

TV COPY

RICH ADVERTISING CO., INC.
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BUFFALO, NY 14202 856-5692

CLIENT	Rich Products Corp.
PRODUCT	Frozen Bread Dough
PROGRAM	8342
DATE	July 27, 1973.
TIME	30 seconds

VIDEO

1. C.U. KNIFE CUTTING LOAF OF BREAD. SLICES PEELING OFF.
2. M.S. BREAD DOUGH BEING PLACED IN OVEN.
3. M.S. OVEN DOOR OPENING AND BREAD BEING TAKEN OUT.
4. M.S. BREAD GETTING DUMPED OUT OF PAN ONTO CUTTING BOARD.
5. C.U. BREAD ON TABLE. ZOOM OUT AS WIFE COLLECTS BREAD AND CARRIES IT TO TABLE, WHERE FAMILY IS HAVING DINNER.
6. C.U. KNIFE CUTTING LOAF OF BREAD, AS IN SHOT #1.
7. C.U. BOY BITING INTO SLICE OF BREAD. [FREEZE.]
8. PACKAGE SHOT. C.U.. PACKAGE OF ENRICHED WHITE BREAD DOUGH. ZOOM OUT TO SHOW ENTIRE PRODUCT LINE.

AUDIO

ANNCR: Remember the good old days of grandma's homemade bread?

They're back!

Rich's has brought them back...

With Rich's Frozen Bread Dough.

Made -like in grandma's day- without preservatives from natural, unbleached flour.

Give your family the taste of natural goodness.

Give them Rich's Frozen Bread Dough.

Find out how easy it is to make the kind of bread grandma used to bake.

Six types of home-baked, natural goodness. In your grocer's frozen food case.