



1950S PRESCRIPTION DRUG COMMERCIAL

David Mann

If annoying 21st century TV prescription drug ads were run as annoying 1950s TV ads (and taking into consideration 1950s morals and censorship).

CUT TO:

TITLE CARD.

"The George Burns and Gracie Allen Show." Theme music begins.

HARRY VON ZELL (V.O)
The George Burns and Gracie Allen
Show,

CUT TO:

ADVERTISING FILM SNIPPET.

Zoom in on floating box of Vialis tablets, as if resting on a gray table, light source from left. Box is tilted at 45 degree angle, pointing upward. Music swells.

HARRY (V.O.) (CONT'D)
Presented by Eli Pfeltzer, the
makers of many fine prescription
drug products, including VIALIS,
the miracle pill for men.

CUT TO:

ADVERTISING CARD.

"Eli Pfeltzer, Makers of VIALIS, the MIRACLE PILL for MEN."

CUT TO:

INT. THEATER STAGE - DAY

Announcer Harry Von Zell is standing center stage in front of a live studio audience. Curtain is down and is behind Harry. Audience applause swells and terminates. Music fades and stops.

HARRY
Hi everybody.

Looks at watch.

HARRY (CONT'D)
Our curtain's about to go up on George and Gracie, but first I want to let you in on a little secret. You've seen George get flustered at Gracie on many an occasion, and maybe you've asked yourself the question, "what keeps them together?"

Audience laughter.

HARRY
 (chuckling)
 Well, I'm not going to answer that directly. George already has fired me three times this month.

Audience laughter.

HARRY (CONT'D)
 But instead I am going to tell you a story, a story about two women who meet while out shopping. Two old friends who haven't seen each other for a while and need to catch up on what's going on in their lives. Here they are, at the department store coffee shop.
 (indicates to audience to watch film screen to left)

CUT TO:

INT. DEPARTMENT STORE COFFEE SHOP - AFTERNOON

Two women, Betty and Marge, middle-aged, dressed nicely, wearing modern clothes, gloves, and flowery hats are seated opposite each other. They are drinking coffee.

BETTY
 (putting down her cup)
 Oh, Marge, Fred and I are so happy together. My life is wonderful. He's such an amazing man. He constantly brings me home flowers and candy. Gosh, he's such an old-fashioned Romeo. He makes me feel like, well, like a real woman.

Marge starts sobbing uncontrollably.

BETTY (CONT'D)
 I can't begin to describe...
 (she stops talking, suddenly observing Marge's reaction to her words)
 Oh my goodness! Marge! What's the matter?

Marge brings herself under control.

MARGE

(still sobbing a
little)

Oh, Betty, don't get me wrong. I
am so happy for you and Fred. It's
just, it's just...

(she hesitates)

I wish I could say the same about
my Alfred. I don't know what's
happened to him. It's like all the
romance has vanished from our
marriage. He's just not the man I
married.

Betty reaches over and pats Marge's shoulder to console
her.

BETTY

Oh Marge, I completely understand.
In fact, Fred and I were having
the same problems not too long
ago. Then we learned about VIALIS.

MARGE

(puzzled)

VIALIS?

BETTY

Yes, VIALIS. It's the new
prescription drug from the Eli
Pfeltzer company. It's specially
made just for men.

MARGE

(looking interested)

How's it work?

BETTY

It improves the circulation of the
blood. As men get older, they get
tired blood. It really gets them
down.

MARGE

How does improving the circulation
help?

BETTY

(slyly)

You'll see!

(she winks)

Here try these.

(she pulls out a box
of VIALIS)

If they work, just have Alfred ask
his doctor for more.

MARGE
 (looking at the box,
 turning it over)
 Well, I guess I'm ready to try
 anything.

FADE TO:

TITLE CARD

"A Month Later..." Brief interlude music

HARRY (V.O)
 And now our two old friends meet
 again at the same department
 store, a month later. Let's see
 how Marge is doing.

CUT TO:

INT. DEPARTMENT STORE COUNTER - AFTERNOON

Marge and Betty encounter one another for the first time
 in month. Attire similar but not identical to former
 meeting.

BETTY
 Marge, Hello!

MARGE
 Hi Betty.

BETTY
 Well?

MARGE
 (laughing)
 Well what?

BETTY
 You look happier than the last
 time I saw you.

MARGE
 I am. Alfred's blood circulation
 is so much better, thanks to you
 and VIALIS. It made a big
 difference. And I can tell you,
 when his circulation got better,
 mine did too!
 (she laughs)

MARGE (CONT'D)
 Oh, and more good news. I'm
 expecting!

Betty gasps.

BETTY

My goodness, that's wonderful. How many is it now?

MARGE

It will be my tenth. I'm so happy!
(she pulls out the
box of VIALIS from
her purse and holds
it up to the
camera)

I think all wives should tell
their husbands about VIALIS, don't
you? It really is the MIRACLE PILL
for MEN.

CUT TO:

INT. THEATER STAGE

Audience applause. Harry again stands center stage before the curtain.

HARRY

I too want to applaud these two
modern wives who are willing to do
the right thing for their
husbands. We all know that often
it's the wife who needs to take
the initiative in looking after
the health of her husband. Lord
knows, it's the last thing we men
think about.

Audience laughter.

HARRY

Uh-oh, curtain's going up. It's
time for George and Gracie.

Audience applause. Harry exits stage left. Curtain rises.

EXT. OUTSIDE OF GEORGE AND GRACIE'S HOUSE - DAY

George is sitting on porch, smoking a cigar. Gracie enters from inside the house.

REMAINDER OF SCRIPT HAS BEEN LOST

CUT TO BLACK

THE END