

(FINAL DRAFT)

THE AL PEARCE SHOW FOR CAMEL CIGARETTES

FRIDAY, NOVEMBER 15, 1940

4:30 - 5:00 P.M., PST.
7:30 - 8:00 P.M., PST.

Program No. 29

ELMER: (KNOCKS) S'pose 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 tonight, folks, we bring
 you news of another Camel extra advantage. We'll tell
 you all about it a little later.

And now the makers of CAMEL CIGARETTES bring you
Al Pearce and his Gang!

MUSIC: (THEME...FADE TO WENDELL NILES)

AL: Good evening, all, and thanks for that mighty fine reception. Well, the whole gang is in the corral tonight for another dizzy round-up. There's Could-Be Kitzel, Raymond Radcliffe, Elmer Blurt, Gail Gordon, Margaret Brayton, Mel Blanc, Carl Hoff and his Band and a few surprises that we'll trot out later. To start off our show tonight, Carl Hoff and the Orchestra will play --

CARL: Just a minute, Al. Two weeks ago, you bawled me out for not listening to the radio.

AL: YES, I did.

CARL: You know you're right, Al, there are other programs on the air besides ours! And I got so interested I bought myself a home recording outfit and took several programs off the air. I made a swell record of one of last Saturday's football games.

AL: A football game?

CARL: Yes, I like to analyze that kind of stuff. At our house we like to have the real dope.

AL: At your house you've got the real dope. After all, Carl, what do you know about football?

CARL: What do I know about football? Just ask me who played Vassar last week.

AL: Vassar? Carl, Vassar doesn't even have a football team.

CARL: Oh, yeah? They should have. They've certainly turned out some beautiful backs.

AL: Listen -- Carl, go ahead and play your football record.

CARL: Okay, I'll turn the machine on.

SOUND: CLICK OF MACHINE

GORDON: Goody-good afternoon, football fans. This is Bernie Bewfink speaking for Cheerful Claude's Clothing Company and bringing you the highlights of today's big game. And now my assistant Harvey Hockey will give you the starting line-up!

Okay Harvey!

MEL: Men -- you should see the line-up in front of Cheerful Claude's Clothing Company for our big **FORCED TO VACATE SALE** which will be followed next week by our **CAN'T PAY THE RENT SALE**. And whatever you do -- don't miss our Annual **FIRE SALE** in December -- cold weather permitting! And now back to the game. Take it, Bernie!

GORDON: Well, here we are in the second quarter of this thrilling football game. The weather is quite chilly here today!

MEL: Yeah -- just the kind of weather where a hot cup of coffee tastes so -- (HICCUP) good! (HICCUP)

GORDON: The team comes out of a huddle -- they're up to the line of scrimmage -- They're calling the signals -- sixteen -- twenty-one -- forty-five --

MEL: Whether you're sixteen -- twenty-one -- or forty-five Cheerful Claude can fit you!

GORDON: Oh, look at that -- the fullback has the ball -- he's down to the ten -- the five -- oh, oh, there's a fumble around the five and ten --

MEL: Men, why fumble around the five and ten when you can get the same values for more money at Cheerful Claude's!

GORDON: Well, here we are the half-time. The cheering section will entertain you with a few Odds and Ends!

MEL: In the meantime don't forget Cheerful Claude's Odds and Ends Sale! Men we have several bargains in odd pants that have slight imperfections. Due to a slight misunderstanding in our tailoring department we have about three hundred pairs of pants with an extra leg. If you have any three-legged friends -- send them in. Only one pair to a customer! All right -- you can take it, Bernie!

GORDON: You can keep it, Harvey. The game is over! Oh, pardon me -- you don't know the score -- do you?

MEL: No -- but men who DO know the score do all their buying at Cheerful Claude's. Goodbye now -- see you next Saturday!

CARL: Egads -- what a game -- didn't that carry you away?

AL: Carl, they're going to carry you away if you don't hurry up and play your number --

Bands: "Do you ever think of ME"

AL: Friends, as we came on the air tonight Wendell mentioned that we had some news about Camel cigarettes. This news will prove mighty enlightening and mighty helpful to any smoker. I'm going to ask your close attention while Wendell Niles tells you about it.

WENDELL: Ladies and gentlemen -- the fact that Camel cigarettes are slower-burning has been confirmed over and again by scientific research. The fact that this unequalled slower way of burning in Camels means more mildness, more coolness, and more flavor in the smoke -- this, too, has been confirmed in the actual day-by-day experience of countless men and women who smoke Camels. Now -- tonight -- we bring you news of still another advantage of Camel's slower burning. It is this:

MAN'S VOICE: Independent scientific tests of the smoke of five of the largest-selling cigarettes show that the smoke of slower-burning Camels contains twenty-eight per cent less nicotine than the average of the other brands tested -- less than any of them.

(CONTINUED)

WENDELL:
(Cont'd)

Yes, when you smoke the slower-burning cigarette...
when you smoke Camels...you get more mildness, more
coolness, more flavor and less nicotine -- IN THE SMOKE.
Remember that -- IN THE SMOKE. So light up a Camel...
a slower-burning Camel...and smoke out the facts for
yourself. The smoke's the thing.

ORCHESTRA: (MUSICAL CURTAIN)

AL: Carl, I sat through your football record and now I'd like to have you hear a recording I made the other morning of a program that's right down your alley.

CARL: Boy, that's for me.

AL: You can say that again. Listen to this.

SOUND: MUSIC BOX

MEL: Between the dark and the daylight,
When the night is beginning to lower,
Comes a pause in the day's occupation
(YELLS) COME IN THE HOUSE, WILLIE!
That is known as the Children's Hour.
And now kiddies -- The Julius P. Wafflebatter Dog Biscuit
Company, makers of those Woof Woof Dog Wafers, the wafer
with the flafer, brings you the kiddies' friend,
Uncle Raymond. Come in, Uncle Raymond.

RAYMOND: Gweetings, wittle wads and wassies all over the whole
wide world.

MEL: Have we any happy birthdays today, Uncle Raymond?

RAYMOND: Wighto! We would wike to wish a happy birthday to
wittle six-year-old Wiwwiam Wiwwoby.

MEL: Are you sure that's Wiwwoby?

RAYMOND: (MAD) No-no -- Not Wiwwoby? WIWWOBY! L wike in Wiwiputian!

MEL: Oh, William Willoughby! I'm sorry, Uncle Raymond. Go ahead.

RAYMOND: Congwatuwations to wittle Wiwwiam on his sixth birthday. And if wittle Wiwwiam will go in the front room and look under the table, he'll find a surprise -- it's his old man!

MEL: And now, if all you little kiddies will pay close attention and be perfectly quiet, Uncle Raymond is now going to read the funny papers. Go ahead, Uncle Raymond.

(PAUSE)

Are you through, Uncle Raymond?

RAYMOND: Yes, and they certainwy were funny today.

SOUND: FOUR SOUNDS... CHIMES

MEL: And now, kiddies, a word about Uncle Raymond's poetry contest. To the boy or girl sending in the nicest kiddie poem, we will mail a beautiful red yo-yo. There are no strings attached to this.

RAYMOND: All you have to do, kiddies, is tear off the top of your father's cigar box, you keep the top and send me the cigars. The winner of this week's contest is Master Carl Hoff, Here is the poem he submitted:

("THE EWEPHANT")

The ewephant is a vewy warge animal
With more tail in fwont than behind,
He wifes in a tent and wikes to eat peanuts
Without wemoving the wind.

When an ewephant's weady to die he walks home
'Though it's thousands of miles away

So if he wasn't sick in the first pwace
The twip would've killed him anyway.

Some kids want to grow up to be firemen
And squirt water through a hose

But I'd rather be an ewephant
And squirt water through my nose,

ORCHESTRA: (CHASER)

AL: Well, speaking of recordings, we've received records from radio stations all over the country submitting auditions of local radio favorites who have never had a chance to be heard on a transcontinental broadcast. Tonight's ^{winning} lucky recording is that of a young man by the name of W. O. King, Jr. who hails from radio station WTOC, Savannah, Georgia. Bill King is announcer at WTOC, -- but tonight he's going to sing for us. Friends, meet Bill King from Savannah, Georgia -- singing "Trade Winds." Okay, Bill, and good luck.

ORCHESTRA AND BILL KING:

"TRADE WINDS"

KITZEL: Hi-hi-o Rancho Grande, I sure am feeling dandy. Yahoo!

AL: Why, Mr. Kitzel, what are you so happy about?

KITZEL: I've got a recording, too. I was on the radio last night.

AL: You were on the radio last night?

KITZEL: Sure! Didn't you ever hear of the man in the street?
That's me!

AL: Oh, Kitzel, I don't believe it.

KITZEL: Listen, my little man, let's take a look at the record.

SOUND: FOUR GONGS...AUTO HORNS AND STREET NOISES...FADE TO:

GORDON: Good evening, friends. This is Professor Dan, the Question and Answer Man. Here I am on the corner of Hollywood and Vine with a hat full of questions. The crowd is gathering around. Who wants the first question? Here you, young man, what's your name?

KITZEL: C.B. Kitzel.

GORDON: What's the "C.B." for?

KITZEL: Could be!

GORDON: Mr. Kitzel, -- Our first question has to do with the meaning of dreams. Have you had any dreams lately?

KITZEL: Yes, I dreamed last night I wanted a salami sandwich.

GORDON: Well, that's highly significant. Salami is imported. That meant subconsciously you wanted to make an ocean voyage. Am I right? Wasn't that what you wanted?

KITZEL: No -- I wanted a salami sandwich!

GORDON: Didn't you try to analyze your dream? Didn't you go beyond the first phase.

KITZEL: Sure -- I got up and had the sandwich.

GORDON: And that was all? You rested peacefully after that?

KITZEL: Not exactly.

GORDON: I knew it! I knew it! You were emotionally disturbed. You did want to make that ocean voyage. Now -- did the dream repeat itself?

KITZEL: No, but the salami did!

GORDON: Hmm. I think we better try you on word associations.
For instance, let's take the word "flower" -- f-l-o-w-e-r.
When I say "flower" what do you think of?

KITZEL: Poppy.

GORDON: Very, very good. Poppy is a flower! Now, what does
Poppy make you think of?

KITZEL: Mommy!

GORDON: Mommy? I don't think of mommy!

KITZEL: You should. Mommy thinks of you!

GORDON: Oh, now you've spoiled it. Let's start out once more
with the word "flower." When I say "flower" what do you
think of?

KITZEL: Bed!

GORDON: That's perfect. Flowers grow in beds. The next word is
River. What do you think of?

KITZEL: Bed!

GORDON: Good -- good! River beds. Now, one more. What do you
think of when I say refrigerator.

KITZEL: Bed.

GORDON: Bed? How in the world can refrigerator suggest bed?

KITZEL: I guess I'm tired.

GORDON: Okay -- you're tired -- what does that suggest?

KITZEL: Sleep.

GORDON: Now -- we're clicking. What does sleep suggest?

KITZEL: Delicatessen!

GORDON: How could sleep suggest delicatessen?

KITZEL: Well, I might have another dream tonight and I'm all
out of salami!

ORCHESTRA: (CHASER)

THE AL PEARCE SHOW -16-
11/15/40

AL: ~~Well, you can depend on Kitzel sticking his neck out every week.~~ Friends, next Thursday is Thanksgiving and our program wouldn't be complete without a little Thanksgiving atmosphere, so I've asked Bill Jordan and George Kent at the two grand pianos to play their novel arrangement of "Turkey in the Straw" and, boy, I know you're going to get a kick out of this. Okay, fellows, -- Bill Jordan and George Kent and their two grand pianos --

TWO PIANOS: "TURKEY IN THE STRAW" BILL JORDAN & GEORGE KENT

51459 1091

ORCHESTRA: (MUSICAL SKYROCKET...FADE TO WENDELL)

WENDELL: Whether you smoke a lot or just now and then, less nicotine in your smoking is an advantage worth looking into. And the place to look is in the smoke. That's the way nicotine reaches you -- in the smoke. The smoke's the thing. And here are the facts.

ANNOUNCER: Independent scientific tests of five of the largest-selling cigarettes show that the smoke of slower-burning Camels contains twenty-eight per cent less nicotine than the average of the other brands tested -- less than any of them.

WENDELL: Less nicotine in the smoke. Yes, and that extra margin of freedom from nicotine is only one advantage -- only one of many extras you get in slower-burning Camels. You get extra mildness and extra coolness -- for Camels are free from excess heat and the irritating effects of too-fast burning. You get extra flavor -- for slower burning preserves the delicate elements of flavor and fragrance, lets it come through in fuller measure. You even get more actual smoking per cigarette per pack in Camels -- because --

LACKAYE: By burning twenty-five per cent slower than the average of the four other of the largest-selling brands tested, Camels give a smoking plus equal on the average to FIVE EXTRA SMOKES PER PACK.

WENDELL: Make it a point next time to try the slower-burning cigarette...to try Camels. You'll know they have the flavor -- extra flavor. You'll know they smoke cooler, milder. And you'll know -- by the assurance of modern laboratory science -- that you're getting less nicotine... in the smoke. Yes the smoke's the thing!

ORCHESTRA: (MUSICAL CURTAIN)

WENDELL: Well, you've heard Mr. Kitzel's version of the Man on the Street. Now we'd like to bring you the original Man on the Street-- not a motion picture, not a phonograph recording, but that super, low-pressure house-to-house salesman, in person -- Elmer Blurt!
Today we find Elmer in a very congested apartment building going from door to door selling termite control.

ELMER: Hope I can sell some of my termite control at this apartment building, I hope, I hope, I hope.

SOUND: ELMER KNOCK...DOOR OPENS

ELMER: How ja do, Mister. I'm Blurt, the bug man.

GORDON: (SCREWY RUSSIAN) Ivanoff, Petrovitch, motsinsky.

SOUND: LOUD DOOR SLAM

ELMER: Well that takes care of that door.

SOUND: ELMER KNOCK...DOOR OPENS

ELMER: How ja do -- oh, gee.

MEL: (QUICK INTO SCREWY CHINESE)
Do ya -- So-hy-ding-lee-so-lee young how fungggggggggg.
Mucky-hi-how-low-to -- young mee lo-hop chow fungggggggggg.
Chu-man-gong-chop-hi-fungggggggggg. To-lee-much chow
fee-long-ja-lee funggggggggg!

SOUND: DOOR SLAM

ELMER: Oh, gosh, am I having funggggggggggg today, Well, I'll fool 'em at this `next door.

SOUND: ELMER KNOCK,..DOOR OPENS

ELMER: Oh, so, me Elmer Blurto fumimato hiro tukisani yamira turmoto controllo.

MEL: (VERY BROAD ENGLISH) Sorry, old boy, I do my own laundry.

SOUND: DOOR SLAM

ELMER: Well, that was a washout. Grandma said there'd be days like this. I think I'll change my luck and go around to this back door here.

SOUND: ELMER KNOCK...DOOR OPENS

ELMER: How ja do, lady,. How'd you like to get rid of your termites?

PASQUALE: Mya wat? What'sa matta you? What you talk crazy for? What you mean my termites?

ELMER: Your bugs!

PASQUALE: You're buggsa, too! Shut up.

SOUND: DOOR SLAM

ELMER: Oh, golly...

SOUND: QUICK DOOR OPEN

PASQUALE: Shut up!

SOUND: QUICK DOOR SLAM

ELMER: Gee, somebody in this building should have termites
I'll try one more door.

SOUND: ELMER KNOCK...DOOR OPENS

ELMER: How'd ja do, lady

BRAYTON: Hi ya there, toots!

ELMER: Lady, I'm Elmer Blurt, the bug man.

BRAYTON: That's all right, kid, none of us is perfect.

ELMER: But, ah...you don't understand, lady. I got here a
machine -- my own invention. Elmer Blurt's Automatic
Termite Pointer Outer. I'll rid your house of termites.
You know what termites are?

BRAYTON: Yeah.

ELMER: Do you have any idea what termites do to a house?

BRAYTON: Naw.

ELMER: That's right.

BRAYTON: Well, come on in, but I don't think you'll find no termites.

ELMER: Oh, gee, thanks, lady. This is going to be fun.

SOUND: DOOR CLOSES

BRAYTON: John, the termite man is here.

MEL: What do I care. I haven't any termites.

ELMER: Have you been inspected lately?

BRAYTON: Set the machine right here.

ELMER: Lady, this is my latest invention. It's a talking machine and it tells me exactly where the termites are. I'll turn it on for you.

SOUND: BELL...ONE TING...WHIRRING SOUND

MEL: (QUICKLY) One, two, three, four, five, six, seven, eight, nine -- TERMITE!

ELMER: Ohhhhhhhhh, golly, lady, you have got termites. It's pointing right at the leg of that table.

BRAYTON: No fooling?

ELMER: Yup, yup, sure, sure, I gotta saw the leg off that table. We'll get him.

SOUND: BRISK SAWING...QUICKLY...THEN THUD

ELMER: Aw, shucks, the joke's on me.

BRAYTON: What do you mean?

ELMER: No termites. It must be in one of the other legs. I'll saw off this leg.

SOUND: BRISK SAWING...QUICKLY...THEN THUD

BRAYTON: Listen, you little squirt, you sawed two legs off my table and what did you discover?

ELMER: I discovered you've got a mighty fine table. Now we'll point the machine once again!

SOUND: BELL...TINGALINGALING...WHIRRING SOUND

MEL: (QUICKLY AND EXCITED) One, two, three, four, five, six, seven, eight, nine, -- TERMITE!

ELMER: Oh, golly, it's pointing over to that couch there.

BRAYTON: You leave Granpa's wooden leg alone.

SOUND: BELL...TINGALINGALINGALING...WHIRRING

MEL: (QUICKLY) TERMITE! TERMITE! TERMITE! TERMITE! TERMITE!

ELMER: Oh, gosh, lady, that's bad. This is serious. This leg's
sure gotta come off.

SOUND: BRISK SAWING THEN THUD

ELMER: Ohhhhh, gosh!

BRAYTON: What did you discover?

ELMER: I discovered you also have a mighty fine Grandpa.

BRAYTON: Young man -- When Grandpa wakes up and finds out you
sawed off his wooden leg, he's going to be hopping mad!

ELMER: Well, at least he'll be hopping.

BRAYTON: Yes, but what'll he say?

ELMER: He won't say a word.

BRAYTON: What! After you sawed off his wooden leg he won't say
a word?

ELMER: No, he'll be completely stumped.

BRAYTON: OH! GET OUT OF HERE!

SOUND: DOOR SLAM

ORCHESTRA: (BUMPER TO NEWSBOY)

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

WENDELL: CAMELS give you extra flavor.

NEWSBOY: EXTRA !

WENDELL: CAMELS give you extra mildness and extra coolness.

NEWSBOY: EXTRA !

WENDELL: CAMELS give you extra smoking per pack. Try CAMELS...
the cigarette that gives you the extras.

AL: Friends, next week we salute radio station WGR,
Buffalo, New York, for exploiting the wonderful voice
of one of Buffalo's local radio favorites, Elvera.
We've invited Elvera to come to Hollywood as our guest
next week to make her first transcontinental broadcast,
and believe you me, you're going to hear something when
you hear this Buffalo radio favorite sing next Friday
night.

WENDELL: And in the meantime, 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, friends...we'll be seeing you next Friday
night,..so long and good luck.

ORCHESTRA: (THEME TO WENDELL)

MAN: (CLATTER) Wow -- my tongue! That soup is liquid fire!

WOMAN: Oh, dear -- now you won't be able to taste the lovely
roast.

ANNOUNCER: Don't let excess heat spoil the real pleasure of a pipe,
either. A tobacco that burns too hot smokes harsh, flat.
Get Prince Albert, the cool-burning tobacco that lets
delightfully rich taste and aroma come through mildly --
gently -- easy-on-the-tongue. 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 prime, fully-aged tobacco, "crimp cut"
and "no-bite" treated for a real peak in smoking joy.
Try P.A., men -- you'll be thankful!

This is Wendell Niles -- speaking --

This is the COLUMBIA...BROADCASTING SYSTEM.