

HUEY

You want me to read it?

SIMMONS

Exactly as it says! You can read, can't you?

HUEY

Uh, yes, sir!

SIMMONS

Then read it exactly as it says! That's the way our sponsor wrote it, so that's the way they want it. I'll be listenin'!

(SIMMONS exits)

HUEY

Oh, shit.

BOBBY

Huey, you don't know how to read?

HUEY

Hey Bobby, could you read this to me?

BOBBY

No, I can't. Mr. Simmons would have my hide if he found out --

HUEY

Bobby, if I don't get this right, he's gonna fire me and bring back ol' Buck Wiley and you gonna be listenin' to -Little Ol' Doggie Named Dougie for the rest of your life!

BOBBY

(Taking the script)

Okay --

(Reading)

"I'd like to announce that Dryer's Grocery Store is having a sale on my favorite beer, Dupont Beer. M, m, m, m, m."

HUEY

M, m, m, m, m?

BOBBY

Oh, they must mean, -Mm, mmm.

HUEY

-Mm, mmm. Got it.

BOBBY

(Reading)

Whenever I'm thirsty, I have Dupont Beer. Mm, mmm. It's a good beer for drinking.

HUEY

Good for drinkin'? What the hell else you gonna do with it?

BOBBY

Well that's what it says.

(Reading)

"So get to Dryer's Grocery and buy Dupont Beer -- The best beer in Memphis. Mm, mmm."

HUEY

Thanks kindly!

(HUEY rushes into the booth)

(Into the mic)

Folks, I got me a message from the good folks down at Dryer's Grocery. Let's see now: Seems ol' Dryer's is having a big sale on Dupont Beer. -Mm, mmm, spelled m-m-m-m-m... -

BOBBY

No, no --

HUEY

Now, um, it's my favorite beer, yes sir and it's, uh, -- it's, uh ...

(He looks over at BOBBY in a panic)

BOBBY

Good for drinkin'!

HUEY

What?!

BOBBY

Good for drinkin'!

HUEY

Oh, it's good for drinkin', which seems pretty darn obvious to

HUEY (CON'T)

me ... Aw heck, folks, listen up, this beer is so good, it's not only good for drinking, but you can put it in your gas tank and it'll make your car run!

BOBBY

What?

HUEY

That's right! So when you're sitting around snugglin' up with your wife or someone else's wife, well you just take a big ol' swig of Dupont and it'll turn you into a beer-swillin' love machine. So you drink it with meals, between meals, for breakfast, for lunch, all day and all night. And if for some strange reason you don't drink beer, well you rub it all over your head and watch all your hair grow back! Folks, this beer's so good, your naggin' wife will shut up, your kids will stop screaming, and your dog will stop lickin' his privates! Yes sir, this is Huey Calhoun, who spends his days talkin' on the radio and his nights gettin' loaded on Dupont beer! So you run right down to Dryer's and tell ol' Frank Dryer -- -Hockadoo!

~~(HUEY puts on a record)~~

BOBBY

It was nice knowin' ya.

~~(SIMMONS rushes in)~~

SIMMONS

Calhoun!

HUEY

Before you fire me, sir, I just thought if it sounded more like the way I speak then maybe folks'll be thinkin' well if Ol' Huey likes it then I like it, too...

BOBBY

~~(Answering the phone)~~

WRNB ...

SIMMONS

Hey!

BOBBY

WHDZ!