

# TV COPY

RICH ADVERTISING CO., INC.  
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CLIENT	Rich Products Corp.
PRODUCT	Westland Mall - 8298
PROGRAM	Ponce de Leon
DATE	May 25, 1973.
TIME	30 seconds

## VIDEO

1. LONG SHOT. SIXTEENTH CENTURY SPANISH EXPLORERS ON HORSEBACK, APPROACHING CAMERA.
2. MEDIUM SHOT. THE CONQUISTADORES RAISE A LOT OF DUST AS THEY RIDE THEIR HORSE HARD WHILE THEY APPROCH THE CAMERA.
3. CLOSE SHOT. THE CONQUISTADORES SWEATING PROFUSELY AS THEY THUNDER CLOSER TO THE CAMERA.
4. LONG SHOT. LOW ANGLE VIEW OF CARS SPEEDING ALONG THE EXPRESSWAY TOWARD THE CAMERA. (SUPERIMPOSED ON THE SPEEDING CARS IS A SIGN: "PALMETTO EXPRESSWAY 103 ST. EXIT.")
5. WIDE ANGLE SHOT. CAR BURSTINHG THROUGH THE SUPERIMPOSED SIGN AND STREAKING BY THE CAMERA.
6. MEDIUM SHOT. THE WATER FOUNTAIN IN THE WESTLAND MALL, HIGHLIGHTING ITS SPARKLING, REFRESHING COOLNESS.
7. CLOSE UP. VISUALLY BEAUTIFUL IMAGE OF A GAS LAMP IN THE MALL.
8. MEDIUM SHOT A SEATING AREA IN THE MALL.

## AUDIO

### ANNCR:

Ponce de Leon. Adventurer.

He never did find that mythical fountain of youth.

No wonder.

He was more than four hundred years too early.

Today's explorers will find their search a lot easier.

Discover it for yourself.

A hot myth has become a cool reality.

Cool, clean, Westland Mall.

9. MEDIUM LONG SHOT. ONE OF THE  
SPANISH CONQUISTADORES  
ASTRIDE A HORSE IN A PARKING  
BAY.

Parking: the first of many nice  
discoveries.

10. LOGO. WESTLAND MALL.