RUTHRAUFF & RYAN Inc. ADVERTISING RADIO DIVISION

AMERICAN C. & C. COMPANY

BROAD CONST PROGRAM #13

PALL MALL FAMOUS CIGARETTES

AUG. 25, 1946

THE FABULOUS DR. TWEEDY

NBC

DATE:

NETWORK:

OPENING NEW YORK Ι

AS BROADCAS

MANNR:

PELL MELL FAMOUS CIGARETTES present FRANK MORGAN as

THE FABULOUS DR. TWEEDY!

D ANNR:

PEIJ. MEIJ, FAMOUS CIGARETTES - "Wherever particular

people congregate!"

I ANNR:

On land!

MID:

(BUGLE CALL)

D ANNR:

In the air!

MID:

(DIVE BOMBER)

M ANNR:

On the sea!

UID:

(WHOOP WHOOP WHOOP)

M ANNR:

"Wherever particular people congregate!" - PELL MELL

FAMOUS CIGARETTES - "Outstanding!"

JID:

(DRUM ROLL WITH RIM SHOT FINISH)

ANNR:

And - they are mild!

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PELL MELL FAMOUS CIGARETTES are made from PELL MELL'S

traditionally fine imported and domestic tobaccos.

PELL MELL'S greater length travels the smoke further,

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And - they are mild!

(SWITCHOVER TO HOLLYWOOD FOR FIRST HALF OF PROGRAM)

(TWEEDY THEME FULL & FADE FOR:)

Pell Mell, famous cigarettes present - "The Fabulous Dr. Tweedy", written by Robert Riley Crutcher, and starring, Frank Morgan.

(APPLAUSE)

(FULL THEME & FADE FOR)

Dr. Tweedy, the dean of men at Potts College is strolling along the campus with Windy Daye, the star football player. A man is known by the friends he keeps. And Dr. Tweedy keeps a lot of his friends. But Dr. Tweedy, I've got to have some money. I'm broke.

Windy Daye, you're the worst student in the college when it comes to borrowing money.

Oh no I'm not. I usually get it.

Er - yes, well - will a couple of dollars help?
Thanks a lot, Dr. Tweedy. You know it really hurts me to take money from you.

Yes. Well, the pain is all mine.

(CLASS BELL)

There's the class bell. (GOING OFF) I've got to hurry. I'll see you later.

(FOOTSTEPS UP A MOMENT)

(COMING IN) Why hello there, Dr. Tweedy.

Hello, Willie. Beautiful day. Beautiful. Just look at those fleecy white clouds floating across the sky. I wish some of 'em had silver linings. I'm broke.

You, too? Must be an epidemic.

As far as I'm concerned, this vacation could go on forever - but my billfold says "time's up".

Yes - well - er - let me look in my wallet. Perhaps I can tide you over. Hmm. Low tide. Of course, two dollars wouldn't help you much.

Oh yes it would. Thank you, Dr. Tweedy.

Believe me, Willie, I'm very anxious to get you a job. And I will. Mr. Potts, the chairman of the board, is here and he wants to see me about a raise. While I'm there, I'll speak to him about you. Don't worry about a thing.

(MUSIC)

Dr. Tweedy. How are you?

Well - I'm - you sent for me, Mr. Potts?

Yes. Pull up a chair. Not that one. The comfortable one. Go ahead. Put your feet up on the desk like me. Mr. Potts, I guess you didn't get my application for a raise.

Of course I got it! And you certainly deserve it. I do? I mean, I do!

Only this morning I said to Mrs. Potts that I was surprised you didn't ask for twice as much. Here.

Have a cigar. They're Corona Coronas.

Well, thank you.

Let me light it for you.

I believe I will put my feet up on the desk.

Tweedy, I'd like to put that raise through as quickly as possible --

That will certainly make a lot of people happy.

But!

Er - "But".

But you, Dr. Tweedy, are under consideration for the post of Chancellor of Potts College. What do you think of that?

Me? Chancellor? Why, that means I'd be the head of Potts College.

Exactly. The board of trustees is cognizant of the fine job you have done as dean of men and teacher of philosophy.

I'll take some of these cigars for later.

(CELLOPHANE CRUMPTED)

I personally told the board that I considered you ideally suited for the post of Chancellor.

Chancellor Thaddeus Q. Tweedy. It has a nice ring.

But!

Er - "But".

But can you imagine their attitude if I had been foothardy enough to bring up your application for a raise at that point? Well? Can you?

Oh, I hope you didn't, Mr. Potts.

I knew you'd be shrewd enough to see it. I have your application for a raise right here in my pocket. Here it is. I'll let you tear it up.

Oh, thank you very much.

(PAPER TORN)

Er - what income does the Chancellor have? Twice what you have right now.

What I have now. Er - nothing - that reminds me. Unit?
I become Chancellor and receive that doubled income,
there are a couple of drains on my present salary
I'd like to have removed.

Anything you want, Tweedy. Anything.

A friend of mine, Willie Beezer, needs a job. I'd appreciate it if you'd give him one.

He's hired. I'll make a note of his name. Willie Beezer.

Thank you. Then there's Windy Daye.

Our star quarterback, He's very handy with a pigskin.

That's just the trouble. My wallet is pigskin.

Mr. Potts, Id appreciate it if you'd get him a part-time job.

It's as good as done. One phone call from me and he'll be selling insurance for the Pottsfield Mutual Insurance Company.

(MUSIC)

Dr. Tweedy, I represent the Pottsfield Mutual Insurance

No! Go away, Windy! No!

I have a personal liability policy here that...

No:

(DISGUSTED) Oh, what's the use. That's what everybosays.

Have you tried everybody?

I talked to Mr. Fotts. He told me to go see Miss Tilcy She said to go to Welby and he suggested another place I could go. This is serious, Dr. Tweedy. If I don't make money selling insurance, I don't know who I'll turn to.

I do. So I guess I'd better help you out, Windy.
You mean you'll buy a policy?

No. I'll show you how to sell one. Do you know the first principle of salesmanship?

Sure. Find a sucker.

Not sucker, Windy. The word is prospect.

Okay, if you want to be technical.

The first principle of salesmanship is your attitude.

Do you want to be a salesman?

No!

Well, you're stuck with it! We shall continue. The next attribute of a salesman is to <u>look</u> successful.

I'm referring to your appearance, Windy.

What's wrong with my clothes? I'm dressed okay?
Okay? Yellow corduroys with girls' signatures all over them?

Well, all right. I'll change the pants. But there's nothing wrong with this sweatshirt.

I'm afraid you'll have to change that, too. Now the next thing is your face. No, you can't change that. But you can <u>smile</u>. Put your teeth into it. Like this. Like this?

The next thing is to get that cavity filled. Now you are ready to sell insurance. I'll show you how to sell a personal liability policy. You are the prospect and I am the salesman. (SELLING) "Well, well, how are you, Mr. Daye. Beautiful day, eh, Daye?" (IAUGHS) See, Windy. I'm getting my teeth into it. "Mr. Daye, I'd like to talk to you about some personal liability insurance."

I'm sorry, I don't have any money.

"No money? Oh, please. Come come, Mr. Daye. Surely you don't expect me to believe that, coming from a man of your obvious distinction and education. A man in your position? Tut, tut, tut." And another tut while you're waiting.

But I don't need personal liability insurance.

"Now, now, Mr. Daye. You mean to stand there and tell me you've never had any accidents? That you've never run into the unexpected? That you've never had any trouble?"

Sure, but you've got to expect those <u>little</u> things.

"Exactly. But when those little things, as you call them, come up do you have the ready cash to take care of them?" Now, Windy. Doesn't that make you want to buy policy?

It sure does. I'd like to try that spiel on somebody right now.

Yes.....Well you...Oh no. No. I have to min.

But Dr. Tweedy.

Now Windy. Don't try it on me. Try it on somebody who has some money.

No money? Oh please. Surely you don't expect me to believe that, coming from a man of your obvious distinction and education. A man in your position? Tut. Tut. And another tut while I'm waiting. But what possible use could I have for personal liability insurance?

You mean that you've never had any accidents? That you've never had any trouble?

I? Dr. Tweedy? Have trouble? (IAUGHS)

And when you did, did you have the ready cash to pay off?

Well...no.

Suppose you were responsible for an accident. Someone was hurt. Do you know that you'd have to pay all the expenses? But with this personal liability policy, my company pays everything, with a <u>smile</u>.

Where do I sign?

Gee thanks a lot Dr. Tweedy. Boy, this is the racket for me. I can sell. I've got to find another prospect.

Not prospect, Windy. The word is sucker.

(COMING IN) Why, hello there, Dr. Tweedy. Mr. Windy.

Hello Willie.

Gee, Dr. Tweedy, this is sure a wonderful job you got me, cleaning up the lawns.

Willie, that pointed stick you're carrying is an occupational hazard.

Says which?

Ahem. Windy's selling insurance.

Oh-oh. I see a piece of paper way over there across to street.

Wait a minute, Willie.

I'm sorry, Mr. Windy. I'd really enjoy buying insurance from you but my exchequer has expired.

You're wasting your time, Windy. He hasn't even received his first paycheck.

Oh. What I need is a live prospect with money. (GOING OFF) Thanks for the check, Dr. Tweedy. Goodbye.

What's the matter, Dr. Tweedy? You look like you ate something that didn't agree with you.

I did. I had to eat my own words. But I'm glad you like your new job, Willie. Isn't picking up bits of paper on the campus better than being a porter on the train?

Oh yeah. But the paper I picked up on the train was longer and greener. But I sure do like this new job Dr. Tweedy. Keeps me out in the fresh air. Just like playing golf -- strolling around the lawn all day -spearing little pieces of paper with my niblick. Looks like it would be fun. Here. Let me shoot a

couple of holes.

Fore!

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My. It certainly has a long sharp point. See that piece of paper stuck in the hedge? Watch me. I'll get it with one jab.

OWWWWWW.

Somebody got it.

Er...here's your niblick, Willie. We'd get back to the clubhouse.

Who did that?

Why hello, Mr. Potts. (IAUGHS) I didn't expect to find you here.

Dr.Tweedy, who is that man standing there with that lethal weapon?

That's Willie Beezer. You hired him this morning.

I'm firing him this afternoon.

But Mr. Potts. He didn't stab you. I did.

Don't try to protect him, Tweedy.

Eut Mr. Fotts....

(OFF) Ha's fired.

Don't worry, Dr. Tweedy. Don't worry about a thing. You can find me another job.

I can? Yes, as a matter of fact I can. Come, Willie. We'll go right down to Mrs. Muldoon's Malt Shop. (MUSIC)

(TINKLE OF DOORBELL...DOOR OPEN...JUKEBOX)

(AD LIBS)

Ah, sure and if you aren't a sight to warm the cockles of me heart. How are you, Dr. Tweedy?

(BROGUE) And the top of the afternoon to you, Mrs. Muldoon. And how is my favorite girl friend?

(CASH REGISTER)

-11

(IAUGHS) Oh, Dr. Tweedy, how do you go on. Sure and if I didn't know better I'd swear you kissed the blarney stone. Could it be you're wanting something?

Mrs. Muldoon, I just came down here to gaze upon your beautiful face.

Oh, go way with you. You're making me blush all over. What a handsome figure of a woman you are. All of you. (CASH REGISTER)

Such sweet music your long artistic fingers make as they flicker over the cash register keys. There's a lot of work here for a delicate flower like yourself. You wouldn't be needin' someone to help you?

Ah, now we're getting to it.

Sure and begorra, Mrs. Muldocn.

Sure and standing right here is the man I'd like you to hire, Willie O'Beezer.

And would he be costing much?

A mere pittance, Mrs. Muldoon.

Dr. Tweedy, does that mean short dough?

(STRAIGHT) I'll take care of this, Willie. Now, Mrs.

Muldoon -- on, I see you have some bananas today.

Keep your hands out of the fruit bowl.

But Mrs. Muldoon. Bananas are my favorite fruit.

Put it back.

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But it's been so long since I've had one.

I need them for banana splits. I have a number of regular customers for them and me best one is Windy Days.

So that's where my money goes. (IDEA) Windy Daye? By the way, did you know he's selling insurance? Mrs. Muldoon, do you have a personal liability policy?

What's that?

Do you mean to say you don't know what a personal liability policy is? No business establishment should be without one. I'll illustrate. Suppose someone were to come in here and pick up a banana. Like this.

(LEERLY) Yes?

Peels it like this and pops it into his mouth. Yes?

(MOUTH FULL) Just a moment. Delicious. (SWALLOWS)
Where was I? Oh yes. And then this person carelessly
tosses the banana peel on the floor. Like this.
(BANANA PEEL LANDS ON FLOOR)

The door opens and someone walks in.

(DOOR OPENS...TINKLE OF BELL...FOOTSTEPS)

(CCMING IN) Oh Tweedy --

Mr. Potts.

Perhaps I was too hasty in firing Willie Beezer.

Mr. Potts. The banana peel. Look out. Don't. No. Oh.

(BODY FALL...CRASH...DE LUXE)

(GROANS)

Oh, Mr. Potts...I'm sorry. I should never have thrown that banana peel there.

Tweedy -- (GROANS)

Let me help you up, Mr. Potts.

(GROANS) Take it easy, Tweedy. This is the last straw.

Mr. Potts don't worry about a thing. I have insurance

for just such an emergency as this.

Insurance won't get you that job of Chancellor,

Tweedy. (MOANS)

(MOANS)

(CURTAIN)

(APPLAUSE)

Before Frank Morgan continues -- here is John Reed King.

(REVERT TO NEW YORK FOR COMMERCIAL)

(SWITCHOVER TO NEW YORK FOR MIDDLE COMMERCIAL) MIDDLE COMMERCIAL

NNR:

Ladies and gentlemen - the proof is right in front of your eyes. Watch a PELL MELL smoker try to light an old-fashioned, short cigarette and see what he does. Unconsciously, he holds the flame a good half-inch beyond the tip of the short cigarette. He's looking for something that isn't there. He's looking for PELL MELL distinguished length and shape - the streamlined PELL MELL Design - "Outstanding!"

: ANNR:

And - they are mild!

: ANNR:

PELL MELL is cooler. "Outstanding!"

TANNR:

And - they are mild!

ANR:

PELL MELL is smoother. "Outstanding!"

NNR:

And - they are mild!

ANNR:

NR:

All R

At the very first puff, PELL MELL'S greater length travels the smoke further - filters it naturally over the longer route of PELL MELL'S traditionally fine tobaccos. Yes, PELL MELL'S greater length filters the smoke - gives it, at the very first puff, that cooler, smoother taste. PELL MELL FAMOUS CIGARETTES -

"Outstanding!"

(DRUM ROLL WITH RIM SHOT FINISH)

And - they are mild:

"Wherever particular people congregate" - PELL MELL FAMOUS CIGARETTES - "Outstanding!"

(DRUM ROLL WITH RIM SHOT FINISH)

And - they are mild!

(SWITCHOVER TO HOLLYWOOD FOR SECOND HALF OF FRANK MORGAN PROGRAM)

(THEME & FADE)

And now back to Frank Morgan as the fabulous Dr. Tweedy.

A man of vision and intelligence is always fully insured.

Dr. Tweedy is such a man. At the moment, Windy Daye,

who sold him a policy, is trying to find him.

Willie. Willie.

Hello, Mr. Windy.

I'm looking for Dr. Tweedy.

Oh. You like to live dangerously, huh?

Have you seen him?

Oh, yes. Several times. If I don't see him anymore

today, I'll still be working tomorrow.

I've got to find him before he gets into any trouble.

Nobody can move that fast.

I've got bad news for him.

Sorry. Can't use any. We're loaded.

You see I sold Dr. Tweedy a personal liability policy.

Personal liability?

Yes. That's a policy which says if he causes an

accident and someone is hurt, the insurance company pays

all the bills. With a smile.

Mommann. Now there the man made a shrewd investment.

Boy, is he lucky.

That's just it, Willie. He didn't make it. His check

bounced. So they cancelled the policy.

Oh -- oh. His luck just changed.

If he had an accident now, he'd have to pay all the bills

himself.

Well, he had it. His check bounced, and do did Mr. Potts. (MUSIC)

You know, Mr. Potts, this whole thing has hurt me very deeply.

Hurt you? And to think that only this morning I considered you worthy of the post of Chancellor. At twice my present salary.

And then you make me the butt of your little joke.

Have a cigar, Mr. Potts. They're Corona Coronas.

They're mine. The idea -- putting me in such a ridiculous position. Flat on my back in Mrs. Muldoon's Malt Shop. What will people say?

All they could say is perhaps you had one shake too many. (SICK LAUGH)

Imagine my embarrassment, limping around the campus with people nudging each other and saying -- there goes Mr. Potts. He slipped on Dr. Tweedy's banana peel.

(LAUGHS) If you could have seen yourself.

Tweedy.

I'm sorry, Mr. Potts.

Furthermore, what is my wife going to say when I get back to New York? Do you think she's going to believe this story?

But Mr. Potts. I'm insured. You can stay here in Pottsfield until you're well. Have a rest. Take it easy. It's on me.

Tweedy --

Let me finish. Have doctors called in. Specialists.

X-rays. Money is no object. It's all on me.

Now, Tweedy, I'm not hurt that badly.

Please. Mr. Potts. You may have internal injuries you don't know anything about.

Oh, no,

Oh, yes. The time to find out is now. These things might show up years later, and then you'd have to pay for them. Now -- it's on me.

I do have a ringing in my head.

That's pretty far from where you landed, but you see what I mean. And my compensation clause is a humdinger. Why, if you had to stay in bed for two weeks, they would even pay you for the loss to your business.

Tweedy, I'm a very valuable man to my corporations. Do you realize how much that would run into?

It's all on me.

'Oh, my aching back.

Let me help you to bed, Mr. Potts. And don't worry about a thing. It's all on me.

(MUSIC)

(FOOTSTEPS CARRY UNDER)

So you see, Dr. Tweedy. It's all on you.

But, Windy --

I'm sorry, Dr. Tweedy. But your check bounced.

Where is it now?

Still bouncing. Your policy is null and void. You're going to have to pay Mr. Potts' expenses out of your own pocket.

Out of my own pocket? What good are a door key, an eraser and three paper clips? But, Windy, I'll be able to pay for the policy. My check falls due tomorrow. But --

I know. Mr. Potts fell today. I was just going in here to see him. I bought these lilies for him. He's a good man. He got me to tear up my -- my -- (CATCHES ON) my application for a raise.

You mean he soft-soaped you out of a raise?

Yes. (MAD) Why, that -- He may be able to fool some of the people some of the time and part of the people part of the time, but he can't fool me. Fr -- all the time. Excuse me, Windy. I have some things I want to say to Mr. Potts.

(FOOTSTEPS UP STAIRS -- POUNDING ON DOOR -- DOOR OPEN)

(MAD) Mr. Potts, I -- Oh. Hello. You're --

(SWETIY) The nurse. Is there anything I can do for you?

(DISARMED) These are lilies.

I thought so. It's very sweet of you to bring them. Won't you come in?

(LAUGHS) Well thank you.

As soon as my relief nurse gets back from the beauty shop. I'll have her put them in water.

(ALARMED) Mr. Potts hired two of you?

Oh no.

(RELIEVED) Ah.

There are three of us.

Three? That must be very expensive.

Oh no. In a serious case of this sort the nursing is the cheapest part. We're on duty twenty-four hours a day.

Doesn't he ever sleep?

Certainly. But even when he's asleep we have to watch him.

I'm sure. I'd like to see Mr. Potts immediately.

Right this way.

(FOOTSTEPS -- DOOR OPEN)

A visitor, Mr. Potts.

Tweedy. Come in. Come in.

(FIRMLY) Mr. Potts, I'll come right to the point. I'm very upset.

No need to be. I'm recovering beautifully. I'm having the best care that money can buy.

Mr. Potts, I might as well tell you the truth. I am not capable of --

Of being Chancellor? That's what I like about you, Tweedy. You're so modest.

Modesty has nothing to do with it. It's a matter of money.

But Tweedy, I told you the position pays twice your present salary.

Yes. And I'll need it. Fr - you're looking much better Mr. Potts. You'll be out of bed quicker than you think. Oh no. As you said, this may lead to severe complications.

It has. Mr. Potts, you're a man of iron. You don't want to lie there and rust. The latest medical practice is to get the patient out of bed. Get up. Walk around. Excercise. Go home.

Go home? To Mrs. Potts? When I have three beautiful nurses here waiting on me hand and foot? (LAUGHS) Oh Tweedy!

Well Mrs. Potts is a very - er -- very -- I see what you mean.

My personal physician is coming down from New York.

(LAUGHS) Of course he'll charge his usual exorbitant fee. This is one time I don't care.

Don't care. Er -- of course you know he's bringing your wife down with him.

My wife? Coming here. How could you think of that? It wasn't easy. A charming woman. Charming. A bit jealous as I recall, but charming.

I think I'll try to get up.

No, no. Lie back. Relax. Enjoy it while you can. But these nurses.

Oh, she'll understand three pretty nurses. After her first burst of temper.

On side, Tweedy.

I'll try to restrain her, Mr. Potts.

The two of us couldn't do it. Tweedy, throw me my pants.

And don't worry about my saying anything about all this to Mrs. Potts. The future Chancellor knows when to keep a secret. Er - you did say I was under consideration for the post, didn't you?

Right now, you have very strong qualifications for the job, Tweedy.

About the bills, Mr. Potts.

I haven't time to wait for your insurance. Forget it.
I'll pay them myself. Just go out and get rid of those nurses.

It's as good as done.

(OFF) Where's my shirt?

(FOOTSTEPS)

Nurse. Nurse.

Yes?

You won't be needed any longer. Mr. Potts has made a sudden recovery.

That's nice. Oh, this basket of fruit just arrived from his wife.

Oh. Bananas. My favorite fruit. Nurse, that's how the accident happened. I picked one up. Like this. I peeled it and popped it into my mouth. M'm (MOUTH FULL) Delicious. I tossed the peel on the floor like this.

(BANANA SKIN ON FLOOR)

And then Mr. Potts --

(FOOTSTEPS COMING IN)

(COMING IN) Tweedy, Tweedy. When my wife comes --

Mr. Potts. The banana peel. Look out! Don't. No! Oh.

(BODY FALL - CRASH)

Are you hurt, Mr. Potts?

No. I'm learning how to land. Help me up and let me out of here.

(COUPLE OF STEPS, DOOR OPEN AND SLAM)

I think the future Chancellor had better develop a taste for apples.

(CURTAIN)

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MAND:

(APPLAUSE)

Frank Morgan will be back in just a moment with his thought for the week - but first here is Don Hancock!

(REVERT TO NEW YORK FOR COMMERCIAL)

V CLOSING COMMERCIAL

(SWITCHOVER TO NEW YORK FOR CLOSING COMMERCIAL)

MR: "Wherever particular people congregate!" - PELL MELL

FAMOUS CIGARETTES - Outstending!

(DRUM ROLL WITH RIM SHOT FINISH)

gnR: And - they are mild!

MAR: PELL MELL FAMOUS CIGARETTES are made from PELL MELL'S

traditionally fine imported and domestic tobaccos.

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ANR: PELL MELL FAMOUS CIGARETTES - "Wherever particular

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MR: On land!

(BUGLE CALL)

NR: In the air!

(DIVE BOMBER)

On the sea!

Jill:

JIR:

(WHOOP WHOOP WHOOP)

"Wherever particular people congregate!" - PELL MELL

FAMOUS CIGARETTES - Outstanding:

(DRUM ROLL WITH RIM SHOT FINISH)

And - they are mild!

(SWITCHOVER TO HOLLYWOOD FOR FRANK MORGAN SIGN-OFF)

(FULL THEME AND FADE FOR)

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Here again is Frank Morgan with his thought for the week!

My topic for today is travel. Don't let the crowded conditions discourage you. Keep a stiff upper lip. Remember, it's always darkest before you get to Pittsburg. Which brings me to my thought for the week. The night has a thousand eyes....pull down your shades. (LAUGH) Goodnight.

(THEME AND FADE FOR)

Be with us again next week at this same time when Pell Mell, famous Cigarettes, present Frank Morgan as "The Fabulous Dr. Tweedy." Mr. Morgan appears through the courtesy of Metro-Goldwyn-Mayer, producers of the technicolor musical, "Holiday in Mexico". Our music was composed and directed by Eliot Daniel. Gale Gordon played Mr. Potts...Eddie Green played Willie. Frank Albertson. Windy Daye, Verna Felton - Mrs. Muldoon and Barbara Eiler - the nurse. Now this is John Hiestand saying goodnight for Pell Mell Famous Cigarettes. (APPLAUSE)

(THEME TO CUE)

The Frank Morgan Show came to you from Hollywood. THIS IS N.B.C. - THE NATIONAL BROADCASTING COMPANY

ry.