

RADIO

D
E
T
R
O
I
T
**B
B
D
O**

CLIENT: DODGE
TITLE: THE LEGEND OF PEG LEG CHARLIE
LENGTH: :60
JOB #
DATE: 12/05

SFX: 1 SCORED LIKE AN OLD WESTERN MOVIE. SOUNDS OF AN OLD-
2 TIME SALOON UNDER. (PLAYER PIANO, ETC.)
3

PEG LEG CHARLIE: 4 Well, padnah, it looks like we're at an impasse.
ONE-EYED BILL: 5 I'll say. I need that truck for a good ol' fashion bank robbery.
PEG LEG CHARLIE: 6 And I need it for much nobler means – a runaway stagecoach with a
7 damsel in distress aboard.
ONE-EYED BILL: 8 Well, there's only one way to solve this.
9

SFX: 10 WOODEN CHAIRS SCRAPE ACROSS THE FLOOR, SALOON
11 DOORS FLING OPEN AND WE HEAR THE WIND BLOW.
12

NARRATOR: 13 At this point in the story, One-Eyed Bill and Peg-Leg Charlie took
14 their fight to the streets. People scurried for shelter. Women hollered
15 for their children. Horses were led to safer troughs. One-Eyed Bill
16 started counting paces to the north. Peg-Leg Charlie stepped south.
17

PEG LEG & ONE 18 four....five....six...
EYE: 19

NARRATOR: 20 What happened next, was just unheard of in those days.
21

SFX: 22 TRUCK DOOR SLAMS SHUT, THE SOUND OF A HEMI ENGINE
23 ROARING OFF INTO THE DISTANCE.
24

NARRATOR: 25 They say you could hear One-Eyed Bill screaming and cussin' for
26 days – while Peg Leg Charlie sped away in that 345 horsepower
27 Dodge Ram and saved that damsel from the runaway stagecoach.
28

ANNOUNCER: 29 Dodge Ram. With available Hemi-power. Yippee Ki Yay.
30
31 HIT IT!