

*STAGED READING SCRIPT*

**PUMPKIN SPICED MUSICAL**  
*A New Musical Comedy*

A Play In Two Acts

Book and Music by Ben Stiefel

© 2016 by Ben Stiefel

Ben Stiefel:  
718 531-8444  
benstiefel@juno.com

**CAST:** 2m, 2f

**SAM** Middle aged. Co-Owner of Sam 'n' Ella's Ad Agency. Happily married to Ella. His specialty is marketing. Sam is usually optimistic. He's a man of action, and not one to rest on his laurels.

**ELLA** Middle aged. Co-Owner of Sam 'n' Ella's Ad Agency. Happily married to Sam. Her specialty is graphic arts. Ella is a realist. She can be a bit sarcastic at times, but generally goes along with Sam's schemes and dreams.

**ALLIE** A young intern at Sam 'n' Ella's Ad Agency. She is always cheerful and quite ditzy. While she comes off as airheaded, she may have some business savvy, and dreams of running the agency one day.

**JOHNNY O** Middle aged, washed up, former child sitcom star. His adolescent experiences in television have left him embittered. Blacklisted for the past thirty years, he is hoping to make a comeback.

**ACT 1 - SCENE**  
**The Pumpkin Spiced Bra-tte**

NARRATOR

We are inside the office of the Sam 'n' Ella Ad Agency. Above the door, we see a huge hanging sign with the agency name and logo. Around the room are displayed various advertising agency awards, as well as personal photos of Sam and Ella, who are happily married.

(SAM is pacing - nervous energy - ELLA is sitting and sketching)

SAM

I'm telling you, we got this.

ELLA

I don't know, Sam...

SAM

The pitch. It was... pitch perfect. With our ad campaign, they'll sell millions of those mile long wieners. Let me see it - fresh.

ELLA

You just saw it ten minutes ago.

SAM

I know. I just wanna see it one more time.

(SAM stands in front of easel and covers his eyes)

ELLA

All right. Here.

(ELLA uncovers the ad - 'Silver Star Sausages' with the 'yup. size matters.' tag line)

NARRATOR

Ella uncovers an ad for 'Silver Star Sausages,' showing a pretty, young woman provocatively eating a giant sausage. Below that is the tag line "Yup. Size matters."

SAM

(SAM uncovers his eyes)

It's perfect! How could they not hire us?

ELLA

(ELLA looking at the ad)

I don't know. It's kinda edgy.

SAM

You bet it's edgy! It's perfect! So what time did they say they'll call?

ELLA

They didn't say.

SAM

Well, I'm not worried.

(gestures to Silver Star Sausages sketch)

Your artwork - my slogan - can't miss.

ELLA

I don't know. They didn't look at all interested at the presentation. Didn't a couple-a those ladies walk out?

SAM

That just means they're thinking. I'm telling you... this is gonna be so big...

(SFX phone rings)

ELLA

Sam 'n' Ella Ad Agency. Ella speaking... Hello?

(beat)

(hangs up phone)

SAM

(hopeful)

Was that them?

ELLA

Just a stupid solicitation. (beat) You were saying?

SAM

Big. This is gonna be big. Our biggest ever!

ELLA

I sure hope so. We haven't had a new client in...

SAM

(dejected)

...six months. Trust me, I know. We're two months late on the rent. And I don't even want to think about the utilities.

(looks up at lights)

Did the lights just flicker?

ELLA

Oh, stop it - you're being paranoid. They're not going to turn off the electricity...

(softly)

...hopefully.

(SFX phone rings)

(SAM gestures for ELLA to answer the phone)

Sam 'n' Ella Ad Agency. Ella speaking.

(beat)

Please hold.

(ELLA covers phone with palm)

It's them - Silver Star.

(SAM takes the phone - takes a few deep breaths, calming himself)

SAM

Hello, Sam speaking.

(beat)

Yes... Right... Of course... I understand. Are you sure there's nothing I can do to convince you? I have ideas... great ideas... and... (beat) Well, thank you for your consideration. Please keep us in mind in the future.

(SAM hangs up, dejected - shaking his head 'no')

ELLA

Don't worry, Sammy. We're just going through a rough patch. I'm sure a new client is gonna walk through that door any minute now.

NARRATOR

\*\*\*knock on door sound effect\*\*\*

SAM

Whoa.

ELLA

See, I told juh.

SAM

(SAM perks up - looks around the office, nervous)

Quick. Straighten up that desk... and put your glasses on... look busy, for God's sake!

NARRATOR

Sam answers the door. Allie walks in carrying cups of lattes - she's carrying the mail between her teeth.

SAM

It's just Allie.

ALLIE

(ALLIE spits out mail onto the desk)

(cheery)

And a spectacular, good morning to you, too.

(turns to ELLA)

Why's he so down. This about the clients, again?

SAM

If only we had one.

ALLIE

Well, I always say - it's always darkest before the storm.

ELLA

You mean 'dawn'?

ALLIE

No. I mean storm. Things will probably get worse. A lot worse. And that's why I brought you these...

(ALLIE takes a cup and a sip)

Ahhhh... Pumpkin Spiced Lattes.

(ALLIE kisses the cup)

My true love. You know what they say...

SAM, ELLA, ALLIE

(sing-songy)

(ELLA does this jingle, rolling her eyes. SAM does this jingle, conducting and bored, mockingly)

... Pumpkin Spiced Lattes... share a cup of warm, sweet, heaven this holiday season.

ALLIE

Well... I am sharing. Just like the commercials say.

SAM

(SAM looks at the receipt for the lattes)

\$24.95??? That's over eight dollars a cup! Big rip-off!

ALLIE

Don't worry, boss, it's on me. And by the way, I know you guys are falling on hard times, so out of the goodness of my heart, I just want you to know... you don't have to worry about paying me this month.

ELLA

Dear, we told you - you're an un-paid intern. Un. Paid. That means you're *not* paid. Now, if business picks up, maybe one day...

ALLIE

...one day I'll be running this place! No offense.

SAM

(softly)

If there's even a place to run.

ALLIE

What?

SAM

Oh, nothing.

(SAM takes a sip of his latte)

Ugh. I hate this crap. What kind of moron decided what the world needs is a freshly brewed cup of coffee... flavored with nauseating pumpkin... pumpkin, pumpkin of all things! You ever smell a pumpkin? Smells nasty. They taste nasty, too.

(takes a sniff of his latte)

(shakes head in disgust)

Agh, disgusting.

ELLA

(ELLA takes a sip of her latte)

Well, I happen to love it. Pumpkin spiced lattes... cupcakes... Peeps - ever try pumpkin spiced peeps? It's like... pumpkin, marshmallow heaven.

ALLIE

I would die for a marshmallow pumpkin spiced peep right now!

SAM

(thinking)

Pumpkin spiced marshmallows. Devious idea. Talk about a total marketing scam. This time of year, people are so gullible, they'll buy just about anything.

(SAM takes another sip of his latte - then a bigger, longer sip)

I guess it's not too bad.

(pensively)

You know... I bet if *we* had something we could get in front of the public, *we* could sell it - big time - make a frickin' fortune...

ELLA

...and finally start paying the rent.

ALLIE

... and the intern?

ELLA

Don't push it.

(ALLIE pouts)

SAM

(SAM thinking)

Pumpkin spiced... pumpkin spiced...

(beat)

Why not?

(takes another whiff of his latte)

So what if it smells nasty.

(takes another whiff - SAM is getting happier)

Hmmm. You know what? The more I take this in, the more I get it.

(SAM fanning the scent toward his nose)

(said in a snobby French accent)

The fragrance... the bouquet...

(eyes open wide - big happy grin)

(to ELLA and ALLIE)

**song 1: It's Time For Sam 'n' Ella's Ad Agency To Be Reborn**

SAM

THERE'S AN OLD FAMILIAR SCENT  
THAT'S WAFTING THROUGH THE AIR

(SAM takes a deep breath of the pumpkin spiced latte)

"Profit."

AND I THINK IT'S TIME OL' SAM AND ELLA  
GRABBED OUR FAIR SHARE

ELLA

"I know that look. You've got something brewin'."

SAM

"I got somethin' brewin', all right - it's called doin' the hard work - like we  
used to - old school style."

SAM

REMEMBER IN THE OLD DAYS

ELLA

"I remember them well."

SAM

WE MADE MONEY DUSK TILL DAWN

ELLA

"We sure did."

SAM

WELL, WE DID IT THEN

ELLA

"It was a simpler time."

SAM

AND WE CAN DO IT AGAIN

ELLA

(skeptical)

"I'm not so sure."

SAM  
'CAUSE IT'S TIME FOR SAM 'N' ELLA'S AD AGENCY  
TO BE REBORN

ELLA  
"You look like you've got a plan."  
(beat)  
"Well, what is it?"

SAM  
"I'm not sure. But the holidays, see the holidays, that's the key.  
REMEMBER LAST THANKSGIVING

ELLA  
"Ugh. Don't remind me."

SAM  
WE SOLD TONS OF THAT VILE CANDY CORN

ALLIE  
"I love that stuff!"

SAM  
WE MADE MONEY BEFORE

ELLA  
"true."

SAM  
WELL, NOW WE'RE GONNA MAKE EVEN MORE

ELLA  
"You really think so?"

SAM  
'CAUSE IT'S TIME FOR SAM 'N' ELLA'S AD AGENCY  
TO BE REBORN

ELLA  
IT SOUNDS WONDERFUL, BUT HOW DO WE BEGIN,

"Sam?"

SAM

"We need a product to sell. One that will sell all through the holidays - Thanksgiving, Christmas, even into the new year."

ELLA

"Like these pumpkin spiced lattes."

(ALLIE starts dabbing latte down her cleavage)

SAM

"Exactly! That's why everything is pumpkin spiced, these days. Sell, sell, sell, November, December, January..."

ELLA

"But it's all been done before. Pumpkin spiced lattes, cookies, candies, air fresheners."

(SAM and ELLA see ALLIE dabbing her latte down her cleavage)  
(MUSIC STOPS)

ALLIE

"What? My boyfriend likes the smell. So I put a little dab here... and a little dab there..."

(ALLIE gestures to 'lift' her boobs)  
to spice up my pumpkins."

(SAM and ELLA laughing hysterically and speaking)

SAM and ELLA

Spice up your pumpkins...

(ALLIE joins in the laughter, not knowing why she's laughing)  
(SAM abruptly stops laughing - snaps his finger - knowing smile on his face)

ELLA

THIS IS SAM'S TIME

SAM

THIS IS ELLA'S TIME

SAM & ELLA  
NOW'S THE TIME FOR SAM AND ELLA'S

SAM  
AD AGENCY

ELLA & ALLIE  
AD AGENCY, AD AGENCY

SAM, ELLA, ALLIE  
TO BE REBORN  
TO BE REBORN

SAM  
(to ELLA - excited)  
Are you thinking what I'm thinking?

ELLA  
I doubt it.

SAM  
Allie just gave us the perfect tag line - say it again!

ALLIE  
Say what?

SAM  
(SAM prompts ALLIE)  
to spice up your...

ALLIE  
(shyly)  
...pumpkins?

SAM  
Exactly!

ELLA

But what's the product?

SAM

That's the best part. Think for a minute. What does *latte* rhyme with?

(ELLA and ALLIE are both confused)

(SAM does 'bringing out, circular' hand gesture to prompt ELLA and ALLIE)

Bra-tte.

(ELLA and ALLIE still look confused)

(SAM gestures to his chest)

Bra...tte. Get it? Pumpkin Spiced

(SAM holds up his boobs)

...Braaaa-tte.

(ELLA and ALLIE still look confused)

(SAM with big excitement)

To spice up your pumpkins!!!

ELLA

(ELLA looks up to the heavens, shaking her head)

Hold on. You're talking about us selling a bra? A bra that smells... like pumpkin spice?

SAM

(SAM claps hands triumphantly - pointing up to the sky)

Yes!!!

ELLA

No!!!

SAM

Why not?

ELLA

(softly - to SAM)

Honey, are you O.K. Maybe you should sit for a minute.

SAM

I'm fine. Better than fine! Inspired!

(pacing and thinking)

(marquee hand gesture)  
In fact, the Pumpkin Spiced Bra-tte. Genius.

ELLA  
Hon. Nobody would be stupid enough to buy something like that.  
(gestures to ALLIE)  
Right?

ALLIE  
(rolling eyes)  
Hmmm...  
(cocks her head to the side, mulling it over)  
Well...

ELLA  
(hesitant)  
Well... what?

ALLIE  
*I* might be interested.

SAM  
Yuh see? Allie, here, would buy one.

ELLA  
Maybe. But, what makes you think anyone else will?

SAM  
It's all in the sales pitch. You, more than anyone else should know that. We just have to brainstorm it a bit.

SAM  
I can see it. Introducing the Pumpkin Spiced Bra-tte.

ALLIE  
(excitedly)  
To spice up your pumpkins!

SAM  
Ella. Are you in, or not?

ELLA

(incredulous)

To spice up your pumpkins.

(ELLA starts pacing a bit - reconsidering)

To spice up your pumpkins.

(ELLA now definitive)

To spice up your...

ALLIE

(ALLIE lifts her bra gesture)

...pumpkins!

SAM

To spice up your...

SAM, ELLA, ALLIE

(ALL do the lift bra gesture - ELLA does it less enthusiastically than SAM and ALLIE)

...pumpkins!!!

SAM

Now come on, team , let's do this!

## **song 2: We Can Do This**

SAM

BABY, YOU GOT MAD ART SKILLS  
AND I KNOW YOU WILL DO ME PROUD  
WHAT WE NEED IS A LOGO

ELLA

I'LL COME UP WITH ONE THAT WILL  
MAKE YOU SCREAM OUT LOUD

SAM

OOH, BABY  
ALLIE, YOU'RE OUR EXPERT  
YOU'RE IN CHARGE OF THE MERCHANDISE

ALLIE

DON'T YOU WORRY, BOSS, I'M ON IT

I'LL START ORDERING BRAZIER  
BUT HOW DO WE MAKE 'EM SMELL LIKE PUMPKIN SPICE

ELLA

"Oh God."

SAM

TRUST ME, I KNOW WE CAN DO THIS

ELLA & ALLIE

WE CAN DO THIS

SAM

TELL ME YOU KNOW WE CAN DO THIS

ELLA & ALLIE

WE CAN DO THIS

SAM

BEEN THROUGH TOUGH TIMES BEFORE  
BUT BEFORE THEY PADLOCK THE DOOR  
I SAY GET READY FOR WAR

ALLIE

"We can do this"

ELLA

"We can do this"

SAM, ELLA, ALLIE

"We can do this"

SAM

ELLA, MAKE IT SEXY  
SOMETHING COOL AND SLEEK AND BOLD  
GIVE IT SPICY HOT PASSION  
MIXED WITH HOLIDAY CHEER

ALLIE

"I'm sold"

"What can I say, I'm a sucker for the holidays"

SAM

ALLIE, WE'RE SHORT ON MONEY  
WE NEED REALLY CHEAP BRAS AND MORE  
SEE IF YOU CAN GET 'EM WHOLESALE

ALLIE

NEVER FEAR, MY FEARLESS LEADER  
"I know where to get 'em"  
FROM THE GOODWILL STORE

ELLA

"Allie... Goodwill only sells *used* clothing."

ALLIE

(excited)

"I know!"

(ELLA gives ALLIE a look)

"Opsie"

SAM

TRUST ME, I KNOW WE CAN DO THIS

ELLA & ALLIE

WE CAN DO THIS

SAM

TELL ME YOU KNOW WE CAN DO THIS

ELLA & ALLIE

WE CAN DO THIS

SAM

THERE'S NO WAY WE'LL FALL SHORT

ALLIE

"If you've got double D's, you've got our support!"

ELLA

I THINK WE'RE HEADED STRAIGHT FOR BANKRUPTCY COURT

ALLIE

"We can do this"

ELLA

"We *can't* do this"

SAM, ELLA, ALLIE

"We can do this"

(SAM & ALLIE are seated at separate desks, on the phone)  
(ELLA is sketching at an easel)

ALLIE

(on the phone)

"Hello? Is this Playtex? (beat) My name is Allie, assistant to the president (ALLIE winks at Sam) from the Sam 'n' Ella Ad Agency. (beat) No, no, no... Sam AND Ella Ad Agency. Anyway, we need a price on bras. (beat) How many? Hold on a sec. (cups phone with palm) (to SAM) They want to know how many."

SAM

"One thousand to start."

ALLIE

"One thousand. (beat) color? White. size? Assorted. Yes I'll hold"

**(music stops)**

"I can do this."

SAM

(on the phone) (to ELLA)

"They're putting me through to Victoria's Secret's corporate sales department. (holds up index finger to ELLA)  
Hello? Yes. This is Sam, CEO of the Sam 'n' Ella Ad Agency. (beat) No, Sam AND Ella. Anyway, I have a product I think would be perfect for your stores. (beat) It's called the Pumpkin Spiced Bra-tte. (beat) To spice up your pumpkins! (beat) Yes, I'll hold."

**(music stops)**

"I can do this"

ALLIE

(writing on a pad)

"Yes. Uh huh. Right. Got it. Thank you so much. (turns to SAM)  
Playtex wants \$9.95 per bra, for one thousand pieces, white, assorted sizes.  
Should I place the order?"

SAM

(SAM thinking and calculating in his head)

"Ummm... that's about... \$10,000..."

ELLA

"...that we don't have."

SAM

"I know that. Maybe we don't need that many to start. Call Maidenform,  
and ask 'em what a hundred bras would cost. (beat) Tell 'em we're non-  
profit."

ALLIE

"Are we?"

SAM

"This year, we are definitely non-profit. Just tell 'em that - see what they  
say."

ALLIE

"I'm on it."

SAM

"Hello? Hello? Crap, they hung up. El, what was that other big lingerie  
company?"

ELLA

"Fredricks of Hollywood?"

SAM

"Well... Victoria's Secret's loss is now Fredricks of Hollywood's gain."

ELLA

"Maybe the big stores are the wrong way to go."

SAM

"Listen you work on the logo - *I* will take care of the marketing."

**(music stops)**

"I can do this."

ALLIE

"Hi, Maidenform? This is Allie, director of product and inventory

(looks at SAM and winks)

at Sam 'n' Ella's Ad Agency.

(beat)

Right. Sam with an 'S', and Ella... you know... like *umbrella*... without the 'umbra'. Can you tell me how much one hundred bras, white, assorted sizes would cost?

(beat)

oh yeah, and we're a non-profit.

(beat)

Are we a charity?

(ALLIE looks to SAM, who nods yes)

Yes, a charity."

ELLA

"More like a charity case."

ALLIE

"You're kidding. (beat) Seriously? (beat) Hold on... (ALLIE covers phone with palm) (to SAM)

They want to give us the bras for free."

SAM & ELLA

"For free?"

ALLIE

"Yup. For charity, they said they're happy to donate one hundred bras."

SAM

"Hurry up - tell 'em yes!"

ELLA

"And don't forget to thank them!"

ALLIE

"Hello? Yes, we would love to take you up on your kind and generous offer."

**(music stops)**

"I just did this!"

SAM

"Thank you so much for taking my call. (beat) That's right, a new product. (beat) I see... well this can't wait - it's is perfect for now - *right* now - during the holiday season. (beat) Of course. It's call the Pumpkin Spiced Bra-tte. (beat) Right! Like Pumpkin Spiced Latte - with a bra-tte added.

(SAM covers phone with palm) (to Ella)

This saleslady gets it. Really gets it. (back on the phone) What's unique about it? Well... it's the only bra on the market that *smells* like pumpkin spice! (beat) It's not that funny. (beat) Could you stop laughing for a second. (beat)

(SAM getting agitated) (covers phone with palm) (to ELLA)

She won't stop laughing. (beat) Ah, now she stopped. Now, let's talk business. (beat) Hello? Hellooooo?

(angry)

Damn it, she hung up."

**(music stops and doesn't restart for a while)** (SAM determined)

"I know I can do this."

ELLA

"and I... did it! Check out our new logo."

SAM & ALLIE

(softly)

"Wow."

SAM

"I can sell this!"

ALLIE

"I love this!"

SAM, ELLA, ALLIE

"We can do this!"

SAM

TRUST ME, I KNOW WE CAN DO THIS

ELLA & ALLIE

WE CAN DO THIS

SAM

TELL ME YOU KNOW WE CAN DO THIS

ELLA & ALLIE

WE CAN DO THIS

SAM

WE'LL SAVE OUR AGENCY

ALLIE

(still on the phone)

"I said NO underwires. (to ELLA) Those things kill me."

SAM

LET'S SHOW THE WORLD "Sam 'n' Ella's" AS SICK AS CAN BE

ELLA

"Hon. Maybe 'sick' and 'sam-n-ella' shouldn't be used in the same sentence"

SAM, ELLA, ALLIE

WE CAN

"do this"

"do this"

LET'S DO THIS NOW, RIGHT NOW, RIGHT NOW

ALLIE

"Now?"

SAM & ELLA

"Now!"

SAM

O.K. team. Let's recap where we're at. We've got one hundred bras coming...

ALLIE

...thanks to me

SAM

...thanks to our lovely intern, Allie.

(ALLIE bows or curtseys)

We've got a product, a name, and one hell-of-a logo, thanks to my adoring and adorable wife, Ella.

(ELLA is deep in concentration, reading the eviction notice)

EI? What's wrong, hon?

(ELLA grimly hands the eviction notice to SAM)

Evicted??? They can't do that! So we're a little behind on the rent.

ELLA

Hmmm - more than a little behind. Try six months.

SAM

That's what I said... a little behind.

ALLIE

Lemme see, lemme see. I watch a lot of Judge Judy, so I know the law.

(SAM skeptically gives ALLIE the eviction notice)

(reading)

By order of the Court of Landlords and Tenants, you are hereby notified that the party of the first part, that's you, boss, must pay the party of the second part, that's the landlord, the sum of twenty-seven thousand dollars in one week. Further, if the party of the first part,

(ALLIE points to SAM)

fails to pay the sum of twenty-seven thousand dollars in one week, then the party of the first part

(ALLIE points to SAM)

must vacate the premises, by order of local, state, and federal law.

SAM

(takes eviction notice from ALLIE - waves it in the air)

This - is nonsense. I know my rights. They can't evict us without at least three prior notices.

(ELLA sighs and reaches in desk drawer - holds up notices)

ELLA

(sighs)

Oh boy...

SAM

What?

ELLA

I just didn't want to worry you.

(ELLA pulls out envelopes from desk drawer - looking at the envelopes - counting them)

One, two, yeah, that's three.

SAM

(throws eviction notice in the air)

(bitterly)

Well, that's just wonderful.

(pacing)

El, all the more reason to focus, here. I want to be ready when those bras arrive. It's not enough to just *call* Victoria's Secret, we need to *show* 'em the product - so they can see it... and... touch it...

ALLIE

...and smell it?

(NARRATOR knocks on the door)

(ALLIE answers the door - box with bras arrives)

ALLIE

Ta-daaaa! One hundred spankin' new bras...

(looks at address label on box)

to The Sam 'n' Ella Ad Agency... Rush same-day delivery. Attention: Charity Department.

SAM

Charity department. That would be me.

NARRATOR:

Sam takes box from Allie. He removes two bras and ties them up horizontally.

SAM

Well, don't just stand there - here

(SAM handing bras to ELLA and ALLIE)

tie 'em up - like this - we're gonna make one, big clothesline.

ELLA

Why...?

SAM

Why? I thought that would be obvious. Because... we've got the bras - what we *don't* have is *pumpkin spiced* bras - so... we need to spice 'em up

(takes cup with latte)

with this - pumpkin spiced latte.

ELLA

Sam, I don't get it.

ALLIE

Me, neither. I mean, what'r we gonna do - dip 'em in the latte?

(ALLIE laughs at the absurdity of it)

SAM

(smiles)

Now you got it.

(ALLIE stops dead in her tracks)

ALLIE

Yuh kiddin', right?

**song 3: String 'Em Up, Grab A Cup, Dip 'Em In Latte**

SAM

THERE'S A METHOD TO MY MADNESS

GOT A BLUEPRINT, GOT A PLAN

IM AT LEAST TEN STEPS AHEAD OF YOU  
TRY TO CATCH ME IF YOU CAN  
OR FOLLOW MY LEAD, OR STEP ASIDE  
YOU AND ME, MY FRIENDS ARE IN FOR ONE HELL OF A RIDE

STRING 'EM UP, GRAB A CUP, DIP 'EM IN LATTE

ELLA

"What the hell does that mean?"

SAM

STRING 'EM UP, GRAB A CUP, DIP 'EM IN LATTE

ALLIE

"I think he's talking about the bras"

SAM

STRING 'EM UP, GRAB A CUP, DIP 'EM IN LATTE  
DON'T ASK NO QUESTIONS, NO WHO, WHERE, OR WHAT-TE  
GET WITH THE PROGRAM, YOU WITH ME, OR NOT-TE

ALLIE

"Not-te? What the hell kind of word is not-te?"

SAM

STRING 'EM UP, GRAB A CUP, DIP 'EM IN LATTE

ELLA

"Dip the bras? That's disgusting."

SAM

STRING 'EM UP, GRAB A CUP, DIP 'EM IN LATTE

ALLIE

"I'd better get a mop"

SAM

STRING 'EM UP, GRAB A CUP, DIP 'EM IN LATTE

ELLA

"God, what's that smell?"

ALLIE

"Hey, who cut a fart-te?"

SAM

COME ON, TEAM - LET'S TAKE OUR BEST SHOT-TE

ALLIE

"Take our best shot-te - that's funny"

(ELLA gives ALLIE a stern look)

Well, it is."

NARRATOR

Sam, Ella, and Allie are hanging the bras on a clothesline, and dipping them in latte.

SAM

STRING 'EM UP, GRAB A CUP, DIP 'EM IN LATTE

ALLIE

(to ELLA)

"Are your hands sticky? Mine are sticky."

SAM

STRING 'EM UP, GRAB A CUP, DIP 'EM IN LATTE

ELLA

(looking at her latte cup)

Is this stuff toxic? Ooh, I'm getting woozie."

SAM

STRING 'EM UP, GRAB A CUP, DIP 'EM IN LATTE

ALLIE

"Hey, guys - check out my jump shot-te"

(ALLIE steps back, and with a light jump, throws a bra at the garbage can - it misses)

"Best two out of three?"

NARRATOR

Sam, Ella, Allie all shoot bras at the garbage pail, having great fun

ALLIE

STRING 'EM UP

(ELLA gets the eviction notice - reading it again)

ELLA

GRAB A CUP

SAM, ELLA, ALLIE  
DIP, DIP, DIP, DA-DI-LE-LIP  
DIP 'EM IN LATTE

SAM

(SAM is admiring all the hanging bras)  
I gotta say, they look - great!

ELLA

(ELLA is looking at the eviction notice)  
They better *sell* great, too. We're out in seven days.

SAM

I know, I got it. Seven days.  
(rubbing hands together for warmth)  
Is it cold in here?

ALLIE

(hugging herself)  
Now thatcha mention it, it's a bit chilly.

(SAM looks at thermostat)

SAM

Sixty-three degrees. They must have shut the heat off.

ELLA

Well, we haven't paid the gas bill in quite a while...  
(lights go out)

...or the electric bill.

ALLIE

I don't like this... it's givin' me the creeps.

ELLA

Why? Are you scared of the dark?

ALLIE

No. (beat) Yes.

SAM

Let's get out of here. Someplace warm... with light... we've got some serious brainstorming to do.

(music - slow tempo strains of the chorus section of "It's Time For Sam 'n' Ella's Ad Agency To Be Reborn")

## **ACT 1 - SCENE 2**

### **Baby New Year At The Mall**

NARRATOR

We are now at the local shopping mall. We see Johnny O, dressed as Baby New Year, wearing a large diaper, tiny top hat, sash across his chest, and holding a huge pacifier. He is sitting in a high chair, adult sized. Next to Johnny is a big sign that reads, 'Take your picture with Baby New Year - \$24.95'

JOHNNY O

(JOHNNY O is seated, scouting for customers)

(JOHNNY O is trying to be cute when speaking to the children, but he is ultimately exasperated)

Get your picture taken with Baby New Year! Oh, no, don't run away. Aw, man.

(beat)

Hey, come take a picture with me - Baby New Year!

(JOHNNY O gets out of seat - runs a few steps)

Aw, come on!!! I'm not that scary.

(JOHNNY O walks back to his seat, scouting for customers)

Baby New Year's pictures... only \$24.95.

(JOHNNY O, now upset, spots a potential customer)  
Little girl... little girl... hey, you - get over here - take a picture with me...  
come back here.

(JOHNNY O gets out of chair - runs to catch the girl)  
Go ahead - run - see if I give a damn.

NARRATOR

Johnny pulls out a flask and takes a swig of whiskey.

JOHNNY O

Oh my God. I can't believe it's come to this. Can't get much lower than  
this...

(deep sadness)

Happy new year to me.

(ALLIE enters - JOHNNY O sees her)

(suggestively)

Whoa. Happy new year to me.

ALLIE

(calling out to SAM and ELLA)

Come on. Here's a great spot - no one's here.

(ALLIE spots JOHNNY O)

Except for this big baby.

(SAM and ELLA enter)

(ALLIE does a double and triple take looking at JOHNNY O)

JOHNNY O

(to ALLIE, charmingly)

Well, hello little lady. Wanna take a picture with Baby New Year?

(JOHNNY O pats his lap)

Come sit right here. And forget the \$24.95 - this one's on me.

ALLIE

(to SAM and ELLA)

Oh my God, it's him...

(to JOHNNY O)

I mean, it's you, I mean it's...

JOHNNY O

(deadpan)

Yeah, yeah, it's me. Johnny O. Big star. Big star.

ALLIE

Gee - when I was growing up, I watched all the reruns of "Boy Genius, Johnny O" - like, every Saturday morning - it was my all time favorite show!

JOHNNY O

I did that when I was around fifteen.

ALLIE

But you still look the same!

(beat)

Well, except for the diapers and all.

(laughing)

(singing or rappin')

He's so much smarter than you or I will ever be

Teaching all his teachers - oh, so, patiently

(JOHNNY O joins in - mumbling)

Way too smart for Harvard - ain't nothin' he don't know

Ladies and gentlemen, here he is... the Boy Genius - Johnny O!!!

ALLIE

See! Told yuh - watched it every day!

(thinking)

Until you quit the show, right? I mean, it was never the same without you.

JOHNNY O

I didn't quit - they fired me - and for no good reason.

ELLA

(to ALLIE)

Actually, it was a pretty *good* reason, as I recall. Dear, it was way before you were even born, about thirty years ago - it was the biggest scandal of the day.

(to JOHNNY O)

Well, do you want to tell her, or should I.

JOHNNY O

I got this. Well, it started with everyone's favorite line:

(JOHNNY O strikes a pose)

"Baby, I hate to tell you, but...

(ALLIE joins in)

your cheese has finally slipped off the cracker!!!" You know who wrote that line, right (beat) it was me! It was an ad-lib. Totally made it up. And you know what, it made me a star. Made me famous, and made the networks millions and million of dollars. Pretty soon there were tee-shirts, lunch boxes...

ALLIE

Oh, hey, I had one-a those.

JOHNNY O

...all kinds a crap with my picture and 'your cheese has finally slipped off the cracker' on it.

ALLIE

Sounds like everyone was happy.

JOHNNY O

They were, they were! And then they started encouraging it - they *told* me to ad-lib. They said the more improvising, the better. And that's exactly what I did.

ALLIE

So what went wrong?

JOHNNY O

At first, nothing - it was a blast. They encouraged me to say and do whatever I wanted. Imagine me - fifteen years old - told to do whatever I wanted. It was un-frickin'-believable. I started ad-libbing a word or two, or I'd do something unexpected. Everyone laughed. Cast, crew, hysterical tears - and then we had to stop taping ten times a shoot. Pretty soon, we couldn't complete our episodes on time - filming started taking weeks instead of days. Finally, after writers and directors quit, after cost over-runs and delays, the network told me... no, *demand*ed I stop, and perform the script as written... or else.

ALLIE

Or else, what?

JOHNNY O

Or else, they'd fire me. Well, I wasn't too happy with that... and so...

ALLIE

yeah?

JOHNNY O

...and so... did I mention I was just a teenager at the time? Well, teenagers, especially rich and famous ones like me can be a little rebellious. So... I ended up doing each script word for word - no ad-libbing...

ALLIE

Go on...

JOHNNY O

I couldn't take it, so I started adding, you know, little things. A cough. A hiccup. I'd scratch my shoulders or wrinkle my nose - little things, just to be a pain in the ass.

ALLIE

Doesn't sound too, too bad.

JOHNNY O

Well... most of the time, they would just edit out my little... gestures... but sometimes, they'd leave 'em in.

ELLA

Johnny. Tell her about the  
(ELLA does air quotes)  
'*gesture*' that got you fired.

JOHNNY O

I'm gettin' there, hang on. Well... I had this big, end of season scene where my science teacher was yelling at me for accidentally setting the science lab on fire.

ALLIE

Oh, I remember that one - that was a good one!!!

JOHNNY O

The script called for me to just stand there - take his fury - but, for Johnny O, you know that wasn't happenin'.

ALLIE

What'd you do?

JOHNNY O

Well... of course I knew about the big final scene of the season... so, the night before, my girlfriend and I prepared a little surprise. So I took a pair of her panties...

ALLIE

(quietly)

Panties?

JOHNNY O

Yup. Bright pink. We used that 70's bedazzler thing with the rhinestones, and wrote in big letters across the back, Kiss. My. Ass.

ALLIE

No.

JOHNNY O

Uh-huh. And in that final scene, while the teacher was yelling and screaming...

ALLIE

You didn't.

JOHNNY O

I did. I secretly pulled my pants down, showing the writers, producers, and directors exactly what I thought of them. (beat) I swear, though, I didn't know they were filmin' me from behind!!! Anyway, that episode was way late to the networks, so they must have skipped editing and sent it straight to network.

ALLIE

(laughing)

You mean, they actually kept it in?

JOHNNY O

Yup. Sixty million people across the country saw their hero's bedazzled ass. They not only fired me, but what really killed me was, I was blacklisted. They made sure I never worked another day in T.V. How'doyuh think I ended up here...

(gestures to his 'clothes')

dressed like this.

(JOHNNY O spots a potential customer)

Hey, hey, hey!!! Come take your picture with Baby New Year - don't cry - awwwww, jeez

(SAM has been very pensive since meeting JOHNNY O)

ELLA

Sam. You've been very quiet.

(ELLA looks at SAM carefully)

(music starts)

And I know that look. Uh-oh. Something's cooking. What is it?

**song 4: Fate**

SAM

WAS MEETING JOHNNY RANDOM, I THINK NOT  
ACCIDENTAL, OR A HIGHER PLOT  
SAM 'N' ELLA AND JOHNNY O - IT WAS MEANT TO BE

THERE'S A WORD TO DESCRIBE US HERE TODAY

ALLIE

"Serendipity"

JOHNNY O

"That sounds kinda gay"

SAM

BELIEVE ME WHEN I SAY - THIS WAS DESTINY

ELLA

"Honey, you're getting all wound up - why don't you let me get you a Cinnabon"

ALLIE

"I'll take one, too."

SAM

"Cinnabon? Cinnabon??!! I'm talkin' about destiny! About the cosmos coming together to make this happen, and you're talkin' about... Cinnabons???"

JOHNNY O

"I wouldn't mind one, myself... you know, if the cosmos think it's O.K."

SAM

FATE - CALL IT KISMET - CALL IT KARMA

JOHNNY O

FATE - "Take a swig, man" YOU'LL FEEL SO MUCH CALMER

SAM

(SAM singing to ELLA)

DON'T YOU DARE LOOK AT ME THAT WAY  
I HAVEN'T LOST MY MIND

ELLA

"That's not what I'd say"

SAM

FATE - PURE AND SIMPLE - UNADULTERATED

JOHNNY O

FATE - "Stop starin' at me" I'M NOT INEBRIATED

SAM

SOMETHING GREATER THAN YOU AND I  
BROUGHT US ALL TOGETHER - ON THIS DATE  
WE DIDN'T MEET HERE BY CHANCE - IT WAS FATE

JOHNNY O

I WAS DOWN - SO DEMORALIZED  
"Wearin' diapers" I WAS IDOLIZED

SAM  
YOU'LL BE IDOLIZED ONCE AGAIN  
PUT YOUR FAITH IN ME

JOHNNY O  
TO THE TOP  
(grabs ALLIE playfully)  
"with you" BY MY SIDE

ALLIE  
"I don't think so, sweetie, step aside"

SAM  
WITH JOHNNY HERE, WE'VE GOT AN INSTANT PEDIGREE

ELLA  
"Pedigree? Isn't that about dogs..."

ALLIE  
"I thought it was about horses..."

ELLA  
FATE - SAM, YOU MAY BE RIGHT - I CAN SEE IT

ALLIE  
FATE - "he's kinda grabby"

JOHNNY O  
I'M JUST TRYIN' TO FEEL IT

ELLA  
"Hey, come on, now - she's just twenty-one"

SAM  
"That's way too young for you"

JOHNNY O  
"I don't wanna marry her, I just wanna have some fun  
(SAM and ELLA give JOHNNY O a stern look)

(beat)  
O.K., no fun - got it"

SAM  
FATE - HERE'S THE PUMPKIN SPICED BRA WE'RE SELLIN'

JOHNNY O  
FATE - "Pumpkin spiced, what?"

ALLIE  
"A bra that's kinda smellin'"

JOHNNY O  
GUESS I CAN'T SINK MUCH LOWER THAN THIS

SAM  
WE'LL SELL A MILLION

ELLA  
"Don't exaggerate"

SAM, ELLA, ALLIE, JOHNNY O  
WE DIDN'T MEET HERE BY CHANCE - IT WAS FATE

SAM  
LET'S PUT OUR HEADS TOGETHER - "come up with a marketing plan  
TO MAKE THE MOST FAMOUS "undergarment in all the land"

JOHNNY O  
YOU KNOW I'M READY TO DO THIS - "But first, this might sound  
strange  
Hey everyone, I quit this job - hang on, I gotta go change"

ALLIE  
I THINK HE'S KINDA CREEPY

ELLA  
HOW DO WE KNOW HE'S SANE

SAM

WELL, YOU KNOW HE'S GOT A SCREW LOOSE  
SOMEWHERE IN THAT TWISTED BRAIN

JOHNNY O

You guys know I can still hear you

SAM

Just kiddin' around, Johnny boy  
"Our entire future is riding on him"

ELLA

"All I can say is 'oy'"

SAM

FATE - SOMETHING'S IN THE AIR - I CAN FEEL IT

JOHNNY O

FATE - "That breakfast burrito" I THINK IT'S CONGEALIN'

ALLIE

"Spice up your pumpkins" THE WHOLE WORLD'S GONNA SAY

JOHNNY O

"Are pumpkins what I think they are - O.K."

ELLA

FATE - "Have we all lost our minds, I wonder"

JOHNNY O

FATE - THIS COULD TURN OUT TO BE MY BIGGEST BLUNDER

SAM

"All you chicken littles" THE SKY AIN'T FALLIN' TODAY  
WE'RE HERE FOR A REASON

JOHNNY O

"Oh, God, I might regurgitate"

SAM, ELLA, ALLIE, JOHNNY O

WE DIDN'T MEET HERE BY CHANCE

IT WAS FATE, FATE, FATE, FATE, FATE, FATE, FATE, IT WAS  
FATE, IT WAS FATE, IT WAS FATE, IT WAS FATE, IT WAS  
FATE - OUR DESTINIES CAN NOT WAIT  
FATE

SAM

Johnny - you're going to be a star... again. You up for making a  
commercial?

JOHNNY O

(sarcastically)

I don't know. You're asking me to leave all of this  
(JOHNNY O gestures to the 'take a photo' set-up - JOHNNY O and  
SAM laugh)

ELLA

Sam. You know better than anyone, commercials cost a lot of money to  
make - and buying airtime, we just can't afford any of that.

SAM

Nonsense.

(holds up cell phone)

These little babies record in digital - crystal clear. In fact, it's even trendy to  
film on these things. And as for buying airtime...

(SAM starts pacing, rubbing hands together)

...I'm thinking viral video - straight to the internet, world's largest audience -  
costs nothing!

ALLIE

Ooh, can I be in it?

(ALLIE fluffs her hair)

I always wanted to be a star.

(ALLIE strikes a pose - then gestures to her chest)

Spice up your pumpkins, America... with the Pumpkin Spiced...

(ALLIE does cheerleader split or similar move)

bratte!!!

JOHNNY

I'd buy anything *she's* sellin'.

SAM

Then that's it. Tomorrow we make history.

(SAM hands JOHNNY a business card)

Here's our office address. Meet us here tomorrow - nine A.M. sharp -

JOHNNY O

Nine a.m.? Isn't that a little earl...

SAM

Wanna make it eight?

JOHNNY O

(JOHNNY O exiting)

No, no, no... Nine A.M. Got it!

SAM

Ladies, we have a ton of work before we shoot.

ELLA

(sarcastically)

You mean, like actually *writing* the commercial?

SAM

Exactly! Now, come on - I need to focus... concentrate.

ELLA

(shaking head 'no')

Oh no, please don't say...

SAM

El, that's where I wrote our award winning commercial... you remember... Schlick's Shaving Cream - 'Why slit your throat, when all you need's a little coat-a Shlick's!'

ALLIE

I remember that commercial!!! You wrote that?

SAM

Sure did. Wrote that in the one place that helps me gets my creative juices flowin'...

ELLA

Oh, jeez, no... please... not the...

ALLIE

Where?

SAM

The All Americana Bowling Alley!

ELLA

(deadpan)

Wonderful. Can we stop at Rite Aid and get some Lysol first? They never spray those disgusting shoes.

(SAM, ELLA, and ALLIE all exit)

(transition music plays "It's Time For Sam 'n' Ella's Ad Agency To Be Reborn" instrumental)

### **ACT 1 - SCENE 3**

#### **Brainstorming At The Bowling Alley**

NARRATOR

We're now in the All Americana Bowling Alley. Allie throws a perfect strike.

(ALLIE bowls and then cheers)

ELLA

(unbelieving)

Another strike? Seriously?

ALLIE

*I love* this game!

SAM

Four strikes in a row. What's your secret?

ELLA

(droll)

It must be the high heels. I still can't believe they let you wear those while you're bowling.

ALLIE

I guess I just charmed that teenage shoe rental guy...

(gestures to chest)

...or maybe it's my pumpkin spiced bra-tte that did the trick!

ELLA

Well, *I* certainly didn't charm him. The guy wouldn't even let me wear my sneakers.

(ELLA gestures to her bowling shoes)

These shoes are just vile.

SAM

(SAM puts arm on ELLA'S shoulder)

I'm sure you charmed him too, dear. Just not the same way Allie, here, did.

ELLA

(stern look)

And whatdoyuh mean by that?

SAM

(stammering)

Ah... nothing... nothing at all... All right. Let's get down to business.

Brainstorming. Viral video commercial. Pumpkin Spiced Bratte. Shoot!

(SAM, ELLA, and ALLIE are pensive - complete silence)

SAM

(sarcastically)

Not all at once, ladies. How about a location? Where does it take place?

Go!

(SAM, ELLA, and ALLIE are pensive - complete silence)

(ALLIE brightens)

ALLIE

How about... a bowling alley?

ELLA

Agh. Depressing.

(SAM, ELLA, and ALLIE are pensive)

ELLA

Should be someplace related to the holidays.

(beat)

Hmmm. How 'bout the North Pole? Santa... Rudolf... elves...

ALLIE

Christmas!!! We should do a Christmas commercial!

SAM

Wonderful. Christmas... the birth of our lord and savior, Jesus...

(holds up a bra)

...and this. Anybody see a problem with that?

(SAM, ELLA, and ALLIE are pensive)

ELLA

I'd say forget Christmas, or Chanukah, or any other religious holiday. How about a New Year's theme? You think Johnny O would put on his diaper one more time as Baby New Year?

SAM

I think he'd slit his throat with our Schlick razor, first.

(beat)

Forget the holidays... forget New Years... How about just a seasonal thing... a winter theme.

ALLIE

(enthusiastic)

Sleighrides, Jack Frost, hot cocoa, I *love* winter!

ELLA

Too damn cold.

SAM

(with lots of energy and determination)  
Ladies, ladies, please, focus. We have one, and only one job to do.  
(SAM holds up bra)  
Sell. We have to sell - simple as that.

ELLA  
Hold on. What if we can't? What then?

(SAM sits down - deflated - takes the eviction notice out of his pocket  
- unfolds it - let's it slip from his fingers to drop to the floor)

SAM  
Then it's over. Everything I worked my entire life for... everything *we*  
worked for... gone. Forever.

ALLIE  
That's not true. If yuh had to, you could start again - start fresh - a brand  
new ad agency - you did it before, I betcha you could do it again.

SAM  
No. Starting again? From scratch? Not gonna happen. No, this has to  
work. It just has to.

### **song 5: Say A Prayer My Dream Survives**

SAM  
HERE I SIT , ON THE BRINK, OUT OF STEAM  
TRYING TO MAKE SENSE OF MY DYING DREAM  
AS THE EMBERS FADE, HAVING WARMED US ALL OUR LIVES  
I CAN ONLY HOLD ON TIGHT  
THROUGH MY DARKEST NIGHT  
AND SAY A PRAYER MY DREAM SURVIVES

NOT SO LONG AGO WHEN MY JOURNEY BEGAN  
I HAD A DIRECTION, A VISION, A PLAN  
I COULD SEE MY FUTURE, OUR FUTURES, OUR LIVES  
WAS IT ALL A FANTASY  
DID EVERYONE SEE IT, BUT ME  
BEFORE A NEW DAY ARRIVES  
I WILL SAY A PRAYER MY DREAM SURVIVES

ELLA  
OUR JOURNEY CONTINUES WITH NEW, EXCITING CHAPTERS TO  
UNFOLD

ALLIE  
"Come on, don't be afraid, be brave as an eagle"  
NOW LEAVE YOUR NEST AND TAKE FLIGHT HIGH ABOVE THE  
CLOUDS  
AND SOAR THROUGH THE SKY, IT'S YOUR TIME TO  
FLY, TO FLY - TO FLY, AND FLY, AND FLY, AND FLY, AND FLY  
AND TO FLY AND FLY

ELLA  
(to ALLIE)  
Please, shut up.

SAM  
LOOKING BACK OVER TIME I CAN SEE  
WE NEVER HAD IT EASY, NEVER SAFE, YOU'D AGREE

ELLA  
"I do"

SAM & ELLA  
HAND IN HAND, MY LOVE, EACH DAY OF OUR LIVES  
IF THE END IS MEANT TO BE, WE'LL FACE IT HEAD ON, YOU AND  
ME  
BEFORE A NEW DAY ARRIVES

SAM  
I WILL SAY A PRAYER

ELLA  
I WILL SAY A PRAYER

SAM & ELLA  
WE WILL SAY A PRAYER OUR DREAM SURVIVES

**END ACT I**