

Script

Title: Twanger PraxAx :60
Writer: ab

This spot spoofs Letterman's "CBS Mailbag." Familiarity with the feature is probably a good idea! The action takes place in the TV studio: crowd sounds, ambience etc. Pace is quick and Lettermanesque.

fx: drumroll

DAVE: AND NOW, LET US OPEN THE WE-BE-ESS MAILBAG...OKAY, LETTER NUMBER ONE...

ALAN: (intoned) **LETTER NUMBER ONE!**

DAVE: DEAR MAILBAG...EVER SINCE MY FIANCÉ SAW THAT BEATLES MOVIE *HELP!*, HE KEEPS ACTING LIKE **HE'S** PAUL McCARTNEY AND **I'M** THE GIRL GUITAR. HOW DO I GET HIM TO STOP? SIGNED, BOTHERED IN BURLINGTON.

WELL, **THERE'S** A HEALTHY RELATIONSHIP! SHE PLAYS HIM LIKE A VIOLIN, AND HE PLAYS HER LIKE A GUITAR!

fx: rimshot

DAVE: OKAY. I CAN SEE WHERE THAT MIGHT BE A PROBLEM. HERE'S WHAT YOU DO, BOTHERED: YOU NEED TO GET YOUR FIANCÉ A PRAX AX, BY TWANGER. IT'S A COMPACT, STURDY, PORTABLE PRACTICE TOOL FOR GUITAR AND BASS PLAYERS—KINDA LIKE A DRUM PAD IS FOR DRUMMERS.

fx: drum fill, with audience applause at end

DAVE: THE PRAX AX BY TWANGER WILL LET HIM SIMULATE THE FEEL OF HIS USUAL GHEE-TAR, BECAUSE THE STRING TENSION IS ADJUSTABLE. AND HE CAN GET ALL KINDS OF WEIRD TUNINGS, WHICH HE CAN'T DO WITH YOU...UNLESS, OF COURSE, YOU **AIN'T HOOKED UP RIGHT!**

ALAN: (pukerly) BUT WAIT! THERE'S MORE!

DAVE: THE PRAX AX CAN BE USED TO EXERCISE, WARM UP, AND PRACTICE IN SITUATIONS AND PLACES WHERE A REGULAR AX WON'T DO—STRAP IT ON LIKE A BELT, AND IT'S READY WHEN **HE** IS...SO **YOU**, BOTHERED, DON'T HAFTA BE...**IF** YA KNOW WHAT I MEAN!

ALAN: (pukerly again) THE PRAX AX, BY TWANGER! NOW AVAILABLE AT ADVANCE MUSIC, ON MAPLE STREET IN BURLINGTON.