

AL PEARCE SHOW

CAMEL CIGARETTES

FRIDAY, NOVEMBER 14, 1941

PROGRAM NUMBER 64

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

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

ELMER:

(KNOCKS) Suppose 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 MILES)

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 1904

AL:

Good evening, all, and welcome to another night of fun. Well, friends, tonight we are proud to add another famous name to the roll call of the Gang. Most of us are glad to be proficient at one thing, but our guest tonight does four things very expertly. Ladies and gentlemen, I want you to meet that great producer, writer, actor and director.....

GREGORY RAYOFF.

(QUEUED APPLAUSE)

GREGORY:

Thank you very much, and good evening.

AL:

Well, Gregory, we're very glad to have you here, but I will admit that we had a definite reason for inviting you to join up with the gang tonight. You see, I'm going to make a picture at Republic Studios next month and I, well I figured you wouldn't mind teaching me some fine points about acting.

GREGORY:

I should be very happy to.

AL:

Tell me, Gregory, how did you get to be such a fine actor? I'd like to know.

GREGORY:

It was because I had a wonderful teacher. He taught me that to be a great actor I must suffer and suffer and suffer.

AL:

Well, do you?

GREGORY:

I'm here, ain't I?

AL:

I see what you mean, but cut it out, will you? Seriously, Gregory, you're so versatile, how do you go about making a picture...you know, I mean right from the start?

RADIO
WILLIAM ESTY
AND COMPANY

GREGORY:

You see, as Ratoff the writer....I get an idea and write a story...I then take it to Ratoff the producer...

AL:

And do you get to see yourself right away?

GREGORY:

No....I am in conference...This takes about two hours.

AL:

Must you take that long?

GREGORY:

Can you play eight hands of Gin Rummy any quicker....Finally, I tell my secretary, that Ratoff the producer will see Ratoff the writer....

AL:

And Ratoff the writer tells you his story?

GREGORY:

Yes....and I don't like it....but I buy it anyway.

AL:

If you don't like it, why do you buy it?

GREGORY:

Relative....Now I have to cast it, and I look around for the best actor in Hollywood....

AL:

And that is....?

GREGORY:

Ratoff.....now....as Ratoff the producer I lie to Ratoff the actor, I tell him it's a great story and will do him good....and so I get him for a low figure....I then hire Ratoff the director...to make the picture, and the next thing you know it is previewed.

AL:

What happens then?

GREGORY:

The four of us are fired.

AL:

Well, Gregory I still think you can do big things for the gang...and speaking of big things....

ANDY:

Hi's Al.

(GUESS APPLAUSE)

RADIO

WILLIAM ESTY
AND COMPANY

AL: Mr. Rutoff....I want you to meet Andy Devine.

GREGORY: I am glad to meet you, Andrew.

ANDY: Shucks, you don't have to be formal...you can call me Andy.

GREGORY: All right....you can call me Rat.

AL: You must have seen Andy in pictures, Gregory....He's been in them a long time, you know.

GREGORY: Yes, I know that. Tell me, Andy, didn't you have a big part in Twenty Mule Team?

ANDY: Well, I was supposed to, but the Humane Society stopped it.

GREGORY: Humane Society?

ANDY: Yeah....they took a look at me and said if I was going to be the driver, I'd have to have forty mules.

(LAUGHS)

GREGORY: Hah....The actors of today do not have the proper technique. They are not willing to study. They know nothing of enunciation. For example when I get up in the morning, I walk out into my garden, and put fifty pebbles in my mouth. Do you know why I do that?

ANDY: Yes.....but don't you think you're taking too much roughage?

GREGORY: I am wasting my time.

AL: Andy was only joking Gregory...besides you've promised to teach me some acting. You know, don't forget that.

GREGORY: Well, there's only one way to teach you properly....You must have lights, cameras and a real set....I'll arrange a screen test, and you and the gang come over to the studio later.

RADIO
WILLIAM ESTY
AND COMPANY

51459 1907

AL: Thanks a lot, Gregory, and we'll do that very little thing.

(CUED APPLAUSE)

AL: I don't know how this is going to turn out but....well, we don't need lights and cameras to find out what Lou Brink and the orchestra can do, so how about a little of that refinement in rhythm, Louis, with "Where or When".

ORCHESTRA:

("WHERE OR WHEN")

SOUND:

(SHEARING SECTION)

MUG:

That's enough, boys!

SOUND:

(CHEERS DOWN)

AL: Hey, you in the football suit --- what's going on? Why the cheers?

MUG: It's okay, Mr. Pearce. They follow me around. It's so I won't get nervous at the game.

AL: Oh, you're the football star we're supposed to interview tonight.

MUG: Yeah. The coach said it was okay for you to talk to me. Only keep it educational.....Like, ask me the capitol of South Dakota.

AL: Why?

MUG: To improve my mind. I don't get no time for studyin' travelin' around like I do. I got a very poor brain. They even put a low number on my sweater so it won't confuse me. See, number four.

AL: That's number twenty-two on your back.

MUG: Yeah, last week they hit me so hard they busted the four into a pair of deuces....Just tell me anything intellectual.

RADIO
WILLIAM ESTY
AND COMPANY

AL: Well, I can tell you a very interesting fact about colleges and universities.

MUG: Yeah, dat's what I mean.

AL: Do you know that a survey conducted independently in colleges and universities throughout the country showed that American college men and women smoke more Camels than any other cigarette?

MUG: Is dat a fact?

AL: Yeah. One big reason for Camel's campus popularity is that rich extra flavor, and Camel's smooth extra mildness that lets you enjoy it. Camels are cooler and slower-burning, too. And that means extra smoking per cigarette per pack -- more for your money. That's because Camels are made of costlier tobaccos --- blended with that famous Camel know-how --- the process that makes choice tobaccos a really superb cigarette. Less nicotine in the smoke, too.

MUG: Twenty-two ---

AL: No, 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.

MUG: Gee, I like dat scientific stuff, Mr. Pearce.

AL: The idea is to go out and get a pack of Camels tonight. Bet you'll want to buy a whole carton of them tomorrow.

ORCHESTRA:

(MUSICAL CURTAIN)

ORCHESTRA:

(SOUND OF THE CUCKOO)

RADIO

WILLIAM ESTY
AND COMPANY

51459
1909

WEN:

The cuckoo means it's super low pressure salesman time featuring Elmer Blurt. Tonight, Elmer has dramatized an idea suggested in a letter from Mrs. M. Miller, 1648 Summitt Street, Kansas City, Missouri, whose commission check for one hundred dollars will be forwarded in the mail. Now here's how Elmer Blurt would dramatize what took place in this instance. Good luck, Elmer.

SOUND:

(PNEUMATIC AIR DRILL)

ELMER:

Bure wish I didn't have this street in my district. Gosh, them riveting guns sure make a lot of noise.

SOUND:

(PNEUMATIC AIR DRILL)

ELMER:

Here's a right sturdy little door....I'll just dramatize the lumber with my knuckles.....

SOUND:

(ELMER KNOCK)

WOMAN:

I'm afraid nobody's to home, I guess, I guess, I guess.....

SOUND:

(DOOR OPENS)

WOMAN:

You, what is it?

ELMER:

How ja do, lady...I'm selling....

SOUND:

(RIVETING GUN UP AND OUT)

ELMER:

And that's why I'm here.

WOMAN:

I'm sorry but I didn't quite catch everything you said. You say that you were....

SOUND:

(PNEUMATIC DRILL UP AND OUT)

RADIO
WILLIAM ESTY
AND COMPANY

ELMER: Yep, lady....that's right.

WOMAN: I'm very sorry, but I don't buy anything from strangers.

ELMER: Oh golly, lady....I ain't no stranger....you see, me and my brother
grew up right here in this town.

WOMAN: You don't say....

ELMER: Yep, yup....in fact I'll never forget one time when the teacher kept
my brother after school and

SOUND: (PNEUMATIC MACHINE)

ELMER: They're married now.

WOMAN: How wonderful....I'm afraid I missed a little bit of your story....
Would you mind repeating?

ELMER: Not at all, lady...well, as I was saying about my brother and his wife,
it wasn't long before they heard the patter of little feet in the kitchen

SOUND: (PNEUMATIC GUN UP AND OUT)

ELMER: Had to buy a dozen mouse traps before they got rid of them.

WOMAN: I see.

ELMER: Lady, I think we could talk a little better, if I may suggest this, if
we went inside the house.

WOMAN: All right. Come right in.

SOUND: (DOOR CLOSING...SOUND OF HAMMERING ON RADIATORS)

WOMAN: (YELLING) Nice and quiet in here, isn't it?

SOUND: (RADIATOR NOISE CEASES)

ELMER: What's the matter with your radiators, lady?

RADIO
WILLIAM ESTY
AND COMPANY

WOMAN:

Well, my husband's downstairs fixing them...(RADIATOR STARTS AGAIN)....

He doesn't know much about it...I think he's gonna need some help.

SOUND:

(RADIATOR STOPS)

ELMER:

I didn't hear you, lady.

WOMAN:

I said he (RADIATORS CLANGING) (YELLING) needs some HELP! (RADIATOR NOISE OUT....WOMAN YELLS LAST HELP AGAINST NO SOUND)

ELMER:

Oh gee!

SOUND:

(DOOR SLAM)

MAN:

What's the matter, darling? Oh, this man's bothering you eh? Look I've met tough guys like you before....now before I start pinning your ears down...what have you got to say for yourself?

ELMER:

Well, you see I was just....

SOUND:

(PNEUMATIC GUN)

MAN:

I accept your apology.

WOMAN:

Yes...now will you please tell us what you're selling?

ELMER:

It's no use lady....

SOUND:

(PNEUMATIC DRILL)

ELMER:

You wouldn't be interested anyway, I guess.

WOMAN:

Are you sure?

ELMER:

Yup, you sure don't need any in this house.

WOMAN:

Why? What is it that you're selling?

ELMER:

Noise makers for New Year's Eve.

ORCHESTRA:

(CHASER)

RADIO

WILLIAM ESTY
AND COMPANY

ORCHESTRA:

(TRUMPETS: "THE CAMPBELLS ARE COMING")

AL:

Boy, that means the Camels are coming. It's the Camel Caravan, six mobile units ---cars, trailer and portable stage loaded down with entertainers. Next week they roll into Camp Livingston, Louisiana to give the men free open-air shows on Monday and Tuesday. Then they move on to Camp Claybourne, Louisiana for performances, Wednesday and Thursday nights. We salute you, Camel Caravan, and we feel sure your audiences will have one grand time.

ORCHESTRA:

(FOUR CHORD CHASER)

AL:

Our listening audience has certainly responded to Margaret Lenhart, our new singing star. When you stop to consider that two months ago little Margaret was singing in Spokane, Washington, and has jumped immediately into the networks, I get a great thrill for her success. Margaret's going to sing, "I See A Million People" but I can see more than that listening to her tonight, you betcha boots, come on out.

ORCHESTRA:

("I SEE A MILLION PEOPLE"....MARGARET LENHART)

AL:

Very nice,mmmmmm, very nice. Maybe some of you folks who get worried about headlines would feel better to hear about an outfit that gave the armored divisions a pretty thorough going over in the recent Army maneuvers. Listen.....

SOUND:

RUMBLING OF TANKS, ROAR OF TRUCK MOTORS, FIRING OF MACHINE GUNS
OCCASIONAL SHOT FROM CANNON. HOLD UP A MOMENT, THEN START BADING UNDER.

RADIO
WILLIAM ESTY
AND COMPANY

51459 1913

WEN:

Yes, sir, that's a tank-destroyer battalion moving into action. Up front are light tanks and close behind are swamp buggies, the latest army truck, fitted with an armor-piercing thirty-seven millimeter gun. Alongside the swamp buggies are new half-tracs --- that's half tank and half truck --- toting big "seventy-fives". Just goes to show you that every day brings new ideas and new weapons to Uncle Sam's growing army, getting tougher by the minute. But one thing hasn't changed, from over twenty years ago! That's the Army man's preference for Camels. At any Army Post Exchange you'll hear.....

VOICE:

Pack o' Camels, please!

AL:

Yes indeed, actual sales records in Post Exchanges, Ships' Service Stores and Canteens show that with men in the Army, the Navy, the Marine Corps, and the Coast Guard, Camel is the favorite. Why's that? Listen!

VOICE:

Wistor, I like a cigarette that's mild, extra mild and with plenty of good, rich extra flavor --- and that's Camel every time!

PEARCE:

Of course, Camels are cooler, and slower-burning, too, giving you extra smoking per cigarette per pack. That's because Camels are made of coastal tobaccos, blended expertly, as only Camel knows how to blend. And there's less nicotine in the smoke!

ECHO:

Twenty-eight percent 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.

PEARCE:

Take a tip from the boys in the army. Get a pack of mild, slow-burning Camels. You'll like 'em!

RADIO

WILLIAM ESTY
AND COMPANY

ORCHESTRA:

(MUSICAL CURTAIN)

MEN:

Now we come to that great moment when Al Pearce has gone out to keep his appointment for a screen test with the great Gregory Ratoff. Andy Devine figured if the instruction were free, he may as well get in on it, so he went along too. We now find Al and Andy outside the studio gates.

SOUNDS:

(STREET NOISES)

AL:

Here we are at the studio Andy....I wonder where the entrance is?

ANDY:

This must be the entrance, Al...Let's stand in this long line here.

AL:

Okay....Gee, this line is moving up pretty fast, isn't it?

ANDY:

Yeah....Here we go in.

SOUNDS:

(DOOR OPENS AND CLOSSES)

AL:

Wait a minute, this isn't Ratoff's office.

ANDY:

No....I guess it ain't....Well, while we're in here we might as well comb our hair.

AL:

Come on....it must be next door.

SOUNDS:

(DOOR OPENS....FOOTSTEPS WALKING)

ANDY:

Here's stage one. That's where Ratoff said to meet him. Let's go in.

SOUNDS:

(DOOR OPEN)

AL:

Gee, I hope we're not disturbing him. I understand he's the busiest man in Hollywood.

ANDY:

Hi ya, Greg.

RATOFF:

Oh, hello boys, I'll be with you in a minute. I'm just getting ready to shoot.

RADIO
WILLIAM ESTY
AND COMPANY

MAN: Mr. Ratoff is ready to shoot.

SECOND MAN: Silence, Mr. Ratoff is ready!

THIRD MAN: Everything's quiet, Mr. Ratoff. Go ahead and shoot.

SOUND: (HOCKEY RATCHET AND WHISTLE NOISE ENDING ON A THUD)

RATOFF: How do you like that? This pin ball game tilted again!

AL: If you're not too busy now, Mr. Ratoff, I'm ready for that screen test.

RATOFF: That's good.

ANDY: Say, can I be in the picture, too, Mr. Ratoff?

RATOFF: Certainly Andy, it definitely needs somebody of your type.

ANDY: Gosh, you mean you couldn't get Errol Flynn.

AL: Andy, where do you get such hi-faluting ideas. You could never play the leading man. You're too fat.

ANDY: I am not, Al..... I'm just pleasingly plump....(LAUGHS)

AL: What are you laughing at?

ANDY: Look --- how they spelled plump "B-L-I-M-P".

RATOFF: Well, let's get down to business. Everything is ready and as soon as you are made up, Al, we'll shoot the scene.

AL: By the way, who wrote the scene?

RATOFF: Who else, Ratoff.

ANDY: Who's going to produce it?

RATOFF: Ratoff.

AL: Who's going to direct it?

RATOFF: Ratoff.

RADIO

WILLIAM ESTY
AND COMPANY

51459 1916

ANDY: Who wrote the music?

RATOFF: O'Brien.

AL: How did O'Brien get in there?

RATOFF: He had a priority.

AL: Golly, Mr. Ratoff, I'm nervous. You see, I've never been in a picture before.

RATOFF: Don't worry...I will, don't worry.

AL: Well, after all, I'm no Clark Gable.

RATOFF:

AL: I said I'm no Clark Gable.

RATOFF: Who's arguing with you? This picture will revolutionise the picture industry....I hope.

ANDY: It will?

RATOFF: Certainly. It's going to be a comedy picture without Bob Hope... I can see the signs outside the theatre now: Al Pearce and His Gang. This Picture is Hopeless.

ANDY: (LAUGHS). Hopeless. That's funny.

RATOFF: Now we'll get ready to shoot. Oh, make-up man, come here.

MEL: Yes, sir, Mr. Ratoff.

RATOFF: Now look here, Yardley, I want you to take Al Pearce and make him up. And stay with it until you've made him look like a young and handsome leading man.

MEL: Darn it, overtime again tonight!

RADIO
WILLIAM ESTY
AND COMPANY

51459 1917

RATOFF: Look -- when you get through with Pearce, I want you to give Andy a nice smooth skin and hurry up about it.

MEL: Well, if it's a rush job, Mr. Ratoff, I'd better stick his face in boiling water.

RATOFF: How is that going to make his skin smooth?

MEL: It worked all right on a dried prune.

ANDY: (LAUGHS) That's not my problem -- can you make me up some way so I can fool people and won't look so big?

MEL: I don't see why not....I camouflaged the Hollywood Bowl.

RATOFF: That'll do for now, Yardley...that'll do. I'm anxious to start this scene. Now, before I begin I must have absolute quiet.

MEL: (YELLS) QUIET!

WEN: QUIET!

MEL: (ANGUISHED) QUIET!

ERLEBORN: No audibility, please.

AL: Who's that?

RATOFF: A Harvard yes-man. Now in the first scene, Mr. Pearce, you are a soldier and you are saying goodbye to your sweetheart. You take her in your arms and say, "Darling, I love you, I love you." Now go ahead.

AL: (IMITATE RATOFF) Darling, I love you, I love you.

RATOFF: This is terrible, isn't there anyone around here who understands the English language.

KITZEL: Hi you Rancho Grande. I'll translate for Al and Andy. Ya Hee.

RADIO
WILLIAM ESTY
AND COMPANY

AL: Strike me pink, if it isn't our little friend Kitzel. What are you doing here?

RATOFF: Who is this upstart who dares to interrupt the great director Ratoff?

KITZEL: Now, now, now, don't get so uppity puppy. I'll have you to understand I am also a great director. Cecil B. De Kitzel.

AL: You a director. Cecil B. De Kitzel. And look me straight in the eye and tell me what picture did you ever make?

KITZEL: Fish poah. What picture did I ever make. I just finished the finest thing I have ever done. It's called "Arsenic and Old Muslin."

RATOFF: Muslin, what happened to the lace?

KITZEL: The government wouldn't give me any.

RATOFF: You call yourself a director --- Did you see my great picture, "Heart's Desire?" In that picture I took an unknown actress and molded her into a star --- I took an amateur and molded him into a leading man...then I molded them both into a wonderful story.

KITZEL: I believe you. I saw the picture and it was pretty boldy.

RATOFF: (GIVES) That settles it - - Why, you ---

AL: Now, fellows, now make up, take it easy.

RATOFF: You dare to talk like that to the great Ratoff? I will not stand for one more insult!

KITZEL: You won't?

RATOFF: No! Not one insult! Do you understand?

KITZEL: Okay. I promise.

RADIO

WILLIAM ESTY
AND COMPANY51459
1919

RATOFF:

Good!

KITZEL:

As a matter of fact, Mr. Ratoff --- your directing is to pictures what mustard is to strawberries.

RATOFF:

But mustard on strawberries is revolting!

KITZEL:

(QUICKLY) You said it --- I didn't!

RATOFF:

AL --- GET THAT MAN OUT OF HERE AT ONCE - QUICK!

ANDY:

Oh, gosh, Gregory, what's the matter with him?

RATOFF:

What's the matter with him? He speaks broken English.

KITZEL:

(LAUGHS) That's all, Brother, if my English is broken, yours is pulverised.

AL:

Please, please, Kitzel! Look at me, Kitzel, listen, Mr. Ratoff is trying to make a screen test of me and you're interrupting everything.

KITZEL:

Okay, okay --- go ahead. I wouldn't bother you for the world.

RATOFF:

All right, then be QUIET! Now, let me see --- where were we? Oh, yes --- in this next scene you are in California and you are carrying straw hats. Now, what else can I do to make it look more like California?

KITZEL:

Take away the straw hats and let them carry snudge pots.

AL:

Now, listen, Kitzel --- you cut it out.

RATOFF:

That's all right, Al. I will ignore that. Andy, are you ready with your script?

ANDY:

Yeah. I been stuyin' the lines.

RATOFF:

Good! Now, you are talking to your buddy Al. Go ahead and read the first line.

RADIO

WILLIAM ESTY
AND COMPANY

51459 1920

ANDY: (CLEARS THROAT) Well, at last we're home, Al. Come on in the house and we'll shave Aunt Gertrude.

RATOFF: No, no, no...the line is, "Come on in the house and we'll shave. Aunt Gertrude will be here in a minute."

ANDY: Oh.

RATOFF: Now, Mr. Pearce, will you be so kindly as to read your speech?

AL: All right, I'm ready. Ahem. "I want to read the paper first, Andy, but I can't find my Horn Specked Rinnacles!"

RATOFF: No, no --- that's wrong.

DITZEL: It's Heck Rinned Spornacles.

RATOFF: NO! You're both wrong.

ANDY: It's Sporn Hooked Rinnacles.

RATOFF: NO! NO!

AL: It's Horn Specked Hinnacles.

RATOFF: (SCREAMS) That's enough! That settles it --- I quit.

AL: Wait a minute, Gregory, we appreciate what you're trying to do for the Gang. Why are you quitting?

RATOFF: I wouldn't waste another second on a bunch of people who are so dumb they can't say a simple thing like Heck Horned Sprinn ---sprang --- or --- heck-
EYEGLASSES! Goodbye!

(APPLAUSE)

ORCHESTRA: (BUMPER TO AL PEARCE)

AL: Friends --- guess who's going to be our guest star next Friday night. She's one of the most lovable names on the screen today --- none other than Billie Burke. Andy Devine, who appears on our program through the

RADIO
WILLIAM ESTY
AND COMPANY

AL: (Cont'd)

courtesy of Universal Pictures, -- Kitzel, and all the Gang are really going to prepare a swell celebration for Miss Billie Burke next Friday night. See you then -- and in the meantime, Oh gollies, oh willikins, I know you'll be glad and tickled to death we told you about Camels.....

ORCHESTRA:

(THEME TO PRINCE ALBERT)

WENDELL:

From the man at the machine to the man behind the desk, pipemokers these days have one thought in common -- more enjoyment more comfort during precious leisure moments. That means Prince Albert Smoking Tobacco -- in a big way! Prince Albert features the basis of mildness with rich taste -- and that is cooler burning. No excess heat to flat-ten taste or broil your tongue,.....Besides, Prince Albert is crisp or and no-bite treated. And just imagine getting around fifty pipefuls of that kind of smoking joy in a handy pocket tin of the National Joy Smoke. Men, Prince Albert's the buy!

Wendell Hiles speaking.

This is the COLUMBIA....BROADCASTING SYSTEM.

RADIO
WILLIAM ESTY
AND COMPANY

51459 1922