

Master For
N. Y. Office,

#73
1-20-42

THE AL PEARCE SHOW
FOR CAMEL CIGARETTES

4:30-5:00PM PST
7:00-7:30PM PST
Thursday - 1/15/42

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 & FADE TO WENDELL NILES)

WENDELL: Good evening, ladies and gentlemen. From Hollywood,
California....CAMEL....the cigarette of costlier tobaccos....
brings you....AL PEARCE!

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

AL: Thanks, Friends, for that nice little bouquet of applause. Our little friend, Kitzel, is on deck tonight with Margaret Lenhardt, Mel Blanc, Verna Felton, Wen Niles, and I plan to be around a little while myself. And as an extra special guest, we have that fine radio performer, Hanley Stafford. You people probably know him better as Mr. Dithers, Dagwood's boss on the "Blondie" program, or as the daddy of "Baby Snooks." We all want you to meet him as he is in real life, so come on out here, Hanley, and meet your friends.

APPLAUSE.

HANLEY: Thanks, Al, it's a pleasure to be here.

AL: You know, Hanley, you play so many parts like Mr. Dithers and Baby Snooks' father, where you're always losing your temper, and blowing up, you know, going all to pieces. A lot of people have asked me if you are actually as quick tempered as that in real life.

HANLEY: (LAUGH) Of course not, Al. That's all an act. You've probably never known anybody who's as quiet, and easy going as I am. I can't remember when I lost my temper.

AL: I'm glad to hear that Hanley. I guess that clears up that question. It's nice to have you here tonight. You've been so busy on other radio programs I haven't seen you for some time.

HANLEY: I know, Al. I was trying to remember the last time I saw you.

AL: Oh, I know where it was. It was two weeks before Xmas, at Bullocks Dept. Store.

HANLEY: No. You're wrong, Al. It was two days before Christmas and it was at the May Company.

AL: (LAUGHS) I don't like to make an issue of this, Hanley-- but it was at Bullocks. You were with your wife and Baby Snooks and you were in the ladies Lingerie Dept.

HANLEY: I was no place of the sort. I was in the Crockery Dept. buying some Crockery.

AL: I beg to differ with you, Hanley, you were not.

HANLEY: Don't tell me what I was doing! I remember very well, my wife was in crockery AND I WAS STANDING THERE IN LADIES STOCKINGS!

AL: You were?

HANLEY: I don't mean that! What I mean is---MY WIFE WAS IN LINGERIE AND I WAS CROCKED!-----NOW YOU'VE GOT ME ALL MIXED UP! --- I NEVER HEARD OF ---

AL: Now, now now, Hanley, remember you're supposed to have control over your temper.

HANLEY: I HAVEN'T LOST MY TEMPER-----(CALMLY) I mean I haven't lost my temper.

AL: Well all right. Now getting back to your shopping I'll admit it might have been the May Co...but I recall very clearly you were trying to charge something but your credit was no good.

51459 2107

HANLEY: (CALMLY) Well, that's better. I'm glad you're beginning to see it my way. (YELLS) MY CREDIT WAS NO GOOD?----- MY CREDIT WAS NO GOOD. WHY FOR YOUR INFORMATION I OWE EVERY STORE IN TOWN! I MEAN I COULD OWE THEM IF I WANTED TO.-----YOU'VE GOT ME SO CONFUSED I DON'T KNOW WHAT I'M SAYING.

AL:Do you fell allright Daddy?

HANLEY: Ooooooooooohh!

AL: You did quite a lot of shopping down in that store didn't you?.

HANLEY: Yes, I did quite a lot of shopping.

AL: How much did you pay for that bottle of mustache dye that you bought?.

HANLEY: Twenty five cents--DON'T YOU DARE TELL ANYBODY I DYE MY MUSTACHE!----Now you listen to me Snooks--I don't mean Snooks--I don't know what I mean.

AL: Now take it easy Hanley, after all I've got an awful lot on you, I could tell your wife plenty about you.

HANLEY: You could tell my wife plenty about me?. Why you--

AL: Yes I could. I watched you down in that store and I saw you winking at that blonde salesgirl in the red sweater.

HANLEY: I DID NOT--(CALMLY) She wasn't bad was she?

AL: (CONFIDENTALLY) No she wasn't.

HANLEY: (CONFIDENTALLY) Did you get her phone number?.

AL: (CONFIDENTALLY) Yes, it's Hempstead 42--(YELLS) I did not get her phone number!

HANLEY: Now who's losing his temper? Listen Al, let's both calm down, this whole thing is silly--imagine two grown up men like us standing here arguing like children. As a matter of fact we're both in the wrong, I just happened to think that the store where you met me was Sears and Roebuck.

AL: Yeah, it is silly to argue--but I still insist it was the May Co.--I know because you were buying a rubber bottomed baby buggy,

HANLEY: I WAS DOING NO SUCH THING--(YELLS) In all my life I've never bought a bottom rubber buggy baby.

AL: Now you see that, there goes your temper again, you're all out of control.

HANLEY: (THRU HIS TEETH) I am not out of control. I am perfectly calm.

AL: You are not calm, you're so mad you're all mixed up. You just said "bottom rubber buggy baby".

HANLEY: (STILL UNDER CONTROL) I did nothing of the kind, I distinctly said, (YELLS) I BOUGHT A BUGGY BABY WITH A RUBBER BOTTOM ----OoOOOOHHHHHHHHH-LET ME OUT OF HERE. I'M SORRY THAT I EVER MET YOU, (FADES) in the first place.

APPLAUSE.

AL:

Confidentially, folks, now that he's gone --it really was
the May Company. But don't worry, he'll cool off and to
help him out a little bit here is some music by Lou Bring...
some refinement in rhythm called "Zigenerweisen".
Let's hear it, Lou.

BAND:

"Zigenerweisen" .

APPLAUSE.

51459 2110

(LEAD INTO FIRST COMMERCIAL)

ANNOUNCER: Isn't that Rafael Mendez a whizz on the trumpet? Every trumpet player blows the same kind of air into his trumpet that Rafael does, but every trumpet player doesn't get the same results, does he? It's not what you put into the trumpet. It's how you do it. ~~Yes, and the same thing goes for Camels.~~

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(AFTER LEAD-IN)

NILES: Yes, and the same thing goes for Camel cigarettes! It's not just what you put in a cigarette, it's also how you do it! The what, of course, is the famous Camel costlier tobaccos, and the how -- even more important -- is the matchless Camel blending process, perfected for years to make choice tobaccos into a superb cigarette. When you try a Camel, notice the extra mildness and extra flavor. Well, that blending process is a big reason behind those extras. Notice Camel's slower way of burning, too -- the slow burning that gives extra smoking per cigarette per pack -- and cooler smoking. 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: And the smoke's the thing! Get a pack of Camels tonight! You'll see what I mean -- that expert blending of costlier tobaccos does make a better cigarette!

AUCTION SPOT

AL: Well done Wen, that was a nice piece of sales work, and speaking of selling that reminds me I've got a lot of odds and ends piled up here in the corner of the studio. It's a lot of things I had left over when we moved form the other Network.

WEN: Yeah, you never realize how much stuff you've accumulated till you move.

AL: Well, I'm going to get rid of it tonight by auctioning everything off. There was an auctioneer supposed to be here right about now. I wonder what's holding him up?

KITZEL: "Bee I bye, Bee I bo--as an auctioneer, I'll get the dough".
Ya hoo!

(APPLAUSE)

AL: Well, if it isn't little Kitzel--Now don't tell me you're an auctioneer.

KITZEL: Pish posh certainly. What else?

AL: Kitzel you know you've never sold anything under the hammer. I don't believe you've ever knocked anything down.

KITZEL: I've never knocked anything down. Me who's been a California driver for five years.

AL: I don't mean that. Now, see here, Kitzel if you're going to sell this stuff...

KITZEL: Quiet, quiet please, Mr. Pearce. Auctions speak louder than words.

SOUND: (THREE RAPS WITH GAVEL)

KITZEL: Stand back everybody--I'm a hammer slammer from Alabammer,
(GAVEL) Now how much for this first item--did I hear fifteen
dollars?

MAN: No.

KITZEL: Did I hear ten dollars bid?

MAN: No.

KITZEL: Well, did I hear five dollars?--Yes! I bid five dollars!
Who'll say six?

MAN: I'll make it six.

KITZEL: You're too late..I bought it myself.

AL: Wait a minute, Kitzel,--just what were you selling?

KITZEL: I don't know--I'm just warming up. Now let me see, which one
of these knock knicks shall I knock down first,

AL: Kitzel, try and sell that old fashioned shaving mug of mine
first.

KITZEL: O.K.

SOUND: GAVEL

KITZEL: Ladies and gentlemen give me your attention please. Who wants
Mr. Pearces mug?-----Doesn't anybody want an old mug like Mr.
Pearces?-----Well, I guess you're stuck with it.

SOUND: GAVEL.

AL: Never mind that, Put these candle sticks up-----they're an
old family heirloom.

KITZEL: Oh, what a beautiful pair of candlesticks. Ladies and gentlemen, how much am I bid for this rare piece of merchandise?

MAN: (STRAIGHT) What are they made out of--gold?

KITZEL: Gold! (LAUGHS) Fish-posh! Anybody can get gold! These are absolutely impossible to get nowadays--how much for these rubber candle-sticks?

MAN: (HIGH BROOKLYN) Twenty cents.

KITZEL: Listen to him. My good man you should be ashamed of yourself. Do you realize that Mr. Pearce's great grand-father worked all day for months in the hot boiling sun, like a dog he worked just to buy these candle-sticks. And you bid twenty-cents! For shame on you. Now how much am I bid?

MAN: ..Twenty-one cents!

KITZEL: Come, come, come, can't I get responsible bid, how about you over there, Mister?

MAN: (PORKY) Alright I'll bid (GOES INTO STAMMER)

MAN: I bid three dollars and a half.

KITZEL: Sold!

MAN: (PORKY) Did it, did it, did it, darn it!

AE: Here Kitzel, sell this next item, I want to get rid of it anyway. It's a Japanese back-scratcher!

KITZEL: Hmmm, a Japanese back-scratcher, a little hand on the end of a stick! Why do you want to sell it, Mr. Pearce?

of it-- I used it LAST Night AND AFTER it SCRATCHED me, it

AL: I'm afraid ~~to use it, that hand might stab~~ me in the back.

Could Be --

KITZEL: ~~Nobody wants that anyway... Here's that stuffed lion's head that I gave you Mr. Pearce. You remember I shot it in the African jungle and brought back the head!~~

~~AL: You just brought back the head!~~

~~KITZEL: Yes, the rest of him got away, but I got you a beautiful picture of a bear, giving absolutely free, this beautiful picture of a bear.~~

~~AL: Did you finish off the bear, too?~~

KITZEL: ~~No, Joe Louis did that. Ha Ha!~~..Mr. Pearce, will you take over, I'm going in the other room and get some fresh merchandise!

AL: Okay, give me the gavel! Ladies and Gentlemen, everything here is of the best quality----

MCN: (DOPE) Pardon me, Miste r, but have you got any long winter underwear for sale? It's been cold lately and I need some o' dem winter underwear----

AL: No, I'm sorry I haven't got anything like that--

KITZEL: (FADES IN) Okay, Mr. Pearce, I'll take over again. Now, ladies and gentlemen, the next item is too big for me to carry in here,--it's a beautiful chest of drawers.

MCN: (DOPE) Oh boy, drawers, that's what I want.

KITZEL: Good! (BANGS GAVEL) Now these drawers are something that everyone would be proud to own. I measured them and they're six feet wide.

MEL: Oh swell, that's what I like, lots o' room. Well, tell me some more about 'em. Will they wear good?

KITZEL: Will they wear? I should say so. These drawers are made out of solid mahogany.

MEL: Solid mahogany,---Gee Whiz, what won't they think of next!

KITZEL: Are you a lucky man that you came here today,-- do you know something? Louis the Fourteenth used to own these drawers.

MEL: That's alright with me, any friend of yours is a friend of mine.

KITZEL: Not only that, but they're beautiful, They're all blue on the sides, with big red stripes across the front, and solid brass on all the corners.

~~MEL: That's Hollywood for you!~~

~~AL: Kitzel, if you're having trouble, throw in another picture as a premium.~~

~~KITZEL: Okay, I'll throw in this beautiful picture of a house. (POUNDS GAVEL)~~

~~WEN: Who painted it?~~

MEL: That's Hollywood for ya!

KITCHELL: Go ahead, please - make a bid. ~~And I'd like to see you buy~~
~~the pieces of furniture I would like to sell to my own father~~
~~for less than fifty dollars!~~

MEL: ~~(no answer)~~ I've got A SurPrise For you I've ONLY got
Thirty-five cents.

KITZEL: ~~I've got A SurPrise For you, I'LL TAKE IT.~~

SOUND: ~~(GAVEL)~~
APPLAUSE
~~Thank you!~~

~~KITZEL: That's all right, poppa.~~

SOUND: ~~(GAVEL)~~

~~KITZEL: Now the next item will be of interest to all autograph~~
~~collectors. It's a piece of paper written in the~~
~~own hand writing of the great one bidding with~~

~~WEN: Seventy-five cents.~~

~~KITZEL: Now, don't get excited - this is really just a scrap of~~
~~paper and it's really not worth anything. But I'll bid~~
~~dollar and a quarter.~~

~~WEN: I'll bid three dollars and a half.~~

~~KITZEL: Gentlemen, don't be foolish and bid more on anything~~
~~at all. I'll bid five dollars.~~

~~AL: Let me see that, Kitzel. Why get something like~~
~~this which is a page out of my~~
~~notebook and it has handwritten numbers on it.~~

~~MEL: Ten dollars!~~

~~KITZEL: Now you see what you did. You bid the price~~
~~so much more than I bid on it.~~

~~MEL: Thirty dollars.~~

KITZEL: ~~Gentlemen, gentlemen - control yourselves! Anybody who~~
pays that much for a phone number is a nincompeep.
I bid fifty dollars and sold to me!

SOUND: (GAVEL)

KITZEL: Oh - happy me! Now I got Ann Sheridan's phone number.

AL: Kitzel, that phone number is worthless. Ann Sheridan got
married last week to George Brent.

KITZEL: ~~.....NOW he's telling me.~~

(APPLAUSE)

AL: (LEAD-IN TO MARGARET LENHARDT'S SONG)

This is Margaret Lenhardt's spot on the program. It isn't necessary for me to waste a lot of time giving Margaret a big build-up when you're all so anxious to hear her sing. Margaret's going to sing a swell song "WOULD IT MAKE ANY DIFFERENCE". All I can say is that it would make a lot of difference if she didn't sing. *Come out Margaret And get Acquainted.*

ORCH: "WOULD IT MAKE ANY DIFFERENCE" MARGARET LENHARDT

(APPLAUSE)

NILES: Boy! Listen to that!

SOUND: (PLANE IN POWER DIVE)

NILES: → Do you know what that is?
That's a B-26, U.S. medium bomber, setting a world's record ^{More than} for bombardment planes, diving with three men aboard at five hundred ~~and~~ miles an hour! Now fighting on the air fronts throughout the world, this plane has been called the best of its type in any army, and is now in mass production. Yes, it's new to the army -- but not everything in the army's new! Around the Post Exchange you can still hear --

VOICE: Pack o' Camels, please!

NILES: Yes, men in all branches of the service go for Camels! Actual sales records in Post Exchanges and Canteens show that with men in the Army, the Navy, the Marine Corps, and the Coast Guard, Camel is the favorite! And you don't have to look far to find the answer!

VOICE: With me a cigarette's got to be mild, mister! I like Camel's mildness, and I sure go for that extra flavor, too.

PEARCE: And you don't want to forget that Camels will save you money, either. You know Camels are slower-burning, and that means extra smoking per cigarette per pack -- and cooler smoking, too. You can't help having a better cigarette when you take costlier tobaccos, the way Camel does, and blend them expertly in the special way that Camel knows how to do! And of course, there's less nicotine in the smoke!

(SECOND COMMERCIAL - 2)

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 men in the service! Get a pack of Camels tonight! ^{By golly if you do} You'll want to buy a ^{whole} carton tomorrow!

Orchestra: "Elmer's Tune"

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WEN: For the past week Elmer Blurt has been a member of a crew of door to door salesmen, and they hav'nt been doing so well. We now find them all on a street corner where the crew manager is giving them a pep talk. **And the crew manager is out Quest Star for this evening, HANLEY STAFFORD**

HANLEY: Now listen you fellows, I've been watching your feeble attempts to sell this cold cream and I don't mind telling you that I'm disgusted with the whole bunch of you. There's absolutely no excuse for it. We've got a product here that sells itself.

ELMER: Well then you won't be needing me, I'm going home.

HANLEY: Come back here Blurt, There's an example right there men, of what I'm trying to bring out. You hav'nt got any backbone. I've watched you work and you act like you're scared to death. Are you afraid of those housewives. What are you men or canaries?

ALL

HANLEY: Well answer me.

ALL: (WHISTLE LIKE CANARIES)

HANLEY: Enough of that. ~~Bluebird Beauty is a wonderful product. Put together with the tender loving care of my wife with the softest perfume of sandalwood blended with the iridescent perfume of magnolia. It is the most beautiful perfume ever made.~~

~~ELMER: I'm going home.~~

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HANLEY: ~~Oooooohhhh. Now listen men, you can't sell anything unless you're full of enthusiasm. Let's start right now by giving three cheers for Bluebird Beauty Cream. Elmer, you lead the cheers.~~

~~ELMER: O.K. (VERY MEEKLY) Hip Hip~~

~~ALL: (LOUD) Hooray~~

~~ELMER: (MEEKLY) Hip hip~~

~~ALL: hooray~~

~~HANLEY: Just a second there, ladies, your lovely, peaches and cream hips are not big enough.~~

~~ELMER: Well don't worry about it. I can hold my pants up with one hand and sell beauty cream with the other.~~

HANLEY: ~~Never mind,~~ ^N now lets all whip up some real enthusiasm with our pep em up and knock em over song. Here we go.

SOUND: PITCH PIPE

SUNG BY ELMER, STAFFORD, MEL AND WEN TO TUNE TRAMP, TRAMP, TRAMP,

Bluebird beauty cream is peachy

makes you look and smell so good

To get a man upon your lap

rub this cream into your map

Buy buy Bluebird. (TUNE HAS CHANGED TO Bye Bye Blackbird).

ELMER: Packed in a big jar two bits.

HANLEY: Now don't forget to get out there and sell, sell, sell. Everybody ready, get on your marks, get set, Go.

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SOUND: GUN SHOT.

SOUND: LOTS OF SCRAMBLING FEET

SOUND: (ELMER BREATHING HARD) Oh boy, am I gonna sell a lot of this cream, Just show me a door thats all. -- Any door. Oh here's one right here.

SOUND: VERY FAST KNOCK.

SOUND: DOOR OPENS

WOMAN: Yes, what is it?

ELMER: (BREATHLESSLY) Lady, I'm selling the best product in the whole world- Bluebird beauty cream and its just two bits.

WOMAN: Fine, I'll take a jar, here's your money.

ELMER: Thanks, and here's your---Oh golly I forgot to bring it.

WOMAN: Such nonsense!

SOUND: DOOR CLOSES.

ELMER: Well I'm starting out like a house afire anyway, I better go across the street and get my suitcase. (SINGS) Bluebird beaut cream is dandy, Makes you over just like new, if you're sagging in the chin, it will fill the wrinkles in, ta da da..

HANLEY: Well E. B. have you sold anything yet?

ELMER: No but I almost did.

HANLEY: Just as I thought you hav'nt got the right approach. Now you come with me and I'll show you how real selling is done.

HANLEY: Here's a house right here. Keep your eyes on me and learn something.

SOUND: DOOR KNOCK.

HANLEY: Remember blurt, the most important thing is to have faith in yourself. You've got to have faith.

SOUND: DOOR OPENS.

HANLEY: Lady I -----

WOMAN: Oh, another salesman eh.

SOUND: LOUD DOOR SLAM.

ELMER: (LAUGHS) Looks like you got the door slammed in your faith.

HANLEY: I can't understand that. That has'nt happened to me in years. She probably took a dislike to you. No wonder, just look at you.

ELMER: What's the matter?

HANLEY: That outfit you've got on, and look at your feet, why are the toes of your shoes curled up like that?

ELMER: Dorothy Lamour smiled at me this morning.

HANLEY: Well, let's try this door right here.

SOUND: (KNOCKS)

HANLEY: Now take your cues from me. In this house here, there's a very homely woman, but I'll use the old blarney on her. Just watch.

SOUND: (DOOR OPENS)

HANLEY: Good morning, good morning madame!

WOMAN: How do you do!

HANLEY: My, it's a pleasure to meet such a charming, attractive personality! What a gorgeous complexion you have, what a divine figure, what a charming smile -- don't you think so Elmer?

ELMER: I'm gonna wait and see if she buys something first!

HANLEY: Come, come, Elmer -- surely you'll admit that this lady is attractive.

ELMER: Yep, yep, yep, she's got a synthetic face.

WOMAN: I think you mean sympathetic. Synthetic is something that isn't real.

ELMER: Yeah, I wouldn't believe it myself if I didn't see it.

WOMAN: Why, I've never been so --

HANLEY: Don't mind him, lady, he's just a beginner. Madame, we're introducing a new line, Bluebird Beauty Preparations.

ELMER: We can't help your face, lady, but you're pretty big. -- maybe you better buy some of our reducing cream.

WOMAN: Why you-----

ELMER: You've gotta buy it lady, it's a bargain --

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WOMAN: I don't have to buy anything, this is a free country, and I can exercise my prerogative!

BLANKER: Well, if you do that you won't need our reducing cream.

WOMAN: Why you impertinent young up-start you, what do you mean coming around to my door and insulting me like this. Who do you think you are. Why before I'd buy anything from you I'd see you in Hades first.

SOUND: (DOOR SLAM)

HANLEY: Hmmmm, what do you say to that?

BLANKER: I'll jest put her down as a hot prospect!

HANLEY: Blurt, I've had enough of your blundering. I'll give you just one more chance. If you don't make a sale at the next door you go to, you're through. Understand? You're fired!

Woe is Me
BLANKER: ~~Oh Golly, she's gone now.~~ I guess I really gotta do somethin now. I'll go right up to that door there.

HANLEY: Okay, I'll stand right here and wait for you. And remember if you don't make a sale, you're washed up.

BLANKER: (FADES) Okay, I'll be right back.

HANLEY: Well there he goes up to the door, he better start looking for another job, he's not going to make any sale. ---There's the door opening-- It'll all be over in a minute---Well what do you know, she's taking four jars of face cream---six packages of face powder - Good golly he's selling her everything in his suit case. Now I've seen everything.

BLURT: (FADES IN) Well here I am, I sold twenty five dollars worth.

HANLEY: Blurt, I apologize to you. I had you underrated. I've never seen a more beautifully executed sale in my life. Tell me just one thing, How did you do it?

ELMER: Well, I made the sale for three reasons. First I used a lot of personal magnetism.

HANLEY: Yes.

ELMER: Second, I used plenty of high pressure.

HANLEY: Yes, yes, go on.

ELMER: And then in the third place that lady happens to be my Grandma.

HANLEY: Oooooohhhhhhh.

APPLAUSE.

51459 2129

AL:

Before saying goodnight, friends, we want to remind you boys in the service not to miss our Camel Caravan, it's a grand free show for the boys in camp and tonight they will be at the Air Base in Orlando, Florida -- next Monday at Turner Field, Albany, Georgia. On Tuesday they move on to the Parris Island Marine Base in South Carolina. Wednesday to the Charleston, South Carolina Navy Post and next Thursday to the new River Marine Base in North Carolina. And speaking of Caravans, join our little Caravan of fun next Thursday night when we will have many surprises for you - - so long and Good Luck.

(APPLAUSE)

ORCHESTRA THEME UP

51459 2130

NILES: (FROM BOOTH) Remember, Camel brings you four great radio shows each week. Monday night it's "Blondie"; Tuesday night it's Xavier Cugat; Thursday night it's our own Al Pearce, and Friday night it's the new quiz show, "How'm I doin'," with Bob Hawk and Vaughan Monroe and his orchestra.

ANNOUNCER: You know, a lot of pipe-smokers say that coolness is one of the most important things about a smoking tobacco. Some of them get kind of tired, too, of cool-smoking claims without any facts to back 'em up. Well, in recent laboratory "smoking bowl" tests, Prince Albert burned eighty-six degrees cooler than the average of the thirty other of the largest-selling brands tested -- coolest of all! Prince Albert is crimp cut and no-bite treated for a milder, mellower smoke -- with rich tobacco-y taste. Around fifty pipefuls in every handy pocket tin, too. Try Prince Albert, the National Joy Smoke -- today -- your pipe will thank you.

This is Wendell Niles speaking. This is the Red Network of the National Broadcasting Company.