

# MADISON AVENUE

the subliminal musical

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c 2010

Writers Guild VPEA6D8B98B4

1 MADISON AVENUE  
(MEN)

Enter MEN IN SUITS

MEN

LOVE THAT LIFE ON MADISON AVENUE,  
THAT'S WHERE I BELONG.  
ON THAT STREET CALLED MADISON AVENUE,  
I'LL SING MY SONG.

LOVE THE SCENT, THE FEEL OF GLASS  
AND STEEL HERE.  
EVERYDAY A BRAND NEW BUSINESS DEAL  
HERE.  
AT'S WHAT'S REAL HERE.

GOT A DESK ON MADISON AVENUE, WAY UP  
IN THE SKY.  
PICTURESQUE IS MADISON AVENUE, FROM  
WAY UP HIGH.  
I DON'T MEAN BROADWAY, I'M NOT TALKING  
PARK OR LEX.  
LET ME WALK DOWN MADISON AVENUE,  
WITH THE BIG EXECS.

2 WOMEN ON THE MOVE  
(WOMEN ON THE MOVE, WOMEN ON MOVE 1, WOMEN ON MOVE 2, WOMEN  
ON MOVE 3, MR. WONDERFUL, QUINBY, CREATIVE DIRECTOR)

Enter WOMEN ON THE MOVE

WOMEN ON THE MOVE

WOMEN ON THE MOVE WE'VE GOT CONFIDENCE  
AND IT SHOWS.  
WOMEN ON THE MOVE.  
IN OUR FANCY DESIGNER CLOTHES.  
HIGH PAID POSITIONS.  
CO-OPS AND CONDOS, NO INHIBITIONS,  
LIKE PLAIN JANES AND JOHN DOES.

THERE IS SIMPLY NO STOPPING US.  
WOMEN ON THE MOVE. THERE IS SIMPLY  
NO TOPPING US.

WOMEN ON MOVE 1

IF YOU DON'T BELIEVE US,

WOMEN ON MOVE 2

OUR CREDIT CARDS WILL PROVE,

WOMEN ON THE MOVE  
 WE'RE WOMEN, WOMEN, WOMEN, WOMEN ON  
 THE MOVE. WOMEN ON THE MOVE. WE GO  
 SHOPPING AT BLOOMINGDALE'S. WOMEN  
 ON THE MOVE.  
 WOMEN ON THE MOVE.

WOMEN ON MOVE 1  
 NEVER BOTHER WITH BARGAIN SALES.

WOMEN ON MOVE 2  
 TAKE A LOOK, TAKE A LOOK, AT THE  
 MONEY, THAT WE'LL BE MAKING.

WOMEN ON MOVE 3  
 WHO NEEDS A HUSBAND, TO BRING HOME  
 THE BACON.

WOMEN ON THE MOVE  
 WOMEN ON THE MOVE.  
 WE'LL BE CLIMBING THE LADDER UP.  
 WOMEN ON THE MOVE.  
 THROW THE BALL AND IT'S BATTER UP.

WOMEN ON THE MOVE  
 SEE YOU IN THE HAMPTONS,

WOMEN ON MOVE 1  
 OR MEET YOU IN THE LOO.

WOMEN ON THE MOVE  
 WE'RE WOMEN, WOMEN, WOMEN.  
 WOMEN ON THE MOVE.  
 WE DON'T HAVE TO TRY TO IMPRESS.  
 BUT WE ONLY DINE AT LUTECE.

WOMEN ON MOVE 1  
 THANK GOD FOR AMERICAN EXPRESS.

WOMEN ON MOVE 2  
 "Don't leave home without it."  
 WOMEN ON THE MOVE.

WOMEN ON THE MOVE  
 THERE IS SIMPLY NO STOPPING US.  
 WOMEN ON THE MOVE.  
 THERE IS SIMPLY NO TOPPING US.

IF YOU DON'T BELIEVE US, OUR CREDIT  
 CARDS WILL PROVE. WE'RE WOMEN, WOMEN,  
 WOMEN, WOMEN, WOMEN ON THE MOVE....

Enter QUINBY, MR. WONDERFUL

QUINBY, MR. WONDERFUL  
THERE'S A SMELL OF...

MR. WONDERFUL  
PERFUME.

QUINBY  
AND POT ROAST.

QUINBY, MR. WONDERFUL  
FILLING EVERY ROOM, LOVE IS THERE.

QUINBY  
EVERYWHERE.

CREATIVE DIRECTOR  
WHEN THERE'S A WOMAN AT HOME.

QUINBY  
AT HOME.

QUINBY, CREATIVE DIRECTOR  
GREETING YOU WITH,

MR. WONDERFUL  
KISSES.

QUINBY  
AND COCKTAILS.

QUINBY, CREATIVE DIRECTOR  
SHE CAN LIFT THE GLOOM.  
FEEL THE GLOW,

CREATIVE DIRECTOR  
AND YOU KNOW,

QUINBY  
AND YOU KNOW.

QUINBY, CREATIVE DIRECTOR  
A WOMAN, A WOMAN'S AT HOME.  
SILVER, POLISHED AND SHINING, COOKIES  
AND MILK IN THE HOUSE. THERE'S ALWAYS  
SILK IN THE HOUSE.  
WAITING AT THE..

MR. WONDERFUL  
DOOR,

QUINBY  
LONG ISLAND RAILROAD.

CREATIVE DIRECTOR  
THERE SHE IS MY WIFE.

QUINBY  
BUICK ELECTRA.  
AND I'M GLAD.

CREATIVE DIRECTOR, MR. WONDERFUL  
WISH I HAD.  
A WOMAN, A WOMAN AT HOME.

Counterpoint, In four parts, till end

3 ALL A MATTER OF STRATEGY  
(QUINBY, CREATIVE DIRECTOR, PLUSHBOTTOM)

QUINBY  
IT'S ALL A MATTER OF STRATEGY, WHOSE  
BACK TO STAB AND WHEN. IT'S ALL A  
MATTER OF THINKING IT OUT, WHO'S  
BREAD TO BUTTER AND THEN.

EXECUTING YOUR DEVIOUS PLOTS,  
WITH STYLE AND WITH FINESSE.  
SHIFTING ATTENTION AWAY FROM YOUR  
WORK, AND ON TO HOW YOU DRESS.

IT'S ALL A MATTER OF STRATEGY, MAKING  
IT TO THE TOP.  
MAXIMUM PLOTTING, MINIMUM WORK.  
AND NEVER GETTING CAUGHT.

THE SECRET OF SUCCESS  
IS NOT IN CONTENT BUT IN STYLE.  
AND ALWAYS HAVING AN ALIBI,  
AS THOUGH YOU WERE ON TRIAL.

CREATIVE DIRECTOR  
But what about hard work? You know,  
doing your job?

QUINBY  
No  
IT'S ALL A MATTER OF STRATEGY,  
TO MAKE YOURSELF STAND OUT.  
IT'S ALL A MATTER OF GETTING CLOSE,  
TO PEOPLE WITH THE CLOUT. NOTHING'S  
AVAILABLE IN THIS WORLD, THAT CAN'T  
BELONG TO YOU.  
IF YOU ARE WILLING TO SHIFT WITH THE  
WINDS,  
AND NOT AFRAID TO SUE  
(MORE)

QUINBY (CONT'D)

IT'S ALL A MATTER OF STRATEGY, MAKING  
YOURSELF A NAME.  
DON'T WASTE YOUR TIME ON LONG-TERM  
GROWTH. JUST SHOOT FOR INSTANT FAME.

TOMORROW'S CORPORATE KING,  
IS JUST AN ORDINARY MAN.  
EXCEPT THAT HE KNOWS JUST WHAT HE  
WANTS,  
AND HAS A LITTLE PLAN.

CREATIVE DIRECTOR

I've been working on my screenplay  
all night. It's getting late. Time  
to get to work. Let's get with.  
Let's get in the ad biz. Got to do  
something to pay the bills.

Get up there to the office. Get  
going with the killer bees. Killer  
bees. Killer bees! They're hot  
now. Could be a great plot for my  
next screenplay. Chain Saw Killer  
Bee Massacre? It could work.

IT'S ALL A MATTER OF STRATEGY,  
OF FINDING TIME TO WRITE AND THEN.  
IT'S ALL A MATTER OF THINKING IT  
OUT, WHO TO MEET IN HOLLYWOOD AND  
WHEN.

WRITING YOUR SCREENPLAYS DEVIOUS  
PLOTS,  
WITH STYLE AND WITH FINESSE.

SHIFTING ATTENTION ON TO YOUR WORK,  
AND GETTING THAT SCREEN TEST.  
IT'S ALL A MATTER OF STRATEGY, MAKING  
IT TO THE TOP.

MAXIMUM PLOTS, MINIMUM BUDGET. WITH  
THE BAD GUY GETTING CAUGHT.

THE SECRET OF SUCCESS  
IT'S BOTH IN CONTENT AND IN STYLE.  
AND CHARACTERS WITH AN ALIBI,  
AS THOUGH THEY WERE ON TRIAL.

IT'S ALL A MATTER OF STRATEGY,  
TO MAKE YOUR PLAY STAND OUT.

(MORE)

CREATIVE DIRECTOR (CONT'D)  
 IT'S ALL A MATTER OF GETTING CLOSE,  
 TO PEOPLE WITH THE CLOUT.

NOTHING'S AVAILABLE IN THIS WORLD,  
 THAT CAN'T BELONG TO YOU.  
 IF YOU ARE WILLING TO SHIFT WITH THE  
 TRENDS, AND NOT AFRAID TO SUE.

IT'S ALL A MATTER OF STRATEGY, MAKING  
 YOURSELF A NAME.  
 DON'T WASTE YOU TIME ON LONG-TERM  
 GROWTH.  
 JUST SHOOT FOR INSTANT FAME.

TODAY'S COPY WRITER, IS JUST AN  
 ORDINARY GUY.  
 EXCEPT THAT HE HAS A BRILLIANT  
 SCREENPLAY,  
 AND IS NOT AFRAID TO TRY

Enter PLUSHBOTTOM goes into office and gets on the phone.

Enter PLUSHBOTTOM goes into office and gets on the phone.

PLUSHBOTTOM  
 You going out with a new fella? In  
 construction, huh. Yeah. I know.  
 All construction guys look good in t-  
 shirts. Great delts. Listen, I  
 can't talk to you all day. Ya know.  
 I've been woyken at this agency a  
 long tyme. I'm due for a promotion.  
 Talk to youse later.

IT'S ALL A MATTER OF STRATEGY, WHOSE  
 BACK TO SCRATCH AND WHEN.  
 IT'S ALL A MATTER OF THINKING IT  
 OUT, WHO'S COFFEE TO BRING AND THEN.

YOU EXECUTE DEVIOUS PLOTS, WITH STYLE  
 AND WITH FINESSE.  
 PAY GOOD ATTENTION TO YOUR WORK, AND  
 ALWAYS DO YOUR BEST.

IT'S ALL A MATTER OF STRATEGY, MAKING  
 IT TO THE TOP. MAXIMUM EFFORT,  
 MAXIMUM WORK.  
 AND NEVER BEING LATE.

THE SECRET OF SUCCESS BRAINS AND A  
 LOT OF STYLE.

(MORE)

PLUSHBOTTOM (CONT'D)  
 AND ALWAYS WORKING LATE, AND DOING  
 IT WITH A SMILE.

IT'S ALL A MATTER OF STRATEGY, TO  
 MAKE YOURSELF STAND OUT. IT'S ALL A  
 MATTER OF WORKING HARD, FOR THE PEOPLE  
 WITH THE CLOUT.  
 NOTHING'S AVAILABLE IN THIS WORLD,  
 THAT CAN'T BELONG TO YOU.  
 IF YOU'RE CAREFUL WITH YOUR MONEY,  
 AND PAY YOUR DUES WHEN DUE.

TOMORROW'S CORPORATE KING, HE, QUEEN,  
 IS JUST AN ORDINARY DAME. EXCEPT  
 THAT SHE KNOWS JUST WHAT SHE WANTS,  
 AND CAN PLAY THEIR LITTLE GAME.

QUINBY, CREATIVE DIRECTOR  
 (NOTE PLUSHBOTTOM  
 SINGS BEHIND THIS.)  
 IT'S ALL A MATTER OF STRATEGY,  
 TO MAKE YOURSELF STAND OUT  
 GETTING CLOSE TO PEOPLE WITH THE  
 CLOUT  
 NOTHING IS AVAILABLE IN THIS WORLD,  
 THAT CAN'T BELONG TO YOU

CREATIVE DIRECTOR  
 THAT CAN'T BELONG TO YOU.

QUINBY  
 IF YOU ARE WILLING TO SHIFT WITH THE  
 WIND,  
 AND NOT AFRAID TO SUE.

PLUSHBOTTOM  
 IF YOU ARE CAREFUL WITH YOUR MONEY,  
 AND PAY YOUR DUES WHEN DUE.

QUINBY  
 IT'S ALL A MATTER OF STRATEGY

PLUSHBOTTOM  
 IT'S ALL A MATTER OF STRATEGY

CREATIVE DIRECTOR  
 IT'S ALL A MATTER OF STRATEGY  
 MAKING YOURSELF A NAME.



PLUSHBOTTOM  
 DON'T WASTE YOU TIME ON LONG-TERM  
 GROWTH.

QUINBY  
 SHOOT FOR INSTANT FAME.

PLUSHBOTTOM  
 TOMORROW'S CORPORATE KING, eh "QUEEN"  
 IS JUST AN ORDINARY DAME.  
 EXCEPT THAT SHE KNOWS JUST WHAT SHE  
 WANTS.

QUINBY  
 EXCEPT THAT HE KNOWS, JUST WANT HE  
 WANTS.

CREATIVE DIRECTOR  
 EXCEPT THAT HE HAS A BRILLIANT  
 SCREENPLAY.  
 AND NOT AFRAID TO TRY.

QUINBY  
 AND HAS A LITTLE PLAN

PLUSHBOTTOM  
 AND HAS A LITTLE PLAN.

CREATIVE DIRECTOR  
 IT'S ALL A MATTER OF

QUINBY, PLUSHBOTTOM, CREATIVE DIRECTOR  
 STRATEGY.

4 SOMETHING FOR ME  
 (ALICE)

Enter ALICE in college girl sweater, very preppy. Reading  
 ad.

ALICE  
 "Help wanted. Ambitious, self-  
 confident, hard working, attractive,  
 intelligent person for training  
 position in large metropolitan  
 advertising agency. No steno. Fee  
 paid."

Hmmmm...  
 I'M AMBITIOUS, DON'T YOU THINK? I'M  
 A SELF-STARTER, AREN'T I?  
 (MORE)

ALICE (CONT'D)

SWEET AND LIKABLE, DON'T YOU AGREE?  
MAYBE THIS IS SOMETHING FOR ME. I'M  
HARD WORKING AREN'T I? I'M  
ATTRACTIVE, SO TO SPEAK.

MAYBE THIS IS SOMETHING FOR ME.  
I'VE GOT A COLLEGE DIPLOMA, FROM  
SOMEWHERE. I MAJORED IN GLASS BLOWING  
AND POTTERY. NOW I NEED SOME GAINFUL  
EMPLOYMENT, FROM SOMEWHERE UNLESS I  
WIN THE LOTTERY.

POSITIVE THINKING, THAT'S WHAT I  
NEED. SELF-CONFIDENCE TO SUCCEED.  
OTHERS CAN DO IT, SO WHY CAN'T I?  
MAYBE THIS IS SOMETHING TO TRY.  
MAYBE THIS IS SOMETHING TO TRY.

5 THIRTY SECONDS  
(QUINBY, CREATIVE DIRECTOR, PLUSHBOTTOM, ALICE)

QUINBY

We've got to get this new account,  
Leonard's Lemonade. I'll get my  
promotion.

CREATIVE DIRECTOR

Right. Sounds great.

PLUSHBOTTOM

Another great product for the American  
consumer.

CREATIVE DIRECTOR

Right Mr. Quinby. Leonard's Lemonade.  
What this country has been waiting  
foR.

QUINBY

Where's the copy? I thought you  
were writing the copy.

CREATIVE DIRECTOR

I have it here somewhere. Let's  
see, "Exterior, night, zoom in on a  
deserted street." No. That's the  
screenplay. A little something I'm  
doing on my lunch hour. Get the  
copy. I'll get the copy, Mr. Quinby.  
(Exits right.)

QUINBY

Ms. Plushbottom, take a memo.

PLUSHBOTTOM

Slow down Mr. Quinby. You know I only take thirty words an hour. But I'm not going to be in the secretarial pool forever. I'm moving up, up, up.

QUINBY

Miss Plushbottom. Get me personnel.

PLUSHBOTTOM

Personnel on one.

QUINBY

Personnel, J. Quinby the IV here. Listen, we need a new trainee. How about running an ad? (Pause.) Sounds great. Run it. Miss Plushbottom, get me coffee and a prune Danish.

PLUSHBOTTOM

Yes, Mr. Quinby. (Exits.)

QUINBY

We need a new trainee around here. Leonard's Lemonade will mean a lot more work. Someone young and ambitious.

(Enter PLUSHBOTTOM,  
FIRST APPLICANT)

PLUSHBOTTOM

Here's the first applicant Mr. Quinby.

QUINBY

(APPLICANT hands him  
resume. He reads.)

Let's see you have an MBA from Harvard. You spent two years in France studying at the Sorbonne.

You speak both French and Japanese. I'm not sure you'd be right for the position. Overqualified.

PLUSHBOTTOM

Next! (Escorts next in. He hands QUINBY resume. QUINBY reads.)

QUINBY

You have a PhD. From the University of Chicago. And a Masters Degree in communication from UCLA. I'm not so sure. Overqualified

PLUSHBOTTOM

Next! (Enter ALICE)

QUINBY

You don't look right for the position.

ALICE

I'm very ambitious.

QUINBY

LMNOPQ Advertising Inc. hires only people with the finest academic qualifications.

ALICE

I have a B.A. from Mount Holyoke. I majored in fine arts, pottery and glass blowing.

QUINBY

Yes, I am sure you will go far in the business world with that glass blowing. Miss Chatsworth, there are applicants with much stronger academic qualifications. An MBA from the University of Chicago, a Harvard Graduate. I don't think.....under qualified.

ALICE

My daddy says, "It's not academic qualifications that determine success in business, but the willingness to work hard."

QUINBY

I'm afraid you wouldn't fit in here.

ALICE

My daddy is President of Amalgamated Consolidated Industries with annual advertising billings in excess of forty million dollars.

QUINBY

WELCOME, TO A WORLD OF DREAMS.  
MADISON AVENUE.  
WELCOME TO A WORLD OF SCHEMES.  
DO UNTO OTHERS, BEFORE THEY DO UNTO  
YOU.  
WE CREATE COMMERCIALS THAT SELL,  
PERSUADE, CAJOLE.  
WE'VE NOTHING BUT IDEAS TO HAVE, TO  
LOVE, TO HOLD.  
WE LIVE FOR....  
THIRTY SECONDS.  
THIRTY LOUSY LITTLE SECONDS

ALICE

THE TIME IT TAKES TO LIVE OR DIE.

QUINBY

THIRTY SECONDS TO TELL A LITTLE STORY  
TO ACT A LITTLE DRAMA,  
OR AT LEAST TO TRY.

ALICE

THIRTY SECONDS OF CELLULOID.  
MAKE THE CLIENT LOVE IT.  
OR YOU'RE UNEMPLOYED. SHOW 'EM  
EVERYTHING YOU'VE GOT.

QUINBY

AND MAKE THEM WANT TO BUY IT FROM  
YOUR, THIRTY SECOND SPOT.

QUINBY, ALICE

OH, THIRTY SECONDS. THIRTY SPOOKY  
LITTLE SECONDS.  
TO CURE A HEMORRHOID, OR A PAIN.

QUINBY

THIRTY SECONDS WITH TWO LADIES IN A  
KITCHEN

ALICE

TO CLEAN A DIRTY OVEN.  
OR UNCLOG A DRAIN.

QUINBY, ALICE

THIRTY SECONDS, OF SLICE OF LIFE.  
DEMOS, STAND-UP-PITCHES, OR NEW WORDS  
TO MACK THE KNIFE. JUST ONE SINGLE  
THING IS CLEAR, ON THIRTY LITTLE  
SECONDS, HANGS YOU WHOLE CAREER.

(Dance break. ALICE, QUINBY put on straw hats.)

QUINBY, ALICE (CONT'D)  
 OH, THIRTY SECONDS, THIRTY FLEETING  
 LITTLE SECONDS,  
 TO CHANGE THE WAY FOLKS THINK AND  
 FEEL.  
 THIRTY SECONDS TO GIVE GARBAGE BAGS  
 AN IMAGE.  
 TO GIVE A CAN OF STRING BEANS LOTS  
 OF SEX APPEAL.  
 THIRTY SECONDS OF CELLULOID,  
 MAKE THE CLIENT LOVE IT.  
 OR YOU'RE UNEMPLOYED.  
 SHOW THEM EVERYTHING YOU'VE GOT.

QUINBY  
 AND MAKE THEM WANT TO BUY IT.

ALICE  
 MAKE THEM WANT TO BUY IT.

QUINBY  
 MAKE THEM WANT TO TRY IT.

ALICE  
 MAKE THEM WANT TO TRY.

QUINBY, ALICE  
 MAKE THEM WANT TO BUY IT, FROM YOUR  
 THIRTY SECOND SPOT.  
 (Enter PLUSHBOTTOM.  
 ALICE, QUINBY  
 nervously take off  
 hats.)

Miss Plushbottom. This is ALICE, our new trainee.

PLUSHBOTTOM  
 Charmed.

QUINBY  
 Miss Plushbottom, why don't you show  
 Alice around. Then take her down to  
 personnel and get her an office.

ALICE  
 One with a window.

QUINBY  
 Right, one with a window. (Exit  
 QUINBY)

ALICE  
 I'm sure I'll like it here.

PLUSHBOTTOM

I'm sure youse will.

ALICE

This is my first full time job. I mean out of college. I mean other than working summers at the club. It certainly is exciting.

PLUSHBOTTOM

You'll be a big success.

ALICE

Do you think so?

PLUSHBOTTOM

Sure!

ALICE

Why I bet you been here forev... for a considerable period of time.

PLUSHBOTTOM

Yeah but, I'm not getting no where. Corporate politics you know..

ALICE

Oh, that's too bad.

PLUSHBOTTOM

Yeah, you know we've got a big new business pitch coming up. For Leonard's Lemonade. I've been doing a lot of work on my own. I'd like to be in the presentation.

ALICE

What did Mr. Quinby say?

PLUSHBOTTOM

Well...well...

ALICE

You mean you didn't ask him.

PLUSHBOTTOM

Er, well know. You know how he gets.

ALICE

You can do it.

Exit ALICE. Enter QUINBY

6 CLIENT SERVICE  
(PLUSHBOTTOM, QUINBY)

PLUSHBOTTOM

Mr. Quinby. Mr. Quinby? Can I go to this new business presentation?

QUINBY

Miss Plushbottom. This will be an important new account. Leonard's Lemonade.

PLUSHBOTTOM

But I know all about marketing, and advertising strategy, and positioning.

QUINBY

Then position yourself back at your desk, Ms. Plushbottom.

PLUSHBOTTOM

Mr. Quinby....

QUINBY

We need someone with experience. Somebody to help us land this account.

PLUSHBOTTOM

I have experience. I drink lemonade.

QUINBY

Absolutely not. Ms. Plushbottom, drinking lemonade and selling it are two different things.

PLUSHBOTTOM

Mr. Quinby.

QUINBY

Miss Plushbottom, a lot of top agencies will be competing for this account. We need to get a unique positioning. We're going to tell them we have a brilliant creative department.

PLUSHBOTTOM

They all say that.

QUINBY

We'll them we do brilliant market research.



PLUSHBOTTOM

They all say that.

QUINBY

We'll tell them we'll save them money  
on media costs.

PLUSHBOTTOM

They all say that. Mr. Quinby, to  
get the account,

QUINBY

Ms. Plushbottom, you are not going  
to the new business presentation.

PLUSHBOTTOM

Mr. Quinby, Tell them, tell them....

WE'RE INTO CLIENT SERVICE.  
WE CAN GIVE HIM WHAT THEY NEED.  
WE'RE INTO CUSTOMER RELATIONS.  
SATISFACTION GUARANTEED.

QUINBY

IF THE CLIENT NEEDS IT ON MONDAY?

PLUSHBOTTOM

WE ALWAYS DO IT ON SUNDAY.

QUINBY

IF THE CLIENT NEEDS IT TODAY?

PLUSHBOTTOM

BETTER BELIEVE IT'S ON THE WAY.

WE'RE INTO CLIENT SERVICE,  
WE KNOW HOW TO TREAT HIM RIGHT.  
WE'RE INTO BENDING OVER BACKWARDS,  
ANY TIME OF DAY OR NIGHT.  
SO IF YOU WANT TO SEE WHAT WE DO  
BEST, PUT OUR CLIENT SERVICE TO THE  
TEST.

WE'RE INTO SPECIAL TREATMENT.  
FOR THE BIG WIGS AND TOP BRASS.  
WHEN IT COMES TO GIVING SERVICE,  
THERE IS NO ONE IN OUR CLASS.

Mr. Quinby, you have to tell the  
Client we know all about product  
placement in films, television and  
theater.

QUINBY

Do tell.

PLUSHBOTTOM

Yes, you can subliminally suggest a relationship between the characters in a play, film or theater and your product.

(The Executive Jet.

PLUSHBOTTOM AND QUINBY  
sit down.)

QUINBY

Is this an executive jet??

PLUSHBOTTOM

You bet.

QUINBY

This is really first class.

PLUSHBOTTOM

You bet your... (She's cut off)

QUINBY

The best you can get?

PLUSHBOTTOM

This is an Albatross 440, Super-smooth jet. Complete with comfortable seating for eight, a small pantry, with a full wine rack. Customized designed by the finest chefs for the finest cuisine. The Albatross 440's interior was designed by William Farber-bogen. A faaabulous Paris designer.

QUINBY

In all the magazines. His face is everywhere.

What's cruising range of the Albatross 440?

PLUSHBOTTOM

The Albatross 440, New York to London on a tank of gas.

QUINBY

Avionics?

PLUSHBOTTOM  
The latest electronics.

QUINBY  
The Albatross 440 is "The next generation, this generation."

PLUSHBOTTOM  
I see Mr. Quinby. It's sort of like, you have already arrived, before you left.

QUINBY  
Exactly. Absolutely fabulous advertising, that signifies everything and means nothing.

BACK TO THE OFFICE

QUINBY (CONT'D)  
IF THE CLIENT NEEDS IT THIS MORNING?

PLUSHBOTTOM  
WE DON'T NEED VERY MUCH WARNING.

QUINBY  
IF THE CLIENT NEEDS IT TONIGHT?

PLUSHBOTTOM  
HONEY, WE WON'T PUT UP A FIGHT. WE WILL WINE AND DINE 'EM. (IN A PLACE KIND OF LIKE THIS)  
IN THE FINEST RESTAURANTS.

(SCENE IS IN A FINE RESTAURANT. TABLE AND TABLECLOTH BROUGHT OUT. CHAMPAGNE GLASSES.)

PLUSHBOTTOM (CONT'D)  
A little wine?

QUINBY  
Something nice.

PLUSHBOTTOM  
Nineteen thirty-nine.

QUINBY  
A client is the reason.

PLUSHBOTTOM  
To dine at Four Seasons.

Yes, Mr. Quinby. The finest French champagne. "Ma petite mouffette."

QUINBY

Excellent. Our client will be very impressed. Remember product placement is key to building a brand.

PLUSHBOTTOM

It says here, (Reading bottle).  
Named after our American friends.  
(Reading slowly) "Petit mammifère  
omnivore, américain, qui peut  
projeter, un liquide malodorant,  
sécrété, par ses glandes, anal-es."

QUINBY

Sounds wonderful to me.

BACK TO THE OFFICE.

PLUSHBOTTOM

IF THERE IS HALF A CHANCE TO SIGN  
HIM.  
WE'LL DO ANYTHING THEY WANT.  
THERE SIMPLY IS NO PLACE, WE DRAW  
THE LINE. SO IF YOU WANT TO SEE  
WHAT WE CAN DO?

PLUSHBOTTOM, QUINBY

OUR RED HOT CLIENT SERVICE. OUR RED  
HOT CLIENT SERVICE.  
IS THE THING FOR YOU.  
IS THE THING FOR YOU.

PLUSHBOTTOM

IS THE THING FOR YOU.

QUINBY

Ms. Plushbottom, there might be a  
position for you in this new business  
presentation.

PLUSHBOTTOM

I'll be participating at the highest  
levels in advertising slash marketing.

QUINBY

Ms. Plushbottom, let's do lunch.  
(Exit QUINBY,  
PLUSHBOTTOM)

7 MEDIA REP  
(ALICE, MEDIA REP)

Enter ALICE

ALICE

There is certainly a lot to learn about advertising. Expense accounts, lunches, tax write-offs, inter-office communication.

And, I've met so many nice guys since I've been here. I thought, you know, that you know, maybe a few would come on too strong. You know what I mean. But it hasn't been like that at all.

Enter MEDIA REP

MEDIA REP

Hi.....

ALICE

Never mind.

MEDIA REP

I'm Walt O'Conner. The media rep from L.A. How you doin'? I've got an appointment with Mr. Quinby. Have you seen him?

ALICE

No, I think he just stepped out for a minute.

MEDIA REP starts making pass at ALICE

MEDIA REP

Oh, not in. Well then...

Sung acapella, comedic, and operatic in style.

MEDIA REP (CONT'D)

I REPRESENT A GREAT NEW CONCEPT IN A MAGAZINE,  
L.A. FREEWAY.

ALICE

NOT IN THE BUDGET.

MEDIA REP  
WE GIVE IT OUT, EACH MONTH  
AT THE ENTRANCES TO THE FREEWAY.

ALICE  
BAD DEMOS.

MEDIA REP  
TWO TINY METAL CLIPS ON THE BACK.  
CLIP IT TO THE STEERING WHEEL.

ALICE  
NOT RIGHT FOR THE CLIENT.

MEDIA REP  
RIDE ALONG. (Demonstrates)  
READ YOUR FAVORITE PUBLICATION.  
FREEWAYS ARE CROWDED.  
TRAFFIC IS SLOW.

ALICE  
WRONG READER PROFILE.

MEDIA REP  
PEOPLE ARE LOOKING FOR SOMETHING TO  
READ.  
GREAT DEMOGRAPHICS.

ALICE  
NOT RIGHT FOR THE CLIENT.  
LEONARD'S LEMONADE.

MEDIA REP  
WELL, WHAT ABOUT...  
OUR COMPANION MAGAZINE? L.A. ACCIDENT  
VICTIM?  
LOTS OF ACCIDENTS ON THE FREEWAY.

ALICE  
NOT IN THE BUDGET.

MEDIA REP  
TWO TINY METAL CLIPS.  
ATTACH THE MAGAZINE TO THE WIRES ON  
THE HOSPITAL BED.

ALICE  
WE'RE IN TV.

MEDIA REP  
GREAT FOR PEOPLE IN TRACTION.

ALICE  
BUT OUR PRODUCT IS A LEMONADE!

MEDIA REP  
A NATURAL.  
PEOPLE IN HOSPITALS.

ALICE  
WHAT ABOUT THEM?

MEDIA REP  
NEED FLUIDS. GREAT CONSUMERS OF  
LEMONADE.  
A FINE READER PROFILE.

ALICE  
I DON'T THINK SO.

MEDIA REP  
A NEW MAGAZINE COMING OUT.

ALICE  
NOT SURE.

MEDIA REP  
TARGETED AT THE YOUNG,

ALICE  
I'M LISTENING.

MEDIA REP  
AFFLUENT,

ALICE  
COULD BE FOR US.

MEDIA REP  
SEXUALLY ACTIVE CONSUMER.

ALICE  
NEVER MIND!  
WE'RE NOT IN PRINT THIS YEAR.

MEDIA REP  
SEX AND GREED  
A COMBINATION OF PLAYBOY AND BUSINESS  
WEEK

Opens centerfold.

MEDIA REP (CONT'D)  
LOOK AT THOSE LEMONS!

ALICE, MEDIA REP  
NOT RIGHT FOR THE CLIENT.

MEDIA REP  
WHY DON'T WE HAVE DINNER?

ALICE  
I'LL BE WORKING LATE.

MEDIA REP  
TUESDAY.

ALICE  
EVERY NIGHT.

MEDIA REP  
FRIDAY.

ALICE  
WEEKENDS TOO.

MEDIA REP  
NEXT WEEK.

ALICE  
FOR THE NEXT SIX YEARS.

MEDIA REP  
GREAT FOR YOUR CAREER ADVANCEMENT.

ALICE  
I'M DOING FINE.

MEDIA REP  
IF YOU'RE IN L.A.....

ALICE  
HATE THE COAST.

MEDIA REP  
LET'S DROP A LINE.

Snorts. Exit MEDIA REP

8 OFFICE ROMANCE  
(MR. WONDERFUL, ALICE)

Enter MR. WONDERFUL. ALICE starts to exit. They bump into each other. She drops papers. He picks them up.

MR. WONDERFUL  
Congratulations on your promotion.  
(MORE)



MR. WONDERFUL (CONT'D)

It isn't often that someone is hired and then given a promotion the next.

ALICE

Assistant to the account executive's assistant.

MR. WONDERFUL

It's a step up. You'll love it here on three. It's a very creative atmosphere.

ALICE

I'm sure I will like it.

MR. WONDERFUL

Oh, sure....say have you had lunch?

ALICE

Oh...well. I really don't have time to eat. There's a big meeting this afternoon.

MR. WONDERFUL

Oh, well, I was just going out. Maybe...I thought...well....if you'd like...well...I could pick up something at the deli.

ALICE

Maybe tomorrow. (MR. WONDERFUL, ALICE start to exit.)

MR. WONDERFUL

Well don't be a stranger, now that you're here on three.

ALICE

You either.

MR. WONDERFUL

LOOK AT HER STANDING THERE AT THE DOOR.

OH ME, OH MY. SINCE SHE WAS

TRANSFERRED TO THE THIRD FLOOR.

OH, I COULD DIE. I'D LIKE TO KNOW HER BETTER.

GET UNDER HER SKIN, OR HER SWEATER.

OFFICE ROMANCE.

HELPS ME THROUGH THE DAY.

(MORE)

MR. WONDERFUL (CONT'D)  
 OFFICE ROMANCE,  
 LET ME DREAM AWAY.

OFFICE ROMANCE MAKES ME FEEL ALIVE.  
 OFFICE ROMANCE.  
 LOVE FROM NINE TO FIVE.

ALICE  
 LOOK AT HIM SITTING THERE ALL ALONE.  
 OH ME, OH MY.  
 HOPE THAT IT'S NOT HIS WIFE ON THE  
 PHONE.  
 OR I WILL DIE. THIS FEELING IS SO  
 SURPRISING.  
 MAYBE IT'S WORTH ADVERTISING.  
 OFFICE ROMANCE  
 HELPS ME THRU THE DAY.  
 OFFICE ROMANCE,  
 LET ME DREAM AWAY.

OFFICE ROMANCE.  
 CAN HELP ME SURVIVE.  
 OFFICE ROMANCE.  
 LOVE FROM NINE TO FIVE.

MR. WONDERFUL  
 SHE IS BEGUILING, TYPING OR FILING.  
 HER TELEPHONE DIALING, DRIVES ME  
 MAD.

ALICE  
 LOVE THAT COMMUTER.  
 AT HIS COMPUTER.  
 COULDN'T BE CUTER.  
 IF HE TRIED.

MR. WONDERFUL  
 DARE I TAKE A CHANCE?

Dance break.

ALICE, MR. WONDERFUL  
 LA, LA, LA.  
 LA, LA, LA.  
 LA, LA, LA.  
 OFFICE ROMANCE. MAKES ME FEEL ALIVE.

MR. WONDERFUL  
 OFFICE ROMANCE.

ALICE  
 LOVE FROM NINE TO FIVE.

ALICE, MR. WONDERFUL  
 LOVE FROM NINE TO FIVE IS FINE,  
 BUT WHAT DO YOU DO, FROM FIVE TO  
 NINE?

Exit MR. WONDERFUL.

9 NEW BUSINESS PRESENTATION  
 (QUINBY, PLUSHBOTTOM, ALICE)

Enter QUINBY, PLUSHBOTTOM

QUINBY  
 Now we've got to get ready for this  
 new business presentation. Get the  
 slides. Get ready. Get prepared.  
 You can't be nervous at these  
 presentations. Be calm Be cool.  
 Don't get flustered.

Nervous

QUINBY (CONT'D)  
 Miss Plushbottom, where are the  
 slides?

PLUSHBOTTOM  
 They're in the projection room. In  
 the projector.

QUINBY  
 Copies of the presentation.

ALICE  
 They're downstairs. I'll go down  
 and get them. (Exits)

QUINBY  
 Did you check the slides, Ms.  
 Plushbottom?

PLUSHBOTTOM  
 You checked them yourself Mr. Quinby.

QUINBY  
 Right. I checked them. They're  
 perfect. What's keeping the client?

PLUSHBOTTOM  
 He probably got stuck on the cross-  
 town bus.

QUINBY

Miss Plushbottom, the man is an executive. He definitely took a limo.

PLUSHBOTTOM

Aw, he's probably just another one of those empty suits. No brains.

QUINBY

Ms. Plushbottom.

PLUSHBOTTOM

Youse know. One of those guys who doesn't have a brain in his head.

(Enter MR. GRANT,  
pantomime. MR. GRANT  
is a dummy in a suit  
without a head. In  
theater, brought in  
by two assistants  
and put into a chair.)

QUINBY

Mr. Grant!! How are you doing? We were just talking about you.

(Pause, as he "Listens" to MR. GRANT.)  
Oh, that's all right. We don't mind your being late. I often get stuck on the cross town bus myself.

PLUSHBOTTOM

Well, let's sit down and get going.

QUINBY

(Clicks slide projector.) This is our founder. Mr. LMNOPQ. He was great believer in....

PLUSHBOTTOM

Client service.

QUINBY

(Slide.) And this is our creative director. He's a great believer in....

PLUSHBOTTOM

Client service.

QUINBY

(Slide.) And this is me and my wife on our trip to Spain. (Slide.) Me on the tennis court, (Slide.) and my wife on the balcony. (PLUSHBOTTOM tilts head to see slide.) Ms. Plushbottom? Didn't you check these slides?

PLUSHBOTTOM

Well..uh....

QUINBY

We're a large international agency. We have offices in (Slide.) Warsaw, (Slide.) Nairobi, (Slide.) and Tahiti.

(PLUSHBOTTOM does Hula dance motions.)

QUINBY (CONT'D)

And we've had some great campaigns. (Slide.) In the automobile category...(Slide.).

PLUSHBOTTOM

The Yugo. "I go. We go. Yugo."

QUINBY

Great campaign. Great cars. Package goods...(Slide.)And airlines...(Slide.) Nairobi Airlines. Departs for Zamballi every Tuesday. Best flight attendants. (Slide.) From the moment you step on board you get that jungle feeling. (QUINBY swings on vine.) Pause to listen to MR. GRANT) But what does our agency know about lemonade? What do we know about lemons?

(Pause to listen to MR. GRANT)

QUINBY (CONT'D)

You have three questions about lemons. If we can answer these three questions, we get the account

PLUSHBOTTOM

We do? We'll get the account. We've been studying about lemons day and night. We're ready shoot.

QUINBY

Don't be too hasty Ms. Plushbottom. These questions probably are going to require someone with years of marketing knowledge. Broad experience. Understanding of market research. Specialized...

Pause to listen to MR. GRANT

QUINBY (CONT'D)

What is the main cause for fluctuations in the price of lemons? It's right on the tip of my tongue. I was just reading about that last night.

PLUSHBOTTOM

Anchovies!

QUINBY

Ms. Plushbottom, I'm still working on it.

PLUSHBOTTOM

Oil from anchovies is used in making high grade plastic. When the catch of anchovies is small, lemon juice is used to replace it. In the world of supply and demand, ergo factso ipsum, the price of lemons goes up to the market bearer.

QUINBY

Brilliant, Ms. Plushbottom. Right Mr. Grant.

(Pause to listen to MR. GRANT)

QUINBY (CONT'D)

Right, we're ready for the second question Mr. Grant? Of course, the first one just slipped my mind. I like to see the junior staff show their knowledge.

(Pause to listen to MR. GRANT)

QUINBY (CONT'D)

Who was the lemon named after? Jack Lemon.

## PLUSHBOTTOM

The Roman emperor!! Emperor  
Maximillius Lemonadus.

327 to 324 A.D.. He drank a lemon  
juice and honey at the games. You  
know, where they had the gladi, gladi,  
you know, the guys who tried to kill  
each other. But, you see, instead  
of wine, because he was a vegetarian,  
and a real health-nut, if you know  
what I mean, for his time. And back  
then lemons were called, well, I  
don't know. But soon they began to  
call them lemons, after this guy.  
Emperor Maximillius Lemonadus.

## QUINBY

Brilliant, Ms. Plushbottom. As you  
can see, our staff has been well  
trained, to answer any question the  
client might pose.

(Pause to listen to MR. GRANT)

## QUINBY (CONT'D)

One more. But this time, I've got  
to answer it? Are you sure? Ms.  
Plushbottom's really our expert on  
lemons.

(Pause to listen to MR. GRANT)

## QUINBY (CONT'D)

Right, don't hide behind the woman's  
skirt. Be tough. Right.

(Pause to listen to MR. GRANT)

## QUINBY (CONT'D)

Why is a lemon like a coal mine.  
Why is a lemon like a coal mine?

(PLUSHBOTTOM starts doing charades to give QUINBY the answer.)

## QUINBY (CONT'D)

Why is a lemon like a coal mine?  
Why I was talking to my wife about  
the very same subject last night at  
dinner. She said, ...

(Watching PLUSHBOTTOM.)

QUINBY (CONT'D)  
 Something to do with digging,  
 shoveling. One minute, I'll get it.  
 No. No. Sounds like. Let's see.

(PLUSHBOTTOM spits.)

QUINBY (CONT'D)  
 It sounds like. Water. Rain. No.  
 No. Spits. Spits. Not quite.  
 Pits! That's it, pits. A lemon is  
 like a coal mine, because they both  
 have pits.

(Pause to listen to MR. GRANT)  
 Brilliant??!!! We've got the  
 account!!

Super. A new account for LMNOPQ  
 Advertising, Inc.

(Pause to listen to MR. GRANT)

QUINBY (CONT'D)  
 Thank you very much.

(Pause to listen to MR. GRANT)

QUINBY (CONT'D)  
 And you will see some brilliant  
 creative work for Leonard's Lemonade.

(Pause to listen to MR. GRANT)

QUINBY (CONT'D)  
 Right, next week.

(EXIT MR. GRANT)

PLUSHBOTTOM  
 We got the account. We got the  
 account.

QUINBY  
 We got the account! Now we need to  
 find out what to say in the  
 advertising. What is our "strategy?"  
 We'll need some market research.

We need to find out what the typical  
 American consumer wants in a lemonade.



PLUSHBOTTOM

I've got it. I've got it. "Low price!"

QUINBY

No, Ms. Plushbottom. You can't do any advertising without doing extensive market research. Positive We need to "position" this product.

PLUSHBOTTOM

How about this Mr. Quinby? Say, "It tastes great!"

QUINBY

We need to probe deeply into the minds of the American consumer.

PLUSHBOTTOM

How about, "It's good for you."

QUINBY

No. We need extensive market research. Segmentation studies, in-depth analysis.

Now, where is our market researcher?

(Enter MARKET RESEARCHER in white lab coat)

10 TYPICAL AMERICAN CONSUMER  
(MARKET RESEARCHER, QUINBY, INTERVIEWERS, INTERVIEWER 1, INTERVIEWER 2, INTERVIEWER 3, INTERVIEWER 4, INTERVIEWER 5, ALL, HOUSEWIFE, INTERVIEWER, PLUSHBOTTOM, INTERVIEWERS MARKET RESEARCHER, OLD WOMAN, TEENAGERS)

MARKET RESEARCHER

That's right. Build our bank of knowledge. Psycho. Psycho. (QUINBY hits him on back.) Psychographics. Demographics. We've got to use all the latest techniques.

QUINBY

Leonard's Lemonade will be an important new account. We've got to impress our client with our knowledge. We definitely need a study.

MARKET RESEARCHER

We'll get right on it.

(MORE)

MARKET RESEARCHER (CONT'D)  
We definitely need a study. Where's  
our interviewing staff.

Enter INTERVIEWERS With telephones or head sets.

MARKET RESEARCHER (CONT'D)  
This is our crack telephone  
interviewing staff. Staff we are  
going to be conducting a study. We  
will call people on the phone,  
interrupt them in whatever they are  
doing and then interview them for an  
hour or so.

INTERVIEWERS  
We're ready sir.

INTERVIEWER 1  
HELLO, I'M FROM.

INTERVIEWER 2  
HELLO, I'M FROM.

INTERVIEWER 3  
HELLO, I'M FROM.

INTERVIEWER 4  
HELLO, I'M FROM.

INTERVIEWER 5  
HELLO, I'M FROM.

INTERVIEWER 1  
WE'RE DOING A STUDY.

INTERVIEWER 2  
WE'RE DOING A STUDY.

INTERVIEWER 3  
WE'RE DOING A STUDY.

INTERVIEWER 4  
WE'RE DOING A STUDY.

INTERVIEWER 5  
WE'RE DOING A STUDY.

ALL  
COULD YOU PLEASE HELP US OUT?  
AND ANSWER A FEW QUESTIONS ABOUT  
.....?

INTERVIEWER 1  
TIRES.

INTERVIEWER 2  
DETERGENTS.

INTERVIEWER 3  
CAMERAS.

INTERVIEWER 4  
PERSONAL HYGIENE.

INTERVIEWER 5  
ALCOHOL.

INTERVIEWER 1  
FROZEN DINNERS.

INTERVIEWER 2  
PIZZAS.

INTERVIEWER 3  
CREDIT CARDS.

INTERVIEWER 4  
FLOOR WAX.

INTERVIEWERS, MARKET RESEARCHER  
LEMONADE. WE'D LIKE TO KNOW EXACTLY  
WHAT YOU THINK.  
ABOUT THE FOOD YOU EAT AND DRINK.

Enter HOUSEWIFE in housecoat, curlers, shopping bag.

HOUSEWIFE  
I'M VERY BUDGET CONSCIOUS,  
SINCE WE BOUGHT OUR HOUSE IN MERRICK.  
SO I NEVER BUY THE NAME BRANDS.  
BUT I ALWAYS BUY GENERIC.  
AFTER ALL IT COSTS A FORTUNE,  
TO PUT FOOD UPON THE TABLE.  
AND YOU REALLY SAVE A BUNDLE, ON THE  
BRANDS WITHOUT LABEL.

INTERVIEWER, MARKET RESEARCHER  
ON THE BRANDS WITHOUT A LABEL.

HOUSEWIFE  
AND A CORN FLAKE IS A CORN FLAKE.

INTERVIEWER, MARKET RESEARCHER  
A CORN LAKE IS A CORN FLAKE.

HOUSEWIFE  
GINGER ALE IS GINGER ALE.

INTERVIEWER, MARKET RESEARCHER  
GINGER ALE IS GINGER ALE.

HOUSEWIFE  
SO I ALWAYS BUY GENERIC.  
OR I BUY ON SALE.

INTERVIEWER, MARKET RESEARCHER  
OR SHE BUYS ON SALE.

Exit HOUSEWIFE.

MARKET RESEARCHER  
THE TYPICAL AMERICAN CONSUMER, WANTS  
VALUE FOR THE MONEY THAT SHE SPENDS.

QUINBY  
IS THE PRODUCT IS ON SALE?

INTERVIEWER, MARKET RESEARCHER  
SHE'LL BUY IT.

PLUSHBOTTOM  
A COUPON IN THE MAIL?

INTERVIEWER, MARKET RESEARCHER  
SHE'LL TRY IT.  
LONG AS SHE'S NOT ON A DIET,  
SHE'S YOUR FRIEND.

MARKET RESEARCHER  
SHE'S LOOKING FOR A WAY TO STRETCH  
THE DOLLAR.  
WHENEVER SHE GOES SHOPPING AT THE  
STORE.  
SO TAKE MY ADVICE.  
LOWER THE PRICE.  
AND THE TYPICAL AMERICAN CONSUMER.

MARKET RESEARCHER, INTERVIEWER  
WILL BUY MORE, MORE, MORE.

QUINBY  
Amazing! The American consumers  
want lower prices. You guys in  
research are really on the ball.  
What else can you find out?

(Enter OLD WOMAN)

INTERVIEWER 1  
HELLO, I'M FROM.

INTERVIEWER 2  
HELLO, I'M FROM.

INTERVIEWER 3  
HELLO, I'M FROM.

INTERVIEWER 4  
HELLO, I'M FROM.

INTERVIEWER 5  
HELLO, I'M FROM.

INTERVIEWER 1  
WE'RE DOING A STUDY.

INTERVIEWER 2  
WE'RE DOING A STUDY.

INTERVIEWER 3  
WE'RE DOING A STUDY.

INTERVIEWER 4  
COULD YOU PLEASE HELP US OUT?

INTERVIEWER 5  
AND ANSWER A FEW QUESTIONS ABOUT..?

INTERVIEWER 1  
TIRES.

INTERVIEWER 2  
DETERGENTS.

INTERVIEWER 3  
CAMERAS.

INTERVIEWER 4  
PERSONAL HYGIENE.

INTERVIEWER 5  
ALCOHOL.

INTERVIEWER 1  
FROZEN DINNERS.

INTERVIEWER 2  
PIZZAS.

INTERVIEWER 3  
TRAVEL CARDS.

INTERVIEWER 4  
FLOOR WAX.

INTERVIEWERS MARKET RESEARCHER  
LEMONADE.  
WE'D LIKE TO EXACTLY WHAT YOU THINK,  
ABOUT THE FOOD YOU EAT AND DRINK.

(Enter OLD WOMAN, shopping bag)

OLD WOMAN  
Strained prunes. Zwieback. Low fat  
milk.

LOW SODIUM, LOW SODIUM. THAT'S WHAT  
I BUY. NO CHEMICALS, NO ADDITIVES.  
DON'T WANT TO DIE.

INTERVIEWER  
DON'T WANT TO DIE.

MARKET RESEARCHER  
DON'T WANT TO DIE.

QUINBY  
DON'T WANT TO DIE.

OLD WOMAN  
I READ THE LABELS WITH MY MAGNIFYING  
GLASS ON IT.

INTERVIEWER  
AND IF IT'S LOADED WITH PRESERVATIVES?

OLD WOMAN  
I PASS ON IT.  
LOW, BETTER YET, "NO SODIUM."  
THAT'S WHAT I BUY.

Exit OLD WOMAN.

PLUSHBOTTOM  
NO SODIUM, THAT'S WHAT SHE BUYS.

MARKET RESEARCHER  
THE TYPICAL AMERICAN CONSUMER.  
WANTS FOOD TO BE AS NATURAL AS CAN  
BE.

QUINBY  
IF YOU POLYS ARE UNSATURATED?

MARKET RESEARCHER  
EXPIRATIONS CLEARLY DATED.

PLUSHBOTTOM  
VITAMINS NOT DISSIPATED.

MARKET RESEARCHER  
THEN YOU'LL SEE.  
SHE'LL BUY YOUR GOODS REGARDLESS OF  
THE PRICES

PLUSHBOTTOM  
WHENEVER SHE GOES SHOPPING AT THE  
STORE.

MARKET RESEARCHER  
SO TAKE IT FROM ME.

PLUSHBOTTOM  
NO MSG.

QUINBY  
AND THE TYPICAL AMERICAN CONSUMER?

INTERVIEWERS, MARKET RESEARCHER, QUINBY, PLUSHBOTTOM WILL  
BUY, MORE.

QUINBY (CONT'D)  
Amazing! The American consumer wants  
products that are healthy. This  
will not go unappreciated at bonus  
time. Try one more. (Enter  
TEENAGERS)

TEENAGERS  
IF IT'S YUMMY, YUMMY, YUMMY,  
IN MY TUMMY, TUMMY, TUMMY.  
THAT'S WHAT I WILL BUY.  
IF MY BELLY, BELLY, BELLY.  
TURNS TO JELLY, JELLY, JELLY.  
THEN THAT'S WHAT I WILL TRY.

IF MY TASTE BUDS TELL ME.  
OH, YOU'RE SWEET,  
THAT'S THE FOOD I LOVE TO EAT.  
IF IT LINGERS, LINGERS, LINGERS. ON  
MY FINGERS, FINGERS, FINGERS.  
THAT'S THE STUFF I CRAVE.

MARKET RESEARCHER, INTERVIEWERS  
IF IT'S CHEWY, CHEWY, CHEWY?

TEENAGERS  
I GO SCREWY AND KABLOOEY,  
I SIMPLY CAN'T BEHAVE.

MARKET RESEARCHER  
IF IT STARTS YOUR TONGUE A TINGLING.

TEENAGERS  
I'M AS HAPPY AS CAN BE.

ALL  
SHE'S AS HAPPY AS CAN BE.

TEENAGERS  
IF IT'S YUMMY, YUMMY, YUMMY. IN MY  
TUMMY, TUMMY, TUMMY.  
THAT'S THE STUFF FOR ME.

(COUNTERPOINT.)

MARKET RESEARCHER  
SO TAKE IT FROM ME.

ALL  
SHOO BOP, SHOO BAH, BAH DU WOP.

QUINBY  
LOWER YOUR PRICE.

ALL  
SHOO BOP, SHOO BAH, BAH DU WOP.

INTERVIEWERS  
NO MSG.

ALL  
MAKE IT TASTE NICE.  
OH, BEAUTIFUL FOR WHAT THEY SPEND.  
ON PRODUCTS THEY ADORE.  
THE TYPICAL AMERICAN CONSUMER.  
THE TYPICAL AMERICAN CONSUMER.  
THE TYPICAL AMERICAN CONSUMER.

WILL BUY MORE.

(Lights to black.)

11 RESIDUALS  
(FIRST ACTRESS, SECOND ACTRESS, D)

Enter SECOND ACTRESS, FIRST ACTRESS.



FIRST ACTRESS  
Darling?

SECOND ACTRESS  
Darling?

FIRST ACTRESS  
Darling?

SECOND ACTRESS  
Darling?  
What are you doing here?

FIRST ACTRESS  
They want me to play a woman of  
fabulous wealth and taste.

SECOND ACTRESS  
Really.

FIRST ACTRESS  
A housewife in the new Leonard's  
Lemonade commercial.

SECOND ACTRESS  
You a housewife?

FIRST ACTRESS  
I will bring glamour and star appeal  
to the commercial. Infuse the product  
with taste and quality.

SECOND ACTRESS  
But, you a housewife? After all,  
you only drink champagne.

FIRST ACTRESS  
I am a great dramatic actress. I  
can empathize with the character,  
the motivation, the situation. My  
mother was a housewife.

SECOND ACTRESS  
Oh..

FIRST ACTRESS  
And what are you doing here?

SECOND ACTRESS  
I don't know. My agent sent me here.  
He said something about wearing an  
apron and standing in a kitchen.

FIRST ACTRESS

I know. You play the cleaning lady.

SECOND ACTRESS

I don't know about doing a commercial.

FIRST ACTRESS

Well, I need some financial security for my old age.

SECOND ACTRESS

That should be any day now.

FIRST ACTRESS

Our show is off the air. It won't be in reruns forever.

SECOND ACTRESS

It's off the air? I wondered why they weren't calling me. But how will we survive?

FIRST ACTRESS

I intend to live on Leonard's Lemonade.

SECOND ACTRESS

Huh?

FIRST ACTRESS

Oh, you nit. Don't you realize what's at stake here. Royalties. Repeat fees. Residuals. Wealth. Wealth beyond your wildest imagination. ....

MADGE GAVE A MANICURE TO SOMEONE'S WIFE.

NOW THANKS TO PALMOLIVE, SHE'S ALL SET FOR LIFE.

THE WHOLE THING TOOK LESS THAN A MINUTE.

NOW SHE'S GOT A HOT TUB, AND SHE'S SOAKING IN IT.

FIRST ACTRESS, SECOND ACTRESS

RESIDUALS. RESIDUALS.

MONEY IN THE BANK.

FIRST ACTRESS

SANDY DUNCAN'S BIG SMACKERS, COMES FROM WHEAT THIN CRACKERS.

FIRST ACTRESS, SECOND ACTRESS  
WITH THOSE RESIDUALS.

FIRST ACTRESS  
THANKS TO HER BUSTLE AND FULL-FIGURED  
BUST,  
JANE RUSSELL HAS OPENED UP MANY A  
TRUST.  
NOW SHE IS ROLLING IN CLOVER.  
SEE HER CUPS RUNNETH OVER!

SECOND ACTRESS  
LYNN REDGRAVE WAS CHUBBY WHEN SHE  
FIRST BEGAN,  
BUT NOW LYNN IS THIN ON THE WEIGHT  
WATCHER'S PLAN.

FIRST ACTRESS  
SEE HER NEW FIGURE UNFURLING.

SECOND ACTRESS  
AS THOSE POUNDS GO TO STERLING.

FIRST ACTRESS, SECOND ACTRESS  
RESIDUALS, RESIDUALS, YOU KNOW WHO  
TO THANK.

SECOND ACTRESS  
MARTHA RAYE THANKS HER DENTURES,  
FOR ALL THOSE DEBENTURES.

FIRST ACTRESS, SECOND ACTRESS  
BOUGHT WITH RESIDUALS.

FIRST ACTRESS  
KARL MALDEN HAS TRAVELER'S CHECKS.

SECOND ACTRESS  
ELLA HAS MEMOREX.

FIRST ACTRESS, SECOND ACTRESS  
LET ME BE INCLUDED.

SECOND ACTRESS  
SELLING TIRES.

FIRST ACTRESS  
OR TOASTERS.

SECOND ACTRESS  
FRYERS.

FIRST ACTRESS  
OR ROASTERS.

FIRST ACTRESS, SECOND ACTRESS  
LIKE FRANK PERDUE DID.  
WILFORD BRIMLEY SEES CHECKS COME  
THROUGH,  
EVERY TIME HE SAYS,  
"IT'S THE RIGHT THING TO DO."  
FREE, FINANCIALLY FREE.  
LET IT HAPPEN TO ME.

FIRST ACTRESS  
MICHAEL JORDAN DECIDED TO FOLLOW THE  
FOLD,  
FOR HIS AIR JORDAN'S HE GETS THE  
GOLD.  
AS HE KEEPS THOSE BASKET BALLS  
DUNKING,  
ECONOMICS HE AIN'T FLUNKIN.

SECOND ACTRESS  
JUNE ALLYSON'S LANDED A PLUM OF A  
ROLE.  
SHE'S NOW PUSHING PANTIES FOR BLADDER  
CONTROL.  
WE HOPE THAT HER CAMPAIGN EXTENDS  
ON.  
'CAUSE WE KNOW JUNE DEPENDS ON.

FIRST ACTRESS, SECOND ACTRESS  
RESIDUALS, RESIDUALS.  
YOU CAN BET YOUR..

FIRST ACTRESS  
BUNS.

SECOND ACTRESS  
NANCY WALKER EATS FINER,  
THAN IN ROSIE'S DINER.

FIRST ACTRESS, SECOND ACTRESS  
ON THOSE RESIDUALS.

FIRST ACTRESS  
TAKE THE MONEY AND BURN IT, JUST  
TELL THEM YOU "EARN IT."

SECOND ACTRESS  
ANY NINCOMPOOP CAN.

FIRST ACTRESS  
ANN MILLER IS BACKED UP,  
WITH MILLIONS SHE RACKED UP.  
DANCING ON THAT SOUP CAN.

SECOND ACTRESS  
CHER SEES HER BANK ACCOUNT JUMPIN'.  
WITH EVERY MUSCLE SHE'S PUMPIN'.

FIRST ACTRESS  
FREE, FINANCIALLY FREE.

SECOND ACTRESS  
LET IT HAPPEN TO ME.

FIRST ACTRESS, SECOND ACTRESS  
WE'VE BOTH DONE COMMERCIALS THAT  
DIED OVERNIGHT.

SECOND ACTRESS  
YES, YOU WITH YOUR "SHAMPOO."

FIRST ACTRESS  
AND YOU, "KRYSTAL LIGHT."

FIRST ACTRESS, SECOND ACTRESS  
MAYBE OUR WEALTH WOULD BE ADDING,  
IF WE SOLD SHOULDER PADDING.  
RESIDUALS, RESIDUALS,  
KEEP THEM ROLLING IN.

FIRST ACTRESS  
FINANCIAL RELIEF.

SECOND ACTRESS  
WHERE'S THE BEEF?

FIRST ACTRESS, SECOND ACTRESS  
IN THOSE RESIDUALS.

FIRST ACTRESS  
DANNY'S RICHER THAN FONDA,  
AND HE CAN THANK HONDA.

SECOND ACTRESS  
AND DINAH IS STICKIN',  
WITH COOKIN' GOOD CHICKEN.

FIRST ACTRESS  
JAY LENO CAN'T BEAT THOSE BIG BUCKS  
FROM DORITOS.

SECOND ACTRESS  
AND THERE AIN'T NO HARM IN,  
A-SQUEEZIN' THAT CHARMIN.

FIRST ACTRESS, SECOND ACTRESS  
FOR THOSE RESIDUALS.

FIRST ACTRESS  
LISTEN, I'M NO DOPE.  
CARMELITA POPE, STILL GETS RESIDUALS.

SECOND ACTRESS  
RULA LENSKA DOES...

FIRST ACTRESS  
DOES SHE??

FIRST ACTRESS, SECOND ACTRESS  
BUT WHO THE HELL WAS SHE? MONTANA  
WANTS THE SAMETH,  
WHAT BRUT GAVE TO NAMETH. OH, THOSE  
RESIDUALS!

FIRST ACTRESS  
OPEN UP THE BANKS,  
OPEN UP THE VAULTS,  
AND DO THE RESIDUAL WALTZ.

Exit SECOND ACTRESS, FIRST ACTRESS

Enter QUINBY, PLUSHBOTTOM

12 LEONARDO'S LEMONADA  
(QUINBY, ALICE, CREATIVE DIRECTOR, PLUSHBOTTOM, BULLFIGHTER)

QUINBY  
Now what we need is some brilliant  
creative. Where's that creative  
department? Where's Singer the  
creative director?

Enter CREATIVE DIRECTOR, ALICE

ALICE  
Speaking of creative. How's the  
screenplay coming along?

CREATIVE DIRECTOR  
Right. Creative Director. Singer.  
Staff copywriter. Former novelist.  
Aspiring screenwriter.

ALICE

A triple threat.

CREATIVE DIRECTOR

Right. Unfulfilled. Unpublished.  
Unproduced.

ALICE

I'm sure you'll make it.

CREATIVE DIRECTOR

Well right now, the screenplay is a  
little long. (Pause) Eight hundred  
pages.

ALICE

An epic! I really love the movies.

CREATIVE DIRECTOR

You do?

ALICE

What's the title?

CREATIVE DIRECTOR

Return of the Killer Bees Chain Saw  
Massacre, Part II.

ALICE

Sounds very new wave.

CREATIVE DIRECTOR

Right. Exactly how I would describe  
it.

So, there's the Killer Bees, swarming  
all over the Hollywood  
sign....(Notices QUINBY.) What's  
happening Mr. Quinby?

QUINBY

How's that campaign coming for  
Leonard's Lemonade?

CREATIVE DIRECTOR

Great, got a lot of new ideas.

QUINBY

We need to add some sizzle to the  
steak.

CREATIVE DIRECTOR

Some pizazz to the pizza.

PLUSHBOTTOM

Some limelight to the lemonade.

CREATIVE DIRECTOR

What's the strategy? What are we trying to say?

QUINBY

Our brilliant market research indicates that the lemonade should taste good.

CREATIVE DIRECTOR

Be good for you.

PLUSHBOTTOM

And be low priced.

CREATIVE DIRECTOR

Brilliant. Never been said before. I like it.

QUINBY

Now we need a great idea...no better yet, what we need is a concept.

CREATIVE DIRECTOR

I've got it. There will be a line around the store when this commercial hits the air. They won't be able to sell Leonard's Lemonade fast enough. Hit it!

Enter FLAMENCO DANCERS, BULL FIGHTER, THREE AMIGOS

BULLFIGHTER

LEONARDO'S LEMONADA, IS IMPORTED FROM GRENADA. IT'S NOT BRITISH. IT'S NOT POLISH. BUT IT'S OH SO ESPANOLISH! IF YOU NEED A GOOD BEBIDA, TRY SOME TODAY. LEONARDO'S LEMONADA.

YOU'LL SAY "OLE!

Flamenco dancers with castanets. Bullfighter waves capes, etc.

BULLFIGHTER (CONT'D)

LEONARDO'S LEMONADA. IT'S IMPORTED FROM GRENADA.

(MORE)



BULLFIGHTER (CONT'D)  
IT'S NOT BRITISH, IT'S NOT POLISH,  
BUT IT'S SO ESPANOLISH.

IF YOU NEED A GOOD BEBIDA,  
TRY SOME TODAY. LEONARDO'S LEMONADA.  
YOU'LL SAY "OLE!"

(DANCE BREAK.)

BULLFIGHTER (CONT'D)  
After a hard day in the bullring, I  
like to get together with some of my  
compadres, and have a tall, refreshing  
glass of Leonardo's. (Drinks) Ah,  
that is beeg refreshment. Leonardo's.

REFRESCURA, DELICIOSA.  
GET SOME FROM YOUR LOCAL GROCER.

ALICE  
IT CAN BE A GREAT SANGRIA.

PLUSHBOTTOM  
OR DRINK IT PLAIN.

ALL, BULLFIGHTER, SENIORITAS  
LEONARDO'S LEMONADA. FROM SUNNY  
SPAIN.  
YOU'LL SAY, "OLE!"

QUINBY  
You know, it's a little too, too,  
too....

PLUSHBOTTOM  
Spanish.

CREATIVE DIRECTOR  
Exactly what I was thinking.

QUINBY  
Maybe something more traditional.

ALICE  
Right, something more traditional.

13 LENNY'S LEMONADE.  
(CREATIVE DIRECTOR, ORTHODOX JEWS, PLUSHBOTTOM, ALICE, QUINBY,  
ALL)

ALICE, PLUSHBOTTOM use scarves as babushkas. Enter ORTHODOX  
JEWS.

CREATIVE DIRECTOR  
Traditional. Traditional? Hit it!

ORTHODOX JEWS  
LENNY'S LEMONADE.  
GET OUT AND GET SOME HURRY.  
LENNY'S LEMONADE.

PLUSHBOTTOM  
YOU NEVER HAVE TO WORRY.

ORTHODOX JEWS  
SUPERVISED BY RABBIS.  
IT'S COMPLETELY VEGETARIAN.  
YOU DON'T HAVE TO BE JEWISH.

ALICE  
IT'S NON-SECTARIAN.

CREATIVE DIRECTOR  
LENNY'S LEMONADE.

QUINBY  
IT'S MANNA FROM THE HEAVENS.

ALICE  
LENNY'S LEMONADE.

PLUSHBOTTOM  
AT LOCAL SEVEN-ELEVEN'S.

ALL  
GUARANTEED TO GIVE YOUR STRENGTH.  
AND LOTS OF PEP.  
RUN RIGHT DOWN TO WALDBAUM'S.

QUINBY  
IT'S REALLY WORTH THE SCHLEPP.

ALL  
LENNY'S LEMONADE.

Dance break.

YIDDISH HOUSEWIFE  
(PLUSHBOTTOM IN SCARF)  
My Seymour, he comes home from a  
hard day at the deli. He's tired.  
He's worn out. He says, "Trudy.  
How about a tall refreshing drink?"  
So I pour a tall refreshing glass of  
Lennie's for Seymour.  
(MORE)

YIDDISH HOUSEWIFE (CONT'D)  
 Should I have to tell you? (Drinks)  
 Ah, that is big refreshment. Lenny's  
 Lemonade.

CREATIVE DIRECTOR  
 LENNY'S LEMONADE.

QUINBY  
 IT'S MANNA FROM THE HEAVENS.

ALICE  
 LENNY'S LEMONADE.

PLUSHBOTTOM  
 AT LOCAL SEVEN-ELEVEN'S.

ALL  
 GUARANTEED TO GIVE YOUR STRENGTH.  
 AND LOTS OF PEP.  
 RUN RIGHT DOWN TO WALDBAUM'S.

QUINBY  
 IT'S REALLY WORTH THE SCHLEPP.

ALL  
 LENNY'S LEMONADE.

QUINBY  
 You know it's a little  
 too...too...too....

PLUSHBOTTOM  
 Spanish.

CREATIVE DIRECTOR  
 Exactly what I was thinking.

ALICE  
 Maybe we need something more urban.

QUINBY  
 Inspirational.

CREATIVE DIRECTOR  
 Urban? Inspirational? Hit it!

14 LEONARD'S LEMONADE  
 (CHOIR DIRECTOR, CHOIR, CREATIVE DIRECTOR, ALL, QUINBY,  
 PLUSHBOTTOM)

Enter CHOIR in choir robes. Give CREATIVE DIRECTOR a robe.

CHOIR DIRECTOR

WE OVERINDULGE.  
WE'RE GETTING TOO BIG.  
WE BATTLE THE BULGE.  
THEN EAT LIKE A PIG.

SO, WHERE DO WE TURN? I'LL TELL YOU  
MY FRIEND.  
NEW LEONARD'S LEMONADE,  
WITH NUTRA SWEET BLEND.

HE GIVES US THE TASTE.  
TO LOOSEN OUT BELT.  
REDUCES OUR WAIST,  
UNTIL WE ARE SVELTE

CHOIR

UNTIL WE ARE SVELTE.

CHOIR DIRECTOR

SO WHAT IS THE ANSWER,  
WHEN PANTS ARE TOO TIGHT?  
NEW LEONARD'S LEMONADE  
AND NEW LEONARD'S LIGHT.

CREATIVE DIRECTOR

Brothers and sisters,  
Resist the temptation of high calorie  
of those soft drinks.  
Walk down that path of righteousness  
at the aisle of your local  
supermarket.  
And see the light.  
New Leonard's Light.

CHOIR

UNTIL WE ARE SVELTE.

ALL

SO LIFT UP YOUR VOICES,  
AND SING LOUD AND CLEAR.  
NEW LEONARD'S LEMONADE  
SALVATION IS HERE  
AMEN.

QUINBY

You know it's a little too...too..too.

PLUSHBOTTOM

Spanish.

15 IT'S NOT A COMMERCIAL, IT'S ART  
(QUINBY, PLUSHBOTTOM, CREATIVE DIRECTOR, ALICE, MR. HOWARD,  
D)

QUINBY

Look, I know you creative types don't  
like ideas coming from the account  
group.

PLUSHBOTTOM

But what about...

CREATIVE DIRECTOR

Two women in a kitchen.

QUINBY

Exactly.

ALICE

One says to the other...

PLUSHBOTTOM

"Have your husband try this."

CREATIVE DIRECTOR

He does.

PLUSHBOTTOM

He loves it.

ALICE

And the marriage is saved.

PLUSHBOTTOM

Mr. Quinby, we need a brilliant  
director for this commercial.

QUINBY

Well, go hire him. We've got work  
to do. (PLUSHBOTTOM, ALICE)

CREATIVE DIRECTOR

What is that guy's name? Worked on  
some regional meat ball commercial  
in southern New Jersey. This is a  
simple job. He's cheap. He can't  
possibly blow this one. What's that  
name...eh... Mr. Howard. That's it,  
the guy calls himself, Mr. Howard.

(Enter THE MR. HOWARD)

MR. HOWARD

Baby, just got your call. Mr. Howard just got in from the coast. Seeing some of his fabulous friends. George, Stephen. The old gang from U.S.C.. They asked Mr. Howard his advice on few projects. Wouldn't make a move without him.

QUINBY

You'll be a great director for this.

MR. HOWARD

Mr. Howard knows. You picked Mr. Howard for his brilliant professional reputation.

CREATIVE DIRECTOR

Well actually, you were the only one available on such short notice. And will work so cheap.

MR. HOWARD

You will not be disappointed. Mr. Howard will give you a masterpiece. Mr. Howard will bring great warmth and drama to the human situation. And infuse the existential with conviction and meaning.

QUINBY

Huh?

MR. HOWARD

Mr. Howard will sell the product. Where is the piece? The storyboard?

CREATIVE DIRECTOR gives it to him.

MR. HOWARD (CONT'D)

Leonard's Lemonade. Two ladies in a kitchen.  
 Frame 1. The women they are thirsty.  
 Frame 2. They pour the lemonade.  
 Frame 3. They drink the lemonade.  
 Frame 4. They love the lemonade.  
 Frame 5. The marriages are saved.  
 Voice over: Leonard's Lemonade.

Brilliant stuff! Truly great! Mr. Howard could not have written in better himself.

(MORE)

MR. HOWARD (CONT'D)

But this piece does need a Mr. Howard's strong directorial hand. That ending? "Leonard's Lemonade?" Does Mr. Howard need that? No! It destroys the artistic beauty of his piece.

CREATIVE DIRECTOR

That's the name of the product. The client would like it in there. Feels it will help sales.

MR. HOWARD

Minor point. And what about the color of this container. Mr. Howard knows it doesn't blend with ambiance we are trying to create.

QUINBY

Actually, it is the color of the packaging. The product packaging. The product we are trying to sell.

MR. HOWARD

Mr. Howard will fix it in the mix.

CREATIVE DIRECTOR

Now that we've got the details settled, let's get this commercial rolling...

MR. HOWARD

Commercial? Commercial? Did you say CC..C..commercial?

IT'S NOT A COMMERCIAL.

IT'S ART.

A HALF MINUTE MASTERPIECE CREATED FROM THE HEART.

I'LL MAKE YOU AN EPIC OF NASAL CONGESTION,

D

A HEART BRAKING DRAMA OF ACID INDIGESTION.

IT'S NOT JUST A THIRTY SECOND SPOT. GONE WITH THE WIND I MADE FROM SCRUBBING OUT A POT.

I TEND EVERY DETAIL,  
NO MATTER HOW TEENY.

(MORE)

D (CONT'D)

THAT'S WHY THEY CALL ME THE VIDEO  
FELLINI.  
SO DON'T SAY "COMMERCIAL" IF YOU'RE  
SMART.  
'CAUSE IT'S NOT A COMMERCIAL,  
IT'S ART.

CREATIVE DIRECTOR  
JUST SELL THE PRODUCT,

MR. HOWARD  
Never.

QUINBY  
JUST SELL THE PRODUCT,

MR. HOWARD  
Never.

CREATIVE DIRECTOR, QUINBY  
JUST SELL THE PRODUCT,  
TO HELL WITH THE ART.  
JUST SELL THE PRODUCT,

MR. HOWARD  
Never.

CREATIVE DIRECTOR  
JUST SELL THE PRODUCT,

MR. HOWARD  
Not on your life.

QUINBY  
JUST SELL THE PRODUCT,  
TO HELL WITH THE ART.

MR. HOWARD  
I DON'T SELL A PRODUCT, I CREATE.  
CONCEIVING THE IMAGE,  
THAT WILL MAKE THE PRODUCT GREAT.  
I WORK WITH THE WRITERS,

LIKE KAZAN DID WITH MILLER.  
I AM TO DOG FOOD,  
WHAT HITCHCOCK IS TO THRILLER.  
WHEN I FILM A PRODUCT,  
IT WILL SELL.

WHO CARES IF IT FALLS APART,  
OR DOESN'T WORK SO WELL.

(MORE)



MR. HOWARD (CONT'D)  
 AGENTS WHO CALL ME, CAN'T GET AN  
 APPOINTMENT,  
 SINCE I WON THE CLIO FOR HEMORRHOIDAL  
 OINTMENT.

SO DON'T SAY.... IF YOU'RE SMART.  
 'CAUSE IT'S NOT A.....

CREATIVE DIRECTOR  
 COMMERCIAL.

MR. HOWARD  
 IT'S ART.

QUINBY  
 HE'S THE JOHN HOUSTON OF DEODORANTS.

CREATIVE DIRECTOR  
 HE'S THE STEPHEN SPIELBERG OF  
 FLOORWAX.

QUINBY  
 THE VINCENT MINNELLI OF PETROLEUM  
 JELLY.

MR. HOWARD  
 THE C.B. DEMILLE OF THE TELLY.

CREATIVE DIRECTOR  
 THE JOE MANKEWITZ OF MAXIPADS.

QUINBY  
 THE CHARLIE CHAPLIN OF MOUTHWASH.

CREATIVE DIRECTOR  
 THE ANTONIONI OF KOSHER BALONEY.

QUINBY  
 THE GEORGE LUCAS OF CANNED MINESTRONI.

MR. HOWARD  
 WHEN YOU SEE YOUR PRODUCT IN EVERY  
 SHOPPING CART. THEN YOU'LL KNOW WHY  
 I FIND THE WORD....

CREATIVE DIRECTOR  
 "COMMERCIAL."

MR. HOWARD  
 CONTROVERSIAL.  
 'CAUSE IT'S NOT A ....

CREATIVE DIRECTOR  
COMMERCIAL.

MR. HOWARD  
IT'S ART.

Counterpoint.

MR. HOWARD (CONT'D)  
WHEN YOU SEE YOU PRODUCT IN EVERY  
SHOPPING CART. THEN YOU'LL KNOW WHY  
I FIND THE WORD...

CREATIVE DIRECTOR  
"COMMERCIAL."

MR. HOWARD  
CONTROVERSIAL.  
'CAUSE IT'S NOT A COMMERCIAL.

QUINBY  
IT IS A COMMERCIAL.

MR. HOWARD  
NEIN, IT'S NOT A ...

CREATIVE DIRECTOR  
COMMERCIAL.

MR. HOWARD  
IT'S A WORK OF ART.

16 SQUEEZE, SQUEEZE, SQUEEZE, SQUEEZE.  
(MR. HOWARD, CREATIVE DIRECTOR, QUINBY, LEMONS, FIRST LEMON,  
SECOND LEMON, D, ALL)

MR. HOWARD  
Now, let's see what can Mr. Howard  
can do. Mr. Howard is a truly  
professional commercial director.  
Who shall Mr. Howard emulate. George  
Lucas. Stars, androids. Robotics.  
Open on the planet Saturn and fade  
into the kitchen. (Pause) No, too  
Star Wars.

CREATIVE DIRECTOR  
Are you kidding? ( pays no  
attention.)

MR. HOWARD  
What about, Sam Peckinpah.  
(MORE)

MR. HOWARD (CONT'D)

Blood in the street. Death. Pillage.

Then twelve thirsty housewives are  
looking for something to drink.  
Been done. Done before in that  
deodorant commercial.

Ride-ly. Ride-ly Scutt.

QUINBY

That's. Ridley Scott. Ridley Scott!  
You idiot!

MR. HOWARD

A great one. A great one. But no,  
no. Too avant garde. Too new wave.

What about that great director...that  
great director...Bugsy. Bugsy.

CREATIVE DIRECTOR

There's no director named "Bugsy."

MR. HOWARD

Certainly there is. Mr. Howard knows.  
Bugsy, Bugsy...Bakely.

QUINBY

Busby. That's Busby, you nincompoop!  
Busby..Berkeley.

MR. HOWARD

Bugsy Bakely, that's it. This  
commercial shall be done in the great  
Bugsy Bakley style!

CREATIVE DIRECTOR

Are you crazy?! This is two ladies  
in a kitchen! What are you talking  
about!

MR. HOWARD

A cast of hundreds. Overhead camera  
shots. A full orchestra!

CREATIVE DIRECTOR

We have to stay within budget!

MR. HOWARD

Bring on the dancing lemons.

QUINBY, CREATIVE DIRECTOR  
 There are no dancing lemons in this  
 commercial!

MR. HOWARD  
 There are now! Five, six, seven,  
 eight.

(Enter LEMONS)

LEMONS  
 WE'RE THE LEMONS IN LEONARD'S  
 LEMONADE.  
 HERE TO TELL YOU HOW LEMONADE IS  
 MADE.

FIRST LEMON  
 THEY PICK US AT OUR YELLOWEST,  
 THAT'S WHEN OUR FLAVOR'S MELLOWEST.

SECOND LEMON  
 AND THEN TO GET THE TASTE.

FIRST ACTRESS, SECOND ACTRESS  
 UHH, UHH....  
 THEY GRAB US ROUND THE WAIST.

LEMONS  
 AND THEY GO, SQUEEZE, SQUEEZE,  
 SQUEEZE, SQUEEZE.  
 TILL THEY GET THE FLAVOR OUT.  
 SQUEEZE, SQUEEZE, SQUEEZE, SQUEEZE.  
 TILL WE SCREAM AND SHOUT.

SECOND LEMON  
 TO MAKE THE FLAVOR REAL FOR YOU.  
 THEY SQUEEZE US TO BITS.

FIRST LEMON  
 TILL THERE'S NOTHING LEFT OF US,  
 BUT PEEL AND PITS.

LEMONS  
 AND THEN THEY, FREEZE, FREEZE, FREEZE,  
 FREEZE.  
 EVERY DROP OF JUICE WE GIVE.  
 PLEASE, PLEASE, PLEASE, PLEASE.  
 WE HAVEN'T LONG TO LIVE.  
 ANY MOMENT WE'LL BE GONE,  
 'CAUSE THE BIG SQUEEZE IS ON.

(DANCE BREAK.)

MR. HOWARD

This is brilliant. This is creative  
genius.

QUINBY

Who needs creative genius? This is  
the ad business.

MR. HOWARD

Smile babies. Eat your heart out  
Ann Miller.

LEMONS

WE'RE ON OUR KNEES, KNEES, KNEES,  
KNEES. MR. LEONARD SET US FREE.  
PLEASE, PLEASE, PLEASE, PLEASE  
SHOW A LEMON CLEMENCY.  
ANY MOMENT WE'LL BE GONE,  
'CAUSE THE BIG SQUEEZE IS ON.

CREATIVE DIRECTOR

SQUEEZE, SQUEEZE, SQUEEZE, SQUEEZE.

LEMONS

TILL THEY GET THE FLAVOR OUT.

ALL

SQUEEZE, SQUEEZE, SQUEEZE, SQUEEZE.

LEMONS

TILL WE SCREAM AND SHOUT. TO MAKE  
THE FLAVOR REAL FOR YOU.  
THEY SQUEEZE US TO BITS. TILL THERE'S  
NOTHING LEFT OF US,  
BUT PEEL AND PITS.  
AND THEN THEY, FREEZE, FREEZE, FREEZE,  
FREEZE. EVERY DROP OF JUICE WE GIVE.  
PLEASE, PLEASE, PLEASE, PLEASE,  
WE HAVEN'T LONG TO LIVE.  
ANY MOMENT WE'LL BE GONE.  
'CAUSE THE BIG SQUEEZE IS ON.  
(LEMONS start to exit.)

MR. HOWARD

One more time! Up the tempo.

FIRST LEMON

Are you serious?

LEMONS

SQUEEZE, SQUEEZE, SQUEEZE, SQUEEZE.  
TILL THEY GET THE FLAVOR OUT.  
SQUEEZE, SQUEEZE, SQUEEZE, SQUEEZE.  
TILL WE SCREAM AND SHOUT.

(Exiting.)

ANY MOMENT WE'LL BE GONE.  
'CAUSE THE BIG SQUEEZE IS ON...

Exit LEMONS

MR. HOWARD

Brilliant. Brilliant. A masterpiece.  
Mr. Howard's second Clio.

QUINBY

When my client sees your lemons,  
he'll be bananas.

CREATIVE DIRECTOR

This is a complete disaster.

MR. HOWARD

Mr. Howard reminds you Mr. Quinby,  
that his check has already cleared.  
That this commercial cost a half  
million dollars.

CREATIVE DIRECTOR

We'll have to reshoot, at agency  
expense.

17 THIRTY SECOND (REPRISE 1)  
(QUINBY, MR. HOWARD, CREATIVE DIRECTOR, ALL)

QUINBY

On second thought...  
THIRTY SECONDS, THIRTY SINGING,  
DANCING SECONDS. CAN MAKE THE SALES  
GO THROUGH THE ROOF.  
THIRTY SECONDS.

MR. HOWARD

THIRTY MADE AND PAID FOR SECONDS.

CREATIVE DIRECTOR

AND NO ONE HAS TO KNOW THE WHOLE  
THING WAS A GOOF.

ALL

THIRTY SECONDS OF CELLULOID.

MR. HOWARD  
MAKE THE CLIENT LOVE IT, OR YOU'RE  
UNEMPLOYED.

CREATIVE DIRECTOR  
SHOW THEM EVERYTHING YOU'VE GOT.

QUINBY  
AND MAKE HIM WANT TO BUY IT.

MR. HOWARD  
MAKE HIM WANT TO TRY IT.

CREATIVE DIRECTOR  
MAKE HIM WANT TO TRY IT. CREATIVE  
DIRECTOR, MR. HOWARD MAKE HIM WANT  
TO BUY IT.

ALL  
MAKE HIM WANT TO BUY IT, FROM OUR  
THIRTY SECOND SPOT.

Exit MR. HOWARD, CREATIVE DIRECTOR.

18 THE LOOK  
(QUINBY, PLUSHBOTTOM, ALICE)

Enter PLUSHBOTTOM, ALICE.

QUINBY  
You're right. I think we can save  
it. It's a wrap. In the can. A  
few changes in the mix, and we've  
got a sale.

Ms. Plushbottom, get me reservations  
on the 8:15. Also, there are several  
memos waiting to be typed. And that  
report was due Wednesday. It's not  
finished. Your efficiency is  
slipping.

PLUSHBOTTOM  
Mr. Quinby. The reservations are  
made. The memos are on your desk,  
and the report went out this morning.  
My efficiency is efficient as ever.

ALICE  
It certainly is Mr. Quinby. Ms.  
Plushbottom has been indispensable  
to us on the lemonade account.

QUINBY

Well, I'm glad to hear your recommendation.

(Exit QUINBY.)

PLUSHBOTTOM

Oh, if I had a knife. I do all the work. And he takes all the credit. What's a girl got to do to get ahead around here? I got the talent. I got the brains. I got a nice leather attaché case. What else could I possibly need?

ALICE

There is something else.

PLUSHBOTTOM

What?

ALICE

You need...."THE LOOK."

PLUSHBOTTOM

I NEED THE WHAT?

ALICE

YOU'VE GOT TO DRESS THE PART, THOUGH YOU'RE A MESS, LET'S START WITH YOUR CLOTHES.

PLUSHBOTTOM

What's wrong with my clothes?

ALICE

NOT TOO SMART.

PLUSHBOTTOM

VERY LIKE A TART.

ALICE

TO KEEP THOSE CURVES IN PLACE, CALVIN KLEIN WILL SUIT YOUR FACE.

PLUSHBOTTOM gets jacket. PLUSHBOTTOM puts on.

PLUSHBOTTOM

And that's "THE LOOK."

ALICE

YOU'VE GOT "THE LOOK."



PLUSHBOTTOM  
I'M GETTING "THE LOOK."

ALICE  
THAT'S ALL YOU NEED.

PLUSHBOTTOM  
THAT'S ALL I NEED.

ALICE  
AND WITH "THE LOOK."

PLUSHBOTTOM  
AND WITH "THE LOOK."

ALICE  
YOU WILL SUCCEED.  
(Phone rings.  
PLUSHBOTTOM answers.)

PLUSHBOTTOM  
Hello. A job as account coordinator  
with DBDBBBDBDBDBB & B?  
But I've been at LMNOPQ Advertising  
for six years. (Pause.) It pays  
that much? I'll take it.

ALICE  
YOU NEED "THE SOUND."

PLUSHBOTTOM  
WHAT KIND OF SOUND?

ALICE  
YOU KNOW THE WAY YOU TALK.

PLUSHBOTTOM  
I KNOW, IT'S SO NEW YAWK.

ALICE  
IT'S NOT "THE SOUND."  
THE RAIN IN SPAIN.

PLUSHBOTTOM  
THE RAIN IN SPAIN.

ALICE  
STAYS MAINLY IN THE PLAIN.

PLUSHBOTTOM  
YOU CAN SAY THAT A-GAIN.  
I'VE GOT "THE SOUND."

ALICE  
I think she's got it.

PLUSHBOTTOM  
I'VE GOT "THE LOOK."

ALICE  
SHE'S GETTING "THE LOOK."

PLUSHBOTTOM  
I'VE GOT "THE SOUND."

ALICE  
SHE'S GETTING "THE SOUND."

PLUSHBOTTOM  
AND WITH "THE LOOK."

ALICE  
AND WITH "THE LOOK."

PLUSHBOTTOM  
I'M UPWARD BOUND.

Phone rings.

PLUSHBOTTOM (CONT'D)  
Hello. A position with Cranberry,  
Nickelby and Squod? Account  
supervisor? Yes, I've got the  
experience to handle it.

NOW I CAN HOLD MY HEAD UP,  
WITH THE REST OF THE BUNCH.

ALICE  
THEY'LL BE PICKING YOUR CHECK UP,  
WHEN YOU GO FOR LUNCH.

PLUSHBOTTOM  
I'LL BE CLIMBING THE MOUNTAIN,  
TO THE TIPPY, TIPPY, TOP.  
I'M ON MY WAY, AND I WON'T....

ALICE  
STOP, STOP!

PLUSHBOTTOM  
What's wrong?

ALICE  
YOU NEED "THE SMELL."

ALICE (CONT'D)  
 WHEN YOU CAME IN TODAY,  
 WE KNEW A BLOCK AWAY. What is that  
 stuff?

PLUSHBOTTOM  
 Eau de K-Martte!

ALICE  
 TRY SOME CHANEL.

PLUSHBOTTOM  
 GOOD OLD CHANEL.

ALICE  
 A LITTLE MIST OF IT.

PLUSHBOTTOM  
 I GOT THE GIST OF IT.  
 (Puts on too much.)

ALICE  
 OKAY, ENOUGH, ENOUGH.  
 YOU GOT "THE SMELL."

PLUSHBOTTOM  
 I'M GETTING "THE SMELL."

ALICE  
 THE RIGHT COLOGNE.

PLUSHBOTTOM  
 THE RIGHT COLOGNE.

ALICE  
 YOU GOT "THE LOOK."

PLUSHBOTTOM  
 I'M GETTING "THE LOOK."

ALICE  
 NOW GET THE PHONE.  
 (Phone rings.)

PLUSHBOTTOM  
 Hello. A senior vice-president at  
 LMNOPQ Advertising, Inc. In charge  
 of the Leonard's Lemonade account.  
 And J. Quinby IV will be reporting  
 to me. Let's do lunch.

Now I'm ready for the executive floor.

ALICE

Not yet.  
YOU NEED "THE WALK.

PLUSHBOTTOM

Huh?

ALICE

THE WAY YOU SWISH, I MEAN.  
IT'S LIKE A BURLESQUE QUEEN.  
IT'S NOT "THE WALK."

PLUSHBOTTOM

Not "the walk," huh?

ALICE

YOU SEE THIS CHALK?

PLUSHBOTTOM

I SEE THE CHALK.

ALICE

I'M GOING TO DRAW A LINE.  
SO YOU CAN COPY MINE.  
AND GET "THE WALK."

ALICE walks very properly. PLUSHBOTTOM starts to swish, but then becomes very dignified.

ALICE (CONT'D)

WE GOT "THE LOOK."

PLUSHBOTTOM

WE GOT "THE LOOK.

ALICE

WE GOT "THE WALK."

PLUSHBOTTOM

WE GOT "THE WALK."

ALICE

WE GOT "THE SOUND."

ALICE, PLUSHBOTTOM

DAT AIN'T NEW YAWK.

ALICE, PLUSHBOTTOM (CONT'D)

YESTERDAY A SCHNOOK,  
TODAY, A SCHNOOK.

ALICE

BUT A SCHNOOK WHO'S GOT THE...

ALICE, PLUSHBOTTOM  
LOOK WHO'S GOT THE LOOK  
WHO'S GOT "THE LOOK."

PLUSHBOTTOM  
I GOT "THE LOOK."

Well, Aleese, I've got a dinner date  
and then it's off to the Hamptons.  
To see a very interesting man. What's  
on your agenda this weekend, dahling?  
Mr. Wonderful? Has he been a way,  
in a yacht race to Bermuda, or  
something.

ALICE  
I haven't been seeing him lately.  
He's out on the coast. Seeing an  
agent about his screenplay.

PLUSHBOTTOM  
Oh, you poor dear. Alone and  
abandoned.

ALICE  
He said he would call.

PLUSHBOTTOM  
They always say that.

ALICE  
Of course, I'm not going to be sitting  
home, by the phone.

PLUSHBOTTOM  
Bully for you.

ALICE  
I've a very busy weekend. I've got  
a concert down at Carnegie, an auction  
up at Sotheby, an art show at the  
Armory, and a ton of laundry.

PLUSHBOTTOM  
My dear, you simply must squeeze in  
a man or two.

ALICE  
When would I find the time?

PLUSHBOTTOM  
Between the wash and the rinse.  
(MORE)

PLUSHBOTTOM (CONT'D)

So long dahling. Have a jolly good weekend?

LIGHTS GO DOWN.

19 UPPER EAST SIDE BLUES.  
(ALICE, MR. WONDERFUL)

ALICE

TAKE ME HOME, SIXTIETH AND FIRST,  
ALL ALONE, THAT'S THE WORST. HAVE A  
LONELY SUPPER,  
WITH EYE WITNESS NEWS. EATING TUNA  
FROM A TUPPER. THAT'S THE UPPER  
EAST SIDE BLUES

TEN O'CLOCK, TRYING TO RELAX.

SNUGGLE UP WITH CINE-MAX.

GLAD I KEPT MY TEDDY, AND MY NANCY  
DREWS, SO WHEN BEDTIME COMES I'M  
READY, FOR THE "WORLD'S ABOUT TO  
TOPPLE," JUST ME AND TED KOPPEL,  
BLUES.

SO YOU WALK THE PARKS,  
OR POP INTO P.J. CLARKES'S,  
FOR SOME SLOE GIN FIZZES,  
OR YOU DROWN YOUR PAINS, AT THE BAR  
AT ELAINES,  
AND TALK ABOUT WHERE JACKIE'S BEEN,  
AND HOW THIN LIZ IS.

I WOULD LOVE TO ENTERTAIN A GUEST,  
ON MY QUEEN SIZE BEAUTY REST.  
I'VE GOT SEQUIN BLOOMERS,  
THAT I NEVER USE.  
MY PRODUCT LACKS CONSUMERS,  
THAT'S THE UPPER EAST SIDE BLUES.

SO YOU DO A WASH,  
OR TAKE IN A GAME OF SQUASH, AT THE  
NEW YORK HEALTH AND RACQUET. AND  
WHEN ALL ELSE FAILS,  
SLIP INTO CHIPPENDALES,  
AT LEAST I'LL SEE A GUY WITHOUT,  
HIS TIE AND JACKET.

I NEED A MAN, ANYONE CAN SEE,  
I'M SENDING OUT AN A.P.B..  
IF I DON'T LOCATE ONE,  
I MIGHT BLOW A FUSE.

(MORE)

ALICE (CONT'D)  
 TRY AND FIND A STRAIGHT ONE,  
 THAT'S THE NORTH OF CITICORP CENTER,  
 SOUTH OF LENOX HILL HOSPITAL,  
 UPPER EAST SIDE BLUES.  
 UPPER EAST SIDE BLUES.

Enter MR. WONDERFUL.

ALICE Is surprised to meet MR. WONDERFUL on the street.)

MR. WONDERFUL  
 I just got back from the Bermuda  
 race. Won a cup. A nice effort by  
 the crew.

ALICE  
 That's great.

20 OFFICE ROMANCE (REPRISE)  
 (MR. WONDERFUL, ALICE, D)

MR. WONDERFUL  
 OFFICE ROMANCE.

ALICE  
 LOVE FROM NINE TO FIVE.

ALICE, MR. WONDERFUL  
 LOVE FROM NINE TO FIVE IS FINE,  
 BUT WHAT DO YOU DO, FROM FIVE TO  
 NINE?

MR. WONDERFUL  
 How's Leonard's Lemonade doing?

ALICE  
 Not very well. Sales are way down.

MR. WONDERFUL  
 Well cheer up. We still have  
 something to celebrate. (Takes out  
 a carton of Leonard's.)

ALICE  
 Leonard's Lemonade.

MR. WONDERFUL  
 A toast with Leonard's Lemonade. To  
 Leonard, wherever he might be.  
 Cheers.

ALICE

Cheers.

MR. WONDERFUL pours two classes. MR. WONDERUL gags, coughs, spits.

MR. WONDERFUL

That tastes awful. I've spilled it on the floor. I'll clean it up. This floor will be as good as new.

MR. WONDERFUL AND ALICE

Better than new.

21 THIRTY SECONDS (REPRISE 2)  
(QUINBY)

Enter QUINBY as lights come up.

QUINBY

(Reads memos.) Leonard's Lemonade fails to generate consumer interest.

Consumer taste test indicates possible problem. Leonard's Lemonade tastes like sewer water.

Lemonade commercial receives day-after-recall of minus three. Minus three. No one remembered it.

And during the program, three people died.

UNDONE BY THIRTY SECONDS, THIRTY LOUSY LITTLE SECONDS.  
A HALF A MILLION DOWN THE DRAIN.  
THIRTY SECONDS WITH A BUNCH OF DANCING LEMONS. AND PEOPLE THINK THEY'RE DRINKING POLYURETHANE.

CARVE MY TOMBSTONE FOR ALL TO VIEW.  
QUINBY WAS UNDONE BEFORE HIS TIME WAS DUE.  
HERE HE LIES, AND HERE HE'LL ROT.  
FOR LEONARD'S LEMONADE, HE MADE A THIRTY SECOND FLOP.

22 MADISON AVENUE (REPRISE)  
(QUINBY, PLUSHBOTTOM, ALICE, ALL, MR. WONDERFUL, CREATIVE DIRECTOR, MEN, WOMEN)

Enter PLUSHBOTTOM as Executive Vice President. QUINBY sees PLUSHBOTTOM. At first is depressed but Recovers.



Does a complete about face, 360 degrees and comes up smiling.

QUINBY

Ms. Plushbottom! It will be so nice to be working with you again. Congratulations on being made a Senior, Executive Vice-President, with a very large office on the corner floor, keys to the executive washroom and car for use to take you to the Hamptons on the weekends.

PLUSHBOTTOM

Did you get the management report out?

QUINBY

Went out yesterday?

PLUSHBOTTOM

And the media analysis?

QUINBY

It will be finished Friday.

PLUSHBOTTOM

Two days late. Your efficiency is slipping Quinby.

Now if I may see you in my office about this lemonade disaster. We need a creative brain storming session.

Enter ALICE, CREATIVE DIRECTOR, MR. WONDERFUL.

PLUSHBOTTOM (CONT'D)

We need a brilliant idea to save the account! The meeting is tomorrow.

QUINBY

Coupons.

PLUSHBOTTOM

Contests.

QUINBY

Sweepstakes. (ALICE, MR. WONDERFUL try to interrupt, are put off.)

PLUSHBOTTOM

Free samples.

QUINBY  
Mail-in rebates.

PLUSHBOTTOM  
Matching dollars for charity.

QUINBY  
Celebrity endorsements.

PLUSHBOTTOM  
Tote bags.

QUINBY  
Fortune cookies.

PLUSHBOTTOM  
Are you crazy? What's the brilliant  
idea that's going to save this  
product?

ALICE, CREATIVE DIRECTOR, MR. WONDERFUL try to interrupt,  
but are put off.

PLUSHBOTTOM (CONT'D)  
Nigella, I really don't have time  
now. Catch me later.

QUINBY  
She might have an idea. Let's listen  
to her. Can't hurt. Just might  
have the idea to save this account.

ALICE  
Last night, I...we...were drinking  
some Leonard's Lemonade. And it  
tasted awful. But...we spilled it  
on the floor...(She spills some on  
the floor) Look at the shine on that  
floor. And that shine just lasts  
and lasts.... You see Leonard makes  
a lousy lemonade.

PLUSHBOTTOM  
But he makes a hell of a floor wax.

QUINBY  
We'll make millions.

ALICE  
LOVE THAT LIFE ON MADISON AVENUE,  
THAT'S WHERE I BELONG.  
(MORE)

ALICE (CONT'D)

ON THAT STREET CALLED MADISON AVENUE,  
I'LL SING MY SONG.

LOVE THE SCENT, THE FEEL OF GLASS  
AND STEEL HERE. EVERYDAY A BRAND  
NEW BUSINESS DEAL HERE. THAT'S WHAT'S  
REAL HERE.

GOT A DESK ON MADISON AVENUE, WAY  
UP IN THE SKY. PICTURESQUE IS MADISON  
AVENUE, FROM WAY UP HIGH. I DON'T  
MEAN BROADWAY, I'M NOT TALKING PARK  
OR LEX.

LET ME WALK DOWN MADISON AVENUE,  
WITH THE BIG EXECS.

PLUSHBOTTOM

I'M JUST MAD FOR MADISON AVENUE,  
THAT'S THE PLACE FOR ME.  
SELL AN AD ON MADISON AVENUE.

QUINBY

COLLECT A FEE.  
SEE THE WAY WE PAD EXPENSE ACCOUNTS  
HERE,  
CHARGING ALL OUR CLIENTS LARGE AMOUNTS  
HERE.

ALL

THAT'S WHAT COUNTS HERE. LET ME  
WORK ON MADISON AVENUE, NEVER WANT  
TO STOP.  
ANY CLERK ON MADISON AVENUE.  
CAN HIT THE TOP.

ALICE, MR. WONDERFUL

A LITTLE FORESIGHT, AND YOUR DREAMS  
CAN COME TO PASS.

CREATIVE DIRECTOR

YOU ONLY NEED THAT MADISON AVENUE,  
TALENT TO KISS...

ALL

ASK, ME IF I'M HAPPY WITH MY  
EMPLOYMENT. I TELL YOU NOTHING BRINGS  
ME GREATER ENJOYMENT.

QUINBY

DESPITE OCCASIONAL ANNOYMENT.

ALL  
SING A SONG OF MADISON AVENUE, POCKETS  
FULL OF DOUGH. FOUR AND TWENTY  
BUSINESS EXECUTIVES, ALL IN A ROW.  
GIVE ME AN OFFICE FLOATING IN THE  
CLOUDS ABOVE,

ALICE  
PLEASE EMPLOY ME, MADISON AVENUE.

CREATIVE DIRECTOR  
DON'T DESTROY ME, MADISON AVENUE.

ALL  
YOU'RE THE STREET I LOVE. MADISON  
AVENUE, LOVE, MADISON AVENUE.

OH, SING A SONG OF MADISON AVENUE,  
POCKETS FULL OF DOUGH, FOUR AND TWENTY  
BUSINESS EXECUTIVES, ALL IN A ROW.  
GIVE ME AN OFFICE FLOATING IN THE  
CLOUDS ABOVE,

MEN  
PLEASE EMPLOY ME.

WOMEN  
MADISON AVENUE.

MEN  
DON'T DESTROY ME.

WOMEN  
MADISON AVENUE.

ALL  
YOU'RE THE STREET I LOVE.