

AL PEARCE SHOW

CAMEL CIGARETTES

FRIDAY, OCTOBER 24, 1941

PROGRAM NUMBER 61

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....C-A-M-E-L-S.....VOCAL BOYS IN BAND.....THEN MUSIC UP FULL AND  
FADE TO WENDELL HILES)

WENDELL: 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  
1848

AL:

Good evening, all, and thanks for joining up with the gang again. Tonight, we're all going Latin because our special guest is that celebrated South American motion picture star, Rosita Moreno. She is known down in the South American countries as the Carole Lombard of the South. Ladies and gentlemen, our good neighbor from South America, Miss Rosita Moreno.

ORCHESTRAS:

(TWO BARS OF "HI NEIGHBOR")

(APPLAUSE)

ROSITA:

Muchas Gracias, Senor Pearce, and hello everybody. I am really very happy to be here.

AL:

We're glad to have you, too, Rosita. What's your real name?

ROSITA:

Rosita Margarita Juanita Maria Moreno.

AL:

Is that all? What does it mean?

ROSITA:

Rosie Brown.

AL:

Of course, you know our programs are all in fun. Everything is just for fun.

ROSITA:

Yes -- I've listened to your programs and I think they are very phoney.

AL:

Uh huh -- of course she means funny. Cute, isn't she? Rosita, I want you to meet the members of our gang. Of course, you people in South America all know Andy Devine.

ROSITA:

Oh, yes -- he's a Universal favorite.

AL:

Universal favorite! Oh....cute kid! Come on out here, Andy.

ANDY:

Hi ya, Al.

AL:

Andy, I want you to meet South America's great motion picture star, Rosita Moreno -- your good neighbor.

RADIO  
WILLIAM ESTY  
AND COMPANY

51459 1849

ANDY: Oh - does she live in Van Nuys too? Gosh, Rosita, you sure have a lot of pep.

ROSITA: You have a lot of pep, too, Andy.

ANDY: You have a nice personality.

ROSITA: And you have a nice personality.

ANDY: You sure have got a purty face.

(SILENCE....THREE SECONDS)

Well, that's the end of the Good Neighbor policy.

AL: Well, Rosita, I hope that the Gang are making you feel right at home.

ROSITA: Oh, yes, but there's one thing I must ask you. Who is that little fellow with the big sombrero who follows me around all the time?

AL: What fellow?

ROSITA: The one who keeps saying, Pish Posh, don't dilly dally and don't be so uppity puppy.

AL: But that's what Kitzel says, and he's late tonight. I wonder who it could be?

SAM: Hello, Stranger!

(APPLAUSE)

AL: Why, our old friend Schleppe! I suspect something between Andy Devin and Schleppe here. Glad to have you with us tonight, Schleppe.

SAM: (SINGS) Hey neighbor, hey neighbor...hey, hey, hey, hey.....

AL: Now, just a minute, Schleppe...hold on - that's no way to act. I'm ashamed of you.

RADIO  
WILLIAM ESTY  
AND COMPANY

SAM: You are?

AL: Yes....you can't get acquainted with a girl running around in a big sombrero yelling "Hey" at her.

SAM: It worked all right at Catalina.

AL: Well, never mind about Catalina. I'll introduce you to her properly. This is Rosita Moreno. She's South America's sweetheart.

(PAUSE)

Well, say something, Schleppe.

SAM: Hello, sweetheart.

ROSITA: Hello, foreigners-- I can see you are a dashing caballero.

SAM: Why not? I am practically growing up in the Argentine. I am full blooded Spanish.

ANDY: (SARCASTIC) Full blooded Spanish!

SAM: All right - I'm half-blooded Spanish!

AL: Schleppeyman!

SAM: So tomorrow I'm getting a transfusion from a tomale.

AL: Well, we better break this up. You fellows are getting no where fast. Rosita, you'd better take Andy and Schleppeyman backstage over there and see if you can teach them how to dance.

ROSITA: Oh, I like that. Come on, jittery bugs, let's go. Now we're cooking.

(APPLAUSE)

AL: Now, while Rosita is taking Schleppeyman and Andy in hand, Rafael Mendez takes his trumpet in hand to serenade Rosita, with the assistance of Lou Bring and the orchestra. Here's a chance for you music lovers to sit back and enjoy yourselves. Go to it Raphael.....

RADIO  
WILLIAM ESTY  
AND COMPANY

ORCHESTRA:

("AMOR" RAPAYL BUNDEZ)

WEN:

Now, ladies and gentlemen....

AL:

Oh, oh - - wait a minute, Wendell...I forgot.

WEN:

Forgot? What?

AL:

The stuff here that I want to bring into the studio. Here, give me a hand, will you, Wen. Open up those big doors. Got to get this stuff in here.

WEN:

Hey - - what's going on here?

SOUND:

(OPEN UP THE BIG DOORS,...BIG DOORS ARE ALWAYS ON ROLLERS.)

AL:

All right, you can bring 'em in now. Tanks first.

SOUND:

(RUMBLE OF TANKS)

AL:

Okay, now the speed boats.

SOUND:

(ROAR OF A PT BOAT AT HIGH SPEED)

AL:

That's fine. You can just tie 'em up there by the bass fiddles. How about the planes?

SOUND:

(ROAR OF PLANES, MOTORS COME OUT)

AL:

I guess that's about everything. You can close the big doors now, Wendell.

SOUND:

(BIG DOORS START TO CLOSE, THEN STOP)

DETECTIVE:

No, you don't ! I followed these things here, and I'm coming in!

AL:

I'm sorry we're busy here with a program.

DETECTIVE:

What are you doing with the stuff?

AL:

Don't worry. We use 'em in the second commercial. What's it to you, bud?

RADIO  
WILLIAM ESTY  
AND COMPANY

51459 1852

DETECTIVE:

(OFFHAND) Business. I'm a special investigator.

AL:

From the F.B.I. in Washington?

DETECTIVE:

Nope. F.O.B., Peoria.

AL:

Anything else you'd like to find out?

DETECTIVE:

Yeah. Why the stuff in the second commercial? What are you selling?

AL:

Camel cigarettes. We sell a lot of 'em to the Army and Navy.

DETECTIVE:

That I can understand. I have already investigated all the facts on Camel cigarettes.

AL:

You mean you know all about Camel's swell flavor -- the extra rich flavor -- and that smooth, extra mildness?

DETECTIVE:

That I know. I could throw in a few items about coolness and slow burning, too.

AL:

You mean the way Camels give you extra smoking per cigarette per pack. more for your money?

DETECTIVE:

That I know.

AL:

Then you must know one of the big reasons behind all this -- Camel's costlier tobaccos....and, what is more important -- the matchless way that Camel blends these tobaccos to make a really superb cigarette.

DETECTIVE:

That I know!

AL:

And about less nicotine in the smoke, too.

DETECTIVE:

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.

RADIO

WILLIAM ESTY  
AND COMPANY

51459 1853

AL: Well Some investigation! Any other little facts about Camels?

DETECTIVE: Sure, bud, I smoke 'em.

AL: Then I know you'll join me in asking the folks to try a pack of Camels tonight. Bet if you do, friends, you'll want to buy a whole carton tomorrow.

ORCHESTRA: (MUSICAL CURTAIN)

SOUND: (SOUND OF THE CUCKOO)

WPN: The sound of the cuckoo means it's super low pressure salesman time. The idea for this week's Elmer Blurt episode was suggested in a letter from Dolly Hennessy, 211 Springfield Road, Syracuse, New York, and the one hundred dollar commission on the sale she probably didn't make is now in the mail. Here's how Elmer Blurt would dramatize what took place.

ELMER: Gosh, I sure got a big variety of things to sell with me today - I wonder if there's anybody t'home right here. I'll try that door.

SOUND: (KNOCK....DOOR OPENS)

MIL: (MILBUETOAST) Yes, what is it?

ELMER: How' ja do, Mister. Are you the head of this house?

MIL: Well, yes....

WOMAN: (SCREAMS OFF MIKE) MONTGOMERY!

MIL: ....and no.

ELMER: Yeh, yeh...sure, sure. Well, Mister, I've got a lot of useful things in this suitcase right here and I'd like to show 'em to ya.

MIL: That's awfully nice of you. Of course, I can't promise to buy anything because my wife and I have a joint bank account.

RADIO

WILLIAM ESTY  
AND COMPANY

ELMER:

A joint bank account - - what do you mean, Mister?

MEL:

Well, every time I start to write a check she breaks one of my joints.

ELMER:

Oh, that's too bad. I hope you don't have any quarrels with your wife.

MEL:

Quarrels? We've had so many fights in this house, the magic eye in the radio is wearing a catcher's mask.

ELMER:

Oh, unhappy you. Golly, I bet you have a lot of trouble and ...

ROMAN:

~~MONTGOMERY~~

ELMER:

Gee whillikers, Mister, where'd you ever get a woman with a voice like that?

MEL:

I won her on a raffle. I had my choice between her and a turkey - - A lot of people still think I got the turkey.

ELMER:

Yeh, yeh....I see what ya mean, Mister. Well, I'll get started here and show some of my purty things on account of you're such a nice feller

MEL:

Well, if I buy anything it'll have to be something very small and light.

ELMER:

Why, Mister?

MEL:

Because my wife is sure to beat me over the head with it.

ELMER:

Gee, golly, then we better be careful what we pick out. Oh, here's something....it's a nice soft broom.

MEL:

Yes, but it's just soft on one end.

ELMER:

Yeh, you're right...she might make a weapon out of that. Oh, here's an article - - Oh, no, I guess you wouldn't want that...it's a carpet beater!

RADIO  
WILLIAM ESTY  
AND COMPANY



MEL: No, no, not that. What else have you got?  
 FIMERS: Well, here is a very peachy bag of marbles.  
 MEL: Oh, I think those would be fine.  
 FIMERS: Gee, gosh, Mister - - do you like to play marbles?  
 MEL: No, but it'll be more fun than sitting around going - -  
 (DOES BUSINESS WITH LIPS)  
 FIMERS: Sometimes I enjoy doing that too.  
 MEL: Let's have a duet.  
 FIMERS: Yeh, sure, sure, sure, you're right about that. They'll be ten cents.  
 MEL: I've got ten cents right here in my piggy bank, but I'll have to be  
 careful. My wife put a musical worm on it.  
 FIMERS: Yeh, be very careful - -  
 SOUND: (SHORT MUSIC BOX....HOT BREAK)  
 FIMERS: Sounds like a boogely woogely piggy!  
 MEL: Gee, I hope my wife didn't hear it. Here's your ten cents.  
 FIMERS: Thanks and here's the marbles. You're perfectly safe in buyin' 'em  
 too, Mister, cause your wife couldn't possibly hurt ya with these little  
 things.  
 MEL: No, I don't see how she could make a weapon out of marbles.  
 FIMERS: Well - - goodbye.  
 MEL: Goodbye.  
 SOUND: (DOOR SHUT....FOOTSTEPS WALKING)  
 FIMERS: Gee whis - - that poor feller is sure hen-pecked. I feel awful sorry for  
 him.

RADIO

WILLIAM ESTY  
AND COMPANY

51459 1856

SOUND:

(TERRIFIC SCREAMS OFF MIKE....DOOR OPENS AND GLANS...FAST RUNNING FOOTSTEPS)

ELMER:

Golly, here he comes runnin' like a wild man! Hey, wait a minute, Mister. What's the matter?

MEL:

(OUT OF BREATH) I got to get to the doctor quick.

ELMER:

Oh, me, you sure are in bad shape -- and you've got great big bumps all over your head.

MEL:

Yes, it's on account of those marbles you sold me.

AL:

How do you mean?

MEL:

I forgot my wife had a sling-shot!

(APPLAUSE)

ORCHESTRA:

(CHAS R)

AL:

And now, Rosita, you've heard Elmer Blurt do his super low pressure salesman routine, so right now I think would be a good time for you to sing us that cute little South American song about how the girls down there sell flowers to the boys. In other words, give us a little South American salesmanship.

ROSITA:

I'd like to very much.

ORCHESTRA:

("MARGUERITAS")

(AFTER SHE HAS FINISHED THE VERSE AND CHORUS: ON CUE)

ROSITA:

Come here, Andy.

ORCHESTRA:

(ANDY CHORUS)

(AT THE CONCLUSION OF WHICH: )

RADIO  
WILLIAM ESTY  
AND COMPANY

ANDY: (LAUGHS)

ROSITA: Senor Schlepperard, come here....

ORCHESTRA: (SCHLEPPERARD VERSE)

(AT THE CONCLUSION OF WHICH: )

SAM: "COULD BE"

ORCHESTRA: (TAG)

ORCHESTRA: (LAST CHORUS IN SPANISH WITH ENTIRE BAND TO FINISH)

SOUND: (ROLL OF DRUMS)

AL: Oh, yes, that reminds me. We were going to use those tanks and planes and things that we brought in a while back, to illustrate the fact that Camel is first on land and sea - - and in the air, too!

SOUND: (RUMBLE OF TANKS)

WENDELL: New armored divisions add to Uncle Sam's punch on land. They're led by M-three, world's toughest medium tank. And Army tank drivers, like men in the infantry, engineers and artillery, really go for Camels!

SHIELD'S VOICE: Sure, Camels the cigarette! Flavor's the thing that counts with me - - Camel's extra flavor - - and extra mildness, too!

SOUND: (PT BOAT ROARING ALONG AT SEVENTY MILES AN HOUR)

WENDELL: Blitz babies - - seventy-mile-an-hour patrol torpedo boats - - are the fastest warships on the sea. And Irwin Chase, Naval Architect for Eloc, makers of PT boats, says - -

MAHER VOICE: You bet I smoke Camels! I like a cooler, slower-burning cigarette every time! Means extra smoking per cigarette per pack!

RADIO  
WILLIAM ESTY  
AND COMPANY

SOUND:

(PLANE IN POWER DIVE)

WENDELL:

Six hundred and twenty miles an hour dives Army fighter P-thirty-nine and at the controls is test pilot, Andy McDonough. Like test pilot, Marshall Headle, who dove the Lockheed Lightning out of the sub-stratosphere, and like Bill Ward who tested the crack Curtiss dive bomber, Andy McDonough smokes Camels. He says - -

CHATTERTON VOICE:

Sure, I go for Camels! After a tough flight, nothing hits the spot like a Camel.

AL:

And remember - - we didn't just pull these facts out of the air. We looked at the records. Actual sales records show that with men in the Army, the Navy, the Marine Corps, and the Coast Guard, Camel is the favorite! And don't forget - - there's less nicotine in the smoke!

ECHO:

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:

And the smoke's the thing! You really will like Camels if you try 'em, folks. Go on, get a pack tonight.

ORCHESTRA:

(MUSICAL CURTAIN)

AL:

Returning to the South American atmosphere, at this time we preserve it with the nineteen-year-old sensational harpist from Tulsa, Oklahoma, Gail Laughton, and with him at the piano will be Hal Borne. These kids made a big hit three weeks ago on our program and I know you'll be tickled with their rendition of "Carmen." Go to it kiddos.

RADIO

WILLIAM ESTY  
AND COMPANY

ORCHESTRA:

("CARMEN" \* \* \* GAIL LAUGHTON AND HAL BORNE)

MUSIC:

(TRUMPET: "THE CAMELS ARE COMING")

AL:

Boy, that means the Camels are coming. It's the two Camel Caravans -- fun on wheels for the service men in the south and the far west. Tonight and tomorrow night, unit number one -- cars, trailer, and portable stage -- is stopping at Fort Benning, Georgia, on Monday and Tuesday at Fort McClellan, Alabama, on Wednesday at the Selma Air Base, and Thursday at Key Field, Mississippi. Tonight and tomorrow night, the West Coast unit gives a free open-air show at Fort Ord, California. On Monday and Tuesday at Camp Roberts, and Wednesday through Friday at Camp San Luis Obispo. Best wishes to you, Camel Caravan -- we sure do hope you give those service men a swell time!

WENDELL:

At this time, all in the spirit of fun and to continue with our Latin atmosphere, we've cooked up a little play in which Rosita Moreno, Al, Andy, and Schlepp join forces. The setting, a mythical central American Republic...a story of the days when the toreadors ate ten meals a day and sat around on their big cabbans. As our story opens, Al Ponke Pearce is talking to his sweetheart, Rosita, and his aide, Andie Devine. Appropriate music, Lou.

ORCHESTRA:

(SOMETHING SPANISH OR MEXICAN)

ROSITA:

Ah, Ponke...you are a great man. Everyone is talking about you.

AL:

Yes, but I am tired. Fighting, fighting, every day. This month alone I must fight thirty-two battles. One for each day.

RADIO

WILLIAM ESTY  
AND COMPANY

ANDY: But Penko, there are only thirty-one days in this month.

AL: Oh Halloween we have a double header.

SOUND: (KNOCK ON DOOR)

AL: Come in.

SOUND: (DOOR OPENS AND CLOSSES)

MEL: (VERY MUCH OUT OF BREATH) Buenas dias Senor.

AL: What is the trouble, amigo. Why are you so tired?

MEL: I have worn out my horse... I have travelled over mountains, and valleys. I have crossed rivers, I have worn myself to the bone to get here. I want to ask you just one question.

AL: What is it you want to know?

MEL: Am I too late for dollar day?

AL: Who sent you here?

MEL: General Villa.

ROBITA: It's not Villa, it's Vesya. The L she is pronounced like a Y....

MEL: The L she is pronounced like a Y?

AL: Yes. What do you want?

MEL: We are starting revolution and we want you to be our leader.

AL: You want me to lead you?

MEL: If you don't, we are lost.

ANDY: How do you like that?

AL: Rosita, you go prepare something for me to take on the trip.

ROBITA: Si, si, Penko.

RADIO  
WILLIAM ESTY  
AND COMPANY

51459 1861

AL: So they want me to lead the revolution?

MEL: Yes, Penko. The poor people they go to bed and they do not know where they will wake up the next morning.

LA: Why is that?

MEL: They live in trailers.

AL: Very well....we will make a call on the new Governor, dispose of him and then meet General Veeya....To horse, everyone.

SOUND: (DOOR OPENS AND CLOSSES...HORSES...MEN'S VOICES)

AL: Get everything ready Andie...while I say goodbye to the beautiful Rosita.

ANDY: Yes, El Capitan.

SOUND: (KNOCK ON DOOR)

ROSITA: Come in.

SOUND: (DOOR OPENS)

AL: Ah, my lovely Rosita...before I go away...one dance with you.

ROSITA: With pleasure.

ORCHESTRA: (ANY WALTZ, EIGHT BARS AND OUT)

ROSITA: Ah, Penko, you dance divinely.

AL: If you like the way I dance now, wait'll I get off my horse.

ROSITA: Before you go, tell me, do you really love your little Rosita?

AL: Why to me your lips are like a Camel cigarette, they are slower burning.

ROSITA: What is this? You are making love to me and reading the commercial.

AL: Why not? I love my sponsor, too. Adios.

SOUND: (DOOR OPENS AND CLOSSES FOLLOWED AT ONCE BY HORSE RHINNY....DOOR OPENS FAST)

RADIO  
WILLIAM ESTY  
AND COMPANY

ROSITA: What is the matter?

AL: My horse's tail was caught in the door. Goodbye....

SOUND: (DOOR SLAM)

AL: Come, muchachos, let us go.

SOUND: (GENERAL EXCITEMENT...HORSES GALLOPING)

AL: Whoa!

SOUND: (COMEDY THUNDA STOP)

AL: How do you like that...Rosita's horses thumba, too. Here is the Governor's palace.

ANDY: Good. Let us not waste time. Give me my gun, my knives, my rifle, my bombs and a clean white handkerchief.

AL: Forget about your handkerchief.

ANDY: What, and get stuck if I want to surrender?

AL: Quiet. Here comes the Governor.

SAM: Hello, strangers. I'm the Governor of this land. Yahoo!

AL: Are you the Governor, Don Hernandez, Don Gonzales, Don Rodriguez, Don Pedro?

SAM: I ain't Don Ancho.

ANDY: Let me handle his Ponko. Do you speak the native tongue?

SAM: Si.

ANDY: You know everybody here?

SAM: Si, si.

ANDY: Are you a Government man?

RADIO  
WILLIAM ESTY  
AND COMPANY



SAK: Si, si, si.

AL: So - - you are a Government man?

Andy: This is getting us no place, Fenko. Blindfold him....Stand him up again at the wall and shoot him.

SOUND: (HORNS HOOFS...UP AND STOP)

AL: Wait a minute. Here comes Rosita.

ROSITA: Please, please....do not keel him.

AL: But, Rosita, it's too late. The blindfold is on him.

ROSITA: Oh, then I rode all dees way for nothing.

AL: He's a bad man, Rosita....he must die.

ROSITA: Then I rode all dees way for nothing.

BAM: Just a second....just a second....Ponko, at least let me give Rosita one last kees.

SOUND: (COMEDY KISS)

ROSITA: I still rode all dees way for nothing.

ORCHESTRA: (BUMPER TO FADE FOR AL PEARCE)

AL: Well, thanks, friends, for being with us tonight. Next Friday our special guest will be Humphrey Bogart from Warner Brothers motion picture studios, along with Andy Devine, who appears on our program through the courtesy of Universal Motion Picture Studios, good old Kitzel will be back with us again - Kitzel is ill tonight - Margaret Lonhart, our new singing star, and the rest of the gang. See ya next Friday - - Good night, \$2 long, and I know you'll be glad we told you about Camels.

RADIO  
WILLIAM ESTY  
AND COMPANY

## ANNOUNCERS:

As Ralph Waldo Emerson pointed out -- the world makes a beaten path to the door of the man who does things better than his neighbor. Well, that sure is true in the world of tobacco. The largest-selling brand on earth, Prince Albert, is the tobacco with the obvious advantages -- the easy packing, easy drawing crisp cut....the easy-on-the-tongue, cool smoking -- the no-bite process -- and above all Prince Albert's choice, fully-ripened tobacco. There's a combination that says to America's smokers "Greetings! I am true smoking joy -- and here I!" Gentlemen, there's no other tobacco like Prince Albert. Try it and see.

RADIO  
WILLIAM ESTY  
AND COMPANY