



A Graphic Advertisement by Thomas A. McKean – 05/08/10
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PAGE ONE - SEVEN PANELS

PANEL ONE

Establishing shot. Wide angle. Open Range. Big field with mountains in the background. Sun is rising behind the mountains in a beautiful sunrise.

In the middle is a horse with a cowboy astride. He is wearing a plaid flannel shirt, cowboy hat, jeans and chaps. He is very handsome and has a rugged look about him.

COWBOY: Howdy. If yore like me, you got chores a-plenty to git done and you need to start yore day with the kickin' energy of a fine mule!

PANEL TWO

Close on the cowboy.

COWBOY: That's why I rise with a hearty helpin' of Honey Nut Cheerios!

PANEL THREE

Cowboy is distracted by something to his left.

COWBOY: Sure'n cheerios wrangles...eh?

COWBOY: 'Scuse me for just a mite...

PANEL FOUR

Cowboy is seen riding his horse and twirling his lariat. He is chasing a bull.

SFX: HEEEEEE-AAHHHH!!!

PANEL FIVE

Cowboy lassoes the bull.

NO DIALOG:

PANEL SIX

Cowboy is at work tying the bull.

COWBOY: As I was right sayin', Honey Nut Cheerios wrangle essential vitamins and minerals for part of a complete, nutritious breakfast. It helps lower Cholesterol and it tastes good, too!

PANEL SEVEN

Cowboy is standing behind tied bull with one foot resting on the bull. The sun rises directly behind him. His arms are akimbo and his hair blows in the breeze.

COWBOY: And that ain't no bull!

END