

ANNCR1           Faster than a speeding bullet!  
SOUND            BULLET  
ANNCR1           More powerful than a locomotive!  
SOUND            LOCOMOTIVE  
ANNCR1           Able to leap tall buildings in a single bound!  
SOUND            LEAPING  
ANNCR1            Look up in the sky, it's a bird, it's a plane, it's  
                  superman!  
MUSIC            ORGAN MUSIC  
ANNCR2           Kellogg's PEP!  
MUSIC            ORGAN MUSIC  
ANNCR2            P .. E .. P - PEP.  
MUSIC            ORGAN MUSIC  
ANNCR2           Kellogg's PEP, the sunshine cereal presents ...  
ANNCR1           The Adventures of Superman  
MUSIC            ORGAN MUSIC - THEME  
MUSIC            THEME UP and UNDER  
ANNCR1           Today Mcguire, the villainous George Lattamer's  
                  private detective, is convince he has identified  
                  Superman, beyond question of doubt!  
MUSIC            THEME OUT

ANNCR2

On your mark, get set, GO !!! Yes, on your mark for the slick comic buttons you can collect, a brand new series of 18. One button in each package of Kellogg's PEP. Get set to be champ over all the other collectors in your crowd. Remember 18 of these comic buttons pinned on your jacket or your dress or cap, mean that you've had a successful campaign. Are you ready? Then GO! Go after characters that are making comic page history. All in bright color, on sturdy white enamel buttons. Characters like B.O. Plenty, Flat Top, Denny Dimwit, and the Winny Wiggle Twins, and the one and only Superman. All big wigs of the comic strip world. And it's a load of fun too to swap duplicates with your friends. Helps you complete your collection. Now you might think that these swell comic buttons would be hard to get or maybe expensive. But they don't cost you a single penny. Not even a box top! And you can't buy them anywhere. But you'll find your exclusive prize in every package of Kellogg's PEP. That's P .. E ..P ! The cool and catchy tasting whole wheat flakes, all crisp and fresh. All keen tasting with cool milk. Good for you too, with an extra amount of energy vitamin B1 to help you keep going through the day, and added sunshine vitamin D. Remember for prize eating and exciting prizes get P .. E .. P, the sunshine cereal, Kellogg's PEP.

MUSIC

ORGAN up and UNDER

ANNCR1

And now the adventures of Superman!

MUSIC

ORGAN MUSIC up and under

ANNCR1                   As you remember, George Lattamer, a crooked politician, enlisted the aid of a former German concentration camp doctor, in an effort to destroy Superman by feeding him liquid Kryptonite; a strange element from the exploded planet on which he was born. At which, in the atmosphere on earth, robs him of all his strength and curious powers. Superman escaped before the treatments could be completed. But not before suffering a loss of memory. Dressed in ragged overalls, not knowing who he was or where he belonged, he wandered about until finally in a little town of Gainesville, he found himself on a baseball field. And under the name of Bud Smith, became the star pitcher for the local team. News of his sensational playing reached the Metropolis Daily Planet. Where cub reporter, Jimmy Olsen, saw his photograph and insisted it was the missing Clark Kent; who as we know is really Superman. With their fingers crossed, Jimmy and editor Perry White caught the first plane to Gainesville. As we join them now, they are sitting tensely in the small wooden grand stand which is filled to capacity. It's almost game time and the crowd is impatiently awaiting the appearance of the teams. Listen.

SOUND:                   UP & UNDER ANNCR1. CROWD NOISE Peanut man, hot dog man.

NUT MAN                   Peanuts, Peanuts, Get your Peanuts Here!

DOG MAN                   Red Hots, Get Your Red Hots Here !

JIMMY                    Gosh Mr. White, Why don't the players come out?

PERRY                    They'll be out in a minute Jim ... Relax.

JIMMY                    RELAX ! How can I relax?

SOUND:                   Crowd cheering.

PERRY                    Oh, Here they come!

JIMMY                    Hey, I don't see Mr. Kent. He's scheduled to pitch today.

PERRY                    You mean that man Bud Smith, the one who looks like Kent.

JIMMY                    This Bud Smith is Mr. Kent, I'm sure of it.

PERRY                    Well, I'll admit it is a remarkable resemblance,  
but ...

PARK  
ANCR                    Ladies and gentleman, may I have your attention  
please...

PERRY                    Oh wait Jim, here comes an announcement.

PARK  
ANCR                    The batteries for today's game for Central City  
- Hanson and Berry. For Gainesville - Smith and  
Olanski.

SOUND                    Crowd noises and Man shouting for smith.

MAN                      Oh Smith, have more strikes today!!!

JIMMY                    Look Mr. White, there he is!

PERRY                    Where?

JIMMY                    Walking out to the pitching box. See him!

PERRY                    Ah.. Oh! ... Oh Yes. Hey, He does look like Kent  
at that!

JIMMY                    It is Mr. Kent.

PERRY                    Where you going Jim?

JIMMY                    I'm going down to the field!

PERRY                    No, No your not! Now you sit down. You want to  
get thrown out of the park?

JIMMY                    But, But I ... I...

PERRY                    Sit down I said! In the first place that fellow  
couldn't be Kent ... because ... well, Kent's a  
reporter not a professional baseball player.

JIMMY                    I know, but just the same ...

PERRY                    Quiet!!! The umpire's dusting off the plate.  
They're going to start the game.

UMPIRE                    Play Ball!

SOUND                    Crowd noise throughout pitching and game.  
Cheers on Bud Smith. Especially every strike.

JIMMY                   Gosh, the way that pitcher moves, everything about him. He's just like Mr. Kent.

PERRY                   Quiet.

SOUND:                 Ball hitting glove.

UMPIRE                Strike One!

PERRY                   Great Cesar! What Speed!

JIMMY                   I couldn't even see the ball!

SOUND:                 Ball hitting glove.

UMPIRE                Strike Two!

JIMMY                   Jeepers! I never saw a ball travel so fast!

PERRY                   Neither did I Jim. No batter can hit that speed!

SOUND                  Ball hitting glove.

UMPIRE                Strike Three!

JIMMY                   Leaping Lizards! I could see a kind of blur that time, but that's all!

PERRY                   That's Incredible! Why ... why, the ball travels as if it were shot out of a howitzer!

JIMMY                   Here comes the next batter. Watch this!

SOUND:                 Ball hitting glove.

UMPIRE                Strike One!

PERRY                   WOW! Did you see that Jim? By the time the batter swung, the catcher was throwing the ball back to Smith!

JIMMY                   Yea, He's sensational!

PERRY                   Look at That!

SOUND:                 Ball hitting glove.

UMPIRE                Strike Two!

PERRY                   Amazing! Absolutely Amazing!

JIMMY                   Talk about a rushing game!

SOUND: Ball hitting glove.

UMPIRE Strike Three!

JIMMY Holy Smokes! Can this be Mr. Kent?

MUSIC ORGAN Interlude Music

PERRY Bud Smith has struck out 20 men in a row Jim!  
If he strikes this one out ...

SOUND Ball hitting glove.

UMPIRE Strike Three! You're Out!

SOUND Crowd Cheering! (Until PARK ANCR starts speaking.)

PERRY He Did it Jim!

JIMMY He sure Did!

PARK ANCR Ladies and Gentlemen! Ladies and Gentlemen your attention please!

PERRY What's this?

PARK ANCR Bud Smith has just struck out his 21<sup>st</sup> straight batter. That means he has set two new world's records! One for consecutive strike outs, and the other for most men struck out in a single game!

SOUND Crowd Cheer!

JIMMY Leapin' Lizards!

PARK ANCR As you know... As you know, Bud Smith set another world's record here the other night. When he pitched his third consecutive no hit, no run game and hit a home run each time at bat.

SOUND Crowd Cheer Bud Smith. Crowd Noises keep going through next lines.

PERRY Oh, what a pitcher! Well Jim are you satisfied now? Or do you still think that Bud Smith is Clark Kent?

JIMMY Gee, I don't know Mr. White. Maybe it is impossible, but ... I still say that man is Mr. Kent.

PERRY But .. But ... Awww, No! How can you even think of Kent as the greatest pitcher in the world. He's no athlete. Why the whole thing's ridiculous. But ... Come on Jim!

JIMMY Where you going? The game isn't over yet.

PERRY It's almost over. I want to be down at the gate when the players leave the field. I want a close look at Bud Smith.

JIMMY But Why? You just said he couldn't be Mr. Kent!

PERRY Never mind what I said. Are you coming along Olsen?

JIMMY Yea. Just a minute. He's just coming to bat. I wanna see him hit again.

PERRY Never mind that! Come on. Follow me to the dressing rooms.

MUSIC Organ music interlude

SOUND Back ground people talking.

PERRY Players have to come through this door to go to their dressing rooms Jim. You stand right here.

JIMMY Ok. Smith had 26 strike outs and he would have had 27. Oh, that's possible, if the last guy hadn't dodged him and popped the ball up by accident.

PERRY Yes I know.

JIMMY Seems crazy, but, Golly Chief ... Do you think this Bud Smith could be Mr. Kent?

PERRY Frankly Jim, I don't know what to think. Doesn't seem possible, and yet ... well, we'll know in a minute.

JIMMY Yea. Gee Wiz. It seems kind of like a dream. Oh, wait ... here come the players!

PERRY Uh Huh. And there's Bud Smith!

SOUND Players talking to each other. Others congratulating Bud Smith on great game.

JIMMY Chief ... Chief, it is Mr. Kent! I swear it is!

PERRY So help me, I think you're right Jim!

JIMMY I know I am! I just know it! Mr. Kent, Mr. Kent! Look who's here!

MUSIC ORGAN Music - Up and Under

ANNCR1 Their faces beaming, Jimmy Olsen and Perry White hurry forward to greet Clark Kent, who unknown to them has lost his memory. Will Kent recognize White and Jimmy and so regain his memory? We'll return in a moment to find out, so stand by!

ANNCR2 Say you know how after you've been reading the funnies for a while, you get to know those funnies characters to work up a real fondness for some of them. Well, that's why there has been such a big welcome for the brand new series of comic buttons you get, thanks to Kellogg's PEP. Yes, there's a different comic strip character on the button you'll find in every PEP package. And there are 18 different characters in the new series. Folks that you know real well like, Little Joe and Fat Stuff and Tiny Tim and Superman. Now you'll never know which button you'll find inside a package of PEP. But you can always be sure it's one of the gleaming, white enamel jobs. With a true to life picture of a famous funny strip character in full color. And it's always fun to swap duplicates with your friends until you get the complete set of 18 to pin on your jacket or dress or cap. Now remember to get those swell PEP comic buttons, you don't have to send in any money. Not even a box top. And you can't buy them anywhere. They come only as exclusive prizes; one in every package of Kellogg's PEP. And here's another point about PEP that's worth remembering. Those toasted flakes of good whole wheat. Those flakes with the wonderful sunshine flavor, are a prize treat in themselves. So for prize eating and exciting prizes, get P... E... P... the sunshine cereal... Kellogg's PEP.

MUSIC ORGAN Music - Up and Under

ANNCR1           And now Back to the Adventures of Superman.

MUSIC            ORGAN Music - Up and Under

ANNCR1           At the entrance to the player's club house, at the Gainesville ball park, editor Perry White and Jimmy Olsen are hurrying forward to greet Clark Kent. Who, under the name of Bud Smith, has just pitched a sensational shutout game.

JIMMY            Mr. Kent. Mr Kent, look who's here!

PERRY            Kent! It is you Kent! By George it is you!

MUSIC            ORGAN Music - Up and Under(continued)

ANNCR1           For a brief moment as he sees the beaming faces of his two close friends, a clouded, dazed look in Superman's eyes begins to clear away. He starts to smile, almost to remember, and then, the cloud closes down on his mind again. He looks at White and Jimmy as if they are total strangers.

SUPERMAN        Uh, Hello.

PERRY            Well, what's the matter Kent? Don't you know us?

SUPERMAN        Why no. I... I don't think I ...

JIMMY            It's me Mr. Kent. Me, Jim Olsen and Mr. White.

SUPERMAN        Wait ... What did you call me?

JIMMY            Mr. Kent. You mean you aren't?

PERRY            Now look here Kent...

SUPERMAN        I'm afraid you made a mistake. My name isn't Kent, it's Bud Smith... I think.

PERRY            You think?

JIMMY            You must be Mr. Kent, I know you are.

PERRY            Jimmy...

JIMMY            Gosh, look at me Mr. Kent. You must know me!

SUPERMAN        Sorry son, you made a mistake.

JIMMY            No I haven't I'm sure. Listen ...

PERRY Oh, it's no use Jim. I'm afraid this is a case of mistaken identity.

JIMMY But ... But I'm sure...

PERRY Well can't you tell by his voice? That isn't Kent's voice.

JIMMY Awww ... Yes, I didn't think of that. I guess you're right chief.

SUPERMAN Sorry son. Gotta run along now. So long.

JIMMY So long.

PERRY Good bye Smith. Wonderful game you pitched today.

SUPERMAN Thanks. See you again sometime.

PERRY Well, that's that Jim. Just an amazing resemblance that's all.

JIMMY Yea. And I thought he ... Gosh, now what are we going to do, Mr. White? I was sure we'd found Mr. Kent at last.

PERRY Yea, so was I until I heard his voice... But, well, there was something familiar about his voice. Did you notice it Jim?

JIMMY I don't know and I don't care. All I want to do is find Mr. Kent... But, now I ... I don't think we're ever going to.

PERRY Well, we won't find him around here, that's certain. Well, come on son, let's go back to Metropolis. This trip's turned out to be a wild goose chase.

MUSIC ORGAN Music - Up and Under

ANNCR1                   Turning for one more look after the tall broad shouldered Bud Smith, Jimmy Olsen, tears in his eyes, shakes his head and follows Perry White toward the airport. But although White and Jimmy think their trip was a wild goose chase, another man who witnessed the game does not feel his time was wasted. This man, tall, thin, unobtrusive looking, hurries from the ball park to the telegraph office. And a few moments later as White and Jimmy are disconsolately boarding their plane for the return trip to Metropolis, an urgent telegram is speeding over the east bound wires.

SOUND                    telegraph

TELEGMAN                (VOICE MUFFLED) To George Lattamer, Poplar Road. Metropolis Heights. Believe I have located our man. Come to Gainesville at once and identify him. Signed ... McGuire.

MUSIC                    ORGAN Music - Up and Under

ANNCR1                   McGuire. Big George Lattamer's detective. Believes he has found Superman in Gainesville. And in a very short time, Lattamer, the one man who has the means and desire to cripple Superman's mind and body forever, will be flying to Gainesville. What will happen now as Perry White and Jimmy Olsen return to Metropolis. Fooled by Superman's voice, which is different from the voice he uses as Clark Kent. Don't miss tomorrow's excitement packed episode fellows and girls. Tune In! Same Time, Same Station!

MUSIC                    ORGAN Music - Up and Under

ANNCR1                   And Remember for breakfast, it's Kellogg's PEP!

MUSIC                    ORGAN Music - Up and Unde

ANNCR1                   For excitement, the Adventure's of Superman!

MUSIC                    ORGAN Music - THEME - Up and Under

ANNCR2 Superman is a copyrighted feature appearing in Superman BC comic magazines, and is brought to you Monday through Friday at this same time, by Kellogg's PEP... The sunshine cereal.

MUSIC ORGAN Music - THEME end

ANNCR1 When you see a cardinal or a humming bird, can you identify it? Well you can if you are collecting the full colored bird pictures that come one in every package of Kellogg's Crumbles. You'll get a kick out of swapping duplicates with your friends, and collecting all 24 pictures in the series. Get yourself the colorful album too, to paste in your collection. Full instructions for sending in are on the side of every Crumbles package. That's Crumbles! Those crinkly, sort of sweet and mellow rich shreds of good, whole wheat. Kellogg's Crumbles! And be sure to be with us tomorrow, for the thrilling adventures of Superman.

ANNCR2 This is the world's largest network... Serving 400 radio stations... The mutual broadcasting system.