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AS SEEN ON TV

By Jim Gustafson

SYNOPSIS: Late Night TV is a time when the airways open up to the denizens of modern advertising... The Mail Order hucksters with their irritating “As Seen On TV” commercials. You know the breed... Selling amazing products that claim your life isn’t worth living unless you “Order Now for the unbelievably low price of $19.95. Plus Shipping and handling.” This fast paced parody captures every promise, pledge and miracle in the life-changing products you can’t live without.

CAST OF CHARACTER

(1 Either)

TV SPOKESPERSON (m/f)..............................Delivered with extreme energy

DURATION: 10 minutes
TV SPOKESPERSON: Give me a minute,
I'll make this fast
Our Wonder drug is here at last.

I'm talkin' about Dr. Dib’s Cure-It-All…
New... Improved... Not the old garden variety ineffective Cure-It-All!

This has real deal, germ killin’ Antibiotics! Just like the expensive name brand pharmaceuticals your family physician has in his bag. It works like those over-priced FDA-Approved prescription drugs with big names like... Streptomycins, Leucomycins, Spiromycins, Oreomycins, Lincomycins, Vancomycins, Driver's Lycins... And my personal favorite "Poetic-lycins."

Face it, Folks, between you and me there's nothing like good old Dr. Dib’s Cure-It-All when you're out to knock off those Streptococci, Pneumococci... Staphylococci... and Spirocoocci... There's enough “coccis” going around to make me cockeyed...

Check out this mixture of an elixir...
Dr. Dib’s Cure-It-All ... It's white...
Pure as the driven snow... Absolutely no dyes or synthetic colorings... that means more active
Cure-It-All per dose so less doses per day...
Just a gulp in the morning and a dose at dark... Two per day...
Dos, nuef, Zwei... The Dynamic Duo of Dosage.
Dr. Dib’s Cure-It-All... Advanced Serum from science...
Call it a miracle...
Call it magic...
At Dr. Dib’s we call it
Speedy relief to end your grief.
A catchy, ear tickling phase for sure... But is this just Madison Avenue Hyperbole for the same old Cure-It-All?
Not on your life.

Benefits... That's what this is all about, Folks! Benefits for the poor, the sick, the huddled masses yearning for relief.
And Dr. Dib’s Cure-It-All delivers...
- More magic per tablet...
- A cure for what’s got you down...
  -Fast, fast, *fast* relief because there’s more punch to the pill...
More disease destroying dynamite delivered during downing every capsule.

*Slows down.*

Dr. Dib’s Cure-It-All was laboratory tested at Poly-Vinyl University under the strict supervision of the Academy of Alchemy. The results were inconclusive but no one got sick so that’s “All Good!”

Dr. Dib’s Cure-It-All... the high compression, turbo-charged, fuel injected, steel belted cure-all of tomorrow... And I'm offering it to you today.

*Stop quickly. Put your hand to you ear like you’re listening for something.*

What’s that? You can’t swallow pills... I hear you... I understand... The gagging... The choking... The getting stuck half way down... Oh, My! Believe me I know! Those little devils are the bug-a-boo of modern medicine...

That’s why Dr. Dib’s Cure-It-All also comes in liquid form with a built-in eye-dropper for precision dosing with every squeeze. Now you don’t have to crush those hard to smash pills or decapitate those capsules to get to our fast acting formula. This is the miracle medication for the masses.

I know what you’re thinkin’. Too good to be true... Too new to be good...

*Take a folder paper out of your pocket.*
Don’t take my word for this wonder of this medical science... Listen to what (Pause as you unfold paper.) Dr. Dibs customer Lauren B. wrote...

Dear Dr Dibs,
My life was a nightmare with constant headaches and ringing in my ears... Two weeks on your magnificent Cure-It-All and I’m stone deaf and numb from my lips up...

Look up from paper.

There you have it... Cured... Proof-Positive... No more aches... No more ringing...

This is from Timothy R. in Colorado.
Hey Doc, I had to write and tell you my results with your Cure-It-All. I’ve been really over weight my whole my life. With your Cure-It-All I lost 175 pounds in just five months. Two pills a day upset my stomach so much that when I ate I couldn’t’ hold anything down. I went from a size 58 XL sport coat to 38 Regular. And now I’ve completely adjusted to intravenous feeding so it’s “All Good!” Thanks, Doc.

That, my friends, is the sound of a happy customer...

One more letter. This is from Mindy G.
I have sensitive skin so the sun, plants and insects give me bumps, rashes and ugly red marks everywhere. I was afraid to go outdoors. But with your Cure-It-All easy-carry ointment I can face the world with confidence knowing that help is in my hand bag. I won’t leave home without it.

What did she say? Was that Dr. Dib’s Cure-It-All OINTMENT? You bet it she said ointment?

That’s why we call it Cure-It-ALL... If it didn’t handle skin conditions we’d have to call it Dr. Dib’s Cure-JUST-SOME-STUFF... But we call it Cure-It-ALL... And we mean it.
You can get your Dr. Dib’s Cure-It-All in pills, liquid and... YES... In GEL FORM for blessed relief from sunburn, bug bites, poison ivy, oak or sumac.

It’s a fast absorbing, quick acting creamy remedy for rashes, impetigo, psoriasis, shingles, hives, eczema, acne, Seborrheic Dermatitis, Rosacea, warts and razor burn.

What are you waiting for? Call right now and get a trial order for just $19.95... Plus shipping and handling. Feelin’ punk... Give it a try... That’s Dr. Dib’s Cure-It-All... Declare war on those darn Pathogenic Enterococci...

You know who I mean...
Diplococci, Staphylococci...
Salmonella or Shigella...
Stomatitis, Cellulitus.
Gigivitus, or Otitus,
Sinusitis, Scarlenta
Bacterial Impetigo!
Trust in Dr. Dib! It’s the only way to go.

Don’t be fooled by those high priced drugs with the lyrical names your licensed physician prescribes or your certified pharmacist dispenses... There’s only one Dr. Dib’s Cure-It-All... Often imitated –Never duplicated.

Thank you for reading this free excerpt from AS SEEN ON TV by Jim Gustafson. For performance rights and/or a complete copy of the script, please contact us at:

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