

TV COPY

RICH ADVERTISING CO., INC.
1500 STATLER HILTON
BUFFALO, NY 14202 856-5692

CLIENT	Rich Products Corp.
PRODUCT	Coffee Rich - 8301
PROGRAM	Great Gourmando
DATE	
TIME	30 seconds

VIDEO

1. M.S. Ed McMahon, carton of Coffee Rich in hand, addressing CAMERA to introduce "The Great Gourmando."

EFX: Transitional magic puff of smoke.
2. M.S. Ed McMahon reincarnated as "The Great Gourmando," a magician standing behind a magic table.
- 2A The Great Gourmando places his wand on the table as he removes his top hat, momentarily allowing the CAMERA to view the hat's interior before placing it brim up on the center square at the front of the table. (Meanwhile, beneath the table, an unseen assistant removes the magnetized top hat's lid and holds up a carton of Coffee Rich in the hat's stovepipe.)
- 2B The Great Gourmando reaches into the hat and pulls out the carton of Coffee Rich. He pushes it out toward the CAMERA. (Meanwhile, the unseen assistant inserts a cup of coffee into the hat's stovepipe. The coffee cup is supported on a slide which blends with the table's surface.)

AUDIO

ED McMAHON:

AND NOW, COFFEE RICH PRESENTS, THAT

MASTER OF MASTER AND GOOD TASTE —

THE GREAT GOURMANDO.

THE GREAT GOURMANDO:

LADIES AND GENTLEMEN, HAVE I GOT

SOMETHING FOR YOU...

...A MAGIC POTION THAT WILL DO WONDERS

FOR YOUR TASTE BUDS...

- 2C The Great Gourmando picks up his hat and places it on the front square on his left. As the coffee cup is now visible, the Great Gourmando pours Coffee Rich into the coffee. (Meanwhile, the assistant has replaced the top hat's lid, upon which he has deposited a bowl of strawberries.)
- 2D The Great Gourmando raises his hat slightly and reaches in to pull out the bowl of strawberries. He places the strawberries on the table and returns the hat to his head, after casually allowing the CAMERA to look inside the stovepipe. He then pours Coffee Rich on the strawberries.
- 2E A lovely, female assistant enters FRAME from The Great Gourmando's right and places a plate of muffins on the front square to the magician's right. She exits. The Great Gourmando picks up his magic wand and touches the plate with it. As the wand touches the plate, a puff of smoke fills the screen. (Meanwhile, the unseen assistant opens the trap-door-square upon which the plate of muffins rests and he allows the muffins to slide off the plate. When the smoke clears, a plateful of muffins remains.)
- 2F After the smoke clears, the female assistant has disappeared and is replaced by a gigantic carton of COFFEE RICH. The Great Gourmando is flustered and he taps the carton with his magic wand.
- POUR IT IN YOUR COFFEE TO LET MORE COFFEE FLAVOR COME THROUGH.
- POUR IT ON FRUIT, STRAWBERRIES, RASPBERRIES, BLUEBERRIES...
- POUR IT IN YOUR MUFFIN BATTER, AND WATCH THEM DISAPPEAR.
- OOPS! SLIGHT MISCALCULATION, MY DEAR.
- EFX: Transitional magic puff of smoke.

3 Ed McMahon, as his everyday
self, carton in hand,
addressing CAMERA to wrap up
the commercial.

SUPER: In your grocer's
frozen food case.

ED McMAHON:

FOLKS, TAKE IT FROM THE GREAT

GOURMANDO: WHEN IT COMES TO TASTE,

COFFEE RICH REALLY POURS IT ON.