

BBDO

TELEVISION

Batten, Barton, Durstine & Osborn, Inc.

383 MADISON AVENUE, NEW YORK 17, NEW YORK • ELDORADO 5-5800

Advertising

1/26/59

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

NETWORK MARKETS

FILM COMMERCIALS

FOR USE ON

"FILM"

TRACKDOWN

JANUARY 28, 1959

OPENING:	#184	FROGMAN	:30
MIDDLE:	#178	WRECKER	:60
CLOSING:		SOCONY	:60
HITCHHIKE:	#307	DFT	:30

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
TRACKDOWN

OPENING BILLBOARD

VIDEO

AUDIO

FADE IN ON MAP
FEATURING TEXAS.

(MUSIC: APPROPRIATE THEME
ESTABLISH, FADE, HOLD
UNDER)

CAMERA MOVES TO
CLOSE ON TEXAS.

(MUSIC: THEME UNDER)

CAMERA HOLDS ON MAP OF
TEXAS AS THE TEXAS
RANGER FLAG COMES INTO
PICTURE.

(MUSIC: THEME UNDER)

FLAG MOVES UP TO FILL
SCREEN.

(MUSIC: THEME UNDER)

WIND WHIPS OUT FLAG
POP ON TITLE "TRACKDOWN".

(MUSIC: THEME UNDER)

JOHN LAING - (OVER)

TRACKDOWN ...

FADE OUT TITLE
KEEP FLAG IN CLEAR.

(MUSIC: THEME UNDER)

POP IN STARRING CREDIT
"STARRING ROBERT CULP."

(MUSIC: THEME UNDER)

JOHN LAING (OVER)

... starring Robert Culp.

(MUSIC: THEME SEGUE TO DRUM
ROLL -- UP AND OUT)

(CONT'D)

LUCKY STRIKE
TRACKDOWN

-2-

OPENING BILLBOARD (CONT'D)

VIDEO

AUDIO

JOHN LAING (OVER)

TITLE, MAP, AND FLAG
FADE OUT.

brought to you by

ZOOM A LUCKY STRIKE UP
FROM INFINITY TO FULL
SCREEN.

... Lucky Strike!

LUCKY STRIKE PACK
HOLDS. POP ON "THE
GENUINE ARTICLE"

Get the genuine article.

POP OUT "GENUINE
ARTICLE". POP ON
"HONEST TASTE."
FADE TO BLACK.

Get the honest taste of a
Lucky Strike!

INTO OPENING COMMERCIAL.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
:30 TV FILM COMMERCIAL
#184 FROGMAN (CARTON ENDING)

VIDEO

OPEN ON LOW ANGLE SHOT OF
SPEEDING FROGMAN PICK UP
CRAFT DOING ABOUT TWENTY
KNOTS TOWARD CAMERA.

CUT TO THREE QUARTER REVERSE
ANGLE SHOT OF BOAT SPEEDING
TO PICK UP LINE OF WAITING
FROGMEN. BRAUNY ANCHOR MAN
IN RUBBER RAFT AMIDSHIP,
ENGAGES FIRST MAN WITH ROPE
LOOP AND WHIPS HIM INTO
RAFT WITH ONE SWIFT MOTION.
BY THE TIME FIRST MAN HAS
SCRAMBLED UP OUT OF RAFT AND
INTO BOAT, SECOND MAN IS
ENGAGED.

CUT TO AMIDSHIP CLOSEUP OF
SPEEDING BOAT AS SECOND
FROGMAN CLAMBERS ABOARD.

CUT TO MEDIUM CLOSEUP OF
WET FROGMAN FRESH FROM
WATER HUDDLING AGAINST
BULKHEAD. ANOTHER MAN
HANDS FROGMAN LIGHTED
LUCKY. HE THEN ENJOYS
THAT FIRST DELICIOUS DRAG
AFTER HOURS IN THE WATER.
MAN NEVER ONCE LOOKS AT
CAMERA. TITLE LUCKY STRIKE
ZOOM UP BESIDE FROGMEN.

CUT ON DOWN BEAT TO CLOSEUP
OF DRIPPING WET FROGMAN AND
HIS LUCKY.

AUDIO

(SOUND: SPEEDING GASOLINE
ENGINE AND THUD OF HULL
ON WAVES - NOT TOO LOUD)

(SOUND: ROAR OF BOAT CONTINUES)

COMMENTATOR

When a man like this wants a
cigarette, he goes for the
genuine article...

Lucky Strike.

SINGERS

Never was a man who could forget

(MORE)

VIDEO

AUDIO

SINGERS (CONT'D)

POP ON PACK RIGHT MIDDLE
GROUND ON BEAT AFTER
"FORGET".. ZOOM UP ON
"TASTE"..

The taste of a genuine cigarette
Get the honest taste a man can
like..

CUT TO OTHER FROGMAN
WITH TITLE: "HONEST TASTE".

The honest taste of a Lucky
Strike.

CUT BACK TO TIGHT CU OF
1ST FROGMAN, PACK ON RIGHT..

The honest taste of a Lucky
Strike..

LOSE PACK

COMMENTATOR (OVER)

"THE GENUINE ARTICLE"
SLIDES ON FROM BEHIND
CIGARETTE..

Get the genuine article.

DISSOLVE TO "GET THE
HONEST TASTE OF A LUCKY
STRIKE" WITH CARTON IN
SYNC.

Get the honest taste of a
Lucky Strike.

THE AMERICAN TOBACCO COMPANY -1-
LUCKY STRIKE
ONE MINUTE FILMED TV COMMERCIAL

#178 WRECKER -- SURF FISHERMAN (CARTON ENDING)

VIDEO

AUDIO

OPEN ON A LONG SHOT OF A
STEEL BALL SWINGING
MENACINGLY BACK AND FORTH
ON THE END OF A WIRE CABLE.

(SOUND: SOUND OF DEISELS --
NOT TOO LOUD)

CAMERA FOLLOWS AS BALL
WHIPS SUDDENLY FROM LEFT
TO RIGHT AND SMASHES INTO
A BRICK WALL. BRICKS
EXPLODE IN A SHOWER OF
DUST.

(SOUND: "WHUMMMMMMP" AS
STEEL BALL HTTS WALL)

CUT TO MCU OF OPERATOR
OF HOUSEWRECKING CRANE
SITTING IN THE CABIN OF
HIS MACHINE. THROUGH THE
CABIN WINDOW WE GLIMPSE
THE HALF-SMASHED WALL AND
THE SUSPENDED STEEL BALL.
HE IS SMOKING A LUCKY.

(SOUND: MUFFLED RUMBLE OF
MACHINES -- UNDER:)

COMMENTATOR (OVER)

You can be awfully busy and
still have time for a cigarette.

CUT TO CU AS TITLE
BEGINS TO TUMBLE DOWN IN
PIECES, FORMING WORDS
"LUCKY STRIKE" HOLD.

A lot of men like this one ...

(SOUND: OFF SCREEN DEMOLITION
NOT TOO LOUD)

like this one. Lucky Strike.

It's the genuine article.

ABRUPT CUT TO DAWN SETTING
ON BEACH. A MODERATELY
HEAVY SURF IS RUNNING. A
MAN, CENTER FOREGROUND
WINDS UP AND LETS FLY IN
PERFECT SURF CAST. HE HAS
A LUCKY IN HIS MOUTH.

(SOUND: SURF POUNDING IN
ON BEACH MIXED WITH
THE CRY OF GULLS --
NOT TOO LOUD)

(SOUND: THE SCREAM OF THE REEL
AS IT UNWINDS AT HIGH
SPEED -- NOT TOO LOUD)

THE AMERICAN TOBACCO COMPANY -2-
LUCKY STRIKE

#178 WRECKER -- SURF FISHERMAN (CARTON ENDING)

VIDEO

TITLE

"LUCKY STRIKE" WHIPS ON
INSIDE OUT IN SYNC.

ABSORBED IN THE OUTCOME
OF HIS TRY, HE SMOKES
UNSELF-CONSCIOUSLY.

CUT TO CLOSEUP OF FISHER-
MAN ON DOWNBEAT OF SONG.
IN BACKGROUND WE SEE
DUNES.

POP ON PACK AT MIDDLE-
GROUND, SCREEN RIGHT,
ON BEAT AFTER "FORGET".
ZOOM UP ON "TASTE".

CUT ON BEAT TO WRECKER
AT SCREEN RIGHT, PACK
ON LEFT.

AUDIO

COMMENTATOR (OVER)

Outdoors you can taste it when
you smoke -- Lucky Strike.

(SOUND: REEL OUT)

The honest taste of fine
tobacco. That's what you get
with Lucky Strike. Smoke one
and see.

SINGERS (OVER)

Never was a man who could
forget

The taste of a genuine
cigarette.

Get the honest taste a man can
like

The honest taste of a Lucky
Strike.

THE AMERICAN TOBACCO COMPANY -3-
LUCKY STRIKE

#178 WRECKER - SURF FISHERMAN (CARTON ENDING)

VIDEO

CUT ON BEAT TO TIGHT
SHOT OF GUY, LOSING
SUPERED PACK.

ANIMATE ON TITLE,
"THE GENUINE ARTICLE"
IN SYNC.

DISSOLVE TO CARTON BELOW
"GET THE HONEST TASTE
OF A LUCKY STRIKE".

HOLD WORDS.

AUDIO

SINGERS (OVER)

The honest taste of a Lucky
Strike.

COMMENTATOR (OVER)

Get the genuine article.

Get the honest taste ...

. . . of a Lucky Strike.

SOCONY MOBIL OIL COMPANY, INC.
MOBILGAS SPECIAL - #4
MOUNT WASHINGTON - 40-60 SERIES
ONE MINUTE

VIDEO

AUDIO

NARRATOR

OPEN ON MS '59 FORD FAIRLANE
500 BEING GASSED UP WITH
MOBILGAS SPECIAL AT FOOT OF
MOUNT WASHINGTON WHICH CAN
BE SEEN IN BG. SUPER:
"MOUNT WASHINGTON, N.H."

A brand new car is filled with
'59 Mobilgas Special ... the
New Car Gasoline!

FLIP TO POINT OF VIEW SHOT
THROUGH WINDSHIELD OF FORD
AS IT PASSES UNDER SIGN
READING: MOUNT WASHINGTON
AUTO ROAD...AND STARTS UP
MOUNTAIN.

Our destination:: The top of the
mountain! Over six thousand...

DISSOLVE TO MS FORD AS IT
COMES AROUND TURN OF MOUNTAIN
ROAD AT HALFWAY HOUSE.. ROAD
IS SNOW COVERED.

feet above sea level! There -
temperatures drop to forty
degrees below zero...

CUT TO CU OF BACK WHEEL
OF FORD AS IT BITES THROUGH
DEEP SNOW.. CHAINS ON TIRE..

snow gets deeper and deeper ...

CUT TO LS POINT OF VIEW SHOT
SHOWING "MARS-LIKE" TERRAIN.
NEAR PEAK OF MOUNT WASHINGTON.
VERY COLD AND ICY..

and winds lash the peak at
hurricane force..

DISSOLVE TO MS AS MOBIL
ENGINEER JAMES POLE FLYING
MOBIL WORLD-WIDE PROVING
GROUND FLAG INTO SNOW AT
TOP OF MOUNTAIN..

Finally we reach the top! Now
-- it's our job to prove ...

(MORE)

VIDEO

AUDIO

NARRATOR (CONT'D)

CUT TO MS OF FORD AS MOBIL
ENGINEERS WORK AROUND IT.

the cold weather starting
ability of '59 Mobilgas Special.
So for two weeks ...

CLOCK WIPE TO MS FORD ALL
COVERED WITH ICE AND SNOW.
MOBIL ENGINEERS START TO
DIG IT OUT, CHIPPING ICE TO
GET DOOR OPEN.

we let the car sit on top of
the mountain. It freezes solid
... gets covered with ice and
snow. Will it start?

CUT TO MCU ENGINEER FORCING
OPEN DOOR OF CAR.

We'll know in just a moment.

CUT TO CU OF GLOVED HAND AS
IT PLACES KEY INTO IGNITION
AND TURNS.

SOUND: (SFX: SOUND OF CAR
TURNING OVER)

CUT TO CU EXHAUST PIPE AS
CAR STARTS. STEAM COMES
RUSHING OUT OF PIPE.

(SFX SOUND OF CAR
STARTING AND RUNNING)

CUT TO MS JUBILANT ENGINEERS
AROUND FORD. CAR IS RUNNING.

NARRATOR: (OVER SOUND)

How's that for cold weather
starting ability! This winter
fill your new or late model
car...

(MORE)

MOBILGAS SPECIAL - #4
MOUNT WASHINGTON - 40-60 SERIES

-3-

VIDEO

AUDIO

NARRATOR (CONT'D)

DISSOLVE TO MCU MOBILGAS
SPECIAL PUMP. IN BG IS SNOW-
COVERED PEAK OF MOUNT
WASHINGTON. ON CUE, WIPE
ON WORDS: "THE NEW CAR
GASOLINE" BESIDE PUMP.

with '59 MOBILGAS SPECIAL...
the New Car Gasoline!

DISSOLVE TO CU MOBIL SIGN.
CLOUD BG.

You're miles ahead with Mobil!

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE TRACKDOWN

CLOSING BILLBOARD - ROBERT CULP (FILM-INTERIOR VERSION)

VIDEO

(FOLLOWING AFTER -- SCENE)

FADE UP FROM BLACK TO
MEDIUM SHOT OF ROBERT
CULP, IN COSTUME, ALL
THAT CAN BE SEEN BEHIND
HIM IS A SIMPLE INTERIOR
WALL. HE IS SEATED IN A
CHAIR THAT IS TILTED
AGAINST THE WALL. HE
HOLDS A LUCKY AND A
PACK IN ONE HAND AND HAS
A WOODEN MATCH IN THE
OTHER. HE SPEAKS TO US.

HE STRIKES MATCH ON
SOLE OF HIS BOOT. HE
HOLDS LIGHTED MATCH AND
THE LUCKY POISED FOR
LIGHTING AS HE SPEAKS.

(CLOSING CREDITS)

AUDIO

ROBERT CULP (ON CAMERA)

Next week, we'll have another
TRACKDOWN story for you....

... and I hope you'll see it.
And when you buy your next
carton of cigarettes

(PAUSES, LIGHTS UP AND SPEAKS
AGAIN BLOWING OUT THE MATCH).

... get the genuine article.
Get the honest taste of a Lucky
Strike.

THE AMERICAN TOBACCO COMPANY
DUAL FILTER TAREYTON
30-SECOND TV - AS RECORDED
"JINGLE" #307

VIDEO

NEWSPAPERS EMINATE
FROM PRESSES,

ONE NEWSPAPER ZOOMS
TO FULL SCREEN.

HEADLINE FULL

DISSOLVE TO RING
ZOOMING FORWARD.

RING RECEDES

PRECEDING RING HOLD-ANOTHER
RING ZOOMS

ZOOMING RING RECEDES

BOTH RINGS ZOOM

DISSOLVE TO HAND
HOLDING PACK.

HAND TILTS PACK

RING POPS INTO POSITION

CIGARETTES ANIMATE INTO
RINGS.

AUDIO

MUSIC: UP THEN UNDER

ANNOUNCER (V.O.)

They're just out --

and they're just great!

New DUAL FILTER TAREYTON!

JINGLE

Look for the ring,

ring,

ring,

ring,

ring around

New DUAL FILTER

TAREYTON.

The Tareyton ring

marks the real thing

(MORE)

THE AMERICAN TOBACCO COMPANY
DUAL FILTER TAREYTON
"JINGLE" #307

-2-

VIDEO

AUDIO

ANNOUNCER (CONT'D)

DISSOLVE TO COWBOY
OFFERING GIRL
CIGARETTE.

In mildness

C.U. OF GIRL AS HE
LIGHTS HER CIGARETTE.

and fine tobacco taste!

MS GIRL LOOKS OFF ...
HE LIGHTS UP

(MUSICAL CHORDS)

SUPER: "DUAL FILTER"
OVER SCENE.

Dual Filter -

DISS. ON TAREYTON PACK
AS SUPER ZOOMS UP.

Dual Filter - TAREYTON!

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

-2-

CLOSING BILLBOARD - ROBERT CULP (FILM-INTERIOR VERSION)

VIDEO

AUDIO

ANNOUNCER (OVER)

(FILTER-TIP TAREYTON
HITCHHIKE) (30 SECONDS)

TRACKDOWN has been brought to
you by ...

(TRACKDOWN) CARD.

INDIAN HEAD CARD.

The American Tobacco Comapny --
tobacco is our middle name.

"4 STAR" CARD.

Filmed in Hollywood by 4 Star
Productions.

