stopped to give him a nickel! The poor old fella was hollerin' his head off.

DICK: You stopped to give a poor old man a nickel? What was he hollering?

ELMER: Ice cream cones five cents a piece!

DICK: Well, listen, Elmer -- this girl here is Miss Sylvia Silverfish, and we want to try her out for a part. She wants to do a love scene with you!

MARGARET: Yes -- Come to me, Elmer, oh, my darling, oh, my pet, oh, my love, oh, my own, oh, my precious!

ELMER: Ohhh, my gosh! (LAUGHS)

MARGARET: Come, Elmer! Hold me in your arms like this -- that's it! Now look into my eyes and say I am beautiful!

ELMER: I don't wanna!

MARGARET: Go ahead -- say it -- say I am beautiful!

ELMER: Okay -- I am beautiful!

DICK: Look, Elmer -- haven't you ever seen anybody make love?

ELMER: Oh, sure, sure!

DICK: When?

ELMER: I used to hitch-hike down to Long Beach and watch the sailors!

MARGARET: Elmer -- come here to me. Don't you realize that you are the whole world to me. Tell me that you'll marry me.

ELMER: Well, before I could marry you, there's something I have to get off my chest.

MARGARET: What is it?

ELMER: A big red heart with "LIZZIE" tattooed on it!

MARGARET: That's all I want to know. Now hold me tighter and kiss me! (PAUSE) Go ahead -- KISS ME! Did you hear me, Elmer? I said kiss me!

DICK: Elmer! Go ahead -- kiss her. What are you waiting for?

ELMER: I'm looking for some place to put my gum!.

MUSIC: (CHORD PLAY-OFF)

(APPLAUSE)

AL: Friends, tonight we open a new department...a niche in which we will present from time to time radio artists who are making good in a big way on local stations throughout the country.

You know there are about seven hundred radio stations in the United States and many of radio's most popular performers got their start on some small station in their local town. In fact, it wasn't so long ago that I was a local boy myself on a San Francisco station.

We've been kinda reviewing acts from coast to coast and we've found several we think show signs of being network personalities of the future.

Tonight, we bring you Bonnie King. Bonnie has been on the air more than three hundred and fifty times over Station KMBC in Kansas City and they think Bonnie is just about tops as a young singer. Bonnie has so many people who like her in Kansas City that we thought people in other sections of the country would enjoy hearing her, too. So we sent her a plane ticket and here she is -- a radio veteran with some three hundred and fifty broadcasts behind her making her first appearance on a network commercial program...Miss Bonnie King.

"BLUE PRELUDE"

ORCHESTRA AND BONNIE KING

ORCHESTRA: (MUSICAL SKYROCKET...SEGUE TO THEME FOR WENDELL)

WENDELL: Ladies and gentlemen! When it comes to the field of cigarettes the "extras" in Camels speak for themselves. It's the "extras" that make Camels America's favorite cigarette...the extra mildness, extra coolness, and extra flavor that come from Camel's matchless blend of costlier tobaccos and slower way of burning. Camel's slower way of burning also means extra smoking. 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. So get the "extras." Take your smoking on the slow-burning side. Penny for penny, slow-burning Camels are your best cigarette buy!

(MUSICAL CURTAIN)

ORCHESTRA: (ELMER INTRODUCTION)

WENDELL: (ON CUCKOO) The cuckoo stands for Elmer Blurt! Again we find our super low-pressure salesman, going from door to door selling Home Remedies and Household Supplies.

ARTIE: (KNOCKS)

SOUND: DOOR OPENS

VERNA: Well, what do you want?

ARTIE:- Hi Yi Rancho Grande, as a salesman I am dandy! Yo hoo!

VERNA: Just a minute, Elmer Blurt is the salesman who always calls on me at this time. Are you taking his place?

ARTIE: Yes, yes, my little artichoke! Elmer Blurt is appearing in Young Tom Edison tonight, so he's hired me, his second cousin, to take his place.

VERNA: You're his second cousin?

ARTIE: Yes, the first cousin he hired didn't turn out so good.

VERNA: Well, how do I know you're selling reliable merchandise?

ARTIE: How do you know I'm selling reliable merchandise!! Why my dear lady, who carries the best line of dresses? Who carries the best line of novelties? Who carries the best line of everything?

VERNA: Who?

ARTIE: Don't be so inquisitive...!

Lady, I have here a beautiful bracelet!

VERNA: A beautiful bracelet?

ARTIE: Lady, this is such a marvelous piece of fine jewelry
I ought to buy it myself.

VERNA: Then why don't you?

ARTIE: Not me -- my prices are too high!

VERNA: Get out of here, you're dumber than Elmer Blurt!

SOUND: DOOR SLAM

ARTIE: (LAUGHS) I'm dumber than Elmer Blurt -- (LAUGHS)
I'm dumber than Elmer Blurt. Mmmmyeah, could be!
I should get discouraged. If at first you don't succeed,
try, try the next house.

SOUND: KNOCK ON DOOR...DOOR OPENS

ARTIE: How do you do, lady --

MARGARET: Oh, Doctor, I'm so glad you got here!

ARTIE: But, lady -- I'm not a --

MARGARET: We haven't a minute to lose. There's my husband lying
on the sofa. I hit him in the head with a hammer!

ARTIE: You hit him with a hammer? What for?

*Cut on
2nd show.*

MARGARET: I was trying to break up his cold!

ARTIE: Well, let me look on him! Hmmm. He's coming to --- he's going to be all right!

MARGARET: How can you tell?

ARTIE: He's trying to blow the foam off his medicine!...
Say, Lady, while I'm here, how about buying this beautiful bracelet?

MARGARET: Why, the very idea you're no doctor you're a salesman!

ARTIE: Will you buy the bracelet?

MARGARET: No, I won't!

Cut on 2nd show.

ARTIE: Can you imagine, I'm no salesman either! Goodbye!

SOUND: DOOR SLAM

DICK: Hey, Kitzel! Wait a minute, Kitzel!

ARTIE: Hmmm, here comes Mr. Lane, the sales-manager!

DICK: Well, Kitzel, what have you done so far today?

ARTIE: Well, in that apartment house across the street lives a lady, and when she opened the door she tried to give me a kiss.

DICK: Oh Kitzel, kutchy, kutchy, kutchy!

KITZEL: How could she -- yahoo!

DICK: Why, Kitzel, for shame! She may have been somebody's wife. Place yourself in her husband's position. You're out working and slaving and your wife stays home, entertaining a salesman!

ARTIE: My wife is entertaining a salesman? Why, I'll take that man in my bare hands and smash him up and down -- I'll break him into little pieces -- I'll choke him by the throat 'til he's dead like anything! I'll pick him up and I'll knock him down again -- I'll ---- Just a second, what am I so excited about, I'm not even married -- !

DICK: You're worst than Elmer Blurt! You got other things to sell besides those broken down bracelets! How about that face bleaching cream, that's what the housewife wants in this weather. Now you go ahead and sell some cream at this door here.

ARTIE: It's no use -- the lady will just slam the door in my face!

DICK: Dont't be silly! The modern woman doesn't slam the door in a salesman's face!

ARTIE: The modern woman doesn't slam the door in a salesman's face?

DICK: No.

ARTIE: Okay -- I'll try it!

SOUND: KNOCKING...DOOR OPENS

ARTIE: Lady, I'm selling...

SOUND: LOUD DOOR SLAM

ARTIE: Hmmmm. Is she old-fashioned!

DICK: Listen here, Kitzel. You're not using the right technique. You've got to say: Hello, my little blue-eyed Mother, how'd you like a jar of bleaching cream? It makes your skin as smooth as silk, it makes your face as white as milk. Now watch me!

SOUND: DOOR KNOCKS...DOOR OPENS

DICK: Hello, my little blue-eyed Mother, how'd you like a jar of bleaching cream, it makes your skin as smooth as silk, it makes your face as white as milk!

LADY: Here's your dollar.

DICK: Here's your cream.

SOUND: DOOR SLAM

ARTIE: Well, my, oh my, -- cut my suspenders and call me droopy. What a salesman! Now, I'll try it -- at this next door --

SOUND: DOOR KNOCK...DOOR OPENS

ARTIE: Hello, my little blue-eyed Mother --

LILLIAN: What you all talkin' about, white boy --

ARTIE: I mean, my little brown-eyed Mother ---

LILLIAN: You-all is teched in the head. (LAUGHS)

ARTIE: I have here a jar of cream -- It makes your skin as smooth as silk and makes your face, -- and --

LILLIAN: And makes my face what?

ARTIE: Hmmm, how shall I tell her?

SOUND: DOOR SLAM

ORCHESTRA: (CHASER)

THE AL PEARCE SHOW -17-
6/7/40

AL: Tonight Marie Greene and the Merry Men will sing
 "The Maids of Cadiz" and I know you'll like it.
 Okay, Carl, that's your cue.

"MAIDS OF CADIZ" MARIE GREENE AND THE MERRY MEN AND ORCHESTRA

AL: Thank you, Marie, that was splendid and now, friends,
an important message from Wendell Niles!

NILES: Every day more and more smokers are discovering that
the important "extras" in cigarette pleasure and value
go with slow-burning Camels. Extra mildness is one.
And there's extra coolness, too. It's easy to see that
the slower a cigarette burns, the cooler and milder
the smoking.

MAN'S VOICE: Nothing interferes with cigarette flavor and aroma like
too much heat from too-fast burning.

NILES: But with Camels...slow burning preserves the flavor of
Camel's costlier tobaccos and lets it come through in
the smoking. So there are three definite advantages in
favor of slower-burning Camels...extra mildness, extra
coolness, and extra flavor. There's one other -- extra
smoking.

MAN'S VOICE: 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.

NILES: That means a smoking plus equal, on the average, to FIVE
EXTRA SMOKES PER PACK. So choose your cigarette for
slow burning. Get slower-burning Camels...the cigarette
that gives you the "extras."

(MUSICAL CURTAIN)

WENDELL: Ladies and gentlemen, the time has arrived for our colossal presentation of the life of a great inventor, a kaleidoscopic tapestry of inventive genius, an epic of electric wizardry, a saga of industrial progress, -- in other words, a string of gags we threw together at the last minute. This is our version of "Young Tom Edison," starring Elmer Blurt. As the scene opens we find Elmer Edison Blurt hard at work in his basement laboratory!

SOUND: POUNDING ON METAL WITH HAMMER

ELMER: 'Fraid this invention is gonna work, I hope, I hope, I hope!

DICK: (CALLS) Elmer! Elmer!! ELMER!

ELMER: Yes, papa!

SOUND: WALKING DOWN STEPS

DICK: You didn't even go to bed last night. What have you been doing down here in the basement all night long?

ELMER: I been workin' on a big problem --

DICK: A big problem? What is it?

ELMER: How much is one and one?

DICK: TWO! Couldn't you figure that out?

ELMER: No, but I was hittin' all around it!

DICK: What are you doing to **that** alarm clock?

ELMER: It's my new invention, I'm sawin' the bell in half.

DICK: What good is an alarm clock with only half a bell!?

ELMER: That's for when there's two people in the room and only one of 'em wants to wake up.

DICK: Elmer, bend over my knee, I'm going to give you a thrashing!

SOUND: TWO LICKS...FOLLOWED BY ELECTRIC SPARKING

DICK: (HOWLS) Ouch! Elmer! What's the idea of giving me a shock with those electric wires in your trousers. They must have a force of at least fifty amperes!

ELMER: Yeah, I got amps in my pants. (LAUGHS)

DICK: (AS GILDERSLEEVE) Now you look here, Elmer Edison Blurt...
...I've sunk enough money in your fool inventions. First it was a new-fangled mop-rag and we were wiped out, and then you invented a new kind of corset and we took a lacing --

ELMER: But don't worry, Pop, I just invented a sure thing, a mattress with a zipper!

DICK: A mattress with a zipper? What for?

ELMER: So old maids won't have to get out of bed to see who's underneath!

DICK: Elmer! Bend over my knee!

SOUND: FEW LICKS

MOTHER: Stop! Stop, father! You mustn't strike Elmer, he's a genius! Here Elmer, I brought you some apple pie and milk! Father, you should be ashamed of yourself for spanking Elmer on an empty stomach!

ELMER: He couldn't help it, I turned over!

MOTHER: Elmer, what did you do with the pie tin from the last pie I brought you?

ELMER: I ate it! (LAUGHS)

MOTHER: You ate it? Why people don't eat the tins that pies are baked in.

ELMER: They don't? Gosh, they're throwin' away the best part!

MOTHER: See Father, I told you our boy was a genius!

SOUND: DOOR BELL

MOTHER: There's somebody at the front door. Come with me, Father, and we'll see who it is.

DICK: Coming Mother -- and listen, Elmer -- you stop those fool inventions. Why don't you go in for chemistry like I did? There was something about pouring stuff in glasses that always got me!

ELMER: Pouring stuff in glasses gets lots of people!

SOUND: DOOR BELL REPEATED

MOTHER: Are you coming Father?

DICK: Coming dear!

SOUND: FOOTSTEPS UP STAIRS

ELMER: Oh, gosh -- maybe papa is right! I think I'll pour some of this stuff in this glass. Then I'll pour in a little of this --

DICK: ELMER! (CALLING OFF MIKE) Your school teacher is upstairs with a complaint. Come up here at once!

ELMER: Yes, Papa! Now I drop in a little of this -- and a few drops of this red stuff --

DICK: ELMER! I said, come up here!

ELMER: Yes, Papa! Then I add just a teeny-weeny drop of this other junk -- and then --

DICK: (SCREAMS) ELMER -- WILL YOU COME UP HERE!

SOUND: LOUD EXPLOSION...SLIDE WHISTLE...RENDING AND TEARING OF WOOD

ELMER: (AFTER SLIGHT PAUSE) Well, here I am, Papa!

DICK: Elmer -- you imbecile! Look what you've done. You blew a big hole through our dining-room floor and scared the wits out of all of us! How could you do such a thing! HOW COULD YOU?

ELMER: Well, Father -- it wasn't easy!

TEACHER: What did I tell you! As your boy's school teacher, I want you to know that Elmer Edison Blurt is a good-for-nothing --

SOUND: DOOR KNOCK...DOOR OPENS

WENDELL: Listen here, Mr. Blurt, where is that boy of yours? He invented a time bomb and planted it under my grocery store!

DICK: Elmer, why did you plant a bomb under Mr. Fingle's store?

ELMER: I just wanted to see his business boom! (LAUGHS)

DICK: All right, Elmer, lie down across my knee!

MOTHER: And while you're resting, Elmer, here's some apple pie and milk!

TEACHER: If I were you, Mrs. Blurt, I would put him on plain bread and H-2-0!

ELMER: What's H-2-0?

TEACHER: See how dumb he is? Everybody knows H-2-0 is water. Water is two parts hydrogen and one part oxygen!

ELMER: Not California water -- it's five parts sand!

DICK: Well, you women settle this matter. I'm late for work. I have to go and get cleaned up. (FADES)

MOTHER: Now, Miss Pattycake, tell us just what little Elmer has done in school!

ELMER: I didn't do nuthin' wrong, Ma!

TEACHER: You didn't do nothing wrong! Why, Elmer Edison Blurt you sawed the legs off my chair, you painted all the windows black, you tied up a goat in the cloak-room, you filled the ink-wells with glue, you put micky-fins in the lunch-pails, and today you set fire to the school house! What do you say to that?

ELMER: Well, -- none of us is perfect! (LAUGHS)

TEACHER: ~~(RATTLES OFF VERY FAST) Oh my goodness, of all the insolent answers I ever heard from a little boy, this is positively the worst in the entire history of my professional career and if I was your mother and father I would spank you to within an inch of your life and never, never, let you attend a public school again at the expense of the upright tax-payers of this district, you little, you, you, you, --~~

ELMER: Oh thanks Miss Pattycake, you gave me an idea for a great invention --

MOTHER: What's that?

ELMER: A talkin' machine!

MOTHER: Oh Elmer, you're a genius, have some more apple pie and and milk...Miss Pattycake, Elmer may not be very good in school, but you should see some of the practical things he's invented for the house!

TEACHER: I'd like to see just one!

ELMER: I've invented something that's gonna make me famous --
AN ELECTRIC BATH TUB!

TEACHER: An electric bath tub? I never heard of such a thing.

ELMER: Well, I just press a button and the bath tub comes out of the
wall! Here I'll show you how it works.

SOUND: SNAP OF SWITCH AND ELEVATOR DOOR EFFECT

BOTH WOMEN: (SCREAM LOUDLY)

DICK: (YELLS) ELMER! WHAT'S THE BIG IDEA?

ELMER: Oh, gosh, Papa -- I didn't know you were in the tub?

ORCHESTRA: (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 Wendell, on Saturday, meet New York's Cosmopolitan Set with Ilka Chase at "Luncheon at the Waldorf" and by the way Ilka Chase's guest of honor tomorrow will be Dorothy Kilgallen who writes the syndicated column "The Voice of Broadway." 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." This next week Blondie is having a Fathers Day celebration! That's for your radio enjoyment.

WENDELL: And for your smoking enjoyment -- try Camels, the cigarette that gives you the extras! And brings you extra fun with AL PEARCE every Friday.

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

ORCHESTRA: (THEME UP AND FADE FOR WENDELL)

THE AL PEARCE SHOW
6/7/40

-27-

ANNOUNCER: A week from Sunday...June sixteenth...is Father's Day. Give Dad a big gift tin of mild-smoking Prince Albert Tobacco. There's a present he'll really enjoy. The National Joy Smoke will give Dad pipe-smoking pleasure at its best. Remember, science has confirmed the fact in laboratory "smoking bowl" tests that 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 comes in two gift sizes..the big, long-lasting one-pound tin, and the generous half-pound tin. Yes, mild, "no-bite" Prince Albert is a great gift for a pipe-smoker. Have the children give Dad a pound or half-pound tin on Sunday -- Father's Day! This is Wendell Niles speaking...and This is the COLUMBIA...BROADCASTING SYSTEM.

THE AL PEARCE SHOW
6/7/40

-28-

(NOTE: TO BE USED ONLY AS FOLLOWS: SPECIAL ANNOUNCEMENT
TO BE SUBSTITUTED FOR THE FATHER'S DAY ANNOUNCEMENT --
FOR RECORDING PURPOSES.)

ANNOUNCER: Men! When it comes to pipe-smoking, folks say there's no other tobacco like Prince Albert. Prince Albert has always been a favorite with pipe-smokers everywhere. One of the reasons is...P.A. smokes so cool. In recent impartial 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! Yes, Prince Albert gives pipe-smokers real, cool smoking enjoyment...mild, mellow smoking pleasure with all the rich taste of Prince Albert coming through without a hint of harshness. That's why folks say: "There's no other smoking tobacco like Prince Albert"...that's why Prince Albert is called the National Joy Smoke. This is Wendell Niles speaking...and... This is the COLUMBIA...BROADCASTING SYSTEM.

51459 0480