

HENRI, HURST & McDONALD, Inc.

520 NORTH MICHIGAN AVENUE, CHICAGO 11 • SUPERIOR 3000

RADIO

Television Program #1 -- "Herkimer Wins the Red Heart"

John Morrell & Co. - Red Heart Dog Food

Production: David W. Dole

Script: Betty Babcock
Art Work: Jack Tolzien
Narration: Ray Suber

(0) 10 seconds whistle ending tune. (1)

A. (0) Credit Card and Dog Head.

B. (1) Closeup of RH Dog -- cocked head.

-- 3 seconds -- whistle. (2)

A. (2) Whole RH dog seated facing camera

-- mouth open.

B. (3) Repeat of (1).

DOG: Woof--woof--woof. Red Heart! (3)

NARR: Red Heart! That's it! And this is the

story of how ... (4) HERKIMER WINS THE

A. (4) HEADLINE TITLE "Herkimer Wins

RED HEART. (5)

the Red Heart."

B. (5) Copy as shown.

Official Government Regulation 333

This award shall be given to all
brave dogs wounded during meritorious
service to their masters.

A. (6) Now -- Herkimer Hound is a pup of fame

A. (6) Dog asleep on floor -- dream

And when he dreams, fame's always a dame (7)

balloon above head with lady dog.

Who, like Herkimer is just a pup --

B. (7) Close-up of balloon & lady dog

Until Reginald's whistle wakes him up. (8)

labeled "Fame."

A. (8) Reginald, the master, looking

B. (Whistle) This Reginald is Herkimer's master

down (at dog) with worried

And, as young men do, occasionally haster

expression (talking).

Consult a friend -- in matters romantic

It's Herkimer's job when Reggie gets frantic. (9)

B. (9) Closeup of Reginald with thought

balloon showing Mary Jane.

C. Seems Reggie has trouble with Mary Jane:

She won't cuddle up -- and cuddle again. (10)

A. (10) Repeat of (8).

So Reggie seeks Herkimer's aid and assistance

To some way make mush of the lady's resistance. (11)

B. (11) Dog with wise expression
starting to walk away.

Now Herkimer is a dog in the know

And he knows exactly where to go. (12)

A. (12) Dog talking to group of
different types of dogs.

With his Dog-House Gang he plots a plan

That makes Machiavelli an "also-ran"

D. (13) The plan's a-foot and gettin' on fast --

B. (13) Dog sitting in open window

Which is more than you can say for Reginald's past

and other dogs on ground outside.

Success with Mary Jane -- (14) it's plain to see --

A. (14) Reginald & Mary Jane sitting
on opposite ends of sofa.

She's as "sit-offish" as she can be!

But Reginald's in on Herkimer's plot

And now he see's that Herkimer's got (15)

B. (15) Closeup of Reginald
winking at dog.

Everything set with the Dog-House Crew.

So Reginald does what he's to do.

E. He whistles -- (16) and Herkimer gives with the sign

A. (16) Dog wags tail out of window
-- cue to dogs.

His pals take the signal ... everything's fine. (17)

Mary Jane's frightened 'most out of her skin

B. (17) Mary Jane, startled, falls
into Reginald's arms.

And things are much better than they've ever been! (18)

A. (18) Repeat (15).

So Reginald tries it all over once more

And the signal does just what it did before. (19)

B. (19) Mary Jane even more wrapped
up in Reginald's arms.

Only Mary Jane doesn't recover so fast --

It appears Reggie's troubles are all in the past!

Television Script #1 - 3

F. But -- (20) Herkimer's met with an accident --

On his last signal the window went

And fell on his tail at the crucial point ...

And now it's quite broken in every joint. (21)

G. But both Mary Jane and Reginald know

That all of their happiness now they owe

to Herkimer -- (22) so he is given

A magnificent bow made of satin ribbon!

And for wounds sustained while serving his master,

They bestow upon him a medal, faster

Than you can say dog-food! For doing his part,

They give Herkimer (23) the cherished RED HEART!

H. Now Red Heart's the highest prize you could give

To a dog who really knows how to live

For Red Heart has taste-appeal and definitely favors A. (24) Closeup of Diet A.

A pup's appetite -- it comes in THREE FLAVORS!

Herkimer knows -- like all dogs with discretion -- A. (25) Diet B is added to Diet A.

That Red Heart's the "optimum" -- that's the
expression

For Maximum nourishment! Mealtime monotony?

Dogs who eat Red Heart simply ain't got any!

(24) One day there's BEEF ~~and~~, then FISH (25), and
then CHEESE (26)

Fed in rotation, Red Heart's sure to please

There's an ample amount of everything needed ...

Vitamin, protein, carbohydrate etcetera! -- You

feed it ...

A. (20) Closeup of dog in great pain.

Tail caught in window.

B. (21) Mary Jane ties bow on ribbon
bandaging dog's tail.

A. (22) Dog with bow on tail!

B. (23) Closeup of RH locket and
3 cans of RH.

A. (26) Repeat (23)

In Red Heart -- a dog food no pup can refuse. (27) B. (27) Dog glossy-eyed over prospect
Herkimer's almost overcome with the news of all the RH.

That he'll get a prize

Of Red Heart ... enough for a dog twice his size. (28) A. (28) Dog crying.

J. Suddenly -- mid triumph -- things go awry.

Reginald and Mary Jane both wonder why?

"I don't deserve the prize of Red Heart."

Says Herkimer. "I did such a small part.

"My gang made the noise that did the trick

We all worked together. And you can't pick

One from the rest to have all the glory.

. So I can't accept -- I'm sorry." (29)

B. (29) Closeup of Reginald and

Mary Jane beaming.

K. "Nonsense!" cry Reginald and Mary Jane

"The answer to this is perfectly plain. (30)

A. (30) Reginald & Mary Jane with

There's Red Heart a-plenty -- bring in your crew

arms full of RH.

This is exactly what we planned to do.

Red Heart's for dogs of all breeds -- all sizes (31) B. (31) Dog and other dogs come running!

Come on, Dog-House Gang -- get your prizes!"

(MUSIC ENDS) (32)

A. (32) Repeat (23)& (27)

And that's how "Herkimer Won the Red Heart."

DOG: (32) WOOF, WOOF, WOOF -- RED HEART!

NARR: (33) RED HEART! THAT'S IT!

B. (33) Repeat (2)

A. (34) Repeat (1)