

(FINAL DRAFT)

THE AL PEARCE SHOW FOR CAMEL CIGARETTES

FRIDAY, JANUARY 24, 1941
Program No. 39

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

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

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

WENDELL: Ladies and gentlemen, -- CAMEL -- the slower-burning
cigarette that gives you more flavor, -- (MUSIC) --
more mildness, -- (MUSIC) -- more coolness, and less
nicotine in the smoke, -- (MUSIC) -- twenty-eight per
cent less nicotine than the average of the four other
largest-selling brands tested.

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

WENDELL: Bring you from Hollywood, -- AL PEARCE and his Gang!

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

ad lib

AL: Good evening, all, and thank you. We usually start out by saying that we have a surprise for you -- and tonight we really have an extra surprise, for, in addition to Elmer Blurt, Raymond Radcliffe, Could-Be Kitzel and Carl Hoff and His Camel Orchestra, we have with us tonight, a very talented young lady -- the star of the recent motion picture success -- "SCATTERBRAIN" -- Miss --

CARL: Hey, wait a minute, Al -- don't bring her in yet!

AL: What's the matter, Carl?

CARL: Before she comes in -- tell me how do I look?

AL: Carl -- where in the world did you get those clothes?

CARL: Well, I got the full-dress suit from my grandfather but the tennis shoes are my own idea! And get a load of the shirt! Classy, ain't it?

AL: What's that writing on the shirt?

CARL: It lights up and says "Go to Jakes for Chops and Steaks." But tell me -- do you think Judy will like it?

AL: Well, we'll soon find out! Judy -- come out here! Here she is, friends -- JUDY CANOVA!

(APPLAUSE)

JUDY: Hello, Al -- Howdy, everybody!

AL: Judy, we're really happy to have you as our guest tonight and first I'd like to have you meet the gang. Say hello to Carl Hoff, Judy.

(SLIGHT PAUSE)

AL: What's the matter, what is it?

JUDY: That's what I want to know -- what is it?

AL: Why, Judy, Carl dressed up especially for you. That's why he's wearing that monkey suit.

JUDY: I think it's elegant. It's the first monkey I've ever seen with two tails.

CARL: Egads -- that's what I like -- a dame with repartee! Ah, Judy -- my love -- I think fate has brang us together. I know you were just my type when I saw you in that picture "SCREWBALL."

AL: Carl, you mean "Scatterbrain."

CARL: Scatterbrain -- Screwball -- what's the difference as long as we're both crazy.

AL: Well, come along, Judy and meet some of the others --

CARL: Wait a minute, Al -- what about the welcome poem I wrote for her?

AL: Judy -- do you want to hear one of Carl's poems?

JUDY: Of course -- I just love corn!

CARL: Egads -- she's wonderful. Okay -- here's the poem!
"Anthony had Cleopatra
Romeo had Juliet
Napoleon was in love with Josephine
And Fanchon's with Marco, yet!
Dear Scatterbrain, you need a Screwball
To make life a thing of beauty,
So let's team up together, Babe,
And we'll be PUNCHY AND JUDY!"

AL: Very good, Carl -- how did you like it, Judy?

JUDY: It was so sweet, I think I ought to return the compliment.
"A woman needs a better half,
To stand the trouble and the gaff,
But please forgive me if I scoff,
Who wants to go through life -- HALF HOFF!"

AL: You'd better play, Carl -- Come on, Judy, I'll introduce
you to the rest of the Gang!

ORCHESTRA: "HUMORESQUE"

AL: That was a swell number Carl -- you sure scored a hole
in one on that one -- in fact you swing that baton like
you swing a golf club --

WENDELL: Al -- he's certainly got a healthy swing -- In fact I
think he's got the makings of a second Lawson Little.

AL: What do you know about Lawson Little?

WENDELL: Al, remember last June when his name was on all the front pages. That's when Lawson Little was playing in the National Open Golf Tournament (FADE) in Cleveland, Ohio -- June, 1940!

SHIELDS: (FADE IN) The game's in a deadlock. Lawson Little and the other famous golfers are fighting it out in an extra round play-off. It's exciting -- it's thrilling, but to a golf ball it's -- well, listen!

SOUND: HARD HITTING DRIVE OF A GOLF BALL...SOUND OF BALL WHIZZING THROUGH AIR

VOICE: (PICKING UP TEMPO OF BALL WHIZZING) Up -- Up -- Up -- I'm one golf ball that's got to go places -- up, up, I've got to break that deadlock (VOICE DROP ON "DEADLOCK" AS IF BALL HIT GROUND) I think we're doing it, Lawson -- thanks for that smile. All right now, Lawson -- hit me -- hit me a bit to the right -- that's what we need. Hit me a little to the right -- a little to the right -- (FADE INTO:)

SOUND: DRIVE...BALL WHIZZING...THEN INTO:

WEIRD VOICE: We're doing it, Lawson -- we're doing it. This last putt now -- and the game is ours. Take it easy, fella, easy now -- easy.

SOUND: PUTT

WEIRD VOICE: Ahhhhhh -----

SOUND: BALL IN CUP

WEIRD VOICE: Ahhhhh, in the cup.

(APPLAUSE)

CROWD NOISE: Lawson Little wins! Little's the champion!

WEIRD VOICE: We did it, Lawson -- we did it! Take it easy, Champ...
let up now...that's right...relax...smoke a cigarette.

ANNOUNCER: That's a golf ball's slant on winning a championship, and here you have the champions slant on smoking.
Lawson Little, winner of the National Open Golf Tournament has this to say about Camels.

LITTLE: Sure I smoke Camels. That extra mildness, extra coolness and extra flavor they speak about is no idle talk! All you've got to do to prove it to yourself is to light a Camel and smoke it.

WENDELL: Right, Lawson Little! For the pleasures of a slower-burning Camel are found in the smoke. Naturally, for in a cigarette, the smoke's the thing. And along with that extra mildness, extra coolness, and extra flavor in Camels, you get another extra advantage: less nicotine in the smoke. Twenty-eight per cent less nicotine than the average of the four other largest-selling brands tested, according to independent scientific tests of the smoke itself. So enjoy what millions of happy smokers are enjoying right now. Enjoy the "extras" in the slower-burning cigarette. Get Camels and get "extra" smoking pleasure.

ORCHESTRA: (MUSICAL CURTAIN)

AL: Last week, our Roving Reporter took us on a trip through the Police Department of North Hotfoot. Across the river from the City of North Hotfoot is her sister city -- South Cheesecake....and tonight our Roving Reporter, Wendell Niles is going to interview the members of the South Cheesecake Fire Department. Take it away, Wendell Niles!

WENDELL: Thank you Al. Here we are in the South Cheesecake Fire Department. And who should come sliding down the brass pole but the Fire Chief himself.

SOUND: SLIDE WHISTLE...CRASH

WENDELL: Say, hello Chief!

RAYMOND: Gweetings to evwybody evwywhere!

WENDELL: To begin with Chief would you tell us your name!

RAYMOND: I am Fire Chief Wells!

WENDELL: Wells?

RAYMOND: That's wight. Known to the Fire Insurance Companies as Arson Wells!

MEL: Pardon me, Chief -- but the men are all lined up for the daily fire drill!

WENDELL: Do you mind if I pick this up on my portable microphone, Chief?

RAYMOND: Certainwy not! We go through this wigid fire dwill evewy day. Alweedy men -- take a deep bweath -- hands on hips -- wegs wide apart -- now -- One, two, thwee!

ALL MEN: (RECITING RATHER KIDDIE LIKE)
Fire, fire said Mrs. McGuire,
Where, where, said Mrs. Blair?
Down town said Mrs. Brown.
Heaven save us, said Mrs. Davis!

RAYMOND: Okay, boys. Now everybody cwimb up the tower for the jumping exercises.

WENDELL: Oh, are they going to jump into the life nets?

RAYMOND: Oh, no -- we've done away with wife-nets.

WENDELL: Good heaven's -- you've done away with life nets?

RAYMOND: Certrainwy. We just feed them wubber so that when they hit the sidewalk they bounce. Here I'll show you. Here Fwed -- eat some of the wubber!

MEL: Okay, Chief -- (CHEWS NOISILY AND THE HICCUPS)

RAYMOND: Okay, Fwed, jump off the twoer!

MEL: Here I come!

SOUND: SLIDE WHISTLE AND THUD

WENDELL: What a wonderful jump. Fred, aren't you hurt?

MEL: No!

WENDELL: But don't you feel any ill effects from the rubber?

MEL: No. I feeeeeeeel -- finnnnnnnnnnnnnnnne!

SOUND: LOUD TELEPHONE BELL

RAYMOND: Oh, there's the phone! Hewwo! Fire Department.

MEL: Hello, Chief -- have you got any more of those old worn out fire horses?

RAYMOND: We've got four horses that we are sending to the gue factory. You can have them for ten dollars apiece!

MEL: I'll take all of them! Goodbye!

SOUND: PHONE UP

WENDELL: Who was that?

RAYMOND: Bing Cwosby!

WENDELL: Before I go, Chief -- have you had any big fires lately?

RAYMOND: Yup -- just wast week we had a tewwific fire. My own house burned to the gwound in two minutes!

WENDELL: Your own house -- what a shame!

RAYMOND: Fortunatemy, I had just taken out an insurwance powicy for Sixty Thousand Dollars!

WENDELL: Say -- you were very lucky, Chief. How did your fire get started?

RAYMOND: (CONFIDENTIALLY) Mister Niles -- IT WASN'T EASY.

ORCHESTRA: (CHASER)

THE AL PEARCE SHOW
1/24/41

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AL: Ray O'Day from Chicago is our guest artist tonight. He sings regularly on WAAF in Chicago and he recently sent us one of his records and after we heard his recording, we sent him a ticket to Hollywood...Ray has lots of natural talent...a fine personality and thousands of listeners in the Chicago area...this boy is a good bet for the networks and it will be only a matter of time before you will hear him regularly on some big coast-to-coast program. Ray O'Day sounds like a good old Irish name to me and here he is singing "I Hear A Rhapsody"...Come on out, Ray, and get acquainted.

ORCHESTRA:

"I HEAR A RHAPSODY"

RAY O'DAY

51459 1337

WENDELL: Our Roving Reporter has just brought you the inside picture of a Fire Department -- and now -- we bring you an outside pixie -- a man who has been fired from every department -- that super-low pressure salesman, ELMER BLURT! Today we find Elmer working for the AJAX MAIL ORDER HOUSE. Elmer and the other salesmen are sitting around waiting for the Sales Manager -- who is just entering....

KITZEL: Hi-yi-o Rancho Grande, our products they are dandy!
Yoo-hoo!

SALESMEN: (TOGETHER) Good morning, Mr. Kitzel!

KITZEL: Salesmen of the Ajax Mail Order House -- this morning we're going to have a shake-up in our sales organization!

ELMER: Oh, golly -- a hula dancer!

KITZEL: Quiet, Elmer...I mean I'm going to weed out the weak sisters in our sales force. I have here a list of salesmen -- Mister Ball, Mister Bullit, Mister Blurt, and Mister Girdle! Mister Ball, I'm bouncing you. Bullit is fired and Girdle I'm letting you out!. Who else?
Oh, yes, Mister Sammon,....

ELMER: Are you going to can Sammon?

KITZEL: HMMMMM -- very comical. Mister Blurt maybe you got possibilities! All the rest of you men are dismissed -- Mister Blurt -- step into my office!

SOUND: DOOR OPENS AND CLOSES

KITZEL: Make yourself at home, Blurt. You'll find some cigarettes on my desk!

ELMER: Are they Camels?

KITZEL: If they aren't -- IT'S SABOTAGE! Now -- Elmer -- I want you to tell me just how you go about selling from house-to-house! Just talk to me like I'm your father!

ELMER: All right -- Papa, can I have a nickel?

KITZEL: Better make it I'm your uncle! Now, go ahead -- tell me what sales tick-tacks you use!

ELMER: Well -- ah -- yesterday I was selling Upsadaisy Arch Supports and I would go up to a house and knock like this --

SOUND: ELMER KNOCKS...DOOR OPENS

ELMER: How ja do, lady -- I'm sellin' Upsadaisy Arch Supports!
If your feet are flat and heavy,
And they feel like two water-soaked logs!
Give them a lift with an Upsadaisy,
Remember -- a man's best friends are his dogs!

LADY: I like your nerve. There's nothing wrong with my
arches! My legs are just tired from dancing at the
Biltmore Bowl last night.

ELMER: Tired from what?

LADY: My legs are tired from dancing at the Bowl.

ELMER: I thought you looked a little bowl legged!

LADY: Oh, yeah -- well bowlegs or not -- I've got plenty of
boy friends!

SOUND: DOOR SLAM

ELMER: She's got plenty of boy friends -- I guess Grandma was
right. She said -- many a fish has been caught with
bent pins! (PAUSE) And there you are Mister Kitzel.
That's the way I work.

KITZEL: No wonder you don't sell anything! You give up too easy. You don't fight. You've got to fight like the great men of history. Remember the name of Napoleon -- remember the name of Washington -- Lincoln -- Grant. Remember the name of Smith!

ELMER: Who was Smith?

KITZEL: I don't know but it's an easy name to remember! Now look, Elmer -- I'm going to give you a demonstration in selling. You go out and knock on my office door. I'll be the housewife and you try to sell me some arch supports.

ELMER: But nobody wants to buy these things!

KITZEL: Go ahead and try it!

SOUND: KNOCK ON DOOR

ELMER: How ja do, lady, I'm sellin' arch supports!

KITZEL: I don't want any!

ELMER: See -- I told you nobody wants to buy these things!

KITZEL: Just a second -- you give up too easy. When I say -- I don't want any -- you should come back at me and say -- But you should have some! Now go ahead -- go ahead -- try it again!

SOUND: KNOCK ON DOOR

ELMER: How ja do, lady. I'm sellin' arch supports!

KITZEL: I don't want any!

ELMER: But you should have some!

KITZEL: I've got some!

ELMER: I'm in the wrong house!

KITZEL: My, oh my -- what a stupid man! You've got to use your head. YOU'VE GOT TO CATCH THE CUSTOMER NAPPING!
Do you understand?

ELMER: Yup -- yup -- you've got to catch the customer napping!

KITZEL: All right -- now this time I'll be the salesman -- and you are the lady!

ELMER: Who is my husband?

KITZEL: Who cares?

ELMER: Then I'm no lady!

KITZEL: All right -- all right -- so you haven't got a husband!

ELMER: Have I got a boy friend?

KITZEL: No -- you haven't got a boy friend!

ELMER: Gosh -- I must have dish-pan hands!

KITZEL: All right now -- here I come!

ELMER: Where from?

KITZEL: New Orleans.

ELMER: What's your trade?

KITZEL: Lemonade -- WHAT AM I SAYING? Here I come and I'm
knocking at your door!

SOUND: KNOCK ON DOOR

(SLIGHT PAUSE)

SOUND: LOUDER KNOCK

KITZEL: (YELLS) Why don't you answer the door?

ELMER: I'm upstairs sleeping!

KITZEL: SLEEPING? Why must you sleep at a time like this?

ELMER: 'Cause you said -- you gotta catch the customer napping!

KITZEL: Get out of my institution before I wring my neck with
your own hands -- go, go, go --

ELMER: You mean I'm fired!?

KITZEL: Mnnnnnyeah -- COULD BE!

ORCHESTRA: (CHASER)

*Cut
around
show*

WENDELL: Hey, Al, have we got time to put on a little play?

AL: How long will it take?

WENDELL: About a minute.

AL: Okay, but make it good.

(PAUSE)

FATHER: Hey, son -- better hurry. You're due back at the barracks by seven thirty.

TOMMY: (IN DISTANCE) I'm coming. (FADING IN) How do I look?

FATHER: Snappy, son, snappy! They'll be making you a General some day if you don't watch out. Yes, sir -- I can just see the faces on the boys down at the office when I tell 'em. "Yes, boys -- my son has just been made a General -- General Thomas Porter White."

TOMMY: Think I'd look good in a General's uniform, Mom?

MOTHER: You'd look good in anything -- Private White. Now stop day-dreaming, or you'll be late.

TOMMY: Now, Mom -- did you pack everything? All my presents? My books?

MOTHER: Yes.

TOMMY: My new fountain pen? How about my shaving stuff, Uncle Joe gave me?

MOTHER: Yes...yes everything.

TOMMY: Betcha forgot something.

MOTHER: Now, Tommy -- I didn't forget a thing!

TOMMY: How about cigarettes? Did you get me Camels?

MOTHER: Of course. Your Dad bought you two cartons of them.

TOMMY: Oh boy, swell! Well, so long, Mom -- Dad -- . (FADE)

NILES: They smoked them in nineteen seventeen, and in nineteen forty-one they're still going strong. For years in army post exchanges and navy canteens Camels have, overwhelmingly, been the "best-seller!" And now more than ever is Camel the cigarette of the hour! For science now adds this great news --

SHIELDS: 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.

NILES: Yes -- you get less nicotine in the smoke of Camels. You get extra mildness, extra coolness, extra flavor, too. And you'll get every one of these pleasures in the smoke. So light up a slower-burning Camel -- Camel, the cigarette of costlier tobaccos -- and smoke out the facts for yourself. The smoke's the thing!

ORCHESTRA: (MUSICAL CURTAIN)

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AL: (AD LIB INTRODUCTION TO JUDY CANOVA'S SONG "LOVE HAPPY")

ORCHESTRA: "LOVE HAPPY" JUDY CANOVA

AL: (AD LIB INVITATION TO JUDY TO COME BACK NEXT FRIDAY
NIGHT FOR AN ENCORE)

ORCHESTRA: (BUMPER TO AL PEARCE)

51459 1346

THE AL PEARCE SHOW
1/24/41

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AL: Our friends in Little Rock, Arkansas will be interested to know that we have invited Mina Madden from radio station KLRA, Little Rock, to be our radio guest next week.

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, don't forget to tune in next Friday night. We'll have Judy Canova back with us again and I know we'll have lots of fun. So long, and good luck, and remember to smoke Camels!

ORCHESTRA: (THEME UP TO WENDELL NILES)

51459 1347

WENDELL: Attention, please! Watch for this man -- five feet ten inches tall -- weight, one hundred sixty-six pounds -- brown hair -- blue eyes -- wears a gray fedora hat -- smokes a pipe. This man is determined, and will stop at nothing to get a milder, better-tasting smoking tobacco. He wants smoking comfort -- freedom from tongue-bite -- more smoking pleasure. Direct this man to the nearest tobacco shop, and instruct him to get Prince Albert, the cooler-burning tobacco by actual test. Prince Albert is crimp cut and no-bite treated for real smoking joy. Remember -- the National Joy Smoke, Prince Albert! This is Wendell Niles speaking....
This is the COLUMBIA....BROADCASTING SYSTEM.