
S.C. JOHNSON \& SON, INC. FIBBER MCGEE AND MOLIY TUESDAY 6:30 AM PWI NBC
MAY 30, 1944
OPENING COMMERCTAL

## WIL: The heading of a newspaper article caught my eye the

 other day. It read as follows: Boxes dropped overboard carry fighters' supplies. It told how overseas shipments of vital spare parts for planes, tanks and jeeps are protected with wax, so they can be thrown overboard and carried in by wind and tide to waiting U.S. detachments in far places. Each spare part is first wrapped in wax cloth or wax paper. This is then dipped in molten wax, packed with other such wax-dipped packages into wooden boxes lined with more waterproof material. Such a package. can actually be thrown into the salt water, with its contents -- spare parts, surgical instruments, food -safe against corrosion or spoilage. And that is just one of many interesting uses that have been found for wax. The makers of JOHNSON'S WAX supply large quantities of special waterproofing waxes for cartons and packages. They have developed other JOHNSON'S WAX FINISHES for the surface-protection of important war equipment .- for pnotecting metal, rubber, paper, and leather. And industry has you women to thank for this lesson in wax protection -- because it is from your use of JOHNSON'S WAX in your homes that these industrial waxes have been developed. Take a bow, ladies.ORCH: (SWELL MUSIC TO FINISH) (APPLAUSE)

## (REVISED) -4-

ORDINARILY, TO GET THE SQUIRE OF 79 WISTFUL VISTA OUT OF HIS EASY CHAIR WOULD TAKE A BLOCK AND TACKLE. BUT WHEN THE FISHING SEASON ROLLS AROUND, HE'S UP AND AWAY - WITH MORE TACKLE THAN ANYBODY IN THE BLOCK.
AND HERE IT ALL IS, IN THE LIVING ROOM, AS WE MEET --
-- FIBBER NCGEE AND MOLLYI!

MCGe日...sweetheart... MUST you have all that fishing stuff here in the living room? Can't you take it out on the porch...or someplace?
Why should I take it out on the porch?
Oh, just for esthetic reasons. That baskothand those rod cases and boots and stuff... It's all faintly
reminiscent of last yearis trout.
You mean...?
IT CERTAINLY DOES! !
Well, I just wanted to give it the once-over. Be sure it's in shape for the new season. I'M gonna land 01: Muley this year if I have to dynamite Lake Dugan and sift the mud through a mustache cup.

Maybe I spend too much time polishing my diamonds and going to the opera to be up on the things that really count...but whots old Muley?
WHO'S OLD MULEYI: MY GOSH, WOMAN...OLD MULEY'S THE BIGGEST, SASSIEST, TOUGHEST, SMARTEST, ROD-BREAKINIEST BASS IN LAKE DUGAN. And I'm out to get him, this yoar.
I hope you do it, dearie. That sardine you brought home last year was-
WHADDYE MEAN, SAFDINE? THAT WAS A PERCH.

Well, it should never have been taken out from under the canary.
I just had bad luck last year is all. That's fisherman's luck. Good one year, bad the next.
: MOL: You must have about 14 good years coming, MCGee. I don't remember you ever bringing back much but wet feet, sunburn, and excellent reasons why they weren't biting.

What's the matter?
My new fly rod. It isn't here. WHERE'S MY NEW FLY ROD? SOMEBODY STOLE MY NEW FLY ROD $1 .$. . IT'S MISSING!... CALL THE POLICEIf... MY FLY ROD'S GONE I! MY NEW ONE $1!$ ! MY NEW FLY ROD $1: 1:$
Oh, calm yourself...It's perfectly safe.
Eh? WHERE IS IT, WHERE IS IT?
FIB:
Up over the front windows...the curtain rod broke last we'k, and your fishpole was just the right size. OH MY GOSH...AND DON'T CALL THAT 12-DOLLAR FLY ROD A FISH POLE ! Geo whizz, that's like accusin' Einstein of counting on his fingers. It isn't respectful. Well, don't get excited about it. It's no good as a curtain pole, anyway. It's probably no good as a fly rod, either. Look how it droops in the middle.

## (REVISED) -i-

FIB: IT'S SUPPOSED TO DO THAT. IT'S FLEXIBLE...THAT'S GENUINE SPLIT BAMBOO.
Then why don't you take it back and get one that isn't split? My goodness, any store that would sell damaged merchandise is--
IT'S SUPPOSED TO BE SPLIT. THEY'RE MADE THIAT WAY. Don't you know ANYPHING about fishing?
I only know two things. ONE: A fishhook is very puinful when stuck through a thumb, and TWO: I'd rather go to the movies.
Well, that's a woman for you. No sportsmanship. Women wouldn't understand the challenge of a fish like old muley to a fisherman like me. It's a battle of wits, that's what it is.

Isn't it a little degrading to be outwitted by a fish,
year after year? NAH. . . OLD MULEY KNOWS I'LL GET HTM EVENNUALLY. The sport is in the fishin', not in the catchin'. YOU KNOW WHAT THAT CLEVER OLD WIGGLER DONE TO ME LAST YEAR?
Yes, yourve told me so many times, I-
WELL SIR, THERE I WAS, FISHIN' THE SOUTH END OF DUGAN'S LAKE. . .THE PLACE A FEW OF US GUYS CALL GIMLET INLET -Because it's, so boring, I suppose.
I TOSSED OUT A FLY...SKIMMITNI THE SURFACE WITH A DELICATE, FLICKING MOVEMENT, JUST A SNAP OF THE WRIST AND A CLEÁN SWEEP BACK, SEE...AND WHAMMO! OLD MULEY--

## DOOR OPEN:

alice: Hello, Mr. NicGee.
FIB: Hello, Muley...er...I mean hyah, Aliced

MOL: Sit down, Alice, and listen with baited breath to a fish story.

FIB: Ever do much fishin', Alice?
ALICE: When I was a little girl I used to go out with my father. But it's kind of hard to see what's going on from up in a tree.

MOL: UP IN A TREE
ALICE: Yes, he took me along to climb trees and unfasten his hook, when it got caught in a branch. All I ever saw of my father in those days was the top of his hat.

FIB: He just didn't know how to cast, Alice. I practice all summer in the back yard. Lay a newspaper down, and cast at it from the back porch. I got so I could snag a wantad from thirty feet.
MOL: Yes, you really made history, MCGee.
FIB: Whaddye mean?
MOL: I think you're the first man to ever swat a newspaper with a fly.

FIB: You oughtta go out with Doc Gamble and me and take a slug at old Muley: Allce.
ALICE: Thank you, Mr. McGee, but I never drink anything but soft drinks.
MOL: Old Muley is a bass, Alice. He lives at the bottom of Lake Dugan, until he gets laughing so hard at the fishermen he has to come up for a breath of air.

FIB: I NEARLY GOT HIM LAST YEAR, THOUGH, BY GEORGEI\& AS I WAS SAYIN'...I FLICKED THE WATER GENILY WITH A BROWN HACKLE AND WHAMMO $1 . . . A$ STRIKE 11

ALICE How many do you get before you're out?

FIB: How many do I get bef-- LOOK, ALICE...IN FISHIN'... WHEN

ALICE:
MOL:

FIB:
(PAUSE)

A FISH SNAPS AT THE BAIT...IT'S A STRTKE, SEER? Oh. Fishing is like golf that way, Alice. If you talk about it so ordinary people can understand it, you're thrown out of the club.

LOOK...YOU WANNA HEAR THIS STORY, OR DON'T YOU?

Of course you do. WELL SIR, I FINALLY HAD OLD MULEY ON THE HOOK. BOY, WHAT A MONENT: SLOWLY I REELED IN -Wait a minute...how did you know it was old Muley on your hook, Mr. McGee?
(LAUGHS TOLERANILY) Only an amateur would inquire an interrogation like that question, Alice. WHY, I'D HAD OLD MULEY ON MY HOOK SO OFYEN I KNEW HIM LIKE A BROTHER. AND HE KNEW NE, TOO. WELL, SIR, I REELED HIM IN... SLOWLY...SUDDENLY HE TURNED AND DIVED TO THE BOTTOM... I LET THE LINE OUT EVEN AND EASY...THEN I PULLED IN AGAIN.. ..UP! UP! UP!...THEN LIKE A FLASH, I DIPPED WITH THE NET... AND THERE IT WAS...AN OLD RUBBER TIRE. OLD MULEY HAD GONE TO THE BOTTOM, TOOK OFF THE HOOK AND SNAGGED THE CASING WITH IT: $:$

Was the tire any good?
IT WAS PERFECTI IT WAS IN SUCH PERFECT SHAPE I WAS SCARED TO TAKE IT HOME HEAVED IT BACK IN THE LAKE. GEE, I'm going to tell my boy friond all about, it when he calls up, Mr. Mctiee. I'll bet hoid like to go fishing with you sometime.

## (REVISED) -9-

FIB: GLAD TO HAVE HIM ALONG, ALICE! !
ALICE: Will you let me know if he calls, Nirs. McGee?
MOL: We won't be here very long, Alice. MCGee is going to the City Hall to get a fishing license, and I'm going with him.
ALICE: Well, maybe I'll hear the phone, myself. YOU'RE SURE 'YOU DON'T MIND IF HE GOES WITH YOU SOMETIME, MR. MCGEE?
FIB: OF COURSE NOT, KID \& BE A PLEASURE TO HAVE HIM ALONG.

MOL: MCGe日's always glad to meet another fishorman, Alice.
ALICE: Oh, he's never done any fishing.
FIB: Eh?
AIICE: BUT, CREEPERS... how he can use that spare tiress
FIB: Oh, Pshaws:

ORCH: "HOLIDAY FOR STRINGS"

## APPLL USE:

SECOND SPOT MCGEE
$5 \longdiv { 3 0 / 4 4 }$
SOUND: MURMUR OF VOICES.... FADE:
MOL: Where do you get your fishing license, NcGee?

FIB: Right down the hall here at the License Bureau.
First time I ever came here I didn't come to squawk about something.
MOL: That's why they call this the seat of government... everybody comes down here to kick.
FIB: Remember when I was on the grand Jury, Molly? And I didn't get home for three weoks?
MOL: Yes and I'll never forget how worried I was
FIB: Because I was locked up in a hotel room every night?
MOL: No. Somebody told me it was a hung jury and I didn't
know what they were hanging you for.
(LAUGHS) On well, we were -
LOOK, McGee..isn't that Mr. Wellington coming up the hall?
It ain't his brother. Look at that strut You'd think
he owned this bullding and was just comin' in to
foreclose the mortgage on it.
MOL: Oh I wouldn't say -- HELLO THERE, NR. WELLINGTON !
WELL: Ahh good day, Mrs. McGee.. It's so, so nice to see you ! And McGee, it's......so-so.
FIB: Hiyah, Wellington. What you doing around here? Gonna throw your collar in the ring and run for dog catcher?

ELI: You appear to be sady deficient in your knowledge of city politics, my friend. The office of dog catcher is not elective. It is Appointive, and my nephow has been the

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\text { (2ND REVISION) } \quad 12-13
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Wise guy. It ever occur to you, Molly, what a wonderful stranger held make?
I rather like him, McGee. He's so well read and all, incumbent for many years. Perhaps you know him...Harry FIB: He oughtta be. His old man was a bookmaker. Well, come on Molly. Here's the license Bureau right here.
DOOR OPEN: CHATTER OF VOICES.. MOSTIY MALE: FADE:
MOL: Heavenly days, what a mob !
FIB: Looka the people in front of the window I wanna get to \&
MOL: That's the longest fish line I ever saw !
FIB: CONE ON ! LET'S GET OUTA HERE !
DOOR OPEN AND CLOSE: CUT OFF CHATTER; license?
FIB: SURE T AHI BUT I AINTT STANDING IN LLNE AIL LAY FOR IT. I'M NO PEASANI! I fot some influence in this joint and thore was never any better time for me to swing it. Who do you know in the City Uall? WHO I KNOW! PLAY RUNPY WITH HIM AT THE ELKS AIL FHE TIME. Who on earth is Ross Dixon?
Just the man behind the Mayor, that's all! Ross Iixon is the real power in this town. He's the guy who collected forty thousand bucks from the Barber's Union, tellin' tem it was the pole tax.
PiOL: Sounds like a fascinating personality. hat's his official title?
I dunno. qut you mention Ross pixon to any ward heeler in town and helli start slakin' so hard you could mix a double malted in his hip pocket.

LOI: $\quad$ But where's his office?
FIF: Third floor...department of Jeights and Measures.
MOL: Wha't does he do there? Just waits and measures,
I Isuppose.
I dunno. I think he -
(FADE IN) WELI; HELLO THERE, FOLKS.
Oh hello, Ir. Vilcox.
Hiyah, Junior.....say do you know Ross Dixon?
Never heard of him. tho is he?
YMO IS HE? YHY HE'S THE NAN BEHINL THE RAYOR!

## FOOTSTEPS FADE OUT: <br> MOL: Shall we go back and stand in line, MCGee?

FIB: NO SIR..I'M GONNA GET THIS FISHING LICENSE THE EASY WAY. ALL I GOTTA DO IS FIND ROSS DIXON, And he'll be with the Mayor.
MOL: : So where do we find the Mayor?
FIB: Logical place might be the Mayor's office. And by a pecular coincidence, and also to save time, here it is,

GIRL: HE's with the Nayor sir. He was afraid His Honor wouldn't

DOOR OPEN:
GIRL:
Yes sir?
FIB:
S THE MAYOR IN, SIS?
GIRL :
No sir. He is officiating at the opening of the new shirt factory on 14 th. street, sir. a
How? By breaking a bottle of blueing over the

No, he going to hide the frist pin in the first shirt.
Well, where can we find Ross Dixon, sis?

OH NO I DON'T. INRERCEPT NEANS CLUMSY. AWKNARD. BUTTERFINGERS.
एगB:

IIOL:
FIB:

NOL: (FADE IN) Well fo' goodness sakes.. MY people !
BEULAT:
APPIAUSE TROM THE MARLIN HURT PAN CLUB AND DUQUOIN IEIINOIS HEAD-SET AND HANDCLAP ASSOCIATION, LIMITED
FIB:

Just as a throwaway line, Beulah, what you doin' in the City Hall?
BEULAI:
I come down heah, suh, to recti-fry a misdemeanor in my personal propitty tax. It seem like they make a small. mistake of one thousand dollars,
HOL: HEAVENLI DAYS..A THOUSAND DOLLARS... WHAT AN ERPOR !
PIB: What's the total amount of the tax, Beulah?
BEUEAF: One thousand and four dollars, suh. See?

## (REVISED) -20- 1

MOL: Looks like you been carrying this notice around for some socially I has moved up several brackets. Locally, I is now known as tho Sepia Barbara Hutton.
FIB: Well, the whole mistake is they got the decimal in the wrong place, Beulah.
BEULAH: Says they got the which?
MOL: Yes ma'am. That's what they chances is of tappin' Beulah. for a thousan' bucks. Pretty dismal.
FIB: Not dismal, Beulah. DECIMAL. That's a numerical system that has a .... well it's based on tenths and a decimal is a kind of a period that denotes a.... .well, take a dollar...
BEULAH: OH THANK YOU VERY MUCH, SUH:
MOL:
BEULAF:
TIB:
BEULAH:
MOL:
BEULAH:
ITB
BEULAF:
HOL:
BEULAF:

He means just for instance, Beulah.
Yes 'm.
Take a dollar. You write "ONE, PERIOD, OH OH."
What's a mattah..you make a mistake?
No, Beulah. oh, is zero.
Zero.
Yes.
That means you dealin' in cold cash.
No.
Ma lam?

No ma'am. I don't think it so hot either. I gुuess I just stick to the ole fashion gazinto system. Two gazinta four, an' stuff.
FIB: Might be simpler at that, Beulah. That's why Arabic numerals are more practical than Roman. Why, McGee?
FIB: Easier to handle. The Romans did their ffguring with chisels; owe do our chiseling with figures.
BEULAH: They do their chisellin' with。. (IAUGHS HEARTIIIY) LOVE THAT MAN 1
MOL: Well look Beulah, maybe next year when you get the form Mr . McGee to help you.
FIB: ~ Sure..bé glad to, Beulah.
BEULAH: You is (very kind, Mr. McGee, but that's how this got all un-decimalled. You helped me this year. Remembah? (LAUGHS FADE OUI)
ORCH: "27. TIMES AROUND THE BLOCK" - KING'S MEN.

## APPLAUSE:

Look Beulah...the decimal system is based on tenths. Therefore, factions are reduced decimally and indicated by the placement of the decimal point. Now what would ZERO, PERIOD, FOUR-OH mean?
(LAUGHS) Oh that real simple, suh. Forty below zerod No, Beulah. The decimal system has nothing to do with temperature.
he ole fashion gazinto system. tho gazint

> to make out your personal property tax, you'd better get

## $\Omega$

MOL:
THIRD SPOT:
L. Well, we've been in almost every office in the building Molly, but the Mayor has gotta be here someplace.
MOL: Not necessarily. Anyway, if you have to find the Nayor to locate this Ross Dixon, why don't you ask the Mayor himself to get you a fishing license?
FIB: Because Ross Dixon is the guy that tells the mayor what to do, see. The mayor is just a figurehead. Except that he's got no head for figures.
MOL: I still think it would be simpler to go back to the License Bureau and get in line, with the common people. No sir, by George, I'm gonna get that fishing license the easy way even if it turns out to be twice as hard as thé hard way. I never was so - OH HIYAH, DOC!!
(FADE IN) Hello, McGee. Hello, Molly. What are you two taxpayers loafing around the municipal building for? Trying to sell your vote? Why doctor...you know we wouldn't sell our votes. Would we McGee?
The very suggestion is insulting and preposterable, and the price is too low anyway. What are you doing down here doc? City revokin' your license?
Why should they McGee? Dr. Gamble knows more than any doctor in town.


YEAH. JUST BECAUSE YOU COULDN'T KEEP HIM ON A HUOK LONG EHOUGH TO GET YOURLINE WET. DONTT HAND NE THOSE SOUR GHAPES, YOU BIG RUMDUM. I COULD CATCH MORE FISH VIITH A UMBRELLA HANDLE AMI) \& BENT PIN THAN YOU COULD SNAG BY DRAT NING LAKE ERIE.
Now look, boys -
WHY YOU INSUFFERABLE IITRLE BRAGGART ! : THE ONLY SUCCESSFUL FISHING YOU EVER DID WAS FOR NICKLES, WITH CHEWING GUM ON A SIIICK THRU A SIDEWALK GRAATING.
IS THAT SO:
YES THAT'S SO.':
What repartee is
TIB: WHY YOU EGOTISTICAL, EGOCENTRIC E GHEAD, YOU COULDN'TT TRAP
A 12 POUND SALNON IN A TWO-GALLON KEG ITH A TENNIS WET. YOU'RE A FAKE ON A LAKE AND A WET SMACK WITH A DRY FLY. LOOK WHO'S TALKING:! I'VE CAUGHT NORE FISH VITH A PIECE OF RED FLANNEL, UNDERWEAR THAN YOU EVER BOUGHT AND SNEAKED HOME FROM THE CORNER MARKET. YOU'VE GOT AS MUCH CHANCE OF CATCHING OLD MULEY AS I HAVE OF WINNING THE PULITZER PRIZE FOR THE LONGEST. CHATN OF PAFER CLTPS .
WHY YOU OLD. . .Hey doc.
Yes?
You know Ross Dixon?
Very well. Why?
We:ve been looking all over for him, Doctor, Himoolf here wants to see him on business.
Well, you don't have to look far, MeGee....he's right across the hall here. I was just talking to him.
Oh my gosh....thanks Doc....you're a pals

## 1

 where I left him.
## FOOTSTEPS ON BLACK AND WHITE TILE WITH GEOMETRIC PATTERN

MOL: . Well, it almost looks like "mission accomplished", doesn't it, McGe日.
FIB: It's in the bag, baby! I'll show you how it pays to know
DOC: $\quad$ people in the right places. In here, Doc?
That's it. Right in here.

DOOR OPEN: BUZZ OF VOICES
MOL: . HEAVENLY DAYS, THIS IS THE LICENSE BUREAU! THIS IS WHERE WE STARTED.
FIB: That makes it all the handier. Where's Dixon, Doc? DOC: You see that line of people waiting for fishing licenses?

FIB: Yes.
$O C: \quad$ See the man second from the end of the line?
MOL: Yes
DOC: $\quad$ That's the Mayor. Ross Dixon is the man behind the Mayor.
FIB: Oh yes, I see him: (CALLS) HEY, ROSS, WHADDYE DOIN'?
VOICE: (OFF MIKE) Trying to get a fishing license, McGee.
FIB: $\quad$ Oh, my gosh....
MOL: ALL RIGHT, PEASANT...GET IN LINE!
ORCH: "RED GROW THE ROSES"......FADE FOR:
S.C. JOHNSON \& SON, INC
FIBBER MCGEE AND MOLLY FUESDAY 6:30 PM PWT NBC
MAY 30, 1944
CLOSING COMMERCIAL
WIL: We hear a lot these days about morale. I think one of the reasons so many of you ladies use JOHNSON'S SELF POLISHING GLO COAT for your linoleum floors is that it does a lot for the morale of your kitchens and for your own morale, too. It's a pleasure to work in a colorful kitchen, one thatis bright and cheerful. When you consider the importance of the floor area in such a room, you know mighty well that it pays in good spirits alone to keep linoleum sparkling and clean. It's good for your morale also to save unnecessary work, and GLO COAT certainly does that. It takes practically no work to apply, needs no rubbing or buffing. Add to these morale builders the fact that you make linoleum last 6 to 10 times longer by protecting it regularly with JOHNSON'S SELF POLISHING GLO COAT, and you certainly have a picture of why GLO COAT is so satisfactory for innoleum and other floors.

ORCH: (SWELL MUSIC - FADE ON CUE)

:
se days about morale. I think one of ny of you ladies use JOHNSON'S SELF I for your linoleum floors is that it e morale of your kitchens and for your It's a pleasure to work in a colorful 's bright and choerful. When you rtance of the floor area in such a room, ell that it pays in good spirits alone sparkling and clean. It's good for your ve unnecessary work, and GLO COAT at. It takes practically no work to ubbing or buffing. Add to these morale that you make linoleum last 6 to 10 rotecting it regularly with JOHNSON'S 0 COAT, and you certainly have a picture s so satisfactory for linoleum and

I told you we should have taken a street car home, McGeo. That cab was horribly crowded.

Well, I was all wore out from trampin' around the City Hall. And they shouldn't put that many people in a cab. Did you hear me give that taxidermist a piece of my mind? That what?
That guy in the red cap that lines up the taxis for people. What did you call him?
Taxidermist. He stuffs taxicabs.
Oh.
Yeah. Goodnight. Goodnight, all!

- PLAY OFF AND SIGNOFF

WIL: The character of Nr. Wellington heard on this program was played by Ransome Sherman. This is Harlow Wilcox speaking for the makers of JOHNSON'S WAX for home and industry, and inviting you to be with us agnan next Tuesday night. Goodnight.

