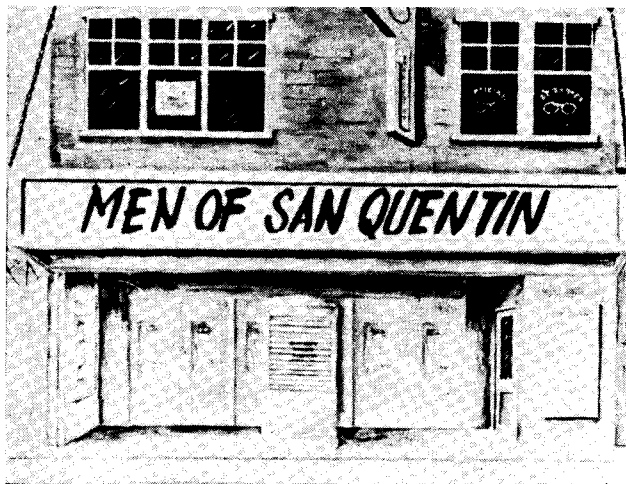


# MIDDAY MOVIE . . . Afternoon feature film draws top audiences



The program, designed to simulate an old fashion movie theatre, opens on outside shot of theatre with the marquee bearing the title of the film.



Dissolves to host, Alan Freed, who opens the ticket booth and invites the audience into the theatre.



Inside, Grant Wilson, pianist, supplies mood music, Alan identifies the participating advertisers listed on the asbestos curtain, and the theatre seats provide integration for guest appearances. The curtain is raised, camera dollies in, and dissolve to feature film.



Commercials are integrated by returning to theatre set at appropriate break in film. Commercials can be film or delivered live by Freed. Participating advertisers are again identified at close of program.

Alana, Me, Dad, & "Gramps"