

# HELL, UPSIDE DOWN

At midnight on New Year's Eve the S.S. Poseidon was struck by a 90 foot tidal wave and capsized



WHO WILL SURVIVE — IN ONE OF THE GREATEST ESCAPE ADVENTURES EVER!

IRWIN ALLEN'S production of

## THE POSEIDON ADVENTURE

Combining the Talents of 15 Academy Award Winners

Irwin Allen's production of "THE POSEIDON ADVENTURE" starring GENE HACKMAN ERNEST BORGNINE RED BOUTENS CAROL LYNLEY BOBBY MCKOWALL STELLA STEVENS  
SHELLEY WINTERS (including JACK ALBERTSON PAMELA SUE MARTIN ARTHUR JOHNSON ERIC SHELIA and LESLIE NIELSEN in the Captain) RONALD NEAME film produced by IRWIN ALLEN  
directed by RONALD NEAME screenplay by STIRLING SILLIPHANT and WENDELL MAYES from the novel by PAUL GALLICO music by JOHN WILLIAMS PANASONIC COLOR BY DELUXE



THIS IS A "MULTIPLE RECORD ALBUM!"  
From: DICK STROUT, INC.

This "MRA" may be used either on RADIO or TV!  
Here's HOW to use — For the ELECTRONIC MEDIA only —

TYPE OF STATION / PROGRAMMING:	UTILIZE CUTS CONTAINING:
"ROCK" FAST FORMAT ("NOW" SOUND)	QUICK STAR QUOTES*
"TV NEWS" SEGMENT (ITEM)	QUICK STAR QUOTES*
"MIDDLE OF ROAD — GOOD MUSIC FORMAT"	FIVE MINUTE INTERVIEWS**
"COUNTRY - WESTERN FORMAT"	FIVE MINUTE INTERVIEWS and/or QUICK STAR QUOTES
"AMERICAN MUSIC FORMAT"	FIVE MINUTE INTERVIEWS, AUDIO- FEATURETTE(S) and/or QUICK STAR QUOTES
"BLACK ROCK FORMAT"	QUICK STAR QUOTES
"FM - GOOD MUSIC FORMAT"	QUICK STAR QUOTES and/or FIVE MINUTE INTERVIEWS
"COLLEGE/UNDERGROUND/TOTAL TALK STATIONS (FORMAT)"	AUDIO FEATURETTE

\*Use with ALBUM COVER and/or VISUALS inserted within this album.

\*\*"OPEN-END" (for use with local commentator - DJ)

\*\*\*"COMPLETE" (with Hollywood TV - Radio Commentator, DICK STROUT.)

AUDIO TRACKS CONTAINED ON DISC (WITHIN THIS ALBUM) MAY BE USED IN ANY WAY DEEMED  
FIT TO ENHANCE RADIO and/or TELEVISION PROGRAMMING. Thank you!

DICK STROUT —  
(213) 467-4106

DICK STROUT, INC.



MULTIPLE RECORD ALBUM — See requirements of both RADIO & TV Stations (see USAGE CHART on back of this album) Worldwide  
Irwin Allen's Production  
"THE POSEIDON ADVENTURE"  
(A Ronald Neame Film — A Twentieth Century Fox Release)  
3 RPM Mono  
SIDE A  
1172 USA  
MRB-3-102  
Vinylite 100-204  
2861  
COMPLETE INTERVIEWS  
(With Hollywood Commentator Dick Strout)  
Cut #1 — GENE HACKMAN  
Cut #2 — SHELLEY WINTERS  
Produced by DICK STROUT, INC. under the control and supervision of 20th Century-Fox  
from DICK STROUT, INC.  
1717 N. Hollywood Avenue  
Hollywood, California 91606