

10-2-52

APEX TV 15 SECOND COMMERCIALS

K-262

For

Meldrum & Fewsmith, Inc.

(Opening)

Match music of main film if possible.
 Start opening music -- zoom Apex Emblem from infinity to full center screen. Pull quickly to upper left corner and burst in 7 appliances:
 Wash.A.Matic
 Dryer
 Sink Dishwasher
 Roll-away Dish.A.Matic
 Vacuum Cleaner
 Fold.A.Matic ironer
 Wringer washer
 Cue with narration.
 Write in word, "Presents".
 Fade to low key for film intro of Alley scene -- man walking toward camera.

THE
 ANNCR: Apex! Makers of/world-famous
 WASH-A-MATIC WASHER--DISH-A-MATIC AND ROLLAWAY
~~Hour-Saving Appliances~~ and ~~your~~
 DISHWASHERS--CLOTHES DRYER--IRONER--GARBAGE
~~Cleveland Apex Dealers~~ Present
 DISPOSER AND HOME CLEANERS PRESENTS---

Present

(Close)

Black full screen outline of Apex emblem with products passing in parade in background. Outline emblem becomes real emblem and products disappear as lettering in lower part of screen spells out:

Hour-Saving Appliances
 Manufactured and Serviced
 in Cleveland

Join us again next week when Apex
 Electrical Manufacturing Company and its
~~the Cleveland Apex Dealers~~ *will again* present ...
Be Your Hosts.
~~Dangerous Assignment.~~

~~Apex Hour-Saving Appliances, manufactured~~
(Factory)
 and serviced in Cleveland.



30 ✓

30 frames Silent
Emblem Zooms from Infinity
to --



36 ✓

(Video) 2-Seconds of
Full-Screen
Emblem over
This Audio:

(Audio) APEX! MAKERS
OF WORLD-
FAMOUS --

36 frames
& Hold.



CLOTHES WASHERS

42 ✓

VIDEO AUDIO
Burst in
clothes washers
1 1/4 sec.
Clothes
washers --

42 frames



AUTOMATIC Clothes Dryers

48 ✓

VIDEO AUDIO
Burst in
Dryer
2-sec.
Automatic
Clothes
Dryers

4

48



IRONERS

36 ✓

VIDEO AUDIO
Burst in
Ironer
1 1/2-sec
Ironers --

36 frames



DISHWASHERS

42 ✓

VIDEO AUDIO
Burst in
Dishwashers
1 1/4 sec
Automatic
Dishwashers --

42 frames



FOOD WASTE DISPOSERS

36 ✓

VIDEO AUDIO
Burst in
Disposer
1 1/2 sec
Food waste
Disposers --

36 frames

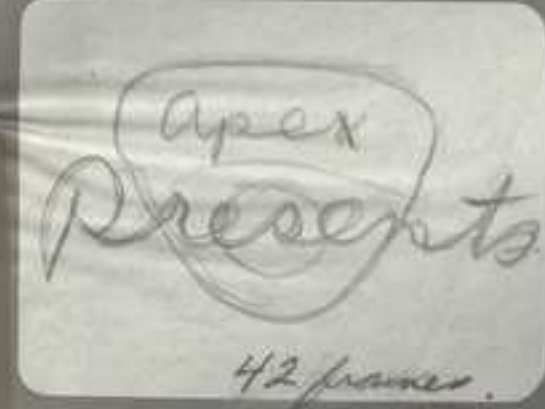


HOME CLEANERS

48 ✓

VIDEO AUDIO
Burst in
Cleaner
2-sec
And Home
Cleaners --

8



42 frames

VIDEO AUDIO
15 sec Total
OK K...

9