



Vera Cheera's Morning Sunshine Talk

By Marjorie Moffett

(Vera comes in quite grumpy and bossy, not at all cheerful)

Mr. Cuddleby, I expect you to get it right this morning! No false signals while I'm on the air. I have a public to please. Oh, and you, . . . Mr. --- uh --- Mr. Control Man! Can you try, just once, to pay attention to the "On Air" light so the program starts on time? I can only do so much; I'm only one woman trying to do the job of several, yet I must rely on someone to help me please my audience! Are we ready then? Let me get my papers in order here. It would help if someone would . . . (sees the signal to start, when she really isn't ready)

(very happily) Good morning, dear unseen audience everywhere! This is Vera Cheera coming to you with my morning sunshine talk . . . Oh, my! What a lovely morning! You know, as I cheerfully drove to work this morning, thinking of all that's good in the world, . . . uh . . . Just a minute, dear audience. Our wonderful producer, Mr. Cuddleby is trying to tell me something. What is it, Mr. Cuddleby? (yelling angrily) What? We aren't on the air yet? (sarcastically) Oh! That's what's the matter! I always feel like I'm doing a much better job reaching my audience when the microphone is ON!!!! Hello, dear unseen audience everywhere! This is Vera Cheera coming to you with my morning sunshine talk, sponsored by , . . . uh . . . sponsored today by . . . Plunkett's Pink Pills for Pale People; bringing you a digest of the daily news, notes of cheer, home-style recipes and much more!

First of all, my dear audience, I want to say a special good morning to Mrs. Theophilus Gunter of Whirling Rapids, Texas, to tell her that her list of . . . wow! . . . her quite impressive list of 7,482 words, which she made out of the slogan, "Plunkett's Pink Pills for Pale People" has won for this week. First prize is a, . . . uh, . . . a free box of Plunkett's Pills! Yes! How exciting!

I hope you will all enter this unique, and uh, . . . quite, . . . absorbing contest each week. It is absolutely free to everyone! You pay absolutely nothing to enter! What's that, Mr. . . . uh . . . control man? Oh yes. I'll tell them how to enter the free contest. All you have to do is to buy fifteen boxes of Plunkett's Pale Pills for Pink Peo --- oh --- I beg your pardon! Plunkett's Pink Pales for Pill People – um – hehe --- careful with

this name, folks! It's tricky! It's Plunkett's Pills. Buy fifteen boxes, . . . (covering the mic) . . . Fifteen boxes?!? . . . then tear off the top of each box and mail them, together with your list, to the contest editor in care of this station. The person who sends in the longest correct list, together with the tops of fifteen boxes, receives a . . . um . . . let's see, what is the prize, my paper's out of order! (reading a sign from the control room) Oh yes! A free box of Plunkett's Pills absolutely free! Now isn't that an absorbing contest! Send in your entry today! Now, let's go to commercial break! (loudly to the control room) As I was saying before we started this morning, I need someone with a brain to put my papers in order! And by the way, how am I supposed to describe this ridiculous pill box buying campaign? Couldn't anybody help me back there? I couldn't think of another adjective to describe this unearthly contest you have me promoting! The reason I chose the word absorbing was for the simple reason that you're making these people buy FIFTEEN boxes of pills before they can even enter! Absorbing is right! Absorbing a whole bunch of drugs! Who thinks up these . . . what? (BIG pause) Welcome back, dear unseen audience everywhere. (hehe) Uh . . . Let's start right in on the news for the day. I have the paper right here in front of me and I'll just skim over the headlines and see what's what. Let's see, now . . . Nuclear bomb threats, . . . uh, . . . Mayor resigns, . . . Volcano erupts . . . Well, there doesn't seem to be any news of importance this morning, so we'll just go right on. Maybe something will happen before night and then Mr. Rather and Mr. Brokaw can tell you about it.

So, now we come to our health talk for the day, radio friends. I think we all agree that regular daily exercise is vitally important to good health. I recommend a brisk walk for 30 minutes every day! I also recommend breathing deeply and steadily as you walk, drinking in the air and all of nature around you! We must do all we can to keep aging at a distance! (reading her notes) But age can catch up with us no matter how hard we try, and it can cause many different symptoms. Are you in a rundown condition? Are you hard of hearing? Do you suffer from chills, fever, rheumatism, nerves, (in disbelief of what she is reading) fallen arches, appendicitis, eye strain, dental defects, heart trouble, (laughingly) bunions, insomnia, pink tooth brush, or any of the other insidious things that you tend to complain about to family and friends? Well, don't despair, my friends! Relief is waiting for you! (covering the microphone with her hand and speaking to the control man) Don't tell me I'm advertising those pills again! (uncovering the mic and continuing to read) Just buy a box of Plunkett's Pink Pills for Pale People! (losing her professionalism, and becoming sarcastic) Oh, good grief! Why not go ahead and buy fifteen boxes and enter our "Absorbing" contest! (reading) You'll be amazed at the results! (I bet!) That tired feeling will vanish after you have taken your first Plunkett Pill! (covering the mic and talking to the control man) All problems in life will "vanish" after box fifteen! (throws down the paper)

Now, for the recipe of the day. Get your pen and paper out. I want to stress particularly the necessity of living on a simple diet during these hot days, and this morning I have a special dessert for those friends of ours who are on a diet. It's called Banana Fudge Cake, friends, and I highly recommend it to you!

Take one large white layer cake – one large white layer cake – six ripe bananas – have you got that? – six ripe bananas – and two pints of reduced fat fudge sauce.

(sarcastically) Can you believe it? The ingredients do NOT call for Pills of any kind!

Wow! Fantastic! Let's see. The directions are simple! Slice the bananas, put them between the layers, cover it all with fudge sauce, and serve! Such a simple, tasty recipe, and so good for you! As soon as I'm done with this cheerful little talk, I'm driving straight home to eat a whole cake!

Oh, yes! It's time for the beauty hint of the day. I want to talk to you today about your elbows. You know, no matter how beautiful your face is, your appearance can be completely ruined by red, unsightly elbows. Therefore, I want to encourage you to . . . (covering the mic and talking to the control man) . . . what? Include the pills somehow? . . . Are we desperate for advertisers or what? Oh, don't worry, I'll include them! (uncovering the mic) . . . excuse me, friends. I had a little cough there. As I was saying, I want to encourage you to regularly rub your normal, everyday face cream into the skin of your elbows every night. In fact, just for the fun of it, and to help you get through those fifteen boxes of Plunkett's Pills you're going to buy, I suggest you crush three Plunkett's Pills and mix them with your favorite cold cream. Rub that into your elbows before going to bed and you will be surprised how many of the Pills you can use up that way!

And now, I leave you with the Boston Pops orchestra playing the William Tell Overture. So we're off, friends, wafted away on the wings of music and the taste of Plunkett's Pills, to the Swiss mountains! Until tomorrow at this same time, this is Vera Cheera saying, bon voyage, dear unseen, pill buying, pale faced audience everywhere!

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