

Corrected 10-14-41

AL PEARCE SHOW

CAMEL CIGARETTES

FRIDAY, OCTOBER 10, 1941

4:30 - 5:00 P.M., EST

7:30 - 8:00 P.M., EST

PROGRAM NUMBER 52

FILMS:

(KNOCKS) Suppose you're all smoking Camel Cigarettes, I hope, I hope,
I hope.....

MUSIC:

(THEME...CAMEL...VOCAL BOYS IN BAND...THEN MUSIC UP FULL AND FADE-
TO WENDMIL NILES)

WENDMIL:

Ladies and gentlemen --- CAMEL --- the cigarette of costlier tobaccos ---
bring you --- AL PEARCE and his gang!

MUSIC:

(THEME...UP FOR APPLAUSE TO AL PEARCE)

RADIO
WILLIAM ESTY
AND COMPANY

51459 1809

AL: Good evening, all, and thanks a lot for that swell warm, friendly reception. Boy, what a crowd we have here tonight headed by the men here from March Field. We're all set for a lot of laughs and fun tonight. But first, I think I'll take a couple of minutes right here to tell you about my vacation. I didn't get a chance last week. I drove up to see that marvel of American engineering, the Grand Coulee Dam. Now I've witnessed some big things in my life, but if there is a bigger, more colossal project than that anywhere, I'd like to see it.

ANDY: Hiya, Al?

AL: I've seen it. Andy Devine in person.

(APPLAUSE)

AL: Take a look at Andy - Look! Smooth as glass and slick as a whistle! You look all spruced up, Andy -- What's the big occasion, Man Mountain Dean?

ANDY: Oh, it's on account of the Fall Festival out at Van Nuys, Al.

AL: Oh, sure -- I read about it in the paper. I suppose, being Mayor Van Nuys, you rode in the parade and everything.

ANDY: Yeah, I had to -- 'cause besides being the mayor, I'm also the Fire Chief, the board of commissioners, the town judge and also the chief of police.

AL: Boy, I'll bet when you came by, the people really threw a lot of confetti!

ANDY: Yeah, I wish they hadn't done that.

RADIO
WILLIAM ESTY
AND COMPANY

51459 1810

AL: Why not, Andy?

ANDY: Well, I'm also the street sweeper. (LAUGHS)

AL: Well Andy, I understand you've had a lot of excitement out there.

ANDY: Oh, sure; yesterday, I entered the hog calling contest.

AL: I'd like to have heard that - wish I'd been there. Had you ever done any hog calling before?

ANDY: No, but I thought I'd try it once.

AL: How did you do?

ANDY: Well, they lined up about a hundred hogs, and then I called to 'em like this. (GIVES A LOUD RAUCOUS YELL)

AL: What happened?

ANDY: It took us two days to coax 'em out of Glendale.

AL: Well, that's all very interesting, Andy. We'll all go out and see the festival. You can bet your boots. But I shouldn't be talking about Van Nuyse...we're supposed to do a play tonight and the writers just told me they haven't got it finished, so I don't know what we're going to do.

ANDY: Chucks, Al...don't worry. I've got some old Jack Benny scripts in my car. We could use one of them.

AL: Jack wouldn't like that.

ANDY: Oh, no...they all belong to me any how.

AL: I don't understand.

ANDY: Well, you've heard about actors being worth their weight in gold?

RADIO
WILLIAM ESTY
AND COMPANY

AL: Yes?

ANDY: Well, Jack paid me my weight in old scripts.

AL: (LAUGHS) Your weight in old scripts? He hasn't been on the air that long. Well...sounds like a lot of fun, anyway. Now look, go get a Jack Benny script, Andy, and we'll try it later...You're sure Jack would care?

ANDY: No, he won't care. (LAUGHS) Boy, this ought to be good.

(APPLAUSE)

AL: and now, Lou Bring and his orchestra, and boy, they have an arrangement!

Let her go, Lou!

ORCHESTRA: ("YOU ARE MY SUNSHINE")

MAN: (ECHO CHAMBER) ~~Somebody's in the barrel!~~

AL: Say, Wendell, did you hear that?

ANNOUNCER: What, Al?

MAN: (ECHO CHAMBER) Gee, I'm sorry. I know it's not my turn yet.

AL: Where'd that come from?

ANNOUNCER: Oh, that's nothing. That came from the barrel.

MAN: (ECHO CHAMBER) I take it all back, fellows.

AL: You mean from that little old barrel over in the corner?

ANNOUNCER: Sure. He lives in it. He's the fellow who talks about nicotine.

AL: Oh, you mean --- (IMITATING ECHO CHAMBER) "Twenty-eight per cent ---"

ANNOUNCER: Yeah. See, you start talking about Camel Cigarettes. Tell all about how swell-tasting they are...how extra mild they are, and all about the rich extra flavor.

RADIO
WILLIAM ESTY
AND COMPANY

AL:

Well, I like to talk about the cool smoking. The way they burn slower, and give you extra smoking per cigarette per pack. That means a lot to me... Of course I think it's mighty important that Camels are made of costlier tobaccos.

ANNOUNCER:

Even that isn't all. It's the way Camel blends those costlier tobaccos. Then Al, when you start talking about less nicotine in the smoke --

MAN:

(SING) Twenty-eight per cent --

AL:

Oh, there he is!

MAN:

(SING) Twenty-eight per cent less nicotine than the average of the four other largest-selling cigarettes tested...less than ANY of them, according to independent scientific tests of the smoke itself.

AL:

Right! And the smoke's the thing! Try a pack of mild, slow-burning Camels today, folks. You'll want to buy a carton tomorrow! Say, you in the ~~business~~ you spend all day talking about Camels. What do you do in your spare time?

MAN:

(SING) Who, me? I smoke 'em!

ORCHESTRA:

(MUSICAL CURTAIN)

RADIO
WILLIAM ESTY
AND COMPANY

WENDELL:

Boy, oh boy, you salespeople who heard our announcement last week about sending us a letter telling of your most humorous sales experience certainly responded, because we've already received hundreds of letters. Many of the letters we received are of a similar nature and sometimes the situations and stories are identical. In such cases we'll pay the one-hundred dollars commission to the person whose letter, in our opinion, presents the idea in the cleverest way. Now, remember, make your letter short and Elmer Blurt will supply the dramatization, making such changes as he thinks advisable. No letters will be returned, all will become the property of Elmer Blurt. Just write your sales experience to Elmer Blurt, care of the Columbia Broadcasting System, Hollywood, California. Now here's this week's champion sales boner.

SOUND:

(SOUND OF THE CUCKOO)

WENDELL:

The sound of the cuckoo means it's super low pressure salesman time. Tonight's dramatization has been adapted by Elmer Blurt from a letter received from Mr. Cy Labwohl of seven Carol Avenue, Brighton, Massachusetts whose check for one-hundred dollars is in the mail. Here's how Elmer Blurt would dramatize what took place.

ELMER:

Oh golly, I hope I can make a sale at this house here, I hope, I hope, I hope...

SOUND:

(ELMER KNOCKS....DOOR OPENS)

RADIO
WILLIAM ESTY
AND COMPANY

WENDELL:

Boy, oh boy, you salespeople who heard our announcement last week about sending in a letter telling of your most humorous sales experience certainly responded. Many of the letters we received are of a similar nature and sometimes the situations and stories are identical. In such cases, we will pay the one-hundred dollars commission to the person whose letter, in our opinion, presents the idea in the cleverest way. Be sure your letters are short and are based on an actual sales experience, and not merely an idea. Elmer Blurt will supply the dramatization, making such changes as he thinks advisable. No letters will be returned, all will become the property of Elmer Blurt. Just write your sales experience to Elmer Blurt, care of the Columbia Broadcasting System, Hollywood, California. Now here's this week's champion sales boner.

SOUND:

SOUND OF THE CUCKOO

WENDELL:

The sound of the cuckoo means it's super low pressure salesman time. Tonight's dramatization has been adapted by Elmer Blurt from a letter received from Miss Marek, 6513 W. 27th Place, Berwyn, Illinois, whose check for one hundred dollars is in the mail. Here's how Elmer Blurt would dramatize what took place.

ELMER:

Oh, golly, I hope I can make a sale at this house here, I hope, I hope, I hope.....

SOUND:

ELMER KNOCKS.....DOOR OPENS

RADIO
WILLIAM ESTY
AND COMPANY

51459 1815

MAN: (VERY AMIABLE) Well -- a salesman! Fine! Come right in.

ELMER: Gosh -- this feller must've bet on the Yankees.

MAN: Here...you must be tired...sit right down on that comfortable chair. I'll get a pillow.

ELMER: Gee whiz! He sure is a nice feller. I better not take advantage of him and lead him up too much.

MAN: I know your time is very valuable, so get your order book out and we'll get right down to business...shall we?

ELMER: Yeh...sure, sure...now I'm selling.

MAN: Just a minute my good man...There is a certain psychology in selling, and I believe you're making a mistake by using a little shabby stub of a pencil. I've made a study of these things...

ELMER: You have?

MAN: Certainly. A man of your appearance should have a pencil worthy of you. Now, by a strange coincidence, I have a solid gold pencil that's just the kind you need. Here, take it in your hand.

ELMER: Oh, golly, this is a purty pencil, ain't it?

MAN: Of course, and doesn't it give you a feeling of superiority?

ELMER: Uh -- superiority?...oh...yeah, yeah, sure does.

MAN: And do you know something? You can have that pencil.

ELMER: I can have it? Oh, happy me...

MAN: For a dollar ninety-five.

RADIO
WILLIAM ESTY
AND COMPANY

ELMER: Well, it sure does look like a bargain. I guess I'll take it. Here's your money.

MAN: Thank you. Now, what was it you were selling?

ELMER: Oh, yes, what I was selling. Well, I've got a very dandy, extra-special thing I'd like to...demonstrate.

MAN: Oh dear, oh dear, oh dear! I am such a poor host -- it's so warm outside you must be thirsty. Would you like a bottle of soda water?

ELMER: Oh, sure...How did you guess? Gosh, now that you mention it, I'm awful thirsty.

MAN: By a strange coincidence, I have one right here -- ice cold.

SOUND: (BOTTLE OPENING FIZZ)

ELMER: Oh, gosh...thanks, Mister, very much. Thank you a lot.

MAN: That'll be fifteen cents.

ELMER: Fifteen cents? Gee whillikers, Mister, I can get it down the street for ten cents.

MAN: Aren't we forgetting the deposit?

ELMER: On the bottle...oh, that's right, I forgot. Now, about this here product that I'm introducing from door to door...

MAN: You, yes, I want to hear all about that but first tell me, young man... do you always wear your hair like that? Or are you number two in the Kremlin parade?

ELMER: Well eh, -- is anything the matter with it?

RADIO
WILLIAM ESTY
AND COMPANY

51459 1817

MAN: Oh, I should say so. It's way too long.

ELMER: Well, I been trying to sell this here article all week and I've been so busy I ~~can't~~ have time to...

MAN: Then weren't you fortunate that you stopped here? By a strange coincidence,

I happen to have an Easy-Doss-It Home Clipper right here.

ELMER: Hair clipper?

MAN: That's right.

ELMER: Yeh, but Mister, I'm --

MAN: Oh, fiddledeedee -- just sit still now and ~~let~~ give you the best trimming you ever got.

ELMER: That's what I'm afraid of.

MAN: Here we go...

SOUND: (HAIR CLIPPER LIKE DIVE BOMBER)

MAN: There you are!

ELMER: But uh gosh, Mister, uh -- you cut off every bit of my hair!

MAN: ...Cool and nice, isn't it? -- Now, the home clipper and the trim come to exactly four-eighty.

ELMER: Oh, four-eighty...isn't that purty high?

MAN: High? Why, I'm allowing you twenty-five cents for your old hair!

ELMER: Oh, golly -- sure has been an expensive day for me -- I can see where I'm going to need it -- but here's your money.

MAN: Thank you.

RADIO
WILLIAM ESTY
AND COMPANY

ELMER:

Oee, that hair cut got me kinda messy Mister. Do you mind if I clean up a little in your wash room?

MAN:

Certainly not, certainly not. Go right in that door over there.

ELMER:

Uh, swell -- I'll be back in just a second --

SOUND:

(DOOR KNOB RATTLING)

ELMER:

Say, Mister, this door doesn't open.

MAN:

Of course it does! Just put a nickel in that slot there.

ELMER:

I'm not going to need a nickel to get in this door, Mister.

MAN:

Why not.

ELMER:

Caused by a strange coincidence I'm sellin' fire axes!

SOUND:

(CHOPPING AND CRASHING OF DOOR)

ORCHESTRA:

(CHASER)

(APPLAUSE)

ORCHESTRA:

(TRUMPET) "THE CAMPBELLS ARE COMING"

WENDELL:

You know, that says, "The Campbells are coming" -- Yes, sir, on Monday night the six mobile units of the Camel Caravan - cars, trailer and portable stage, roll into Fort Leonard Wood, Missouri, to give a free open air show. On Tuesday they give a repeat performance there, and on Wednesday they go on to Camp Robinson, Arkansas, for performances that night and Thursday. And the West Coast unit of the Camel Caravan is rolling too -- rolling into Stockton Field, California, tonight for a performance. And they go on to Everett Air Base in Everett, Washington, next Tuesday. Best wishes, Camel Caravans, from all the gang. We sure do hope your audiences have a swell time.

RADIO
WILLIAM ESTY
AND COMPANY

AL: Friends, our special guest tonight was a featured soloist on CBS in New York for three years and was just recently brought out to the Coast by Warner Brothers studios..... very clever girl. I know you're going to enjoy hearing her voice back on the network again tonight. It's like to have you meet the CBS "Mistress of Song." Nan Ryan!

ORCHESTRAS: (OFFICE MAN: NAN RYAN)

AL: I knew they were going to like Nan like that. Boy, Wen, where's Andy Devine with that Jack Benny script?

WEN: He's over in the corner figuring out who's going to play the different parts.

AL: Okay, that's fine. Lou Bring, will you come over here, please? Just a moment - - I haven't met all of the boys in your band personally yet. How about giving me an introduction?

LOU: Oh, this year I'm very proud of my band because I picked each man for his ability alone.

AL: I'm glad to hear you say that.

LOU: I showed no favoritism.

AL: I'm glad to know that.

LOU: Introduce yourselves, boys.

JACK: I'm Hal Bring.

MEL: I'm Joe Bring.

WEN: I'm George Bring.

WEN RADIO
WILLIAM ESTY
AND COMPANY

JACK:

I'm Stan Bring.

MEL:

I'm Art Bring.

WEN:

I'm Dick Bring.

RAY:

I'm Malcolm Stevens.

AL:

Malcolm Stevens?

RAY:

Yes, sir.

AL:

What are you doing here?

RAY:

Brother-in-law.

AL:

Well, Louie, I'd like to have you meet my brother-in-law, a ruddy sort of a guy whose face looks somewhat like a cement mixer, but, no kidding, he has a heart of gold. Sergeant Kreeble, you may take over!

SARGE:

Gee, thanks a lot. I just wanted to say...I mean, down at camp some of the fellows are far away from their mothers, and...

AL:

Go on, Sarge.

SARGE:

Well, us Sergeants like to see happy smiles, and we thought well, window boxes with them little blossoms would brighten up the camp.

AL:

Beautiful thought, Sarge.

SARGE:

Go everybody with window boxes which they aren't using --

AL:

That's a fine thought, Sarge. In fact, we've done some research on that.

SARGE:

Gee, do you love window boxes, too, Mr. Pearce?

AL:

Who doesn't, Sarge? But I mean we have a survey that shows the things that soldiers want most from home. And do you know what tops the list?

RADIO
WILLIAM ESTY
AND COMPANY

SARGE: Cookies?

AL: Nope...cigarettes.

SARGE: Gee.

AL: And then we went around to the Post Exchanges and found out what brand the men bought most often for themselves. Do you know what brand that was?

SARGE: Gee, Camels, I bet.

AL: That's right. Actual sales records show that with men in the Army, the Navy, the Marine Corps, and the Coast Guard, Camel is the favorite. Do you know why, Sarge?

SARGE: Oh no, I just like the way they taste.

AL: You mean that rich extra flavor and Camel's smooth extra mildness?

SARGE: Yeah.

AL: And surely you've noticed that Camels are cooler — that they're slower-burning — giving you extra smoking per cigarette per pack?

SARGE: Oh, sure.

AL: And of course, you know there's less nicotine in the smoke. Slip us the facts on that, Wendell Miles.

MILES: Twenty-eight per cent less nicotine than the average of the four other largest-selling cigarettes tested — less than any of them, according to independent scientific tests of the smoke itself.

AL: So you see, Sarge, you might try to get folks to send along a carton of Camels to the boys, too. They'll really like 'em.

RADIO
WILLIAM ESTY
AND COMPANY

BARGE:

Oce, thanks, Mr. Pearce.

ORCHESTRA:

(MUSICAL CURTAIN)

NILES:

and now, through the courtesy of Andy Devine, who has brought one of his old Jack Benny scripts along with him and, of course, with apologies to Jack Benny, we give you a rough idea of how the Jack Benny program would sound if our cast were to play it.....Music, Lou..... I mean Phil.

ORCHESTRA:

(KICK)

CAST:

(Curtain Call)

NILES:

The Camel program, starring Jack Pearce, with Mary Devine and the music of Phil Bring with yours truly, Ben Wilson. The orchestra opens the program with, "Pass the Blintzes, Princess!"

ORCHESTRA:

(AS SOON AS TWO BARS ARE PLAYED, MUSIC IS BROUGHT DOWN SO YOU CAN HARDLY HEAR IT...NILES IS HEARD)

NILES:

Friends, wherever you go, regardless of the season, Camels are the unanimous choice of the discerning person. There are six more delicious puffs to every Camel...look for the big silver letters on the package. Camels are especially good after strawberries, raspberries, cherries, oranges, lemons and limes.

ORCHESTRA:

(TWO BARS UP FULL AND OUT)

(CUED APPLAUSE)

NILES:

That was Phil Bring and his orchestra who just played, "Pass the Blintzes Princess"...and now we bring you that man who has been a big star on stage, screen and radio for years and years and years...JACK PRANCE,

RADIO
WILLIAM ESTY
AND COMPANY

(CUED APPLAUSE)

AL: (AGAINST ALL LINES READ BY PEARCE, MILES CAN BE HEARD LAUGHING)

Thank you, Don...and Camel again...Don, that was a lovely introduction but I didn't quite like that years and years and years...After all, twenty-nine is not considered old.

MILES: Jack, if you're only twenty-nine, what's that autographed picture doing in your house?

AL: What picture?

MILES: "To my playmate and school chum...from John L. Sullivan."

AL: That's not John L. Sullivan the fighter...that's the Sullivan who makes rubber heels...Now QUIET!

MILES: If it isn't the fighter, why was he wearing tights?

AL: It was hot that day, and I still insist I'm only twenty-nine.

ANDY: Oh, brother! Only twenty-nine! This is Mary Livingstone and I'm eleven years old.

AL: Quiet Mary! You know if I wasn't sure that you were Mary Livingstone, I'd swear you were Miss Devine.

ANDY: Have you got an answer from your ad yet, Jack?

MILES: What ad?

AL: It's nothing, Don, as I was saying...

ANDY: (LAUGHS) Jack put an ad in the paper...He's selling his Maxwell.

MILES: Selling your Maxwell, Jack...Why?

AL: I just wanted to get a newer model.

AL: RADIO
WILLIAM ESTY
AND COMPANY

KITZEL: ladies and gentlemen, the opinions expressed in this program do not necessarily reflect those of the sponsor.

AL: Never mind that, Rochester -- I want you to drive the Maxwell over here right away.

KITZEL: You mean in its present condition?

AL: Present condition?

KITZEL: My, my... those fenders stick out like airplane wings. I'm afraid to drive it... it might take off.

AL: Don't worry about that... bring it over... here right away!

KITZEL: O.K., boss, if you say so.

SOUND: RECEIVER UP

AL: Imagine him worrying about the car leaving the ground. Of all the silly things.

SOUND: TELEPHONE RINGS... RECEIVER UP

AL: Darn that telephone. Hello.

KITZEL: Latest Communique, boss. I'm cruising lightly over Pomona.

AL: Well, is that so. Yafget over here and be quick about it.

SOUND: RECEIVER UP... DOOR KNOCK

AL: Come in.

MEL: (STRAIGHT) Mr. Benny?

AL: Yes.

MEL: I came in answer to your ad about the Maxwell.

RADIO
WILLIAM ESTY
AND COMPANY

AL: Oh yes, my chauffeur Rochester should be here with it any minute.

ANDY: I think I hear him coming now. Jack!

SOUND: (MOTOR UP...CAR COMES TO COMEDY MOTOR STOP)

AL: There's Rochester now. We'll go outside and you can take a look at the car.

SOUND: (DOOR OPENS)

AL: There it is standing right next to that cement mixer.

MEL: That's remarkable. How in the world can you tell 'em apart?

ANDY: The one with the radio is the cement mixer.

AL: Don't give the wrong impression, Mary. As a matter of fact, mister, you're getting a rare bargain. Why this car has genuine knock action.

ANDY: Then why don't you tell it to get up off its knees?

AL: One more crack like that and you'll go back to the Kay Company.

ANDY: (SHORT SARCASTIC LAUGH)

AL: You'll have to make up your mind quickly, mister; a lot of people would be glad to get this car...OH ROCHESTER!!!!

KITZEL: What is it?

AL: Does Sonia Henie like the car?

KITZEL: Yes and no, Boss.

AL: What do you mean?

KITZEL: Yes, she don't like it, and no, she don't want it.

AL: That Rochester is always clowning. (LAUGHS) Come on, we'll take a ride.

RADIO

WILLIAM ESTY
AND COMPANY

SOUNDS: (CAR DOOR OPENS)

MEL: Very well.

CAST: (AD LIB. "OKAY" ... "SURE" ... ET CETERA)

SOUNDS: (CAR DOOR SHUTS)

KITZEL: Everybody in?

AL: Yes, we're all in.

KITZEL: All right...fasten your safety belts!

AL: Confy, Mary?

ANDY: Yes, I'll sit here in the back seat like I always do with my first baseman's mitt.

MEL: A first baseman's mitt? What do you need that for?

ANDY: Well, when we turn a corner nobody's got to catch the motor.

AL: Never you mind, Mary!

SOUNDS: (PHONE MOTOR STARTS COUPLE OF TIMES)

AL: Got going...I'm sure this gentleman would like to see how well the car drives in traffic.

MEL: Yes, I would.

SOUNDS: (LIGHT MOTOR UNDER FOLLOWING)

MEL: By the way I haven't seen any horn, does it have one?

AL: Oh, yes, that's the horn right there, that thing with the rubber bulb.

MEL: Gosh that rubber bulb is pretty big.

ANDY: It's also Jack's hot water bottle.

RADIO
WILLIAM ESTY
AND COMPANY

AL: Mary! You keep out of this! It may seem strange to you, Mister, but I don't like a lot of noise, and this way our horn doesn't hank at people, it honks.

KITZEL: Yeah, a pedestrian doesn't have a chance...if we don't hit 'em, we draw 'em.

MEL: Well, I've seen quite enough to make up my mind about the car.

AL: That's fine...stop here at Fifth Street, Rochester.

SOUND: (CAR SLOW STOP)

KITZEL: Boss, is Twelfth Street close enough?

AL: You must have had the brakes fixed...yesterday we stopped at Twelfth Street.

MEL: Now, Mr. Benny, I'll be glad to negotiate for the purchase of this automobile...providing it's no older than a 1918 model.

AL: Well, you're very fortunate. The salesman who sold me this car guaranteed me that it wasn't any older than 1918. Isn't that true, Mary?

ANDY: If you're twenty-nine, that's true.

AL: MARY!

MEL: Well, we'll soon find out. The age will be stamped on the motor.

AL: Raise the hood, Rochester, and take a look.

KITZEL: Okay, boss, but I think you're making a mistake.

AL: ~~Never mind...~~Raise it!

SOUND: (HOOD RAISED)

AL: Well, Rochester, is the engraving there?

RADIO

WILLIAM ESTY
AND COMPANY

