

Cason's Pawn Television (60 Seconds)

[A little girl and boy are standing in unspecified area. They are wearing old-fashioned adult clothing (as if playing dress-up). The little girl slaps the little boy and storms off camera.]

BOY: [Holding a ring-sucker.] Oh, no! She's left me — and now I can't take back the ring! What'll I do?!

ANNOUNCER [Scenes of outside of store and appropriate stock imagery as s/he speaks.] Take it to Cason's Pawn! At Cason's Pawn, we buy and sell jewelry, watches, electronics, guns, and more.

[Scene of little boy happily making transaction and receiving stacks of monopoly money.] Whether you're buying or selling, the price is always right at Cason's Pawn!

BOY: [From behind the wheel of a toy car or cardboard cutout of a car in front of a tricycle — looking out the window toward the camera.] I got a great deal at Cason's Pawn. I used the money to buy a car stereo I found there!

[Turns up the radio and "drives" away. The little girl is now behind him, waving away the dust from his "car." She puts her hands on her hips, stomps her foot and scowls.

On screen, address of Cason's Pawn and shot of location.]