

THE AL PEARCE SHOW FOR CAMEL CIGARETTES

(FINAL  
DRAFT)

FRIDAY, MAY 10, 1940

3:30 - 4:00 P.M.  
5:00 - 5:30 P.M.

PROGRAM #2

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ELMER: (KNOCKS) 'Fraid you're all smoking Camel Cigarettes,  
I hope, etc.

MUSIC: (THEME)

NEWSBOY: (TYPICAL NEWSBOY VOICE IN BACKGROUND) EXTRA!...EXTRA!!

WEN: FOR EXTRA FLAVOR -- GET CAMELS!

NEWSBOY: EXTRA!

WEN: FOR EXTRA MILDNESS AND EXTRA COOLNESS -- GET CAMELS!

NEWSBOY: EXTRA!

WEN: FOR EXTRA SMOKING PER PACK, GET CAMELS --- THE CIGARETTE  
THAT GIVES YOU THE EXTRAS.

And now the makers of Camel Cigarettes, bring you  
Al Pearce from Hollywood!

MUSIC: (THEME...FADE TO AL PEARCE)

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AL: Good evening, all! Well, this is the time of year when everybody out here in California is going fishing over the week-end. Ah, what a thrill to catch a great, big mess of fish, and on the way home you stop and give them to your neighbors; and then when you get to your own house you find that your neighbors have done the same thing to you. I understand that the President of the United States --

CARL: Egads, Al! Don't you dare tell that joke about the President!

AL: Why not, Carl?

CARL: 'Cause I'm supposed to tell that joke!

AL: All right, you big baby, go ahead and tell it!

CARL: Okay, here goes. A joke about the President!

BAND: (LAUGHS)

CARL: Not yet, fellows!

AL: Sounds like you paid the band this week.

CARL: Al, did you know that when the President goes fishing he uses a battleship and a submarine?

AL: I know he uses a battleship but what's the submarine for?

CARL: To see if the bait is still on his hook!

AL: Well, after the show tonight I'm going out deep-sea fishing myself. Would you like to come along, Carl?

CARL: No indeedy! Some men go for fishin',  
Some men go for swimmin'  
But give me a canoe by the side of a lake  
Where I can be a friend to women! Woo, wod

AL: Well, if you change your mind, Carl, and you'd like to go with us just tell my new secretary, Raymond Radcliffe.

SOUND: DOOR OPENS AND CLOSES

AL: Here he is now. Hello, Raymond.

ARTHUR: Gweetings, Mr. Pearce! I've been making awangements for your week-end cwuise to Catawina Iwand where Mr. Wigley wives.

CARL: Catawina Island where Mr. Wigley Wives?

ARTHUR: Copy-cat!

AL: Raymond, what's that mess of junk you've got there?

ARTHUR: This is your fishing tackle!

AL: My fishing tackle! How did you get that line tangled up into a million different knots!!

ARTHUR: Mr, Pearce, it wasn't easy!

AL: I'll straighten it out some way, Did you get the worms?

ARTHUR: Yes, and it took me five hours to get these worms  
out of your orchard.

AL: Five hours for a few worms? Why did it take so long?

ARTHUR: Mr. Pearce you'd be surprised how long it takes to climb  
each tree and look in every apple!

AL: Well, let's cut out this nonsense. I'm anxious to get  
away, what did you do about chartering me a boat?  
Did you call the dock?

ARTHUR: What do you want a doc for, do you feel sick already?

AL: No, the boat dock!

ARTHUR: Oh yes. Certainly, Mr. Pearce, they said they'd send  
you a wireless message as soon as your boat is ready.

SOUND: FEW DOTS AND DASHES

GOULD: Mr. Pearce, there's a wireless coming in for you now.  
Listen!

SOUND: DOTS AND DASHES

AL: Read that back to me!

GOULD: (REPEATS DOTS AND DASHES VOCALLY... "SIGNED JOHN")

AL: No -- I mean, what does the message say?

GOULD: It says that everything is ready on the boat and they just put the race horse on board.

AL: A race horse? Raymond, what's the idea of a race horse?

ARTHUR: Mr. Pearce, you told me when you take a long trip on the ocean you'd have to have Sea-biscuit!

AL: I said hard-tack!

ARTHUR: Oh, gosh, that's the word I couldn't think of.

AL: Well, let's get started. I've got to get down to the boat in twenty minutes and I have to run home first and take a shower.

ARTHUR: No, you don't, Mr. Pearce. I knew you'd be rushed, so I took your shower for you!

AL: Thanks, Raymond, I feel much fresher already. Now all I have to do is get a bite to eat. I'm starved.

ARTHUR: I knew you wouldn't have time to eat, Mr. Pearce, so I ate your lunch for you, too.

AL: You did? What did we have for lunch, Raymond?

ARTHUR: Well, first we had half a grapefruit with a red cherry on it.

AL: Was it good?

ARTHUR: Was it good? Mr. Pearce you liked it so much that I ate another one. Then the waiter served us three soft-boiled eggs and we tucked a napkin under our chin.'

AL: A napkin under our chin?

ARTHUR: Yes, we dribble, you know. And then to top it all off we had a nice, whole, roasted chicken.

AL: We did? A whole roasted chicken?

ARTHUR: Yes, and would you mind stooping over so I can slap you on the back?

AL: Slap me on the back? Why?

ARTHUR: We got a bone stuck in our throat.

AL: Well, Raymond, there's just one thing more I need then. Did you pack my fishing clothes?

ARTHUR: Yes, and in the back pocket of your trousers I found a hundred dollar bill.

AL: A hundred dollar bill? Where is it?

ARTHUR: Well, the bad in me told me to spend it -- but the good in me told me to return it.

AL: Well, where is it?

ARTHUR: Mr. Pearce, I'm a naughty, naughty boy!!

WEN: (CUE APPLAUSE HERE!)

AL: While I take Raymond over my knee and give him a little fatherly advice, Carl Hoff will play his own special arrangement of "Two Guitars". Just to show what Carl goes through for art's sake, he and the boys rehearsed this number for two hours -- and now they're going to shoot the whole works in two minutes and thirty-five seconds.

MUSIC: (ORCHESTRA... "TWO GUITARS")

AL: Thanks Carl for "Two Guitars," and thanks Rafael Mendez for one trumpet.

WEN: Say, Al, I've got something important to tell you. (WHISPERS)

AL: What are you whispering for? We've got no secrets on this program. Speak out like a man!

WEN: Okay! "LADIES AND GENTLEMEN -- " ask the camel smokers among your friends why they prefer Camel cigarettes. Some may say extra mildness -- others may say extra smoking, but it all adds up to this: The important extras in cigarette pleasure and value go with slow-burning Camels. For slow burning preserves and heightens natural tobacco flavor and fragrance...means freedom from the excess heat and irritating qualities of to-fast burning. Camels, with their costlier tobaccos and slower way of burning; give you extra mildness, extra coolness, extra flavor, and extra smoking per pack. Yes, in recent laboratory tests, Camels burned twenty-five per cent slower than the average of the fifteen other of the largest-selling brands tested...slower than any of them. That means a smoking plus equal, on the average, to FIVE EXTRA SMOKES PER PACK. So friends, for the "extras" in cigarette pleasure, turn to slow-burning Camels. Penny for penny, Camels are your best cigarette buy!

(MUSICAL CURTAIN)

ORCHESTRA: (ELMER INTRODUCTION)

WEN: (ON CUCKOO) The cuckoo means "Elmer Blurt" is back again! After his sad experience last week, Elmer lost his job as a dancing instructor -- and today we find him pounding the pavement in the business district looking for another salesman's job.

ELMER: Gosh, here's a sign in this drug-store window that looks good: BOY WANTED FOR PART TIME WORK BETWEEN NINE AND TWELVE. Well, I'll tell 'em I'm only eleven. 'Fraid I'm gonna get the job, I hope, I hope, I hope.

SOUND: DOOR OPENS

MANAGER: Good morning, young man! What can I do for you?

ELMER: I just saw your sign in the window --

MANAGER: Oh, you want our special on throat spray. Here, I'll demonstrate it for you with this atomizer. Open your mouth wide. Now! Wider!

SOUND: SOUND OF SPRAY

ELMER: (GASPS AND SWALLOWS HARD) Oh, Gosh!

MANAGER: How do you like that?

ELMER: It tastes swell! But that ain't the sign in the window I'm talkin' about --



MANAGER: Oh, maybe you want our hair tonic, tooth-brush, bath-mat, electric-toaster, hot-water-bottle, flash-light, bathing cap, electric razor, traveling kit, tooth-paste, spark-plugs, nail file, radio set --

ELMER: No, no, no, no!

MANAGER: Then what do you want?

ELMER: A job!

MANAGER: A job? Why didn't you say so!

ELMER: You didn't come to it yet! (LAUGHS)

MANAGER: Well, we're looking for a handy-man. Have you had any experience behind a soda fountain?

ELMER: Yeah, I been a jerk for years. (LAUGHS) My name is Elmer Blurt and I sure need a job, Mister.

MANAGER: ~~Well~~, all right, Elmer. I'll give you a trial. There comes a lady now, go ahead and wait on her.

ELMER: Gosh, thanks Mister. How'ja do, lady. What can I do for you?

BLANCHE: Clerk, do you have a remedy here that will reduce my avoirdupois. I have been exercising daily in a gymnahsium!

ELMER: A gymnahsium? (LAUGHS)

BLANCHE: Yes, there is nothing like a gymnahsium for building up the human bodey!

ELMER: Yeah, it certainly deveelops the mooscles! (LAUGHS)

BLANCHE: I've been worrying so much about my avoirdupois that I have deveeloped little begs under my eyes and tiny crows fate on my foose!

ELMER: Lady, what your poose needs is a jar of our wrinkle cream! It comes in large and small bootles! This stuff here in this jar is guaranteed to make you twenty-five years younger. It's made from the extract of a tropical fruit, and it'll make your face look as beautiful as Hedy LaMarr.

BLANCHE: Is it banana oil?

ELMER: Yes, but some people believe it! (LAUGHS)

BLANCHE: All right, I'll take a jar, I've tried everything else.

ELMER: Thanks lady! That'll be thirty-five cents -- and with every jar of this wrinkle remover, we give you this razor free.

BLANCHE: Razor? What do I want with a razor?

ELMER: Lady, if that cream don't help your face there's no use livin'.

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MANAGER: (OFF MIKE) Elmer!

ELMER: Yes, Boss!

MANAGER: I was watching you wait on that lady. You let her get out of here with only one purchase. Whatever customers ask for, sell them something else along with it. If they want a bathing cap, also sell 'em a bathing suit, a beach umbrella, sun glasses, a pail and shovel, water-wings, sandals, and sun tan oil!

ELMER: You can't sell all that stuff.

MANAGER: Oh, yes you can. I'll show you how. Now listen -- I'll be the customer and you be the clerk. Here I come. Good evening, clerk, I want a bathing cap!

ELMER: Okay, and how about a bathing suit, beach umbrella, sun glasses, pail and shovel, water-wings, sandals and sun tan oil.

MANAGER: No, just a bathing cap.

ELMER: See, I told you, you couldn't sell that other stuff!

MANAGER: You give up too easily. Don't take no for an answer!  
This time take one item at a time. I'll come in and ask  
for a bathing cap and you sell me some water-wings.  
Good evening, clerk, I want a bathing cap!

ELMER: Okay, and how about some water-wings for fifty cents.

MANAGER: Fifty cents? Isn't that pretty expensive?

ELMER: Yeah, you can get 'em across the street for a dime!

MANAGER: No, don't tell the customers that!! We'll try it again,  
for the last time. Good evening, clerk!

ELMER: Oh, back again, eh?

MANAGER: No, no, no! You've never seen me before!

ELMER: Oh yes I have, I never forget a face!

MANAGER: How about a bathing cap?

ELMER: See, I told you you were in here before!

MANAGER: I WANT A BATHING CAP!

ELMER: Okay, and how about some water-wings?

MANAGER: No, I don't think I want any water-wings.

ELMER: I'm beginning to hate you!

MANAGER: Oh, we're not getting any place this way. Look here, I'll  
be the clerk and you be the customer!

MANAGER: You come in and ask for a bathing cap and I'll sell you the rest of the stuff. All right, go out now and come in!

ELMER: Okay!

SOUND: DOOR OPENS AND CLOSES

MANAGER: How do you do young man! What do you want?

ELMER I don't want anything.

MANAGER: Then what did you come in for?

ELMER: It's rainin' outside.

MANAGER: Listen, you want a bathing cap!

ELMER: It ain't rainin' that hard.

MANAGER: Elmer, I'll give you one more chance! Remember now, you come in and all you want is a bathing cap! Just a bathing cap and nothing else; boy, you won't get out of here without buying everything in the store. Now go on out and come in again.

ELMER: Okay!

SOUND: DOOR OPEN<sup>S</sup> AND CLOSES

MANAGER: (CALLS) All right, you can come in now! Elmer! Elmer!  
You can come in now! Elmer!

SOUND: PHONE RINGS

MANAGER: Hello!

ELMER: (FILTER) Hello, boss, this is Elmer!

MANAGER: Elmer? Where are you?

ELMER: (FILTER) In the drug store across the street.

MANAGER: What are you doing there?

ELMER: (FILTER) Buying a bathing cap, that's all I want!

MUSIC: (ELMER CHASER)

AL:

Tonight, Marie Greene, the little lady with the heavenly voice, will sing: "When You Wish Upon A Star."

And this is an arrangement, made by Alec Templeton especially for Marie and the Merry Men. Alec is listening in tonight in New York.

*Cut on  
2nd Show*

And being as my secretary Raymond and I have to get down to the fishing boat we'll be listening in in my car. All right, Carl, the down-beat!

"WHEN YOU WISH UPON A STAR"

ORCHESTRA AND MARIE AND MERRY MEN

NILES: It's a settled fact that the slower-burning cigarette is Camel. Widely published laboratory tests showed that Camel Cigarettes burned twenty-five per cent slower than the average of the fifteen other of the largest-selling brands tested. That means Camel's costlier tobaccos and Camel's slower way of burning give you extra mildness, extra coolness, extra flavor...and extra smoking equal, on the average, to FIVE EXTRA SMOKES PER PACK. If you live in a community where certain state cigarette taxes are in effect, you can save the cost of the tax through smoking Camels. If there are no added taxes where you live, the savings are all yours. Next time you buy cigarettes, try the slower-burning brand...try Camels. Penny for penny, Camels are your best cigarette buy!

ORCHESTRA: (MUSICAL CURTAIN)



SOUND: OUT OF APPLAUSE...MOTOR RUNNING...FADES FOR SPEECH

AL: Did you like Marie Green's number, Raymond?

ARTHUR: Yes, Mr. Pearce, that was lovely, absolutely lovely!

AL: We've got to get down to the boat in a hurry, can't you drive the car any faster than this?

ARTHUR: Mr. Pearce I'm a very careful driver.

AL: You are?

ARTHUR: Yes, I always drive with the brakes on.

AL: How can you drive with the brakes on?

ARTHUR: Mr. Pearce, it isn't easy!

SOUND: BRAKES...BOAT WHISTLE

AL: Well, here we are at the dock. Raymond, you bring my things, I'll go ahead and speak to the Captain! (SOUND: FOOT STEPS) Ahoy there! Are you the Captain?

ARTIE: Hi Yi Rancho Grandy, as a Captain, I'm a Dandy! Yahoo!

AL: Well, Mr. Kitzel! So you're the Captain of this old tub!

ARTIE: What do you mean this old tub! Don't be so uppity-puppity! I'll have you to know this boat makes forty knots an hour!

AL: Is it a sloop?

ARTIE: Yes, and when it's awake it goes even faster!

AL: Well, I'm in a hurry to get out to sea and start fishing. You'd better get up steam!

ARTIE: Okay, I'll get up steam! (YELLS) Steam! Steam!

WEN: Yes, Captain!

ARTIE: Get up!

WEN: Aye, aye, Captain!

ARTIE: Where are you?

WEN: I'm up on the bridge!

ARTIE: Who told you to leave the boat!?!...

AL: Come on, Captain, let's get going! Avast there, you swabs! Man the sails! Lower the sheets!

ARTIE: Change the bed-spreads!

AL: Hurray, we're moving!

ARTIE: Mr. Pearce, you watch on your side and I'll watch on my side to see that we don't bump the dock!

AL: Okay, Captain -- how far is the boat from the dock on your side?

ARTIE: Five feet! How far is the boat from the dock on your side?

AL: Six feet!

ARTIE: How untidy!

AL: Well, at last we're off! Be careful, Captain Kitzel, there's something looming up ahead of us in the fog!

ARTIE: Hmm, somebody trying to run us down! Hey you! Don't you know the rules of the sea! Get out of our way! Do you want to run into us?

DICK: (OFF MIKE) What do you mean run into you? This is a lighthouse!

ARTIE: What's the matter, are you lost?

AL: Look here, are you really a Captain? Don't you know anything about running a boat?

ARTIE: Oh Pish Posh, ~~I'm a regular Captain!~~ For twenty years I've lived on salt water! And you want to know something?

AL: Yes.

ARTIE: It don't taste good.

AL: Well, look out where you're going!

ARTIE: You don't have to be afraid, I know every rock in this harbor!

SOUND: CRASH

ARTIE: There's one of them now.

ARTHUR: Mister Pearce! Mister Pearce!

AL: Yes, Raymond, what is it?

ARTHUR: I got your statewoom all weady for you, Mister Pearce!

AL: Thanks, Raymond. Captain -- this is my secretary!

ARTHUR: I'm vewy gwad to know you, Captain. I'm Waymond W.  
Wadcliffe! And I hope we get to see Catawina Iwand!  
Where Mr. Wigley wives.

ARTIE: My, my, don't he talk a peculiar Englesh!

AL: Did you unpack my fishing gear, Raymond?

ARTHUR: Yes, Mr. Pearce. Here's your pole and your line  
and the hook is all baited!

AL: The hook is baited? With that bottle of milk? What  
can I catch with a bottle of milk?

ARTHUR: Catfish!

ARTIE: (LAUGHS) Catfish! I don't like it! If you want to  
really catch something, Mr. Pearce, you better use my  
pole and tackle.

AL: The pole and line is all right, but I don't like your  
hook.

ARTIE: That thing on your face ain't no button either.  
Mr. Pearce, on that pole and tackle I once had a five  
hundred pound shark. I fought him for twenty long hours.  
First he'd pull one way, and then I'd pull the other way.  
That shark put up a terrific fight -- but I finally had  
fisherman's luck.

AL: You mean you landed him?

ARTIE: No. I got away!

AL: Gosh, this salt air certainly makes me hungry! I'm  
going below and eat some dinner!

ARTHUR: Don't bother, Mr. Pearce, I'll eat your dinner for you!

AL: Oh no you don't, this one is on me. Where is the  
Captain's mess?

ARTIE: She's down stairs washing my clothes!

WEN: Captain! Captain! There's a hurricane right in  
front of us, what shall I do?

ARTIE: Stick out your hand and pass it on the left!

SOUND: WIND MACHINE

AL: Listen, I can hear the wind howling!

ARTIE: I didn't think it was that funny!

WEN: Captain! Captain, the barometer just fell!

ARTIE: Hang it up again and don't bother me!

AL: Listen, Captain, you've got to do something! The waves are breaking over the decks.

ARTIE: (YELLS) Ahoy mate, batten down the hatches!

WEN! I did batten down the hatches!

ARTIE: Well, batten them down again, we'll show those hatches!

WEN: Man overboard! Man overboard!

ARTIE: Anybody I know?

WEN: It's me, Captain, the mate! Drop me a line!

ARTIE: With pleasure and you must write to me sometime!

AL: Come on, Captain, do something, do something!

ARTIE: Mr. Pearce, there's nothing we can do, the ship is going to sink.

AL: How do you know the ship is going to sink?

ARTIE: I've been watching the rats, they're building a raft.

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AL: The rats are building a raft?

ARTIE: Yeah man, and I'm leaving with them!

AL: You mean you're going to desert the ship? Why?

ARTIE: I'm a rat, too. Goodbye!

SOUND: SLIDE WHISTLE... SPLASH

MUSIC: (BUMPER... FADE TO NEWSBOY)

NEWSBOY: (TYPICAL NEWSBOY VOICE IN BACKGROUND) EXTRA!..EXTRA!...

ANNCR: CAMELS give you extra flavor.

NEWSBOY: EXTRA!

ANNCR: CAMELS give you extra mildness and extra coolness.

NEWSBOY: EXTRA!

ANNCR: CAMELS give you extra smoking per pack. Try CAMELS -- the cigarette that gives you the extras. CAMELS bring you three other great shows each week.

AL: Yes, Wen, and I'm happy to be a new member of the Camel family of programs. On Saturday, there's "Luncheon at the Waldorf" when Ilka Chase will have as guest this week Edna Woolman Chase, editor-in-chief of Vogue Magazine, who is also Ilka's mother. You'll find it a new high in daytime entertainment -- on Saturday night tune in and hear Bob Crosby and Mildred Bailey, featuring music with a "heartbeat." And on Monday night it's the radio version of the famous comic strip "Blondie." And as usual Dagwood gets in a jam when he attends the annual Dithers Construction Company get-together. That's for your radio enjoyment.

WEN: And for your smoking enjoyment -- try Camels, the cigarette that gives you the extras! And brings you AL PEARCE every Friday.

AL: Good night, folks, we'll be seein' you next Friday.

ORCHESTRA: (THEME UP AND FADE FOR WEN)



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WEN:

Men, Prince Albert is the smoking tobacco pipe-smokers call the National Joy Smoke. And there are many mighty good reasons. Prince Albert is made from choice tobacco ... "crimp cut" and "no-bite" treated. And for smoking joy, you couldn't ask for a milder, cooler, tastier smoke. 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! Try Prince Albert, men. There's no other tobacco like it!

This is Wendell Niles speaking -- and --

This is the COLUMBIA...BROADCASTING SYSTEM.

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