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(FINAL DRAFT)

THE AL PEARCE SHOW FOR CAMEL CIGARETTES

FRIDAY, NOVEMBER 29, 1940

4:30 - 5:00 P.M., PST.
7:30 - 8:00 P.M., PST.

Program # 31

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

MUSIC: (THEME)

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

WENDELL: FOR EXTRA FLAVOR -- GET CAMELS!

NEWSBOY: **EXTRA!**

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

NEWSBOY: **EXTRA!**

WENDELL: FOR EXTRA SMOKING PER PACK, GET CAMELS -- THE CIGARETTE THAT GIVES YOU THE EXTRAS. YES, FOLKS, AND TONIGHT WE HAVE SOME EXTRA SPECIAL NEWS ABOUT CAMELS. YOU'LL HEAR ALL ABOUT IT IN A FEW MINUTES.

And now the makers of CAMEL CIGARETTES bring you
Al Pearce and his Gang from Hollywood!

MUSIC: (THEME...FADE TO WENDELL NILES)

51459 1126

AL: Good evening all, and thank you for that friendly reception! Well, I guess we can call the meeting to order. The Gang's all on hand and raring to go -- "Could Be" Kitzel, Raymond Radcliffe, Wendell Niles, Carl Hoff --

SOUND: RUSTLE OF NEWSPAPER...INTERRUPTING AL'S OPENING

CARL: Bathrobes -- bedroom slippers, flat irons, curling irons -- bobbie pins -- sewing baskets.

AL: Carl!

CARL: (GOING RIGHT ON) Perfume -- hairpins -- toilet water -- nightgowns -- bath soap -- dog collars -- heating pads --

AL: Carl Hoff. For Heaven's sakes! What are you doing?

CARL: I'm reading the Christmas shopping list. I can't think of anything to get my girl friend! I guess I'll just have to give up!

AL: Let's design a Christmas card for her.

CARL: Aw -- that's easy, I've already done that. I folded a piece of typewriter paper in the center, pasted a picture of Santy Claus in one corner and in the middle I stuck a poem.

AL: I suppose you write your own poems, of course, Carl?

CARL: Oh by all means -- you want to hear my latest one?

AL: Oh, by all means, Carl -- read it!

CARL: Okay -- (RECITES)

Ring out, wild bells, ring out o'er land and sea.

Ring out, wild bells, ring out, ring out, ring out.

AL: That's good.

CARL: Ring out, wild bells, ring out, ring out, ring out,
O'er land and sea and sea and land and sea.

AL: Marvelous.

CARL: So ring ring ring, with a ting-a-ling-a-ling
And a clang clang clang and a cling cling cling
And a clang cling clang and a cling clang cling.
And a bong bong bong and a zing zing zing.
Merry Christmas.

AL: Listen Carl, there's only one way out of this --
Hurry up and play a band number --

ORCHESTRA: "I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY"

WENDELL: Say, Kitzel, come here a minute. Do you smoke cigarettes?

KITZEL: Why, Mr. Niles, you know I smoke cigarettes. I smoke Camels.

WENDELL: And do you light up your Camel before you smoke it, Kitzel?

KITZEL: Now just a second, Wendell -- don't you think you'd better lie down and take a rest?

NILES: Now answer my question, Kitzel...Do you...or don't you... light up before you smoke?

KITZEL: Listen to the little man, tCertainly...I do!

WENDELL: Of course you do. You don't get anything from a cigarette until you light it...until you smoke it. THE SMOKE'S THE THING! And listen to this!

FILTER: Independent scientific tests of the smoke of five of the largest-selling cigarettes show that the smoke of slower-burning Camels contains twenty-eight per cent less nicotine than the average of the other brands tested -- less nicotine than any of them.

WENDELL: Yes, when you smoke the slower-burning cigarette...when you smoke Camels...you get extra mildness, extra coolness, extra aflavor and less nicotine in the smoke. Light up a slower-burning Camel. Enjoy Camel's full, rich flavor... Camel's extra flavor. Enjoy a cooler, milder smoke. Enjoy your smoking more with the assurance of modern laboratory science that you're getting less nicotine in the smoke. The smoke's the thing.

ORCHESTRA: (MUSICAL CURTAIN)

51459 1129

AL: Say, Wendell, come here. We've got to give Carl Hoff some help. He's having a lot of trouble trying to figure out what to give his girl friend for a Christmas present.

WENDELL: Gosh, Al, that shouldn't be any problem. Almost every radio station on the air has a Shopping Guide program now. Why don't you tune in on one and, boy, you'll get plenty of suggestions.

AL: Wendell, you're wonderful. You always say the right thing at the right time. Carl, come here. Get a pencil and some paper and we'll tune in on one of these radio Shopping Guide programs right now and we'll solve your Christmas shopping problem.

CARL: Boy, that's for me. Tune it in.

SOUND: RADIO SWITCH

LANE: And a goody-good, goody-goo-good afternoon, Christmas Shoppers! This is Quentin Fleek, your Shopping Guide, talking to you from Yorty's Department Store. Remember Yorty's famous slogan, "IT'S A WELCOME GIFT IF IT COMES FROM YORTY -- WHETHER IT'S PAPA OR MOMMA OR SON OR DORTY." And now, I'm going to switch you to the office of our President, Mister Yorty -- who is now delivering his annual Christmas message to the store's employees!

MEL: (VERY OILY AND PONDEROUS) And so -- fellow employee's, as we enter this happy, happy, Yuletide Season, I say to you -- as I have said every year at this time -- (YELLS) GET DOWNSTAIRS AND GET TO WORK!

LANE: (FAKE LAUGH) Good old Mister Yorty -- always joking! Well, here we are in Yorty's Bargain Basement and I'm going to try to get a few testimonials from our satisfied customers. Here's a gentleman standing at one of the counters. I'll tap him on the shoulder and see what he has to say! Pardon me, sir!

MEL: (TOUGH) Don't call the cops -- I'll put it back!

LANE: Ha. Ha. Just another satisfied customer -- and now here's a lady. What is your name, Madame?

BRAYTON: Mrs. Rosemary Goober.

LANE: Mrs. Goober -- how long have you been shopping at YORTY'S?

BRAYTON: Nineteen years!

LANE: Nineteen years shopping at Yorty's????? How do you like our merchandise?

BRAYTON: I don't know. I ain't been waited on yet.

LANE: Well, so much for the testimonials. And now at last -- the part you are all waiting for -- Kiddies and Grown-ups alike -- Here we go -- up to Yorty's fifth floor to meet Santa Claus in Toyland! Take it away, Santy!

RAYMOND: Gweetings, wittle children. This is Santa Claus Number forty-seven, Local Six hundred and ninety-three, Day Shift.

LANE: Fathers and Mothers, we invite you to bring your children to Yorty's toyland. Santa Claus has a workshop right here in the store where he turns out his own toy animals. Go ahead, Santa, show us how you turn out some of your toy animals.

RAYMOND: No, not tonight. It's storming outside.

LANE: Storming! What's that got to do with it?

RAYMOND: I wouldn't turn a dog out on a night like this!

LANE: (LAUGHS) Jolly old Santa Claus! Always kidding (SHORT LAUGH) And now folks there are many youngsters here in toyland, all gathered around Santa, and he's about to ask them some questions. Step up, young man, you're first. Go ahead, Santa.

RAYMOND: Greetings, young man. Tell Santa Claus your name.

ELMER: (LAUGH)

RAYMOND: Is that your first name or your last name?

ELMER: (LAUGH)

RAYMOND: Well, fine -- that's just fine. Now, how old are you?

ELMER: (LAUGH)

RAYMOND: You don't look it. What would you like to have Santa bring you for Christmas?

ELMER: (LAUGH)

RAYMOND: That's just what you're going to get.

LANE: Pardon me, Santa. I think the boy is a little too young. His father's right here. Maybe you'd better talk to him. Step right up, sir.

RAYMOND: How do you do, Sir. Do you know what your son would like to have for Christmas?

MEL: (LAUGH)

RAYMOND: Maybe we'd better go back to the boy. Say, that's a nice popgun you have there, son. Do you mind if I look at it? Hold it up here -- there's some writing on the cork. I want to see what it says. Let's see -- it says "If you can read this you're too close."

SOUND: POP

RAYMOND: OUCH!

ELMER: (LAUGH)

SOUND: FOOTSTEPS RUNNING

LANE L (YELLS) Santa! Santa! Come back here! Well, jolly old Santa is playing tag -- chasing the little boy down the aisle...

SOUND: TERRIFIC CRASH

LANE: Yup, he tagged him! Good night!

ORCHESTRA: (CHASER)

THE AL PEARCE SHOW
11/29/40

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AL: Friends: Last week four boys in Carl Hoff's Band went out to M.G.M. Studio to audition a novel musical combination of their own concoction and were immediately signed for a spot in a big musical. I thought it would be swell to introduce them in the show tonight so here they are -- Danny Gool, Jack Marshall, Dick Rosselle, and _____ . Four boys -- two guitars -- and violin and Bass fiddle in what the younger generation call "boogie woogie jiving" -- Okay kids, start jivin'!

ORCHESTRA AND STRING QUARTET:

"LADY BE GOOD"

AL: Friends, our guest tonight comes to Hollywood from radio station KRNT, Des Moines, Iowa. In my estimation, I believe he is one of the best impersonators of certain characters that I have ever heard. We are very happy to introduce him to our radio audience for his first transcontinental broadcast. Ladies and gentlemen, I want you to meet Bert Henderson, our guest tonight from Des Moines, Iowa.

HENDERSON: (AS FRED ALLEN) Thank you, thank you, and good evening, ladies and gentlemen, this is not Fred Allen, it's Bert Henderson, bringing you greetings and salutations from Des Moines, Iowa.

AL: Well, Bert, that was pretty good.

HENDERSON: (AS ELMER) Yep, yep -- sure, sure, sure. I hope you're all smokin' Camel Cigarettes, I hope, I hope, I hope!

ELMER: Oh Gosh -- if I ever need a substitute I know where I can get one!

HENDERSON: Yep, yep -- sure, sure, sure!

AL: Say, Bert, if Carl Hoff would give out with "The Arkansas Traveler," do you suppose you could get in the mood for a little Bob Burns?

ORCHESTRA: "THE ARKANSAS TRAVELER"

HENDERSON: You take my Uncle Slug, that is, my drinking uncle. I want to tell you that I never will forget the first real chilly day that we had down in Van Buren last winter. Horsemouth Harry, the feed store man, told my Uncle Slug that there was a nip in the air, and honest to goodness, do you know that Uncle Slug walked around the streets down there for two days with his mouth open!

AL: Thank you, Bert. That sounded so much like Bob Burns that if Bing is listening in, I want to assure him this is Friday night, not Thursday. Speaking of impersonators, we've all heard a great many impersonations of Amos 'n' Andy, but I don't think anyone has ever heard one person do all five characters. Just give a listen to this. Okay, Bert Henderson, Amos 'n' Andy! Here they are!

SOUND: TELEPHONE RINGS...RECEIVER UP

HENDERSON: (AS AMOS) Hello. Uh, hun, well ya see, Andy ain't here right now. Uh, huh, yeah, well, I can't help dat, uh, huh, well, I'll tell 'im when he comes in. Goo-by.

SOUND: RECEIVER DOWN

HENDERSON: (AS AMOS) Well, here come Andy now. Where in da world has you been, Andy?

(AS ANDY) Oh, oh, now don't start dat stuff, Amos. Boy, me feet's just killin' me.

(CONTINUED)

HENDERSON: (AS AMOS) Uh, huh, well here come da Kingfish. Come on
(Cont'd) in, Kingfish. Come on in.

(AS ANDY) Yeah, how is you, Kingfish?

(AS KINGFISH) Well, pretty good, Bruder Andy. Boys, we
is havin' a meetin' over to the lodge tomorra night, and
we was wonderin' if you could furnish the groceries.

(AMOS) No, dat's out. Ruby and the baby has been sick
and business is punk. Well, here comes Bruder Crawford.
Come on in, Bruder Crawford.

(ANDY) Oh, oh, looks like someone don hung one on you.

(BROTHER CRAWFORD) That's right, Andy. I've been havin'
trouble with my wife, the old battle axe.

(ANDY) I'se gonna tell you sompin', Bruder Crawford, I
wouldn't be married to dat blister you got five minutes.

(BROTHER CRAWFORD) Now looky here, Brother Andy, don't
you be talking about my wife like that. She is as good
as anything you've ever been out with.

(ANDY) Oh, oh, you's takin' in a lot of territory there
'cause I've been out with a lot of 'em.

(AMOS) Mm-hm, uh, huh, dat's right. Oh, here comes
Lightnin'. Come on in, Lightnin',

(CONTINUED)

HENDERSON: (LIGHTNIN') Say, Mr. Andy, you know dat job I had up
(Cont'd) to de market...

(AMOS) I see our time is up so I'll just say aw-wah,
aw-wah, aw-wah...

AL: Thank you, Bert Henderson.

ORCHESTRA: (CHASER)

AL: Friends, last week, Pinky Tomlin dropped in on the show to sing one of the new numbers he has just written and during rehearsal while we were having some fun, he sang one of his old recording standbys that sold over one hundred thousand copies -- a western medley of grand old tunes I know you all remember! I'm a push-over for that kind of music so I just couldn't resist asking Pinky to come back tonight and do that medley of old tunes on the show.
How about it, Pinky?

ORCHESTRA: "RAGTIME COWBOY JOE" PINKY TOMLIN

ORCHESTRA: (MUSICAL SKYROCKET...FADE TO WENDELL)

WENDELL: Whether you smoke a lot or just now and then, the smoke's the thing! That's why these facts from the research of independent laboratory scientists are so important.

Listen:

MAN: Independent scientific tests of the smoke of five of the largest-selling cigarettes show that the smoke of slower-burning Camels contains TWENTY-EIGHT PER CENT LESS NICOTINE than the average of the other brands tested... LESS NICOTINE THAN ANY OF THEM.

WENDELL: Yes, slower-burning Camels give you an extra margin of freedom from nicotine in the smoke...along with extra mildness, extra coolness and extra flavor. You'll notice the difference those "extras" in Camels make. What's more, your pocketbook will notice the extra smoking in Camels. You see --

MAN: By burning twenty-five per cent slower than the average of the four other of the largest-selling brands tested... slower than any of them...Camels also give you a smoking plus equal, on the average, to FIVE EXTRA SMOKES PER PACK.

WENDELL: Next time get Camels...slower-burning Camels...and smoke out the facts for yourself. The smoke's the thing!

ORCHESTRA: (MUSICAL CURTAIN)

THE AL PEARCE SHOW -17-
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WENDELL: Ladies and gentlemen -- we now switch you down to Yorty's Department Store, where we find Al Pearce, Carl Hoff, and COULD-BE KITZEL trying to buy a present for Carl Hoff's girl friend! (FADE)

KITZEL: Hi-yi-o Rancho Grande, at shopping I'm a dandy. Yahoo!

AL: All right, Kitzel -- if your such a dandy -- what are we going to buy Carl's girl friend?

KITZEL: My, oh, my -- look! What do I see here? What a classy little tricycle!

AL: Kitzel, get off that tricycle -- you're too big!

KITZEL: Don't be so uppity-puppity! I haven't been on one of these since I wore knee pants! Step aside, men!

AL: Kitzel -- cut it out now!

SOUND: LITTLE TRICYCLE BELL

KITZEL: Look -- I take my feet off the pedals! Riding with no feet! Now I take my hands off -- LOOK -- NO HANDS!

SOUND: TERRIFIC CRASH OF GLASS

KITZEL: Look! NO TEETH!

AL: Come on, Kitzel -- quit fooling around. What are we going to get Carls girl friend? How about a perfume?

KITZEL: Perfume -- that doesn't sound good.

AL: What do you say to a bathrobe?

KITZEL: I don't think so.

CARL: What do you say to a pair of mules?

KITZEL: Whoa!

AL: Whoa! -- Kitzel, you ought to be ashamed of yourself. Quit the clowning!

KITZEL: Oh, pish-posh!

CARL: Say -- I've got an idea. My girl is always talking about a pair of earrings!

AL: Earrings? Say -- that's just the thing!

KITZEL: You said it, my little man. Now you two wait here and let me take care of the buying.

AL: Do you know jewelry?

KITZEL: Do I know jewelry -- Ha. Ha. Ha. Do I know jewelry? Ha. Ha. Ha. DO I?

AL: Well, we'll soon find out. Go on, Kitzel -- go over to the jewelry counter!

KITZEL: Okay -- boys -- (FADING) Watch me -- I'll show you how it's done!

AL: Oh, oh -- look, Carl -- Kitzel's going to the wrong counter!

CARL: Yeah -- that isn't the jewelry counter -- it's the ladies' Hosiery Department. Hey, Kitzel! I don't want stockings, I want earrings!

AL: No -- no -- let him alone. This is going to be fun! Let's see what happens. (FADE SPEECH)

BRAYTON: Good afternoon, sir. I'm here to help you in silk stockings!

KITZEL: Hmmmm. It's nice that you can dress so well. But what I'm interested in is a pair of those --

BRAYTON: I think I know just what you want. For a young lady, -- what length would you say?

KITZEL: She's about five feet two!

BRAYTON: No-no-no. I mean -- do you think she'd like a pair of the long ones?

KITZEL: Well, they've got to be long enough to fasten on her ears!

BRAYTON: (FLABBERGASTED) She wants to fasten them on her ears?

KITZEL: Yes, you know -- so they'll hang down when she puts her hat on!

BRAYTON: ARE YOU SURE YOU WANT THEM THAT BIG?

KITZEL: Sure. She likes to have them swing back and forth when she walks down the street!

BRAYTON: Well, thank Heavens I don't wear mine like that.

KITZEL: Why you haven't even got any on !

BRAYTON: I BEG YOUR PARDON!

KITZEL: I don't see any hanging from your ears!

BRAYTON: Of course not. Mine are fastened at the knee!

KITZEL: What won't they think of next? How much is the best pair you've got?

BRAYTON: They're two dollars with tax!

KITZEL: I don't want the ones with tacks. Give me the kind you clamp on!

BRAYTON: Young man -- for the last time -- what kind of stockings do you want?

KITZEL: STOCKINGS??? Do you mean to tell me that this is the stocking counter?

BRAYTON: Mmmmmmmmyeah -- could be!

AL: (FADES IN LAUGHING) Well, Kitzel -- you finally put your foot in it. And you tried to tell us that you were an expert shopper!

KITZEL: Oh, pish-posh -- you are talking to a man who has shopped
in
Women's Stores, Men's Stores, Walk-up-five and save
ten-stores
Boy's Wear, Girl's Wear, Underwear and Hardware.
Hat Shops, Dress Shops, Closing Out when business flops!
Sales, scales, and screaming females.
NOT TO MENTION -- such high-class departments as --
Stationery, Millinery, Dollar Down or Cash and Carry,
Toothpicks, Icepicks, plain and fancy knock-knicks,
Bustles and girâles for Mables and Myrtles,
SWEETS, MEATS and PEOPLE ON MY FEETS
(SINGS) "In a Five and Ten Cent Store" -- Yeah!

ORCHESTRA: (BUMPER TO NEWSBOY)

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

WENDELL: CAMELS give you extra flavor.

NEWSBOY: EXTRA!

WENDELL: CAMELS give you extra mildness and extra coolness.

NEWSBOY: EXTRA!

WENDELL: CAMELS give you extra smoking per pack. Try CAMELS...
the cigarette that gives you the extras.

AL: Friends, we are very happy to announce that our guest
next week will be Mary Jane Doeblen from radio station
WMBD, Peoria, Illinois, and that means that next Friday
night we will add another name to our already long list
of local radio personalities to make their first
transcontinental broadcast direct from Hollywood.

WENDELL: And in the meantime, for your smoking enjoyment -- try
CAMELS, the cigarette that gives you the extras! And
brings you extra fun with AL PEARCE every Friday!

AL: Good night, friends...we'll be seeing you next Friday
night...so long and good luck.

ORCHESTRA: (THEME TO WENDELL)

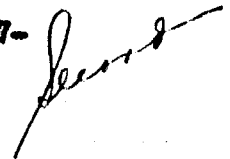
WOMAN: Be careful, dear, that hot chocolate is really hot!

MAN: Ow-w-w! I've gone and scorched my tongue again!

WENDELL: Pipe tobacco, too, can bother your tongue when it burns over-hot, harsh and flat tasting. Cooler-burning Prince Albert protects the rich goodness and mellow mildness of choice, fully-aged tobacco. 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! Add Prince Albert's famous twin features -- the "crimp cut" and "no-bite" process, and the answer is -- try...Prince Albert!

This is Wendell Niles...speaking --

This is the COLUMBIA...BROADCASTING SYSTEM!



LANE: Ha. Ha. Just another satisfied customer -- and now here's a lady. What is your name, Madame?

BRAYTON: Mrs. Rosemary Goober.

LANE: Mrs. Goober -- How long have you been shopping at YORTY'S?

BRAYTON: Nineteen years!

LANE: Nineteen years shopping at Yorty's ???? How do you like our merchandise?

BRAYTON: I don't know. I ain't been waited on yet.

LANE: Well, so much for the testimonials. And now at last -- the part you are all waiting for -- Kiddies and Grown-ups alike -- Here we go -- Up to Yorty's fifth floor to meet Santa Claus in Toyland! Take it away, Senty!

RAYMOND: Oweetings, wittle Children. This is Santa Claus Number forty-seven, Local Six hundred and ninety-three, Day Shift.

LANE: Well, Santa Claus, what suprise have you in store for the kiddies today?

RAYMOND: Well, to each good wittle wad or wassy who drops into toywand to see me today, I'll give one of these peachy wittle powice whistles. You can have a wot of fun bwowing these whistles like this.

SOUND: WHISTLE...FIZZLE

RAYMOND: This one seems to be stuck. Let me have another one.

SOUND: WHISTLE...FIZZLE

RAYMOND: (EMBARRASSED LAUGH)

LANE: Yes, kiddies, these and many other wonderful surprises
await you at Yorty's toyland.

SOUND: WHISTLE...FIZZLE

LANE: (BOTTO VOCE) Lay off of those, Santa. I tried them all
this morning. And now folks there are many youngsters here in toyland,
all gathered around Santa, and he's about to ask them some questions.
Step up, young man, you're first. Go ahead, Santa.

RAYMOND: Greetings, young man. Tell Santa Claus your name.

ELMER: (LAUGH)

RAYMOND: Is that your first name or your last name?

ELMER: (LAUGH)

RAYMOND: Well, fine -- That's just fine. Now, How old are you?

ELMER: (LAUGH)

RAYMOND: You don't look it. What would you like to have Santa bring you for Christmas?

ELMER: (LAUGH)

RAYMOND: That's just what you're going to get.

LANE: Pardon me, Santa. I think the boy is a little too young. His father's right here. Maybe you'd better talk to him. Step right up, sir.

RAYMOND: How do you do, Sir. Do you know what your son would like to have for Christmas?

MEL: (LAUGH)

LANE: Tune in again tomorrow night for another program from Yorty's.

ORCHESTRA: (CHASER)