

5.0.Johnson 31-12	REVISED) -2-
	OFENING COMMERCIAL
n an	THE JOHNSON WAX PROGRAM, WITH FIBBER MCGEE & MOLLY!
WIL:	THE JOHNSON WAX FROMAM, WITH FIBER Model & Model
ORCH:	THEME The makers of Johnson's Wax and Johnson's self-polishing
WIL:	Glo-coat present Fibber McGee & Mollywritten by
	ANALI ADMAIL DEAD THE RECEARD OF THE PARTY PARTY IN THE PARTY
	Don Quinn, with songs by the King's Men, and music by
-	Billy Mills' orchestra.
	The show opens with: "There's a Great Day Coming, Manana",
ORCH:	" THERE'S A GREAT DAY COMING" (etc.)
	(FADE FOR:)
•	are really demonstrating the pocarrelynter policy unineen
	this further and our South amplication taker, Breathe
•	newma secret of definite o MAX is the secret of the
	I CARAAVBA with other sames to produce a or, which that
•	provides both probaction and baauty. Right our especially
	you'll want to take good care of the things you threat the
	the say way to do this is with genuine formation any.
	which is now available in pants, liquid or order form.
ORCE AS TRA	: SWILL RUSIC TO FINISH
	(APPEAUSE)
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	de la companya

#### (2nd REVISION)

Johnson & Son, Inc. 1-42 -3-OPENING COMMERCIAL What has a thirsty palm tree way down in Brazil got to do with your floors? SC Well, you'll have the answer to that question if you'll MC read an interesting two-page advertisement in this week's SC issue of Life Magazine. That palm tree in Brazil is called the CARNAUBA PALM ... , and it's the source of CARNAUBA WAX, one of the main ingredients in the JOHNSON'S WAX you use on your floors, furniture and woodwork. So every time you protect your things with a coat of JOHNSON'S WAX, you are really demonstrating the good neighbor policy between this country and our South American ally, Brazil. The true secret of JOHNSON'S WAX is the skillful blending

of CARNAUBA with other waxes to produce a wax coating that provides both protection and beauty. Right now especially, you'll want to take good care of the things you have .... and the easy way to do this is with genuine JOHNSON'S WAX, which is now available in paste, liquid or cream form.

#### THE DELT SWELL MUSIC TO FINISH

ICR:

CHESTRA

(APPLAUSE) tarini Tou're an juur Site is all about.

and the second	(2nd REVISION) -+-
IL:	AFTER DINNER TONIGHT WHILE MOLLY WAS STARTING HER
÷	DISHWASHING, FIBBER SUDDENLY THREW DOWN HIS MAGAZINE AND
	DASHED OUT OF THE HOUSE. WHY? WELL, WE REFER YOU TO -
	FIBBER MCGEE AND MOLLY!
	(APPLAUSE)
OUND:	(DISHWASHING EFFECT)
OL:	I wonder what got into McGee all of a sudden. Oh well
OUND:	(DISHWASHING EFFECT)
OL:	(SINGS) McGee, never helps me wash the dirty dishes, -
	McGee, -
OUND:	(FOOTSTEPS OFF MIKE FAST) (DOOR OPEN AND SLAM)
'IB:	Okay, Molly - one side there! I'm takin' over the
	dishwashing tonight. Gimme that apron.
10L:	McGee, what on earth -
PIB:	COME ON COME ON COME ON!!! THIS IS IMPORTANT OPEN THIS
	PACKAGE OF SOAP, WHILE I ROLL UP MY SLEEVES?? THEN YOU
	GO SIT DOWN AND KNIT A NATTY LITTLE NIGHTIE FOR SOME NIPPER
	IN THE NAVY WHILE I WASH THESE DISHES AND -
MOL:	MCGEEL 1
FIB:	• Eh?
MOL:	Calm down!!!
FIB:	OkayI'M calm. I'm as cuke as a coolcumber. I mean -
MOL:	Take off your hat!
FIB:	Oh scuse me. But come on, come on! I gotta -
MOL:	STOP SKIPPING AROUND WHILE I'M TALKING TO YOU, FOR GOODNESS'
	SAKES! You're as jumpy as a jeep. Now thentell me what
	this is all about. The paper and you has wont the
FIB:	Okay! See this package of soap?

(2nd REVISION)          PTB:       THIS IS LATHERINOI THE SOAP THAP'S GONNA BE WORTH FIVE         PTB:       THIS IS LATHERINOI THE SOAP THAP'S GONNA BE WORTH FIVE         PTB:       THOUSAND BUCKS & YEAR TO YOU AND MEI         NOL:       You don't say! What do we dow ith it - wash the Rockefeller         Promotation?       See that         PTB:       Maybe I better start at the beginning.         NOL:       Now we're getting sameplase, and I don't think I'm gonna         like it when we get there.       NoL:         PTB:       OH YES YOU WILL, BARY! Look, I'M entering a contest -         NOL:       All right, SANY. Look, I'M entering a contest -         NOL:       All right, If it's worth five thousand dollars to us I'll         stop oreing everybody.       FIB:         PTB:       I'll say, we note: The LATHERINO company is offering a         first prize of 5,000 bucks a year for life, to the one who         talls       FIB:         NOL:       This is the 97th contest you've entered, Dearle. And any         similarity between this one and the other 66 is purely.       Soc asked.         FIB:       I'ls agy acta thil, in 25 words or less., quote, WH I LIKE	1 - a la de la company
<ul> <li>THOUGAND BUOKS A YEAR TO YOU AND MEI</li> <li>NOL: You don't say: What do we do with it - wash the Rockefeller Poundation?</li> <li>FIB: Maybe 1 better start at the beginning.</li> <li>NOE: Now we're getting sceeplace, and I don't think I'm gonna like it when we get there.</li> <li>FIB: OH YES YOU WILL, EARY: Look, I'M entering a contest - WOL: OHERHENHENHEN</li> <li>FIB: New don't start ohth-ing till you hear what I gotta say.</li> <li>NOE: All right. If it's worth five thousand dollars to us I'll softe say.</li> <li>NOE: All right. If it's worth five thousand dollars to us I'll softe or point the LATHERINO company is offering a first prize of 5,000 bucks a year for life, to the one who tells,</li> <li>NOE: In 25 words or less</li> <li>FIB: I just gotta tail, in 25 words or less, quote, WHY I LIKE</li> <li>FIB: I just gotta tail, in 25 words or less, quote, WHY I LIKE</li> </ul>	and the second second
<ul> <li>NO: You don't say! What do we do with it - wash the Rockefeller Foundation?</li> <li>PIB: Maybe I better start at the beginning.</li> <li>NOE: Now we're getting scmeptage, and I don't think I'm gonna like it when we get there.</li> <li>PIB: OH MEN YOU WILL, BAEMI Look, I'M entering a contest - WOL: OHENHEMMENT</li> <li>PIB: Now don't start othh-Ing till you hear what I gotta say.</li> <li>NOI: All right. If it's worth five thousand dollars to us I'll stop owsing everybody.</li> <li>PIB: I'll say, we want. The LATHERINO company is offering a first prize of 5,000 bucks a year for life, to the one who talls,</li> <li>NOL: In 25 words or less</li> <li>PIB: In 26 words orNOW'D YOU KNOW?</li> <li>NOL: This is the 97th contest you've entered, Dearie. And any shallarity between this one and the other 96 is purely. So go ahead.</li> <li>FIB: I just gotta tall, in 25 words or less, quote, WHY I LIKE</li> </ul>	** 012-019
Foundation?       get busy.         FIE:       Naybe I better start at the beginning.         NOL:       Now we're getting someplase, and I don't think I'm gonna like it when we get there.         FIE:       OH MEN YOU WILL, BABY! Look, I'M entering a contest -         NOL:       OHEMENHAMMENT         FIE:       OH MEN YOU WILL, BABY! Look, I'M entering a contest -         NOL:       OHEMENHAMMENT         FIE:       Now don't start ohh-ing till you hear what I gotts say.         NOL:       All right. If it's worth five thousand dollars to us I'll say, for works         stop weing everybody.       Your knuckles.         FIE:       I'll say, for works or 1HOW DOW NAME         NOL:       In 25 words or less         FIE:       In 25 words or less         FIE:       I'll say, for works or less         FIE:       In 25 words or less         FIE:       I'ls is the 97th contest you've entered, Dearie. And any similarity between this one and the other 96 is purely.         So go ahead.       Nol:         FIE:       I yut gotta tell, in 25 words or less, quote, WHY I LIKE	rou? d'th
<ul> <li>FIB: Naybe I better start at the beginning.</li> <li>NKOL: Now we're getting someplase, and I don't think I'm gona like it when we get there.</li> <li>FIB: OH YES YOU WILL, BABY! Look, I'M entering a contest - MOL: SUBJECT CONTROL OF DISHESSWIGH OF DISHESSWIGH OF DISHESSWIGH OF DISHESSWIGH OF MATHER SUMPLY, I'M entering a contest - MOL: All right. If it's worth five thousand dollars to us I'll stop oweing everybody.</li> <li>FIB: I'll say, the won't. The LATHERINO company is offering a first prize of 5,000 bucks a year for life, to the one who tells, K</li> <li>NOL: In 25 words or less</li> <li>FIB: In 25 words or less</li> <li>FIB: In 25 words or less</li> <li>FIB: I yust gotta tell, in 25 words or less, quote, WHY I LIKE</li> <li>FIB: I yust gotta tell, in 25 words or less, quote, WHY I LIKE</li> </ul>	, McGee
<ul> <li>Not: Now we're getting someplase, and I don't think I'm gonna like it when we get there.</li> <li>FIE: OH YES YOU WILL, EAEY1 Look, I'M entering a contest - MOL: OHEHHHHHHHH</li> <li>FIE: Now don't start ohh-ing till you hear what I gotta say.</li> <li>NOL: All right, If it's worth five thousand dollars to us I'll stop oweing everybody.</li> <li>FIB: I'll say, is worth. The LATHERINO company is offering a first prize of 5,000 bucks a year for life, to the one who tells,</li> <li>NOL: In 25 words or less</li> <li>FIE: In 25 words or contest you've entered, Dearie. And any similarity between this one and the other 96 is purely.</li> <li>So go ahead.</li> <li>FIB: I just gotta tell, in 25 words or less, quote, WHY I LIKE</li> </ul>	
like it when we get there.         FIB:       OH YES YOU WILL, BABYL Look, I'M entering a contest -         WOL:       OHENHAMMAHAM         PIB:       Now don't start ohhh-ing till you hear what I gotta say.         MOL:       All right. If it's worth five thousand dollars to us I'll stop oweing everybody.         FIB:       I'll say, the worth five thousand dollars to us I'll solve a spear for life, to the one who tells,         MOL:       In 25 words or less         FIB:       I'll say, the sis the 97th contest you've entered, Dearie. And any similarity between this one and the other 96 is purely.         So go ahead.       So go ahead.         FIB:       I just gotta tell, in 25 words or less, quote, WHY I LIKE	ault, Wend
FIB:       OH YES YOU WILL, BAEYI Look, I'M entering a contest -         MOL:       OHEHHHHHHHHH         PIB:       Now don't start ohhh-ing till you hear what I gotta say.         MOL:       All right. If it's worth five thousand dollars to us I'll stype and the only thing that'll look rosy to your knuckles.         MOL:       I'll say, worth.         TB:       I'll say. Words or less         TB:       In 25 words or less         TB:       In 25 words or less         MOL:       This is the 97th contest you've entered, Dearie. And any similarity between this one and the other 96 is purely.         So go ahead.       I'we aver found a good ready the thouse or less, quote, WHY I LIKE         FIB:       I just gotta tell, in	a blue in
<ul> <li>MOL: OHMENHANHAHHMEN</li> <li>FIB: Now don't start ohh-ing till you hear what I gotta say.</li> <li>MOL: All right. If it's worth five thousand dollars to us I'll stop oweing everybody.</li> <li>FIB: I'll say de won't. The LATHERINO company is offering a first prize of 5,000 bucks a year for life, to the one who tells,</li> <li>MOL: In 25 words or less</li> <li>FIB: In 25 words or less</li> <li>FIB: In 25 words or less</li> <li>FIB: I just gotta tell, in 25 words or less, quote, WHY I LIKE</li> </ul>	<u>À</u> : •
FTB:       Now don't start ohnh-ing till you hear what I gotta say.         MOL:       All right. If it's worth five thousand dollars to us I'll.         stop oweing everybody.         FTB:       I'll say is worth.         Thil say is worth.       The LATHERINO company is offering a         first prize of 5,000 bucks a year for life, to the one who       CLATTER OF DISHESSPLASH OF WATER         FIB:       In 25 words or less         FTB:       In 25 words or sortHOW'D YOU KNOW?         MOL:       This is the 97th contest you've entered, Dearie. And any         similarity between this one and the other 96 is purely.       NoL:         So go ahead.       I'w gotta tell, in 25 words or less, quote, WHY I LIKE	•
<ul> <li>MOL: All right. If it's worth five thousand dollars to us I'll stop oweing everybody.</li> <li>FIB: I'll say to worth. The LATHERINO company is offering a first prize of 5,000 bucks a year for life, to the one who tells,</li> <li>MOL: In 25 words or less</li> <li>FIB: In 25 words orHOW'D YOU KNOW?</li> <li>MOL: This is the 97th contest you've entered, Dearle. And any similarity between this one and the other 96 is purely.</li> <li>So go ahead.</li> <li>FIB: I just gotta tell, in 25 words or less, quote, WHY I LIKE</li> </ul>	me șfier
stop oweing everybody. FIB: I'll say, we won't. The LATHERINO company is offering a first prize of 5,000 bucks a year for life, to the one who tells, MOL: In 25 words or less FIB: In 25 words orHOW'D YOU KNOW? MOL: This is the 97th contest you've entered, Dearie. And any similarity between this one and the other 96 is purely. So go ahead. FIB: I just gotta tell, in 25 words or less, quote, WHY I LIKE	ears,
FIB:       I'll say the month.       The LATHERINO company is offering a first prize of 5,000 bucks a year for life, to the one who tells,       I'll say the month.       So a class       So a class       So a class       So a class       I'll say the month.       I'll say the month.       I'll say the month.       So a class       So a class       I'll say the month.       I'll say the month.       So a class       I'll say the month.       I'll say the month.       So a class       I'll say the month.       I'll say the say the month.       I'll say the month.       I'll say the month.       I'll say the month.       I'll say the sa	ou will be
first prize of 5,000 bucks a year for life, to the one who       FIB:       Now lemme seeI LIKE TO WASH MY DISHES IN LATHE         MOL:       In 25 words or less       MOL:       Because it may bring you five thousand dollars.         FIB:       In 25 words orHOW'D YOU KNOW?       MOL:       Because it may bring you five thousand dollars.         MOL:       This is the 97th contest you've entered, Dearie. And any similarity between this one and the other 96 is purely.       FIB:       I'm serious, Molly. I'm really tryin' to think of so go ahead.         FIB:       I just gotta tell, in 25 words or less, quote, WHY I LIKE       DOOR KNOCK:	
tells,       *       BECAUSE -         MOL:       In 25 words or less       MOL:       Because it may bring you five thousand dollars.         FIB:       In 25 words orHOW'D YOU KNOW?       I'm serious, Molly. I'm really tryin' to think or reason why I like to wash my dishes in Latherino.         MOL:       This is the 97th contest you've entered, Dearie. And any similarity between this one and the other 96 is purely.       MOL:       Well, good luck, pet. I've never found a good read.         FIB:       I just gotta tell, in 25 words or less, quote, WHY I LIKE       DOOR KNOCK:	th to the
MOL: In 25 words or less FIB: In 25 words orHOW'D YOU KNOW? MOL: This is the 97th contest you've entered, Dearie. And any similarity between this one and the other 96 is purely. So go ahead. FIB: I just gotta tell, in 25 words or less, quote, WHY I LIKE MOL: Because it may bring you five thousand dollars. FIB: I'm serious, Molly. I'm really tryin' to think or reason why I like to wash my dishes in Latherino. MOL: Well, good luck, pet. I've never found a good reason like-to wash dishes. Besides, it's a <u>DOOR KNOCK</u> :	RINO
FIB:       In 25 words orHOW'D YOU KNOW?         MOL:       This is the 97th contest you've entered, Dearie. And any similarity between this one and the other 96 is purely.         So go ahead.       NOL:         FIB:       I just gotta tell, in 25 words or less, quote, WHY I LIKE    FIB:	econ, store
MOL: This is the 97th contest you've entered, Dearie. And any similarity between this one and the other 96 is purely. So go ahead. FIB: I just gotta tell, in 25 words or less, quote, WHY I LIKE DOOR KNOCK:	
similarity between this one and the other 96 is purely. So go ahead. FIB: I just gotta tell, in 25 words or less, quote, WHY I LIKE	f a good
So go ahead. FIB: I just gotta tell, in 25 words or less, quote, WHY I LIKE DOOR KNOCK:	
FIB: I just gotta tell, in 25 words or less, quote, WHY I LIKE DOOR KNOCK:	ason why I
	· · · · · ·
TO WASH MY DISHES IN LATHERINO unquote. Come on gimme that FIB: COME IN:	
apron. <u>DOOR OPEN</u>	
MOL: All right. Here you are, and you're so sweet to wash the OLD M: Hello there, girls. I just - oh excuse me, John	y. The
dishes for me. You kids wanna buy any Easter 1	ggs?
FIB: If you think I'm sweet now, you wait till I got five grand MOL: No thank you, Mister Old Timer. I don't believe	we want
a year to spend on you. Why I'm gonna buy you the most any.	
expensive Irish setter in the country.	
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	(2nd REVISION) 7 & 8
OLD M:	Aw come on, kids I got some beauties this year purple
	ones, pink ones, striped ones, polka dotted ones, ones with
	pitchers on 'em -
MOL:	Did you dye them youself, Mr. Old Timer?
OLD M:	Sure did, daughter. Stripped down to my bathin' suit, went
	out into the back yard and colored eggs till I was blue in
	the face, green on the knees and purple on the feet.
FIB:	I imagine purple feet look good on you, Old Timer.
OLD M:	I didn't think so, Johnny. So you know what I done after
	that?
MOL:	What'd you do?
OLD M:	I dyed with my boots on. Heh heh heh.
FIB:	(LAUGHS) Yes, you'll be puttin' your foot in it up to the
	last, I guess. (LAUGHS)
OLD M:	(LAUGHS HEARTILY) Heh heh heh THAT'S PRETTY GOOD, JOHNNY,
	BUT THAT AIN'T THE WAY I HEERED IT.
MOL:	Wonderful world:Or is it?

(REVISED) OLD M: THE WAY I HEERED IT, ONE FELLER SAYS TO TOTHER FELLER .... "SAYYYYYY", he says, "WHAT DOES MAHATMA GHANDI WANT ENGLAND TO DO FOR HIS COUNTRY ANYWAY?" "THAT'S EASY," says tother feller, "HE WANTS 'EM TO GIVE IT BACK TO THE INDIANS!" Heh heh heh ... Well, see you later, kids. (FADE) Sorry you don't want any Easter Eggs because -HEY THAT'S THE WRONG DOOR! OLD TIMER! FIB: THE OTHER WAY! THAT'S THE CLOSET DOOR THAT --MOL: DOOR LATCH: TERRIFIC AVALANCHE OF JUNK WITH BELL TINKLE: (PAUSE) OLD M: (PLAINTIVELY) Ain't you kids EVER gonna straighten out that gosh darn museum? "MILITARY MEDLEY" - FADE FOR ORK :

SECOND SPOT	(REVISED) - 9+A
and some subtract of the second party of the second s	(OVER MILITARY MEDLEY)
WIL:	LADIES AND GENTLEMENTAKE A LETTER!
	you've weated these disces.
513: · ·	GENERAL SHERMAN RIGHTLY SATD WAR IS H
· · · · · · · · · · · · · · · · · · ·	AND "H" IS THE DIFFERENCE BETWEEN SELLING OUT AND
· .	SHELLING OUT.
	SO GET IN THERE TODAY AND SEE HOW MUCH MORE YOU GAN
	INVEST IN UNITED STATES BONDS AND WAR STAMPS
	WE'RE ALL IN THIS WAR
MOD:	AND IT'S UP TO US TO PROTECT AND PRESERVE
	FOR OUR CHILDREN'S CHILDREN WHAT OUR FATHERS' FATHERS
	GAVE US IN THE BILL OF RIGHTS.
	AND YOU LISTENERS IN CANADA KEEP ON BUYING THOSE WAR
	SAVINGS CERTIFICATES! THANK YOU.
NOL:	Seven as ne povis tas tipes marin the Dist and I orist all
	over my blue dress ont the color run and the freeds, cost me
	as dollars. The tickets save 50 month.
	The and they should only of been 23. They advartiged that
<u> </u>	nes in uniform gould get in fige. Boy? was I sore!
	You might have scient that your old Peeris fligh School
•	"massball uniform wouldn's count. You really entersaded as
	that night.
	I exbarransed YCG. (LAUGHS) I forgot those baseball shoes
	had spikes on ion and when the cur in front of us started
	Minister - throught
DOCRESSIL	
•	a training a second second
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SOUND: S	WASH OF WATER AND RATTLE OF DISHES: CONTINUE THROUGHOUT
MOL:	McGee, aren't you getting tired? This is the THIRD time
HOUNDE .	you've washed these dishes.
FIB:	Yes and I STILL don't know why I like Latherino. Though it
	really does get the dishes clean, don't it?
MOL:	You could get them just as clean with a handful of grass if
	you washed them three times. I could MCCEE EE CAMEFULS
BATTLE OF	DI SHES ORACH OF PLATTER:
FIB:	WOOPI noba Huxi. bessuse Latherine has a seal fell
MOL:	Oh. McGee that's four dishes you've broken! And that was
	one of my best platters. It cost me twenty-two dollars and
	fifty cents.
FIB:	Go on! You got that dish at the movies one night.
MOL:	I know it.
FIB:	Then how could it cost you 22.50?
MOL:	Because the movie was Blossoms in the Dust and I cried all
	over my blue dress and the color ran and the dress cost me
N DE	22 dollars. The tickets were 50 cents.
FIB:	Yes and they should only of been 25. They advertised that
	men in uniform sould get in free. Boy, was I sore!
MOL:	You might have known that your old Pecria High School
	baseball uniform wouldn't count. You really embarrassed m
110.	that night.
FIB:	I embarrassed YOU. (LAUGHS) I forgot those baseball shoes
/	had spikes on 'em and when the wuy in front of us started
	vipping. Indenghos, we lages, and i consider you say
DOORBELL	comertentious to summer the necessary research personally
	the second secon

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(REVISED)

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MOL: I'll go see who that is, McGee...now be careful with those dishes.

SOUND: RATTLE OF DI SHES AND SPLASHING:

- FIB: (TO HIMSELF) Now, lemme see ... "I LIKE LATHERINO SOAP FOR WASHING DISHES BECAUSE"....because...er...now WHY do I like Latherino? (<u>RATTLE OF DISHES</u>) Because the skin on my hands retains its natural loveliness...naw, that's no good. I like Latherino because...er...lt makes such pretty bubbles that...nope...no good. Because Latherino has a swell smell... HEY, NOW I'M GETTIN' IT! Latherino...
- MOL: (FADE IN) Oh, McGee...here's Mrs. Uppington!
- UPP: How do you do, Mr. McGeel
- FIB: Ahhhhh, Jeannie with the Light Brown Station Wagon! Hiyah Uppy! Curl up on the kitchen cabinet near the sugar, sugar.
- UPP: (<u>LAUGHS</u>) Oh thank you, Mr. McGee...your hospitality is only exceeded by your charming appearance in that apron. But if you don't mind my mentioning it -- your trousers are showing.
- MOL: Doesn't he look ducky, otherwise, Abigail?
- UPP: Simply ravishing, my deah. And who is doing his hair these days...if anyone?
- MOL: He does it himself...with an egg beater, I think. BUT...he's so busy with his dishwashing and housework that -
- FIB: All right, break it up girls,...BREAK IT UP! I'M doin' this so's I can enter a contest, Uppy. WHY I LIKE TO WASH MY WORDS IN LATHERINO in 25 dishes or less.
- UPP: I think I undahstend, Mr. McGee. And I consider you veddy conscientious to conduct the necessary research personally.

You MUSE allow me to reincurse you for the day

- PIS & MOL: PROTEST LIKE HELL:

SECOND SPO	T (2ND REVISION) -10- 8
SOUND:	SWASH OF WATER AND RATTLE OF DISHES: CONTINUE THROUGHOUT
MOL:	McGee, aren't you getting tired? This is the THIRD time
	you've washed these dishes.
FIB:	Yes and I STILL don't know why I like Latherino. Though it
	really does get the dishes clean, don't it?
MOL: -	You could get them just as clean with a handful of grass if
	you washed them three times, I could
DOOREELL	that I may know he deet
UPP:	Oh. These contests are SO enthralling, my deah. Such a
	challenge to one's ingenuity.
FIB:	Oh, I got ingenuity all right, but why shouldn't I? I'M
	part Injun.
(RATTLE OF	FISHES)
MOL:	Careful with those teacups, McGeel
UPP:	Why, I think he is being extremely careful, my deah. But
	I'm afraid his apron is coming looseherelet me tie the
· ·	boj/in the back a bit tightah, so -
FIB:	HEY, NOT SO TIGHT! YOU'RE CHOKIN' ME! HEY!!! QUIT!!
SOUND: TER	RIFIC CRASH OF DISHES PAUSE
UPP:	Oh. Oh, I'm SO soddy.
MOL:	That's all right, Abigail. They were just a lot of old
n :	dishes anyway. White the term and to did you pont white
FIB:	I'll say they were. Some of 'em been in Molly's family for
	a hundred years we were gettin' pretty tired of 'em,
MOL:	Oh, well, when a dish gets to be a hundred years old, THROW
4. 1	IT AWAY, I always say!
UPP :	Oh, good heavens I feel simply horrible about this, reahhly

FIB & MOL: PROTEST LIKE HELL:

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	(2ND REVISION) -11-
UPP:	Now, now, NO PROTESTS!!! I CAN WELL AFFORD IT, YOU KNOW
	I shall leave some money on the table in the living room as
	I leave NOW DON'T GO WITH ME I know the way, and I have
	been (FADE) embarrassed enough Goodbye. (FOOTSTEPS FADE
LINON ALT	OUT)
(PAUSE)	
	- OFF MIKE) - RUSH OF FEET
MOL:	Out of my way, McGeel
FIB.	Oh boy! Where'd she leave it maybe there'll be enough left
	over foroh oh here it is.
MOL:	How much did she leave - a hundred?
FIB:	No.
MOL:	Not FIVE hundred!
FIB:	Nol
MOL:	MOGEEDON'T TELL ME SHE LEFT A THOUSAND!
FIB:	No.
MOL:	Well, what DID she leave?
FIB:	Three bucks
MOL:	FOR ALL 'THOSE DISHES? Why, the stingy thing!
FIB:	You know what I'M gonna do? I'm gonna call that old gypsy
	up and scorch her clear down to her wedgies! I'll burn
2	that old moose till the whole town smells like venison!
-	THREE BUCKS!! Hand me the phone
MOL:	Forget it, McGee, she hasn't had time to get home yet. Come
•	on, let's go in and clean up that mess in the kitchen.

•

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V

# (2ND REVISION)-12 & 13-WIT :: Holds Colkel and Imagine her leavin! three bucks for all those dishes! FIB: That woman is so close, she breathes down her own neck! MOL: Well, take it easy, McGee, we can't all -(DOOR OPEN: CLOSE) o non case charm and for great but have get An outplate putty the manual is a lease • THE REAL OF STREET, MANY MANY AND A COMMENT OF THE STREET, STRE Experient another trop inotic . LATTER MILLERY " . The last second at the shares in the RECEIPTED AN REPORT OF THE REAL PROPERTY AND A PROPERTY And the exact for the first of the state of the set LATERIAL and the second second second

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Of county you do, Ma. Willow of the bala you, seller

	•••	(REVISED) -14-
	WIL:	Hello folkst okay. Ing gottint desperate. T gotta have,
	FIB:	Hiyah, Harlow. Can't shake hands my hands are all soapy.
	MOL:	He's washing the dishes, Mr. Wilcox, and if that makes you
	- 37.54	feel faint, have a chair. The company probably white to hear
	WIL:	I don't believe I ever saw you in an apron before, Fibber.
	•	Up to now your charm and daintiness had escaped me.
	FIB:	Aw cut it outh I'm entered in a contest.
	WIL:	If it's a beauty contest, you'll get one vote from me, pal.
		In that apron you look
	FIB:	LAY OFF, WILLYA? I'm just wearin' this thing to get into a
) i		housewifey mood so's I can answer the question intelligently.
• -	MOL:	And the question is "WHO DO I LIKE TO WASH MY DISHES IN
		LATHERINO." and the answer is, quote - I DON'T. Unquote.
•	FIB:	If I win, Harlow, the first prize is five thousand bucks
	VITC	a year for life. This was all I Half of 00.15 Toll OUT A
	WIL:	Can't you get an angle on it? And the set of the
	FIB:	Well, I'm on the trail. I think I like to wash dishes in
		Latherino on account of it's gotta swell smell. It's got
	10.001	that tangy, pigtant odor of the great outdoorsthe
	AUC.	pine-scented fragrance of the no. ch woodsthe haunting,
		memory-laden-GIVEN WY LINCLEIM A NEW TEALS ON LIVE, AND
	MOL:	MCGEE, YOU STOLE THAT OFF THE LABEL OF MY BATH SALTS.
	FIB:	Aw I wasn't going to use it verbena.
	. WIL: ``	You mean verbatim. Look Fibber, maybe I can give you a
	TIL: ~ ~	lead. I know most of the angles on household products and
		why people like them. IS HELTER THAT OF HE SOAPS USE LIKE
	MOL:	Of course you do, Mr. Wilcox. Let him help you, McGee.
	MOL:	See, McGee? That's all.
		TUNDANT TO T THE THAT TO T THAT THAT THAT THAT AROLD IN

S LATINEDING?

e.	(REVISED) -15-
FIB:	Hmmmm. Wellokay. I'm gettin' desperate. I gotta have
Harris .	my entry in postmarked not later'n April first and this is
S* 201	the last day of March.
WIL:	Welllook. The Latherino company probably wants to hear
TUCH OT	something nice about their product. Something they can
P.M. T	tell other peopleuse in their advertising.
MOL:	That's sensible.
FIB:	Go on, Harlow. I'm all ears, and they're twitching with
GARTO.	eagerness.
WIL:	Well, take what people are always writing the Johnson's Wax
	People in Racine. They say "I LOVE JOHNSON'S SELF
調査	POLISHING GLOCOAT ON MY KITCHEN LINOLEUM BECAUSE IT SAVES
	ME SO MUCH WORK"
FIB:	Yes but - Ne allorne and has that out of the music sector
WIL:	They say "WHEN I THINK THAT ALL I HAVE TO DO IS POUR OUT A
	LITTLE GLOCOAT, SPREAD IT AROUND AND LET IT DRY TO A
RAM SP	BEAUTIFUL, MIRROR-LIKE POLISH IN 20 MINUTES OR LESS, I
TING .	WONDER WHY I - EVER USED THE OLD FASHIONED SCRUBBING AND "
FIB:	But Harlow, this is a different -
WIL:	And they usually go on to say - "JOHNSON'S SELF-POLISHING
	GLOCOAT HAS GIVEN MY LINOLEUM A NEW LEASE ON LIFE, AND
	GIVEN ME ONE TOO, BECAUSE IT SAVES ME SO MUCH WORK AND TIME
	AND MONEY THAT -"
FIB:	But Harlow, I can't -
WIL:	SO, YOU SEE, PAL? ALL YOU HAVE TO DO IS THINK UP SOME
	REASON WHY LATHERINO IS BETTER THAN OTHER SOAPS JUST LIKE
5	JOHNSON'S GLOCOAT IS SUPERIOR TO OTHER PRODUCTS OF ITS KIND.
MOL:	See, McGee? That's all.
FIB:	DOGGONE IT, I KNEW THAT! BUT WHAT CAN I SAY ABOUT
	LATHERINO?
8	$\boldsymbol{\lambda}$

WIL:	WHAT DO YOU WANT ME TO DO 'RITE OUT YOUR WHOLE CONTEST
Tet #	ENTRY FOR YOU, FIBBER? YOU GO EARN YOUR OWN FIVE THOUSAND
IER:	DOLLARS. THIS IS YOUR BABY YOU ROCK IT!

(2ND REVISION)

DOOR SLAM: Minkink

FIB: That guy can't think of anything but JOHNSON'S JOHNSON'S JOHNSON'S. Some day I'm gonna turn him over, give him the needle and play the other side.

MOL: Look, dearie...you go ahead and write your answers to the contest (FADE) I'll go out in the kitchen and sweep up those broken dishes.

FIB: Okay! Now lemme, see. I LIKE LATHERING BECAUSE....because ...because...because...when the suds go down the drain it sounds like a horse pulling his foot out of the mud....no.. that's no good. Might be repulsive. Now lesee...I LIKE LATHERINO....

DOOR OPEN:

e

TEE: Hi, mister.

FIB: Hi, Latherino...er..HI SIS. Don't bother me now. I'm busy.

e story, mistory

NO. I CENTLE

ATTINATION

Ch well, all right. If I tell you a story still you seran out of here and lette me in peace? Sure I will I betcha. Cross my overt.

appendix don't sound. over, here value. Crossing your

### (2ND REVISION) -16-

WIL: WHAT DO YOU WANT ME TO DO....'RITE OUT YOUR WHOLE CONTEST ENTRY FOR YOU, FIBBER? YOU GO EARN YOUR OWN FIVE THOUSAND DOLLARS. THIS IS YOUR BABY...YOU ROCK IT!

DOOR SLAM:

e

FIB: That guy can't think of anything but JOHNSON'S JOHNSON'S JOHNSON'S. Some day I'm gonna turn him over, give him the needle and play the other side.

MOL: Look, dearie...you go ahead and write your answers to the contest (FADE) I'll go out in the kitchen and sweep up those broken dishes.

FIE: Okay! Now lemme, see. I LIKE LATHERING BECAUSE....because ...because...because...when the suds go down the drain it sounds like a horse pulling his foot out of the mud....no.. that's no good. Might be repulsive. Now lesee...I LIKE LATHERINO....

DOOR OPEN:

FIB: Hi, Latherino...er..HI SIS Don't bother me now. I'm busy.

-rell de, can \* you stap thinking long challen to sell me a

Charles and a light. If Freek yet a story with an arran

Sure still percent, cross of cont.

appendix donte ortes, Dear, Derews Ru. Cade offer a Time -

• •	(REVISED) -17-
TEE:	ONCE IPON & FIRST THERE TAS & LITTLE GIRL MARCH OTHORRELLA -
FIB:	I says DON'T BOTHER ME NOW. I'm busy.
TEE:	Doin' What? Hmm? Doin' what?
FIB:	Thinkin', ve heard it.
TEE:	(GIGGLES) FON A CLUB & LITTLE BOY MANNEL AND FLAND
FIB:	Well, what are you standin' there snickerin' about, sis?
TEE:	Gee do you look funny in that apron, Mister. (GIGGLES)
FIB:	Yeah? WELL I DON'T LOOK ANY FUNNIER IN THIS APRON THAN
2223	SOME GALS DO IN SLACKS.
TEE:	That's what my daddy says, I betcha.
FIB:	Your old myour daddy has never seen me in an apron.
TEE:	No but he's seen my mamma in slacks, mister. And you know
	what he says?
FIB:	Come back in about fifteen years with earmuffs on, sis, and
(PAUSE)	I'll tell you what I imagine he says.
TEE:	(GIGGLES) He says for her to get into slacks is like
in the second	trying to put two quarts of jelly in a quart jar. Boy my
Dester	mamma was mad clear thru:
FIB:	And if I remember your mamma, sis, that's quite a distance!
FILAUSE	Now run away, will you? I wanna think,.
TEE:	Well gee, can't you stop thinking long enough to tell me a
	story, mister?
FIB:	No, I can't.
TEE:	A #####
FIB:	Oh well, all right. If I tell you a story will you scram
	out of here and leave me in peace?
TEE:	Sure I will I betcha. Cross my heart.
FIB:	You're heart's on the other side sis. Crossing your
Q	appendix don't count. Okay, here we go. ONCE UPON A TIME -

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	(2ND REVISION) -18-
FIB:	ONCE UPON A TIME THERE WAS A LITTLE GIRL NAMED CINDERELLA -
TEE:	Shall I stop you if I've heard it?
FIB:	Certainly. ONE DAY CINDERELLA WAS -
TEE:	Stop. I've heard it.
FIB:	Okay. ONCE UPON A TIME A LITTLE BOY NAMED JACK PLANTED
	SOME BEANS
TEE:	Stop. I've heard it.
FIB:	ONCE UPON A TIME
TEE:	Stop. I've heard that tool
FIB:	DOGGONE IT SIS, IF YOU'RE SO SMART YOU TELL ME A STORY.
TEE :	(GIGGLES) All righty!! (FAST) ONCE UPON A TIME THERE WAS
	A BIG CITY AND IT HAD A RIVER RUNNING THRU THE MIDDLE OF IT
the second second	- AND THERE WERE LOTS OF LITTLE BOATS TO TAKE PEOPLE AND
A State	AUTOMOBILES FROM ONE SIDE OF THE RIVER TO THE OTHER.
(PAUSE)	
FIB:	What kind of a story was that?
TEE:	A ferry story. So long, mister!
DOOR SLAM:	The transformed and the second s
ORK:	"OLD UNCLE FUD" KING'S MEN.
APPLAUSE:	
	Ch. Mayor 24 Timesperier de 194 des
alpes	Coost day, and i wide , it is a submark the second state of the
	Riyah, Manor, mave a sugar.
T GALANT .	A . Diana mana a second de la seconda de
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(REVISED)

-19-

		at a point Lillion, is solve at the second is a second in the second second second second second second second
	FIB:	Hey Molly.
	MOL:	Yes, McGee?
	FIB:	Run some more hot water over those dishes, will you? I
	Er-J	gotta wash 'em again.
	MOL: .	AGAIN! FOR THE FOURTH TIME?
	FIB:	Yep. I still haven't thought of a good reason why I like
		Latherino.
	SOUND:	RUNNING WATERCLATTER OF DISHES
	MOL:	Try not to make so much clatter, McGee Uncle Dennis is
		trying to sleep.
	FIB:	Why don't he sleep nights?
	MOL:	Well, last night he had a terrible nightmare, the poor man.
	FIB: ·	He <sup>#</sup> did?
	MOL:	Yeshe dreamed he was an elephant and kept seeing pink
•		Uncle Dennises.
	PIB:	That would be awful. However, if
	SOUND:	KNOCK AT DOOR:
(	MOL:	COME IN!
	DOOR OPEN:	
	MOL:	Oh Mayor La Triviahow do you do.
	GALE:	Good day, Mrs. McGeeHello, McGee.
	FIB:	Hiyah, Mayorhave a chayor.
•	GALE:	No, thank you. I just stopped in to have a few words with
5	PIS:	you about your horse.
- <u>`</u>	MOL:	Oh you mean Lillian. Isn't she sweet, Mr. Mayor? Sometimes
		she seems almost human to me, but then when I realize she
	1 · · · · · · · · · · · · · · · · · ·	can't talk about you behind your back I realize she isn't.
	te de la companya de	

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What about Lillian, La Trivia? And if you can't say anything FIB: nice about her, don't say anything. Lillian's just like a daughter to me. Except that she stays home nights. McGee...you're overfeeding that animal. She's much, MUCH too GALE: much overweight. TION MOR DEREY. DANKY,

(REVISED) -20-

Oh she's just plump, Mr. Mayor, MOL: GALE: NEVERTHELESS YOU ARE RUINING A FINE ANIMAL. THAT HORSE HAS SPLENDID LINES... GOOD BLOOD. I THINK SHE COMES FROM RACING STOCK.

Yeah? A crumb off the old Seasbiscuit, eh? What made you. FIB: an authority on horses, La Trivia? I knew you ran for office on a promise for stable government, but I thought it was just a stall. (LAUGHS) Get it, Molly? Get it La Trivia? I says TAINT FUNNY, MCGEE! MOL: INDEED IT AIN'T. I MEAN IT ISN'T. GALE: FIB: Okay...don't nag.

GALE: I used to own racehorses myself, McGee, And this horse of yours reminds me a great deal of one of my animals. One that I once entered in the Darby. In the what? N'T DAY ANY THE I DIN THE TO THE WAS THEN. FIB:

The Darby. The Kentucky Darby. At Louisville, Kentucky, GALE : Isn't that where they have the Kentucky Derby every year? MOL : GALE: That is what I was referring to, Mrs. McGee - the Kentucky Darby, In the winter book - my horse was quoted at --FIB: In the winter book, eh? I get it. They run the Darby in the Winter and the Derby in the spring. See - Molly? They do that because --ANDY ... OK

DEDUCE, AS INT PROPERTY.

GALE: McGEE, THE DERBY AND THE DARBY ARE THE SAME THING. MOL: How could that be? The Derby is only run in the spring. So if the Darby is run in the winter ---

(REVISED) -21-

GALE: THERE ISN'T ANY DARBY !!! THAT IS, SOME PEOPLE USE THE ENGLISH PRONUNCIATION FOR DERBY. DARBY,

FIB: SINCE WHEN DID THEY START RUNNING THE KENTUCKY DERBY IN ENGLAND, LA TRIVIA?

GALE: THEY DON'T RUN IT IN ENGLAND: IT'S JUST AN ENGLISH PRONUNCIATION: MOL: Why should they pronounce it different in the winter than they do in the Spring?

FIB: Maybe they get their faces frozen, Molly...if your lips are all stiff from the cold, you can't pronounce --

GALE: I'M TRYING TO TELL YOU THAT IT'S MERELY A MATTER OF CHOICE, WHETHER YOU PRONOUNCE IT DERBY OR DARBY! THE WINTER HAS NOTHING TO DO WITH IT. I MERELY SAID THAT MY HORSE, IN THE WINTER BOOK ---

MOL: ARE YOU TRYING TO TELL US THAT YOR HORSE COULD READ BOOKS?
GALE: NO NO NO...HE WAS MERELY QUOTED.
FIB: Go on 1 WHAT DID YOUR HORSE SAY THAT WAS WORTH QUOTING?
GALE: MY HORSE DIDN'T SAY ANYTHING 1 I'M TRYING TO TELL YOU THAT MY HORSE WAS LISTED IN THE WINTER BOOK FOR THE KENTUCKY DARBY-MOL: You mean you took him to England?
GALE: NO. I DID NOT. I HAVE NEVER BEEN IN ENGLAND.
FIB: You sent that horse over there all alone? For shame.

La Trivia. How could you ever --

GALE: PLEASE PLEASE PLEASE...LET ME EXPLAIN. I HAD A HORSE. HE WAS A RACE HORSE. I ENTERED HIM IN THE KENTUCKY DARBY...OR DERBY, AS YOU PREFER.....

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CLATTER OF DISHUS:

(REVISED) -22-

MOL: Which did you prefer?

GALE: DARBY.

FIB: Not good enough for the Derby - eh?

GALE: NO. YES HE WAS, TOO. CAN'T YOU UNDERSTAND THAT THE DERBY AND THE DARBY ARE THE SAME THING?

MOL: How can they be? One is in the winter and one is in England,

GALE: I GIVE UP...NEVER MIND. LET IT GO I ALL I CAME IN HERE FOR WAS TO...TO..OH I DON'T KNOW WHAT IT WAS I CAME IN HERE FOR. GOOD DAY I

DOOR SLAM

FIB: & MOL: (LAUGH)

- MOL: We really shouldn't lead him on like that, McGee. He'll think we're the two dumbest people in town.
- FIB: (LAUGHS) Aw I like to see him get exasperated. You know he'd make a swell head of the city government if he didn't have such a swell head.

MOL: Oh I think he's nice.

FIB: Yeah...but stuffy. He's...BUT HEY...THIS AIN'T GETTIN' MY CONTEST ENTRY READY...POUR SOME MORE SOAP IN THERE WILL YOU

CLATTER OF DISHES

MOL: Think fast, McGee.

FIB: I am. Now lemme see..I LIKE LATHERINO FOR WASHIN' DISHES BECAUSE...Because because because....

CLATTER OF DISHES...SPLASHING...

FIB: Get a pencil and paper Molly. I want you to be ready to write down my answer when I get it.

MOL: I'M ready....any time. and don't splach any

CLATTER OF DISHES:

	(REVISED) -23-
FIB:	I LIKE LATHERINO BECAUSEBecausebecauseiter
DOOR KNO	OCK: Spectrate developt a little played as the
MOL:	We're doing a nice business in the kitchen tonight, McGee,
	COME IN.
DOOR OPE	IN . She san't? Who's arepatht aven
WIMP:	HELLO, FOLKS ;
MOL:	Oh hello, Mr. Wimple.
FIB:	What's the matter with you Wimp? Is that a turtle-neck
W1.7.0:	sweater you're wearingor your lower lip?
WIMP:	Excuse me for looking so mournful, folks - but«I've just
	gotten some bad new.
MOL:	Oh, that's too bad, Mr. Wimple. What was it?
WIMP:	I'm all broken up about it. Sweety Face has been called out
	of town and she'll be gone three whole days.
FIB:	Well - what's so sad about your wife leaving town for three
	days?
WIMP:	She's taking me with her.
MOL:	Poor Mr. Wimple
WIMP:	A Short mand hecause Lately, she's been so thoughtful, and remantic. She's even
	been slipping notes under my door.
MOL:	Isn't that sweet? And what do they say?
WIMP:	Oh - they're just mash notesshe says if I don't open the
	door she'll mash my head in. Well - I'd better run along.
· · ·	I've got to go to the drug store to pick up some things.
FIB:	Before you go, Wimp - there's something I'd like to ask you
M.D.C.S. Artes	Why are you holding your arm like that?
WIMP:	Oh sweetyface tied a knot it in it so I wouldn't forget to
	buy her some vitamin pills.
MOL:	Heavenly days 11. Is it broken?

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Martin the second

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## (REVISED) -24-

(LAUGHS) Oh no, Mrs. McGee. Just the bone in it. Sweetyface does get a little playful at times...but thank goodness she can't take me over her knee and spank me any more.

FIB: She can't? Who's stoppin' her?

WIMP: Priorities.

WIMP:

MOL: How do priorities keep her from turning you over her knee, Mr. Wimple?
WIMP: Oh haven't you read the papers? No more cuffs on the pants.
FIB: YOU SHOULDN'T OUGHTTA LET HER DO IT ANYWAY, WIMP. BE A MAN! STAND UP FOR YOUR RIGHTS...EVERY MAN OUGHTTA BE THE BOSS IN HIS OWN HOUSE!

WIMP: (LAUGHS) That's very good advice, Mr. McGee...and I'd be inclined to take you seriously if I hadn't seen you in that apron: Well goodbye, now!

DOOR SLAM: CLATTER OF DISHES:

MOL: Poor little Mr. Wimple! He's so terribly -

FIB: HEY...MOLLY...I GOT IT!

MOL: You've got what, dearie? Dishwater hands?

FIB: NO NO NO...MY IDEA FOR LATHERINO!!!! Wimple gave me the idea. HERE...WRITE THIS DOWN!!!!

All right.

FIB:

MOL:

MOL:

I LIKE LATHERINO FOR WASHING DISHES BECAUSE IT'S SO MUCH FUN, MY WIFE TAKES ME TO TASK EVERY TIME I TAKE THE TASK FROM HER! Quick...how many words?...

MOL: EXACTLY 251

FIB: WOWIE!! THAT'S IT. HERE MOLLY YOU FINISH THE DISHES... NO NEVER MIND...THIS IS MORE IMPORTANT...WRITE A ENVELOPE QUICK AND I'LL MAIL IT...

What's the address?

	& Son, Inc. (REVISED) -25-
FIB:	IT'S ON PAGE 67 OF THAT MAGAZINE THAT'S IT
MOL:	Page 67 oh here ALL ENTRIES TO BE MAILED TO CONTEST
	JUDGES, LATHERINO CORPORATION, SUDSVILLE, OHIO, ON OR
ANRCR:	BEFORE MIDNIGHT OF APRIL FIRST, NINETEEN HUNDRED AND
	( <u>PAUSE</u> ) McGeel
FIB:	England the there are still plenty of car-owners England
MOL:	Where did this magazine come from?
FIB:	I picked it up in the dentist's office this morning. Why?
MOL:	It's for Fobruary, 1938. THIS CONTEST CLOSED FOUR YEARS
	AGO!
FIB:	WHAT? YOU MEANoh pshaw!
	aslest part of the job, site Johnston and arething
ORK:	"HOW ABOUT YOU?" FADE FOR
	to enavies that cleans who relience is the application of
	tono does then loss at the design of the time! That a probably
	and barrele saw, "form as some size of the set of the s
	The true, al juill realization
	THE THE GARNE OF TOIL CAL.
	and another of an and the south states a
S	and president the tip if you want to dive wheet the

wather shownow silks, protect it writer an and weather in installing oply a little war after using child.

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AN LIN MALLON .... PADE OF CUE.

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S.C.Johnson & Son, Inc. 3-31-42

### CLOSING COMMERCIAL

-26-

ANNCR: In coming over to the studio tonight, I noticed carefully the cars parked along the street and in the parking lot. It struck me that there are still plenty of car-owners who would welcome further information on how to take better care of their cars. Maybe they <u>are</u> saving their tires....but what about the outside of the car....the finish....the paint job?

> Sure, that needs attention, too, and it's about the easiest part of the job, with JOHNSON'S CARNU available everywhere. CARNU, the auto polish that has made a hard job easy...that cleans and polishes in one application.... that does two jobs at once in quick time! You've probably ' heard people say, "Your car looks like new when you use CARNU". It's true...as you'll realize the first time you use JOHNSON'S CARNU on your car

And here's an extra tip....if you want to give longer life to that new showroom shine, protect it against sun and weather - you might apply a little wax after using CARNU. But don't delay too long.

ORCH: . SWELL MUSIC .... FADE ON CUE

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(APPLAUSE....SIGNOFF....etc.)