

AL PEARCE SHOW

CAMEL CIGARETTES

FRIDAY, NOVEMBER 7, 1941

PROGRAM NUMBER 61

6:30 - 8:00 P.M., PST  
7:30 - 8:00 P.M., PST

ELMER:

(KNOCKS) B'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 NILES)

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 1885

AL:

Good evening, friends and thank you for that palmy reception. Makes a guy feel pretty good. Boy,-- are we going to have some fun tonight. If I look all slicked up, folks, it's because we're adding another important name to the roll call of the Gang tonight -- that glamorous movie star, Constance Bennett -- and believe me, she's too good a treat to keep so I'm going to invite her out here right away. Friends, I want you to meet Miss Constance Bennett.

(APPLAUSE)

CONNIE:

Thank you, Al, and I'm glad to be the newest member of your gang.

AL:

Just as a bald-headed man always carries a comb here's Connie! You're certainly welcome, Connie. As busy as you are, it's awfully nice of you to take time out to be on our show. I can well imagine that between personal appearances and pictures, your time is pretty well taken up.

CONNIE:

Well, I will admit that I've been quite busy lately, thank goodness.

AL:

I catch a slight dash of commercialism there. Well, tell me, Connie, how's the rest of the famous Bennett family?

CONNIE:

Fine, thank you.

AL:

Tell me, how's your dad -- is he just as keen-witted as he always was?

CONNIE:

I think he is! I finished my picture the other day and went over to visit Dad at Catalina. I felt pretty elated over the picture because everybody said it was swell -- you know how it is, Al.

AL:

Oh sure -- yeah -- I know how you would feel, you bet, yeah, I sure do.

CONNIE:

Well, anyway, I was enthusiastically telling Pop all about it and when I got all through he said, "Oh hawwwwwww. What's the name of it?" I told him "Wild Bill Hickock" and he said, "It sounds good. That part do you play -- the horse?"

RADIO  
WILLIAM ESTY  
AND COMPANY

AL: That sounds like him to me. By the way, what part ~~do~~ you play, Connie?

CONNIE: The horse.

AL: Connie has a great sense of humor herself. But I really am glad you're here tonight, Connie, because everybody knows you're Number One Sophisticate of the movie colony and believe me, this Gang could stand a little polishing, you betcha. Now, let's see -- which one really needs it the most.....

ANDY: Hi ya, Al.

(APPLAUSE)

AL: That's the one -- Andy Devine. Andy, I want you to meet Connie Bennett

CONNIE: Hello, Andy.

ANDY: Gosh, Al, she's even purtier than the movie star I fell for.

CONNIE: Andy, you mean I have a rival?

AL: Oh, Andy's got a school-boy crush on some movie actress.

CONNIE: Well -- who is this siren, Andy?

ANDY: Gosh, she sure is wonderful. It's the woman who took the part of "Charley's Aunt."

CONNIE: But Andy -- that wasn't a woman in "Charley's Aunt" -- that was Jack Benny.

ANDY: Boy -- I sure fell for her like a -- (TAKES) IX BAR.

AL: Yes, Andy, that's right!

ANDY: Gosh, and here I been worrying about whether the Hayes office would let her wear that sweater I knit for her.

RADIO  
WILLIAM ESTY  
AND COMPANY

CONNIE:

It looks like you did a lot of knittin' for nuttin'.

AL:

Well, Andy, let's forget about your romance. Miss Bennett is going to conduct a school of etiquette on our program tonight and I want you and Rita to be sure and be there early, because you, well, you fellas need it.

ANDY:

Oce whis, Al, is there gonna be any stuyin' to do?

CONNIE:

Why, Andy, you wouldn't mind a little study, would you if it meant that you'd become a polished boulevardier?

ANDY:

What's that?

CONNIE:

Well, a boulevardier is a man about town -- he never has anything to do, so he spends his time strolling around the streets and sauntering through the parks.

ANDY:

Gosh, my uncle does the same thing, but everybody calls him a bum!

AL:

Now, you can see what you're up against, Connie? I think it's hopeless.

CONNIE:

Well, there's nothing like trying. Come on, Andy -- we'll go over there in the corner and get started on the first chapter of Daily Post.

ANDY:

Aw, gee.....

ANDY AND CONNIE:

(AD LIB OPF)

(APPLAUSE)

AL:

Friends here comes a little musical treat. We have Louis Bring and the orchestra who don't need any polishing because they represent refinement in rhythm, play "Tonight We Love."

ORCHESTRA:

(\*TONIGHT WE LOVE\*)

RADIO  
WILLIAM ESTY  
AND COMPANY

51459 1888

AL: Well, that's what I call a real band number. That was a swell number, Lou - - and now, folks, right here.....

MEL: (BARKY TYPE) Pardon me, Mister Pearce, but could I use this microphone for just a minute? I got something important I want to .....

AL: Use the microphone? What for?

MEL: Well, you see, I'm the guy who reads the funny papers to the kiddiest fathers in the morning. (LAUGHS)

AL: Well, not bad - I get it. Their fathers?

MEL: Yes - - you see, they never get a chance because the kids grab 'em first.

AL: Now hold on a second - -

MEL: Hello, Paps - - this is your jolly Uncle Charley. (LAUGHS) Now in the first picture who is that we see coming? Why, it's Buck Rogers with his disintegrator gun. (MAKE NOISE LIKE GUN) And who do you think I see coming now, Paps? It's Red Ryder! (SOUND HORSE'S HOOPS AND WHINNY)

AL: Now wait just a minute.....

MEL: Quiet! Listen, Paps - - who do you think this is? (MAKE WITH MOUTH LIKE AN AIRPLANE IN DIVE)

AL: I give up. Who is it?

MEL: Who is it? Why that's those guys right under Buck Rogers - - you know, that fly airplanes and smoke Camels?

AL: Oh, you mean like the ace test pilots, Bill Ward, Andy McDonough, and Marshall Heald - - who're giving trial runs to the Army and Navy's fastest planes?

RADIO  
WILLIAM ESTY  
AND COMPANY

51459 1889

**MEL:** That's right.

**AL:** Well, maybe you could make that plane sound more realistic if you put on an oxygen mask and dove a Lockheed Lightning out of the stratosphere like Marshall Headle. That is, if you felt the same way about Canele as Marshall Headle does. He says --

**HEADLE VOICE:** Sure, I like a cigarette that's mild, mister, and has plenty of good, rich flavor -- and that's Canele every time!

**AL:** Right! And don't forget that Caneles are cooler and slower-burning, giving you extra smoking per cigarette per pack. Also remember those costlier tobaccos -- because Caneles are made of costlier tobaccos -- expertly blended. Less nicotine in the smoke, too.

**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. So get a pack of Caneles tonight. But if you do, you'll buy a whole carton of 'em tomorrow...I hope, I hope, I hope!

**ORCHESTRA:** (MUSICAL CURTAIN)

**ORCHESTRA:** (BOUND OF THE CUCKOO)

**WIGN:** The cuckoo means it's time for our super low pressure salesman, Elmer Blurt. Tonight Elmer has dramatized an idea suggested in a letter received from Mrs. Otto Edmund, 3521 Arizona Street, San Diego, California, whose commission check for one hundred dollars is in the mail. Now here's how Elmer Blurt would dramatize what took place. Good luck, Elmer -- and you're sure going to need it on this one.

RADIO  
WILLIAM ESTY  
AND COMPANY

51459  
1890

ELMERS:

Oh, gee golly, I bet these here Easy To Sew Dress patterns oughta sell like hot cakes. Well, here's a nice hucky lookin' door -- I'll just give it a whirl.

SOUND:

(DOOR KNOCK)

SOUND:

(DOOR OPENS)

MAN:

Yes, what is it, please?

ELMERS:

How do you do, Mister. I don't know how to go about this one. I'm sellin' dress patterns that anybody can put together in a jiffy.

MAN:

Say, maybe I can save some money! My wife just spent twenty-five dollars for some dress material and it's going to cost another twenty-five to get it made up!

ELMERS:

Well, this pattern only costs fifteen cents and if you buy it I'll help you make the dress and you'll save a lot of money.

MAN:

O.K., but I hope you know what you're doing -- there's the material.

ELMERS:

Oh, golly, it's pretty, ain't it? Oh, happy us. Now let's see what the directions say -- "First take the cloth and lay it out so you can cut it on the bias." Oh, golly, we can't do that.

MAN:

Why not?

ELMERS:

We'll have to use a table, I don't see any bias around here.

MAN:

A lot you know about making a dress. A bias isn't the thing you cut it on.

ELMERS:

It ain't?

MAN:

Certainly not -- everybody knows that the bias is the scissors you cut it with.

RADIO

WILLIAM ESTY  
AND COMPANY

KIMERS

Oh, I see, sure that's right. Now, let's see -- a dress has a front and a back don't it?

MAN:

Yes?

KIMERS

Then we'll just cut it right up the middle.

SOUND:

(TERRIFIC RIP)

MAN:

Hey, wait a minute! That stuff is expensive!

KIMERS

Well, don't worry, mister. Now, it ought to have two sides, so we'll just cut it in two again.

SOUND:

(BIG RIP)

MAN:

Are you sure you -- you know what you're doing?

KIMERS

Sure, just rest easy. I know what I'm doing -- I think. Now, the next thing to do is this.

SOUND:

(FOUR SHORT RIPS)

MAN:

What's that?

KIMERS

Pleats!

MAN:

If this doesn't turn out right my wife will kill me.

KIMERS

Just relax, Mister. He ain't got no dress model, so I guess I'll have to fit it on myself. You see what makes it so easy to put together is on account of these easy-to-hook fasteners.

MAN:

Yeh -- but if you're going to be the model, I don't think the dress will fit my wife.

KIMERS

Why not?

MAN:

Well, you're a little broader across the hemstitching than she is.

RADIO

WILLIAM ESTY  
AND COMPANY



ELMERS

Well, don't worry about that. He got both sides fastened. I guess I'll have to ask you to fasten me in the back.

MAN:

O.K. - - hold still.

ELMERS

(GRINES) Brzzzzzzzzzz!

MAN:

What's the matter?

ELMERS

Golly, mister, that sipper sure is cold.

MAN:

How in the world are we going to get this trimming on it. The directions don't say whether to put on the taffeta first or raffeta.

ELMERS

Ho - - I think we put on the taffeta and the raffeta comes after... Here, mister, just put this box of pins in your mouth.

MAN:

In my mouth? Why?

ELMERS

I don't know - - but all the women do it. Yep, yep, yep. There now, just hold 'em like that.

MAN:

(TALKS AS IF HE HAD PINS IN HIS MOUTH) Oosh, this dress is beginning to look pretty good.

SOUNDS:

(DOOR OPENS AND CLOSES)

WOMAN:

Oh! So this is what you do the minute my back is turned.

MAN:

My wife!.....Now, dear....

WOMAN:

Don't "now, dear" me!.....Who is this woman you're entertaining in my house?

MAN:

But darling.....

WOMAN:

To think you'd throw me over for a hussy - - look at her - - that face shouldn't happen to an airdale. Now, you get out of here!

RADIO  
WILLIAM ESTY  
AND COMPANY

ELMER: Madame, you're makin' a big mistake. I ain't no lady.  
 MAN: (STARTS TO SNEEZE) Ah -- ah -- ah -- ah -- ah --  
 ELMER: Oh, golly, mister, put your finger under your nose. You better not  
 sneeze with all these pins in your mouth.  
 MAN: Annnnnnnnnnnnn -- (GROAN)  
 SOUND: (SEVERAL PINS LIKE ARROWS...ONE LAST BIG ONE ZING...BOOM!)  
 LADY: I've had enough of this! You home wreckers! GET OUT OF HERE!  
 ELMER: I don't. I'm pinned to the wall.  
 (APPLAUSE)  
 ORCHESTRA: (CHASER)  
 ORCHESTRA: (TRUMPET: "THE CAMPBELLS 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 in the far West.  
 Next week unit number one -- cars, trailer, and portable stage -- is  
 stopping at Parkdale Field, Louisiana, on Monday -- on Tuesday and  
 Wednesday at Camp Polk, Louisiana and at Camp Beauvoir, Louisiana on  
 Thursday. and tonight the West Coast unit gives a free open-air show  
 at the Marine Base, San Diego, California and tomorrow night at Camp  
 Callen, San Diego, -- on Tuesday they will be at the Naval Training  
 Station, San Diego,....So best wishes to you, Camel Caravan, we sure  
 do hope you give those service men a grand time.  
 ORCHESTRA: (FOUR BAP CHASER)  
 AL: Who hit that klinker in there it wasn't Raphael Mendes, was it?

RADIO  
 WILLIAM ESTY  
 AND COMPANY

AL:

We're all excited these days about the response we're getting on Margaret Lenhart, our new singing star. Margaret's getting so many requests that it would take her ten years on our program to fulfill them all. One thing I like about Margaret's singing -- it's not only her grand tone quality but you can understand every word she says. And I think that's an awful lot. Margaret's going to sing, "How Deep Is the Ocean." And I know you will like it.

ORCHESTRA:

("HOW DEEP IS THE OCEAN" MARGARET LENHART)

AL:

Nighty swell, mmmmmmm, nighty swell.

Right now I'd like to have you all meet the only man of his kind in the world. He's a peculiar type of military expert. Step up here, Mr. Battle, please.

BATTLE:

Thank you, Mr. Pearce.

AL:

Is it true you have no secret sources of information, that you never predict what's going to happen next in the war, and never say what the British ought to be doing? Is that true?

BATTLE:

Oh, yes, sir. I just read the paper on the street car every morning. I think the generals probably know more about the armies than I do.

AL:

That puts you in a class by yourself, Mr. Battle. You don't even stick pins in the map?

BATTLE:

No, sir, my wife said the pins went through and made holes in the wall.

AL:

And you positively have no personal contact with any member of the armed forces of the United States?

RADIO

WILLIAM ESTY  
AND COMPANY

51459 1895

BATTLE:

Well, yes, I do. My neighbor's boy, Frederick, is a private first class.

AL:

But he doesn't send on any secret information, does he?

BATTLE:

He may be using a code, because there's one phrase his Dad says appears in nearly every letter - -

VOICE:

(FILTER) Say, Dad, I sure do wish you'd send me another carton of Camels!

AL:

Why, Mr. Battle, that's just Army code for good, solid enjoyment! Actual sales records from Post Exchanges, Ship's Service Stores, and Canteens show that with men in the Army, the Navy, the Marine Corps and the Coast Guard, Camel is the favorite! And why's that? One reason's flavor, that rich extra flavor, and another is the famous Camel mildness that lets you enjoy it, and mighty important with service men is economy - - Camel's slower burning that means extra smoking per cigarette per pack, and means cooler smoking too! That's because Camel is made of costlier tobaccos, blended as only Camel know how to blend, to make choice tobaccos a really superb cigarette. Less nicotine in the smoke, too.

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:

So you see, you'll like Camels - - whether you're in the Army or not! So go on friends and get a pack. You'll have fun.

ORCHESTRA:

(MUSICAL CURTAIN)

RADIO

WILLIAM ESTY  
AND COMPANY

WHEN:

Although it may seem like a lost cause, Constance Bennett has come to the conclusion that the solution to Al's problem is to conduct a class in etiquette for the Gang. We now show you what would probably happen if Constance Bennett invited the whole gang to her home for a lesson in etiquette. As our scene opens we find teacher Bennett about to begin the class.

SOUND:

(SMALL SCHOOL BELL TINKLING)

CAST:

(TALKING IN BACKGROUND)

CONNIE:

Quiet children! Quiet! Now come on, everyone, take your seats, and let's begin. Where's Kitzel?

AL:

Oh, he's always late. Don't hold up the class on account of him.

CONNIE:

Well, let's see if everyone else is here -- Louis Bring, Wendell Miles, Albert Pearce, and Andy Divan.

CAST:

(EACH ANSWERS VERY FAST: "Here, teacher", etc.)

ANDY:

Say, teacher, I don't think you pronounced my name right.

CONNIE:

I called you Divan, that's the French pronunciation of your name.

ANDY:

Gosh, that's funny. Over here a divan is something that's overstuffed.

CONNIE:

That's all, brother... Now I hope you've all studied your lesson. Let's start with the correct procedure at social functions. Albert Pearce:

AL:

Yes, teacher.

CONNIE:

As you know, when dinner is announced there is only one proper way to enter the dining room. If you are married you walk one step to the left of your wife, and two steps ahead of your ~~mother-in-law~~.

AL:

Not so.

RADIO

WILLIAM ESTY  
AND COMPANY

51459 1897

CONNIE:

Why not?

AL:

That's the regulation distance for a place kick.

CONNIE:

Pupils, I'm very disappointed in you. Now the next one of you who sounds stupid is going to stay alone with me after school...Wendell Miles.

WEN:

(FINGERS ON LIPS; BOOO BOOO BOO BOO) What is it, teacher?

CONNIE:

I'll disregard that, Wendell Miles. Now to proceed...let's take the subject of table manners. I'll call on Andy.

ANDY:

Yes, M'am.

CONNIE:

Andy, let's suppose you are at home and dinner is announced - - what do you do?

ANDY:

I start grabbing.

CONNIE:

No, no, no, Andy. You don't grab.

ANDY:

Have you ever seen my relatives eat?

CONNIE:

No.

ANDY:

Well, I grab.

CONNIE:

Well, that's wrong. Now let's take a different example. Supposing you were a guest at my house for dinner and I asked you to carve. Naturally you would serve my father first because he's my closest relative.

ANDY:

Oh, I know that.

CONNIE:

Oh, you too - well, that's fine. Now what would you do for an hereditary kinship once removed.

ANDY:

Oh, well I guess I'd just soak my feet in hot water.

RADIO

WILLIAM ESTY  
AND COMPANY

51459 1898

CONNIE:

And I can see that I'm wasting my time trying to teach you even the most abstract principles of etiquette. What you need is some first hand instruction. I have a little surprise for you.

CAST:

(ALL AD LIBBING ... Oh, boy, etc. etc.)

CONNIE:

Quiet! Shhhhh! I'll call my butler. James.

MAN:

(VERY STILTED ENGLISH) Yes, Madam.

CONNIE:

Announce the surprise.

MAN:

Gentlemen,....and I use the word loosely here....In the next room dinner is served.

CAST:

(BOISTEROUS TALK AND COMOTION UNTIL CRASH.)

SOUND:

(STAMPING OF FEET BY ORCHESTRA AND BERRY BOXES CRUNCHING)

MAN:

My word, they could at least have waited until I opened the doors.

SOUND:

(DISHES AND SPOONS RATTLING.)

WOM:

Gosh, look at all the different kinds of food....and gee, look what's on the table. There's a great big pig with an apple in its mouth.

CAST:

(LIGHT BACKGROUND TALKING)

AL:

Andy!

ANDY:

Huh.

AL:

Get down off of this table.

CONNIE:

Boys! Boys! Please! Please, there's plenty for everyone.

SOUND:

(SPOON RAPPING ON GLASS)

CONNIE:

Now, listen boys, please give me your attention for one moment. You may not be aware of it but at a proper dinner, eating is secondary. One of the most important things is clever repartee or small talk at the table. Now, somebody say something.

RADIO  
WILLIAM ESTY  
AND COMPANY

ANDY:

....Pass the potatoes.

AL:

No, Andy, no, she means conversation, like this,....Ahem. Miss Bennett, I saw in the reviews the other day, that in your latest picture you are going to sing.

CONNIE:

That's right, Al.

AL:

What do you think of that, Andy?

ANDY:

Ain't nobody gonna pass me the potatoes!

AL:

(BOTTO VOICES) No, Andy...Andy say something about singing, you dope.

ANDY:

Oh! Well, not many people know it but my voice is in demand for singing.

CONNIE:

You don't say so.

ANDY:

Why sure. Why just the other day two men's tricos asked me to join them.

CONNIE:

Two men's tricos? That ought to be a novelty -- what are you going to call yourselves, "Six Hits and a Moose?"

ANDY:

(LAUGHS) Gee, that's a good one.

SOUND:

(DOOR BUZZER)

CONNIE:

James, James, will you see who's at the door, please.

MAN:

Very good, Madame.

SOUND:

(DOOR OPEN)

KITZEL:

(SINGS) When I take my sugar to tea, I am now a social dandy.

AL:

Well look, if it isn't our little friend Kitzel.

KITZEL:

Yes -- greetings and salutations...how do you do, Miss Bennett. I am Count Kitzel.

AL:

Wait a minute! Count Kitzel! Who do you think you're feeling with that broken down dress suit, and that monocle in your eye.

RADIO

WILLIAM ESTY  
AND COMPANY



KITZEL: Broken down dress suit. Fish posh. You jealous man. I'm asking you, Miss Bennett, don't I look like I stepped out of Esquire.

CONNIE: You look more like you were thrown out of Police Gazette.

KITZEL: Thrown out of Police Gazette. (LAUGHS) Could be!

CONNIE: Al, is he really a Count?

AL: A Count - - certainly not.

KITZEL: Certainly not! Don't listen to him, Miss Bennett, Don't listen to that gentleman. I am stepping only in the best high class social circles.

CONNIE: You don't say.

KITZEL: Yes - - even with royalty. You know, just last week I went fishing in the Mediterranean.

CONNIE: Oh really, did you have any luck?

KITZEL: No. How could I? Over there, even the fish aren't allowed to open their mouths.

AL: Now you listen to me, Kitzel!

CONNIE: Oh, never mind, Al. That's all right. I think he's oute. Won't you have a bite to eat with us, Kitzel?

KITZEL: Of course, of course. As we say in French, I will be delighted to sit down with you and have some Pattie dee foocy gras.

AL: Doy, is he putting on the dog? Get that?

CONNIE: Kitzel, I've noticed that while you're eating you keep your little finger extended. Does that denote elegance?

KITZEL: Not necessarily. No, that I am going to make a left turn into the spaghetti.

RADIO  
WILLIAM ESTY  
AND COMPANY

AL: Well, all I can say, Kitzel, is that you've got funny ways of eating for a Count. Why is one of your gloves white and the other brown?

KITZEL: The brown one - that's my dunking hand.

CONNIE: Where did you ever learn such table manners, Kitzel?

KITZEL: Beautiful - - - say.....You know Daily Post saw me eating once and gave me a big compliment.

CONNIE: Is that so?

KITZEL: Certainly, when I finished dinner she said only once before in her whole life did she see eating the way I do it.

CONNIE: (She did?

KITZEL: Yes....Mr. Pearce, what is an octopus?

CONNIE: Mr. Kitzel, won't you help yourself to a little more of the turkey. I had that turkey sent out especially from Minnesota.

KITZEL: Fish pond - - you know, I could tell it was from Minnesota by the portion I got.

CONNIE: How?

KITZEL: Tough backfield.

AL: (BOTTO VOICE) Gosh, this gang is going to mess up everything. I'd better say something to smooth things over. (COUGHS) Ahead Miss Bennett I want to thank you for inviting us over here tonight and I know your influence has made perfect gentlemen out of the entire gang.

CONNIE: Well, Al, I'm glad I was able to help you. Now, before we leave the table has anyone a question?

RADIO  
WILLIAM ESTY  
AND COMPANY

ANDY:

(LOUD AND ANGUISHED) YEAH! AIN'T NOBODY EVER GONNA PASS ME THE POTATOES!

AL:

Oh, what's the use.

(APPLAUSE)

ORCHESTRA:

(DUMPER TO AL PEARCE)

AL:

Friends, guess who's going to be our special guest next Friday night? That outstanding motion picture producer, director and actor, Gregory Ratoff, who is joining up with the gang to teach little Kitzel how to speak good English. Boy, will Kitzel take care of him? Of course, Andy Devine, who appears on our program through the courtesy of Universal Pictures, will be in the middle of the fracas too, along with the rest of the gang. So good night, friends, so long and good luck and I know you'll be so glad we told you about Camels.

ORCHESTRA:

(THEME TO PRINCE ALBERT)

WENDELL NILES:

An America's days grow busier, America's leisure moments become far more precious. Get the most out of them, you pipe-smokers, especially. Know the added peace and comfort of the tobacco that smokes milder, mellow, tastier because it burns so much cooler. Take a permanent leave of excess heat that bites your tongue and flattens taste. Enjoy Prince Albert the crimp cut and no-bite treated brand that packs right -- draws right -- burns right. There's no other tobacco like Prince Albert! Try it!

This is Wendell Niles speaking.

This is the COLUMBIA....BROADCASTING SYSTEM.

RADIO  
WILLIAM ESTY  
AND COMPANY