

S.S.C. & B. Television Script

AS FILMED
#123

CLIENT NOXZEMA CHEMICAL CO.

PRODUCT SKIN CREAM

FILM



DATE 1/19/60

LIVE



1 Minute

P.O. NO. 5866-A

SIGHT

1. OPEN ON MED. SHOT OF PAT (JEANNE BAL) SITTING AT DESK IN OFFICE. SHE IS LEAFING THROUGH SOME SHEET MUSIC.

2. PAT STANDS UP BEHIND DESK.

3. SHE STARTS WALKING ACROSS OFFICE AND STOPS AS SHE SPEAKS. CAMERA PANS WITH HER.

4. PAT MOVES BACK TO SIT ON EDGE OF DESK AS CAMERA PANS WITH HER.

1.



2.



3.



4.



SOUND

(Pat hums to herself as we hear piano offstage).
Pat (Direct): You know, this music business is actually a part of show business.

And in show business, a girl has to have a really pretty complexion - no matter how hard heavy makeup is on her skin.

That's why so many girls on the stage and screen use Noxzema Skin Cream. I know why they use it, too, because I've been a Noxzema girl from way back. I use Noxzema medicated Skin Cream because it does things that no other cream can do.

It not only cleanses and softens my skin, but it prevents skin problems because it's medicated- helps keep my face clear of blemishes and protects me against makeup irritations.

S.S.C.&B. Television Script

DATE 1/19/60 P.O. NO. 5866-A

SIGHT

5. SHE STANDS UP AND MOVES TO OTHER SIDE OF DESK.

6. DOLLY IN AS PAT PICKS UP NOXZEMA SKIN CREAM JAR FROM DESK.

7. CUT TO CU OF NOXZEMA JAR IN PAT'S HAND.

8. CUT BACK TO MED. SHOT OF PAT STANDING IN FRONT OF OF DESK.

5.



6.



7.



8.



SOUND

And I don't have to tell you, an actress can't afford to have a bad skin.

So if you want your skin to look its loveliest - even without makeup.

Pat (V.O.): Try Noxzema Medicated Skin Cream. You'll be amazed.

I know you'll love it as much as I do.

S.S.C. & B. Television Script

AS FILMED
124

FILM



DATE 1/19/60

LIVE



P.O. NO. 5866-B

1 Minute

CLIENT NOXZEMA CHEMICAL CO.

PRODUCT SKIN CREAM

SIGHT

1. JEANNE AT MOTHER'S DRESSING TABLE PUTTING ON LIPSTICK AND POWDER.

2. PAT (JEANNE BAL) COMES INTO FRAME. SHE DIRECTS JEANNE TOWARD BASIN, THEN PAT TURNS TO LEAVE.

3. PAT HESITATES THEN LOOKS BACK.

4. CUT TO BACK VIEW OF JEANNE PUTTING ON NOXZEMA SKIN CREAM.

1.



2.



3.



4.



SOUND

(Silent)

Pat (Direct): Jeanne! You know you're not supposed to play with my makeup. Look at you! You march right over there and get cleaned up, young lady.

Now what are you into.

Pat (V.O.): My Noxzema Skin Cream.

S.S.C.&B. Television Script

DATE 1/19/60 P.O. NO. 5866-B

SIGHT

5. DOLLY BACK FOR TWO-SHOT OF JEANNE TALKING TO HER MOTHER.

6. PAT TAKES WASH CLOTH AND CLEANS JEANNE'S FACE.

7. PAT TALKS TO VIEWER AS SHE WASHES JEANNE'S FACE SO WE CAN SEE IT COME CLEAN.

8. PAT STARTS TO STAND UP.

5.



6.



7.



8.



SOUND

Jeanne (Direct): But mommy, you told me to get cleaned up - and you always use Noxzema to wash your face.

Pat (Direct): Smarty - pants!

You know it's absolutely true. Noxzema's just wonderful as a cleansing cream. See how easily it washes off? - just like soap. There!

In fact, I think Noxzema's wonderful for everything.

S.S.C.&B. Television Script

DATE 1/19/60 P.O. NO. 5866-B

SIGHT

9. CUT TO CU OF PAT.

10. SHE TAKES A BIT OF NOXZEMA ON HER FINGERS AND RUBS IT ON HER FACE TO SHOW HOW IT VANISHES IN.

11. CUT TO CU OF NOXZEMA JAR.

12. CUT BACK TO CU OF PAT. JEANNE JUMPS INTO FRAME AS SHE SPEAKS LAST LINE.

9



10



11



12



SOUND

It's a perfect night cream. For instance, fights dry skin beautifully - and yet it's not a bit greasy or messy.

Vanishes right into your skin like this. I love it as a makeup base too - keeps my powder clinging for hours.

Pat (V.O.): Try Noxzema yourself.

Jeanne (Direct): We wouldn't be without it.

S.S.C. & B. Television Script

AS FILMED
#126

CLIENT NOXZEMA CHEMICAL CO.

PRODUCT SKIN CREAM - Record Player

FILM
LIVE
1-Min.

DATE 3/29/60

P.O. NO. 7088-E

SIGHT

1. INTERIOR FAMILY ROOM - NIGHT. OPEN ON CU OF RECORD PLAYER.

2. DOLLY BACK TO SHOW TEEN-AGE PARTY WITH YOUNG COUPLE IN BACK OF RECORD PLAYER ROCKING BACK AND FORTH CHEEK TO CHEEK IN TIME TO MUSIC. EXTRAS IN BACKGROUND.

3. WIPE TO MED. SHOT OF BORED GIRL IN BEDROOM LISTENING TO RECORD PLAYER.

4. IRIS WIPE TO ECU OF NOXZEMA JAR AGAINST NEUTRAL BACKGROUND.

1.



2.



3.



4.



SOUND

(Music Under)
Anncr. (V.O.) Your favorite
tune...

and you could be enjoying it
like this...

instead of home alone like
this all because of surface
blemishes! Brooding won't
help...

but medicated Noxzema will.

S.S.C.&B. Television Script

DATE 3/29/60 P.O. NO. 7088-E

SIGHT

5. WIPE ON SUPER: "COMPLETE COMPLEXION CLEANUP" IN SYNC.

6. DISS TO SAME GIRL AT BATHROOM SINK WASHING HER FACE WITH NOXZEMA.

7. DISS TO CU OF GIRL AS SHE RINSES NOXZEMA OFF WITH WASHCLOTH.

8. CONTINUE ACTION AS SHE DRIES FACE WITH TOWEL AND SMILES.

5.



6.



7.



8.



SOUND

It gives you a complete complexion cleanup every day of your life. (MUSIC OUT).

Here's how: Morning and night wash with Noxzema. Put it on...

wash it off just as if you were using soap.

It cleans thoroughly like soap - but it's better, because it medicates while it cleans.

S.S.C.&B. Television Script

DATE 3/29/60 P.O. NO. 7088-E

SIGHT

9. DISS TO GIRL IN BOY'S SHIRT IN FRONT OF MIRROR. SHE'S SMOOTHING NOXZEMA INTO HER FACE.

10. DOLLY IN FOR CU OF GIRL.

11. SHE HOLDS UP HAIR. SUPER: "NO PEELING - NO FLAKING".

12. DISS TO BEDROOM SCENE. GIRL IS LYING ON PILLOW ON FLOOR. AS SHE TALKS INTO PHONE, SHE PUTS DAB OF NOXZEMA ON HER CHEEK. SUPER IN SYNC: "HELP HEAL BLEMISHES FAST".

9.

10.

11.

12.



SOUND

After washing, smooth on greaseless Noxzema. Not a cakey cover-up, Noxzema vanishes in...

fights skin problems all day long, invisibly.

No peeling - no flaking.

At night put a little extra on blemishes. Five medicinal ingredients help heal surface blemishes fast.

S.S.C.&B. Television Script

DATE 3/29/60 P.O. NO. 7088-E

SIGHT

13. DISS TO BOY AND GIRL
AT PARTY. THEY'RE DANCING
BEHIND RECORD PLAYER.

14. DOLLY IN FOR CU OF
GIRL.

15. CUT TO NOXZEMA JAR AND
SUPER: "AMERICA'S NO. 1
BLEMISH CREAM".

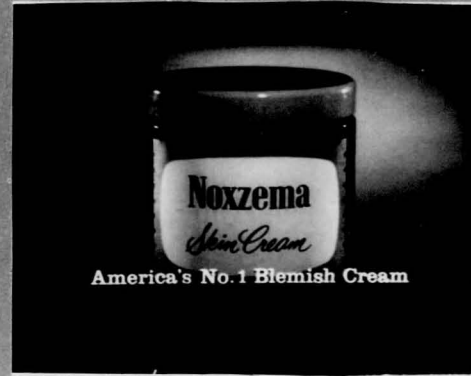
13.



14.



15.



SOUND

(MUSIC UNDER) So get rid
of those blemish blues...

and see a brighter complexion
than ever before.

Depend on Noxzema -
America's #1 blemish cream.

S.S.C.&B. Television Script

AS FILMED
#125

CLIENT NOXZEMA CHEMICAL CO.

PRODUCT NOXZEMA SKIN CREAM (CAROUSEL)

FILM



DATE 5/23/60

LIVE



P.O. NO. 7088-A

1-min.

SIGHT

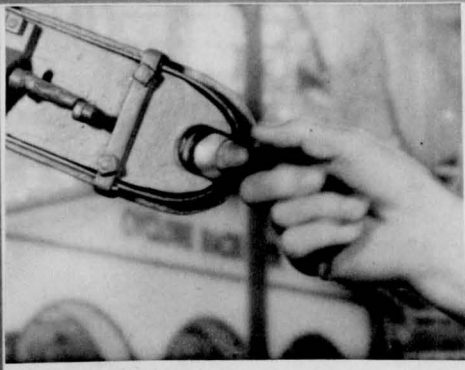
1. OPEN ON CU OF GIRL'S FINGER SLIPPING THROUGH RING ON CAROUSEL.

2. CUT TO CU OF GIRL'S FACE - LAUGHING. SHE HOLDS RING. CAMERA RIDES WITH CAROUSEL.

3. CUT TO LONGER SHOT OF GIRL WITH BOY ON CAROUSEL.

4. NOXZEMA JAR POPS ON, MATTED OVER CAROUSEL SCENE.

1.



2.



3.



4.



SOUND

(MUSIC UNDER)
ANNCR. (V.O.): Is it luck
alone...

that gives one girl such a
beautiful complexion? Fresh..
clear...radiant.

More often than you know,
it's not luck...

it's regular care with
Noxzema...the medicated
beauty cream that gives
you...

S.S.C.&B. Television Script

DATE 5/23/60 P.O. NO. 7088-A

SIGHT

5. REPIACE JAR WITH SUPER:
"COMPLETE COMPLEXION
CLEAN-UP".

6. LOSE SUPER. SUPER:
"CLEANS UP DIRT"

7. ADD SUPER: "DRY SKIN"

8. ADD SUPER: "BLEMISHES"

5.



6.



7.



8.



SOUND

a complete complexion
clean-up.

Cleans up dirt...

Cleans up dry skin...

Cleans up surface blemishes.

S.S.C.&B. Television Script

DATE 5/23/60 P.O. NO. 7088-A

SIGHT

9. CUT TO CU OF GIRL LOOKING RADIANT AND FULL OF LIFE.

10. DISS TO GIRL WASHING FACE WITH NOXZEMA. SUPER: "FOR CLEANSING".

11. HOLD SUPER. DISS TO GIRL RINSING FACE.

12. DISS TO GIRL RUBBING NOXZEMA ON HER FACE. SUPER: "FOR A MAKE-UP BASE"

9.



10.



11.



12.



SOUND

Makes your skin look lovely even without makeup. Here's how - (MUSIC OUT)

Use Noxzema for cleansing. Smooth it on...

wash it off. Cleans up dirt and make-up just like soap... but doesn't dry your skin.

Use Noxzema for a make-up base. Noxzema medication fights blemishes all day long, invisibly...protects skin...

S.S.C.&B. Television Script

DATE 5/23/60 P.O. NO. 7088-A

SIGHT

13. SHE PICKS UP PUFF AND POWDERS FACE.

14. DISS TO GIRL IN NIGHTGOWN RUBBING IN NOXZEMA. SUPER: "FOR A NIGHT CREAM".

15. DISS TO CAROUSEL SCENE AGAIN. MCU OF GIRL AND BOY. SUPER: "COMPLETE COMPLEXION CLEAN-UP".

16. ZOOM IN FOR CLOSER VIEW OF GIRL'S FACE.

13.



14.



15.



16.



SOUND

from wind and weather.

Use Noxzema for a night cream. It softens and smooths, helps keep skin young and moist...cleans up your dry skin problems.

(MUSIC UNDER)
So...for a complete complexion clean-up...

skin that looks lovely even without makeup...

S.S.C.&B. Television Script

DATE 5/23/60 P O NO 7088-A

SIGHT

17. CUT TO LONGER SHOT
OF GIRL WITH JAR MATTED
IN.

17.



SOUND

get Noxzema Skin Cream
today.

SULLIVAN · STAUFFER · COLWELL & BAYLES · INC.
TELEVISION SCRIPT

DATE 7/21/60
P. O. NO. 8103-A

CLIENT NOXZEMA CHEMICAL COMPANY
PRODUCT NOXZEMA SKIN CREAM

LIVE FILM ANIMATIC

FILM #92 "WINDY HILL" WITH ALTERNATE ENDING STARTING FRAME #14 ONE MINUTE

SIGHT

1. OPEN ON LS OF GIRL WITH DOG RUNNING OVER HILL TOWARD CAMERA. OCEAN IN BACKGROUND.
2. CUT TO CU GIRL WALKING INTO CAMERA SCREEN LEFT. NOX JAR SUPERED SCREEN RIGHT.
3. NOX JAR DISS TO SUPER: "COMPLETE COMPLEXION CLEANUP".
4. DISS TO SUPER: "CLEANS UP DIRT". POP ON SUPER: "CLEANS UP DRY SKIN" UNDER PREVIOUS SUPER. POP ON SUPER: "CLEANS UP BLEMISHES" UNDER FIRST TWO SUPERS.
5. GIRL TURNS TO SCREEN RIGHT. WIPES OFF SUPERS AS SHE WALKS.



SOUND

(MUSIC UNDER)

ANNCR: (V.O.) Radiant as sunshine ... fresh as all outdoors ... if that's the kind of

complexion you've always wanted, use ... Noxzema, the medicated beauty cream that gives you ...

a complete complexion cleanup.

Cleans up dirt ... cleans up dry skin ... cleans up blemishes ...

SULLIVAN · STAUFFER · COLWELL & BAYLES · INC.
TELEVISION SCRIPT

DATE 7/21/60

P. O. NO. 8103-A

SOUND

6. CUT TO CU GIRL, TURNS INTO CAMERA, EXITS SCREEN RIGHT, WIPING ON SUPERS OVER SCENIC BACKGROUND.



makes your skin look lovely - even without makeup. It's three ways better.

7. SUPER: "ONE. CLEANS BETTER THAN REGULAR CLEANSING CREAMS"



One. Noxzema cleans better than regular cleansing creams.

8. DISS TO CU GIRL SPRAY-WASHING OFF NOX.



Because it's greaseless, washes off with water, just like soap.

9. DISS CU GIRL WIPING FACE WITH TOWEL.



Leaves no greasy film to clog pores, yet doesn't dry skin.

10. DISS TO SUPER (OVER SCENIC BACKGROUND): "TWO. SOFTENS BETTER THAN GREASY NIGHT CREAMS".



Two. Noxzema softens better than greasy night creams.

11. DISS TO GIRL USING NOX. DOLLY IN AT END OF SCENE.



It vanishes in ... fights dry skin ... really softens.

SULLIVAN · STAUFFER · COLWELL & BAYLES · INC.
TELEVISION SCRIPT

DATE 7/21/60
P. O. NO. 8103-A

SOUND

12. DISS TO SUPER (OVER SCENIC BACKGROUND): "THREE. MEDICATED. CLEARS BETTER THAN 'COSMETIC' CREAMS".



Three. Noxzema is medicated - helps clear skin better than ordinary cosmetic creams.

13. DISS TO CU GIRL. RUBS SPOT OF NOX INTO CHIN.



Five medicinal ingredients help heal surface blemishes fast.

14. DISS CU GIRL IN CAR. SUPER: "COMPLETE COMPLEXION CLEANUP" AT SCREEN RIGHT.



So for a complete complexion cleanup

15. CUT TO CU OF JAR. SUPER: "KING SIZE SPECIAL" "\$1.23" CROSSED OUT. "10 OZ. JAR NOW ONLY 99¢ PLUS TAX"



Get Noxzema today -- 10 oz. King Size Special now only 99¢.

SULLIVAN · STAUFFER · COLWELL & BAYLES · INC.
TELEVISION SCRIPT

DATE 12/9/60
P. O. NO. 8103-A

"AS FILMED" #143

CLIENT NOXZEMA CHEMICAL COMPANY
PRODUCT NOXZEMA SKIN CREAM

LIVE FILM ANIMATIC

FILM #92 "WINDY HILL" WITH ALTERNATE ENDING STARTING FRAME #14 ONE MINUTE

SIGHT

1. OPEN ON LS OF GIRL WITH DOG RUNNING OVER HILL TOWARD CAMERA. OCEAN IN BACKGROUND.
2. CUT TO CU GIRL WALKING INTO CAMERA SCREEN LEFT. NOX JAR SUPERED SCREEN RIGHT.
3. NOX JAR DISS TO SUPER: "COMPLETE COMPLEXION CLEANUP".
4. DISS TO SUPER: "CLEANS UP DIRT". POP ON SUPER: "CLEANS UP DRY SKIN" UNDER PREVIOUS SUPER. POP ON SUPER: "CLEANS UP BLEMISHES" UNDER FIRST TWO SUPERS.
5. GIRL TURNS TO SCREEN RIGHT. WIPES OFF SUPERS AS SHE WALKS.



SOUND

(MUSIC UNDER)

ANNCR: (V.O.) Radiant as sunshine
... fresh as all outdoors ... if
that's the kind of

complexion you've always wanted,
use ... Noxzema, the medicated
beauty cream that gives you ...

a complete complexion cleanup.

Cleans up dirt ... cleans up dry
skin ... cleans up blemishes ...

SULLIVAN · STAUFFER · COLWELL & BAYLES · INC.
TELEVISION SCRIPT

DATE '12/9/60

P. O. NO. 8103-A

SOUND

6. CUT TO CU GIRL, TURNS INTO CAMERA, EXITS SCREEN RIGHT, WIPING ON SUPERS OVER SCENIC BACKGROUND.



makes your skin look lovely - even without makeup. It's three ways better.

7. SUPER: "ONE. CLEANS BETTER THAN REGULAR CLEANSING CREAMS"



One. Noxzema cleans better than regular cleansing creams.

8. DISS TO CU GIRL SPRAY-WASHING OFF NOX.



Because it's greaseless, washes off with water, just like soap.

9. DISS CU GIRL WIPING FACE WITH TOWEL.



Leaves no greasy film to clog pores, yet doesn't dry skin.

10. DISS TO SUPER (OVER SCENIC BACKGROUND): "TWO. SOFTENS BETTER THAN GREASY NIGHT CREAMS".



Two. Noxzema softens better than greasy night creams.

11. DISS TO GIRL USING NOX. DOLLY IN AT END OF SCENE.



It vanishes in ... fights dry skin ... really softens.

TELEVISION SCRIPT

DATE 12/9/60

P. O. NO. 8103-A

SOUND

12. DISS TO SUPER (OVER SCENIC BACKGROUND): "THREE. MEDICATED. CLEARS BETTER THAN 'COSMETIC' CREAMS".



Three. Noxzema is medicated - helps clear skin better than ordinary cosmetic creams.

13. DISS TO CU GIRL. RUBS SPOT OF NOX INTO CHIN.



Five medicinal ingredients help heal surface blemishes fast.

14. DISS CU GIRL IN CAR. SUPER: "COMPLETE COMPLEXION CLEANUP" AT SCREEN RIGHT.



So for a complete complexion cleanup

15. CUT TO CU OF JAR. SUPER: "KING SIZE SPECIAL" "\$1.23" CROSSED OUT. "10 OZ. JAR NOW ONLY 99¢ PLUS TAX"



Get Noxzema today -- 10 oz. King Size Special now only 99¢.