

036

KILT



A McLENDON STATION

TRADE FAIR

TO: Bill Weaver

DATE: February 6, 1963

FROM: Chuck Benson

SUBJECT: TRADE FAIR

The idea behind the promotion was to give the DJ's something "unusual" to talk about on the air.... and hope our listeners caught the spirit of the promotion enough to join in. Fortunately, they did. We made it clear from the beginning that even if they were lucky enough to win, they might not win very much money. There were no individual events or categories involved with the promotion. The listener is invited to trade any "unusual", useless object he has for KILT cash. Each day 10 or 12 entries were selected as winners and posted for the Disc Jockey's to announce. We gave winners names twice an hour, 24 hours a day. The amounts of cash paid for the objects were decided by me, and generally kept between \$ 1.00 and \$ 5.00.... although several people were paid more. Disadvantages: only a small percentage of the people who entered the contest were actually winners. (But in spite of this, I have not heard of one single complaint. At this writing, we are in the 11th day of the contest and will receive two full mail bags of entries a day. It takes two people at least two hours a day to open all the mail.

Co

Tradeout

Fair

Trade radio

Tran

Trading treasure

Keyer RPB



McLendon
A McLENDON STATION

5000 WATTS * 610 KILOCYCLES * 500 LOVETT BOULEVARD * JACKSON 6-3461 * HOUSTON 6, TEXAS

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TWO VOICE SPOTS FOR "TRADE FAIR"

APPROPRIATE MUSIC

- 1 - NOW, K I L T OFFERS A REDICULOUSLY EASY METHOD FOR YOU TO WIN RIDICULOUS AMOUNTS OF CASH.
 - 2- IT'S KILT'S TRADE FAIR.
 - 1 - SO CLEAN OUT YOUR CLOSETS IF YOU FIND SOMETHING YOU DON'T WANT, PERHAPS KILT WILL BUY IT FROM YOU.
 - 2 - THE WACKIER THE ARTICLE... THE MORE CASH YOU GET.
 - 1 - FOR INSTANCE
 - 2 - A THIMBLE... \$ 1.13.
 - 1 - AN OLD TENNIS SHOE.....\$ 6.75.
 - 2 - AN ORIGINAL SHAKESPEARE MANUSCRIPT...\$ 15.99
 - 1 - KILT PAYS MORE CASH FOR THE MOST UNUSUAL OBJECTS.
 - 2 - AND YOU GET A CHANCE TO DO YOU SPRING HOUSECLEANING EARLY.
 - 1 - ALL OBJECTS BECOME THE PROPERTY OF K I L T.
 - 2 - JUST MAIL ALL ARTICLES TO K I L T, HOUSTON... THEN STAY TUNED.
 - 1 - IF YOU HEAR YOUR NAME ON KILT, YOU'LL KNOW YOU'RE A WINNER.
 - 2 - ON K I L T 'S TRADE FAIR.
- (STINGER)

- 1 - KILT PAYS CASH FOR WACKY OBJECTS ON TRADE FAIR.
- 2 - IF YOU HAVE SOME USELESS OBJECT IN YOUR HOUSE...LAYING THERE, JUST DOING NOTHING.....
- 1 - THE NUTTIER THE ARTICLE.... THE MORE CASH WE PAY FOR IT.
- 2 - AND WE JUST MIGHT BUY IT FROM YOU.
- 1 - THE NUTTIER THE ARTICLE.... THE MORE CASH WE PAY FOR IT.
- 2 - EVERYTHING MAILED TO TRADE FAIR BECOMES THE PROPERTY OF KILT, AND CANNOT BE RETURNED.
- 1 - IF YOU HEAR YOUR NAME ON THE AIR, YOU'LL KNOW YOU'RE AUTOMATICALLY A WINNER,
- 2 - AND KILT WILL SEND YOU A CHECK FOR THE AMOUNT YOU WON.
- 1 - SO SMILE, YOU COULD BE A WINNER ON K I L T 'S TRADE FAIR.

NOW, KILT PAYS CASH TO ANOTHER LUCKY LISTENER ON KILT'S TRADE FAIR
(MUSIC TRAIL FOR 30 SECONDS)

SAMPLE OF PRIZES AND AMOUNTS - TRADE FAIR

A BARTENDERS GUIDE	\$ 1.75
A MICKEY MOUSE WATCH (BROKEN)	3.08
A REAL MARTINI, WITH AN OLIVE... IN A PLACTIC BAG	1.80
AN 1908 BATH TICKET TO THE MURDOCK BATH HOUSE IN GALVESTON, PLUS A PICTURE OF 3 1908 BATHING BEAUTIES.	3.45
A "JOLLY ROGER" PIRATE FLAG	2.31
ONE DOUGHNUT HOLE (SHE ATE THE DOUGHNUT)	1.40
A CHEAT SHEET USED ON A TEST OF THE SHAKESPEARIAN PLAY...MERCHANT OF VENICE.	3.15
THE "HIS"SIGN OFF THE MEN'S REST ROOM AT A RADIO STATION INLAKE CHARLES, LOUISIANA.	2.85
A CANDLE.... MADE IN THE SHAPE OF A FOOT.	
598 POPSICKLE STICKS.	2.98
WHITE SILK PARACHUTE	4.55
A PIECE OF "FOOL'S GOLD	3.16
A REAL BAMBOO CHOPSTICK (MADE IN NEW YORK)	2.10
AN AUTOGRAPHED BASEBALL FROM THE WASHINGTON SENATORS	4.60
A 1925 TEXAS LICENSE PLATE	3.65
A 1923 MODEL T JACK	2.70
A KENNEDY - JOHNSON BUTTON	3.59
AN ELVIS PRESLEY SCRAPBOOK	1.75
A CAMEL SADDLE FROM LEBANON	5.19
A GERMAN BOND ISSUED IN 1923	2.90

PROMOTION (Johnny Barossa, Program Director, KYSA)

I don't know if there's a name for this promotion but it certainly sounds worthwhile.

TRADE-OUT

Disc jockeys talk to their wives on beepers telephones. An argument ensues each time on the subject of which one works harder. A trade-out is arranged whereby one day next week the wife will do the show and the husband will stay home and do the housework and take care of the kids. When this day comes, the station has got to sound terrible, but the conversation value on this has got to be tremendous.

I think the sacrifice in sound is well worth it for one day. Or, perhaps you would not wish to have all the wives on on one day but spread out through the week.

PROMOTION (Floyd Brown - Bill Stewart, WYNR)

Rather than go into detail on this promotion, I refer you to the attached copy taken from Billboard Magazine. It ties in with my memo to you two weeks ago on the subject of "surfing".

PROMOTION (Floyd Brown - Bill Stewart, WYNR)

Bruce Brown, WYNR's morning man, has challenged Cassius Clay to a rhyming contest. Perhaps you read this item in this week's issue of Billboard Magazine.

A good example of talk-provoking promotions.

nyc

COMPETITOR'S PROMOTION (Johnny Borders, Program Director, KTSA)

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TRADING BEE

Trading Measure

KTSA TRADING BEE
Instruction Sheet

prog KTSA HOOPER
PROMO
CASH COST OF PRIZES \$0.00

General Listeners are welded to the station by our superior overall day-in, day-out sound. To re excite old listeners and intice new, the KTSA Trading Bee is a never before different (at least in S.A.) promotion designed for around the hour participation of the listener who at long last has an opportunity to exercise his latent instinct for swapping. This fun game is simple and affords everyone a chance to play and win. What's more-FIVE DIFFERENT PHONE EXCHANGES PARTICIPATE EACH HOUR. The Trading Bee should be interesting and certainly fun provoking for the disc jockey.

Dates and time to run. Monday, July 31 - Monday, August 7; 7 AM - 6 PM daily except Sunday, then 9 AM - 6 PM.

Call in Phone number. OLDFIELD 5-5010. Contest phone operator will be utilized.

HOW THE TRADING BEE WORKS. After the first record of each contest hour the DJ announces the KTSA Trading Bee prize for this hour as (reads hourly prize listing posted in the control room). The DJ explains he will ~~will~~ announce five different phone exchanges during the hour. The first listener to call from that exchange our contest phone can trade anything at all for our prize of the hour. A KTSA Trading Bee. At the end of the hour the judges will decide the most unusually different items offered other than money by the participating listeners. After the first record of the following hour the DJ reads names and addresses of all participating listeners and the items they have offered to trade along with the judges choice of the winner for the prize won. Herein the DJ announces the prize for this hour and urges listeners to stay tuned for their exchange.

PERTINENT POINTS OF THIS PROMOTION. This is a continuing type contest. Each hour is a separate game in itself with participants names and winner announced at the beginning of the hour following the preceding hour's game. We have the opportunity to get plenty of names on the air as well as to build suspense and interest. As this is not a stereotyped promotion per se the DJ can have lots of fun with it.

MOST IMPORTANT POINTS FOR DJ's to PLUG ON AIR.

1. Prize of the hour at beginning of each hour
2. Suspense and drama of winner at beginning of each hour
3. Suspense of listener's phone exchange coming up
4. Contest phone number to call; OLDFIELD FIVE-FIVE ZERO ONE ZERO
5. Name of contest; KTSA Trading Bee

PROMOTION OF CONTEST After first day of the contest (Monday, July 31) when the promo BT will run every hour to acquaint listeners with details, no promo will be logged during actual hours of the contest 7 AM - 6 PM. Promos will be logged to run outside contest hours (6PM - 7 AM) for DJ's to plug. Format announcements for exchanges announced will be short and all other promos will be cleared from the contest hours for good production and fast, tight execution. Winners for preceding hour with prize won will definitely be ad libbed as pomos by the DJ's. Time on the clock will be given as KTSA Trading Bee time (during contest hours only 7 AM - 6 PM).

SPECIAL RULES OF CONTEST. Anyone can play who is first to call from correct exchange announced. No winners in KTSA Tradin Bee can win again to afford greater playing opportunity to all. Non winners who have played but not won are eligible to play again. Only one winner per family phone number. All winners will be verified. Listeners call us--we don't call them in the contest.

Like

KTSA TRADING BEE HOURLY FORMAT

After first record at start of the hour

WHAT UNUSUALLY DIFFERENT ITEM OTHER THAN MONEY WILL YOU TRADE THIS
HOUR FOR A _____?

BE THE FIRST TO CALL FROM YOUR EXCHANGE IN THE BRAND NEW EXCITING
KTSA TRADING BEEBEEBEE!!

At approximately the :10; :20; 30; 40; :50 during the hour

OUR KTSA TRADING BEE NOW BUZZES TO THE _____ EXCHANGE,
IF YOU'RE THE FIRST TO CALL US NOW AT OLDFIELD FIVE-FIVE-ZERO-ONE-ZERO
FROM THE _____ EXCHANGE YOU'LL GET A CHANCE TO TRADE
USE AN UNUSUALLY DIFFERENT ITEM OTHER THAN MONEY TO WIN A
_____ THIS HOUR IN THE KTSA TRADING BEEBEEBEE!!

At start of the following hour

LAST HOUR IN THE KTSA TRADING BEE Mrs. _____ of _____ Street offer to trade a
_____ (Read all names, address and items.) OUR JUDGES HAVE MET
AND HAVE TRADED FOR (read winning item) _____ AND Mrs. _____ of _____ Street
IS THE WINNER OF _____
IN LAST HOUR'S KTSA TRADING BEEBEEBEE!!

(Follow this with format prize plug as necessary (see above this page) for
the hour and then hit with record.)

Coast Game

Trading
Prize
Stamps
Treasure

File

K T S A TRADING BEE

HOURLY CALL IN SHEET

DAY:

DATE:

HOURLY:

PRIZE:

EXCHANGE

NAME, ADDRESS & PHONE NO.

TRADE ITEM

Coast Game

Trading
Stamps
Treasure

TRADING STAMPS

WILSON STATIONS - DALLAS

Date Nov 25, 1962

Subject

Applied of my K-1's to your Policy Book.

Thank you for the books to P. H. Smith.

Mike

Coast Game

Trading
Stamps
Treasure
Hunt

Free Weiser

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

R P B

D. J.

To Gordon McLendon

Date Nov 28, 1962

*"D. J. Trading
Stamps"*

From Mitch Lewis

Subject

Below are samples of our KLIF Trading stamps for your Policy Book.

I have passed on the books to Bill Morgan.

Mitch



Coast Game

Transmitter
Promo

Treasure
Hunt

judges have reached a decision.

6. The decision of the judges will be final and in case of a tie the entry bearing the earliest postmark will be judged the winner.

TRAFFIC-SAFETY SLOGAN CONTEST



Coast Game

Transmitter
Promo

Treasure
Hunt

5. Contest closes postmarked not later than... Winner will be announced on... Judges have reached a decision.
6. The decision of the judges will be final and in case of a tie the entry bearing the earliest postmark will be judged the winner.

INFORMATION SHEET ON "K L I F TRAFFIC SAFETY SLOGAN CONTEST"

TRAFFIC-SAFETY SLOGAN CONTEST

K L I F will award a \$25 Savings Bond to the listener who sends in the best KLIF TRAFFIC-SAFETY SLOGAN.

COST: Live spots will be furnished by Ken Knox.

TRAFFIC: Regular contest on log 1 per hour 24-hours-a-day as "SAFETY SLOGAN CONTEST"

to run concurrently Saturday March 1 thru March 10.

DISC JOCKEYS: There will be fact sheets and station breaks plugging this contest. See often in addition to logged schedule.

PEX: Use this sheet as your guide in answering inquiries.

1. In ten (10) words or less write an original safety slogan on TRAFFIC SAFETY. Example: "TAKE YOUR NEXT TRIP TO THE GRAVE YARD A VISIT."
2. Contest open to any man, woman or child. Nothing to buy or send in to enter.
3. The best entry, in the opinion of the judges, will receive a \$25 United States Savings Bond. All entries become the property of K L I F and none will be returned.
4. Send entry to KLIF TRAFFIC SAFETY, K L I F, Station. Send a post card, not a letter, with only one slogan per card. Send as many cards as you like.
5. Contest closes March 10 and all entries must be postmarked not later than midnight, March 10. Winner will be announced on KLIF as soon as the judges have reached a decision.
6. The decision of the judges will be final and in case of a tie the entry bearing the earliest postmark will be judged the winner.

Coast Game

Transmitter
Promo
Treasure
Unit

Billie Page

INFORMATION SHEET ON "K L I F TRAFFIC-SAFETY SLOGAN" CONTEST

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Coast Game

Transmitter
Promo

Treasure
Hunt

TRANSMITTER PROMO

TRANSMITTER PROMO

ANNCR 1:

Here's a noteworthy message to those interested in the technical side of KLIF's operation.

ANNCR 2:

To produce the fine KLIF sound you hear through your speaker,

ANNCR 3:

KLIF's audio speech input is equalized to fifteen thousand cycles.

ANNCR 2:

Our big five thousand watt transmitter is the very latest in the broadcasting industry. It has a plate voltage of 11000 volts, a common point resistance of 54 ohms and it also utilizes inverse feedback to 20 decibels.

ANNCR 1:

It is one of the most reliable in the industry....a dependable Continental Model 317B which is absolutely guaranteed not to echo.

TOCACIDE HUNT

Coast Game

Transmitter
Promo

Treasure
Hunt

TREASURE HUNT

TRANSMITTER PROMO

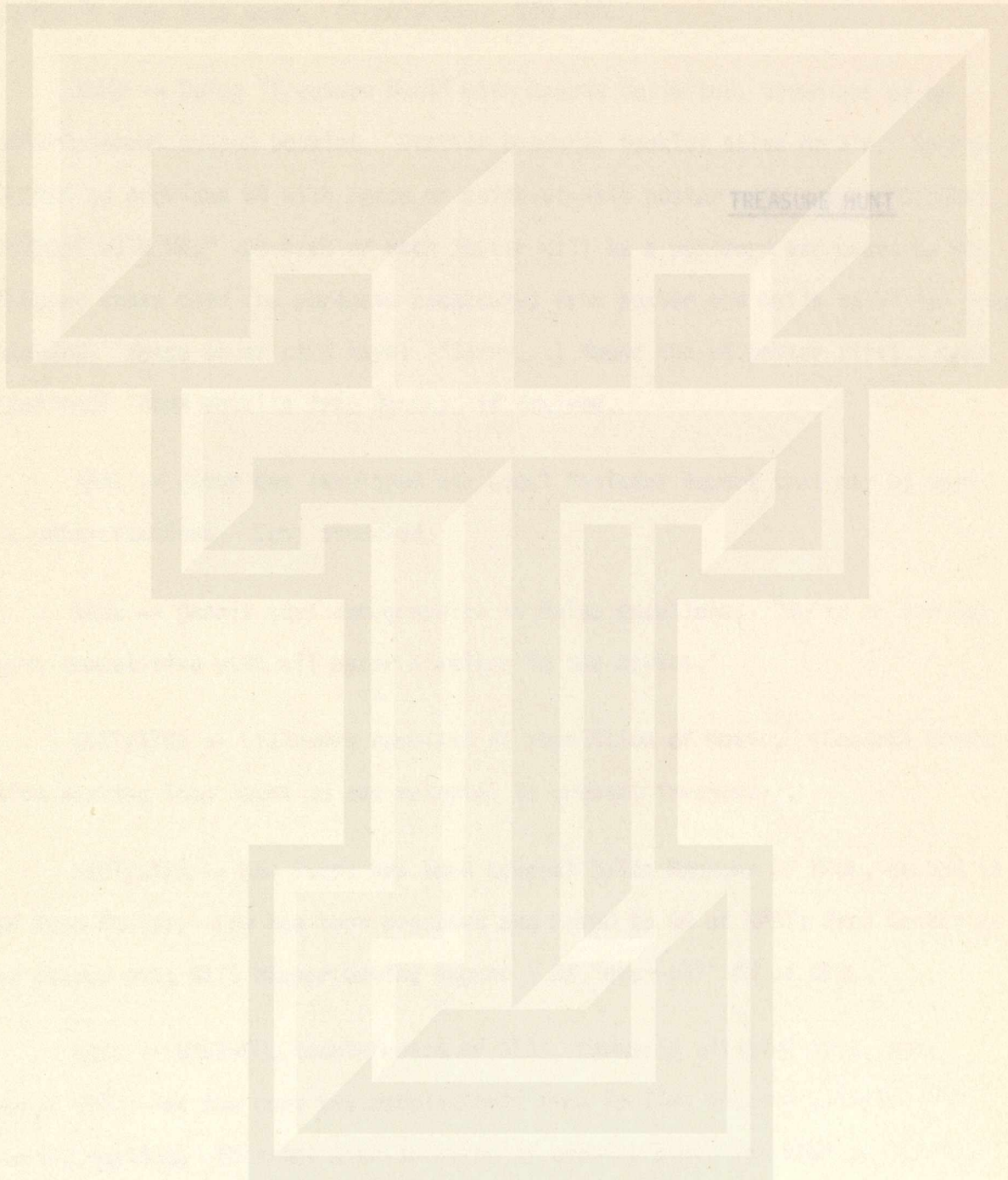
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- ANNCR 1: It is one of the most reliable in the industry....a dependable Continental Model 317B which is absolutely guaranteed not to echo.

TREASURE HUNT

Coast Game

Treasure
Hunt

TREASURE HUNT



TREASURE HUNT

Coast Game

Treasure
Hunt

OPEN FORM (Continued)

WMMW -- Only daily published in Detroit used two-col. of W4 billboard on radio-TV page this week. Circulation: 170,000.

WMMW -- Doing "Treasure Hunt" with Sports Unlimited, promoters of an entertainment coupon booklet. Station promotes booklet sales on a/r. Sports Unlimited provides W4 with space on point-of-sale poster TREASURE HUNT DISCOVER DETROIT WITH W4." On back of each poster will be a postcard addressed to W4. Shopper takes card (no purchase necessary) from poster and mails to W4 for free booklet. Space under card says: "Sorry...I found the W4 poster first...Keep Looking!" More details from Danahy, if desired.

KABL -- Heber has developed new Local Business Report that may be useful to other stations. Copy attached.

WNUS -- Dennis says demographics in Pulse excellent; "We're on our way now; competitive with all major stations in the market."

KOST/XTRA -- Listeners complain of repetition of music. (Central Production working long hours to add material to present inventory).

KOST/XTRA -- Lew Faust has been General Sales Manager of KPOL, second to GM Fred Custer. Lew has been promoted and moved to GM of WPAT; Fred Custer to be phased out; Bill Weaver moving August 1 as "over-all" GM of KPOL.

KOST -- 1340-FM, counter-part of KLAC, formerly all-girl type, good music (MOR) has now gone psychedelic/acid rock 7p-12m, keeping all-girl MOR during daytime. FM prime time is normally evening hours and KOST is "K111in" "em" 7p-12a. KPOL and KFMB have raised rates 25%, but have ARB numbers to support them.

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KOST TREASURE GAME

EVERYBODY'S PLAYING "KOST"...THE ADMIRAL COME TO HIT THE COAST...
KOST...WHERE COAST MUSIC LISTENERS CAN WIN BIG PRIZES...
BY COLLECTING ALL THE LETTERS IN "X O S T"...
SIMPLY SEND NAME AND ADDRESS TO KOST...AND WE'LL SEND YOU A COAST TREASURE
MAP...ON THE THIS BEAUTIFUL COAST MAP THERE'S A COAST RED DOT...AND
UNDER THE RED DOT ARE THE LETTERS THAT COULD WIN YOU BIG PRIZES...LOOK
UNDER THE RED DOT...DOES IT SAY X O S T? OR ONLY X S? IF YOU'LL HAVE TO
GET ALL THE LETTERS IN X O S T TO WIN...ENTER AS MANY TIMES AS YOU WANT...
ONLY ONE MAP PER ENTRY...GET YOUR COAST TREASURE MAP TODAY...AND LOOK
UNDER THE RED DOT...THERE, IF YOU DON'T HAVE ALL THE LETTERS...WHERE IN
THE COAST FOR LEATHER MAP...COLLECT ENOUGH COAST TREASURE MAPS TO
THE MORE COAST TREASURE RED DOT TREASURE MAPS YOU COLLECT, THE
MORE YOUR CHANCES ARE TO WIN THE GAME...TALK TO YOUR FRIENDS
OR A COLLECTION OF MAPS...

IF YOU WIN ONE AVAILABLE FOR FIFTY DOLLARS...
YOU HAVE A BURLING OF A PRIZE...
CHANCES ALWAYS WIN...THE GAME THAT INVITES YOU TO CHEAT.

WIN A CERTIFICATE GOOD FOR YOUR CHOICE OF TEN ALBUMS...

WIN COAST MUSIC

KOST TREASURE GAME

EVERYBODY'S PLAYING "KOST"...THE NEWEST GAME TO HIT THE COAST.
KOST...WHERE COAST MUSIC LISTENERS CAN WIN FABULOUS PRIZES...JUST
BY COLLECTING ALL THE LETTERS IN " K O S T." HERE'S HOW TO ENTER.
SIMPLY SEND NAME AND ADDRESS TO KOST, AND WE'LL SEND YOU A COAST TREASURE
MAP. ON ~~THE~~ THIS BEAUTIFUL TWO COLOR MAP THERE'S A COAST RED DOT. AND
UNDER THE RED DOOT ARE THE LETTERS THAT COULD WIN YOU BIG PRIZES. LOOK
UNDER THE RED DOT. DOES IT SAY K O S T? OR ONLY K S T? YOU'LL HAVE TO
GET ALL THE DETERS IN K O S T TO WIKN. ENTER AS MANY TIKMES AS YOU WANT.
ONLY ONE MAP PER ENTRY. GET YOUR COAST TREASURE MAP TODAY...AND LOOK
UNDER THE RED DOT. THEN, IF YOU DON'T HAVE ALL THE LETERS...WRITE IN
AGAIN FOR ANOTHER MAP. COLLECT ENOJGH KOAST TREASURE MAPs TO
THE MORE FABULOUS COAST STEREO RED DOT TREASURE MA S YOU COLLECT, THE
BETTER YOUR CHANCES ARE TO WIN THE GAME. TRADE YOUR MAPS WITH FRIENDS...
OR A COMBINATION OF MAPS...

AFRICAN LION CUB AVAILABLE FOR FIFTY BUCKS?
ZOOS HAVE A SURPLUS OF AFRICAN LIONS?
CHEATERS ALWAYS WIN...THE GAME THAT IKNVITES YOU TO CHEAT.

WIN A CERTIFICATE GOOD FOR YOUR CHOICE OF TEN ALBUMS...

WIN COAST MUSIC

TREASURE HUNT PROMOS SET FOUR #1

SOUND: SAME MUSIC USED BEFORE

1. NOW! THE KLIF TREASURE HUNT CHECK IS ~~STILL~~ WORTH \$5,000!
2. CLUES ARE BECOMING EASIER! LISTEN CAREFULLY...*5 Grand!! Somebody will!!*
1. YOU COULD TAKE HOME ~~\$5,000 DOLLARS IN BRIGHT GREEN, CRISP NEW BILLS.~~
2. ENOUGH MONEY TO HAVE THE VACATION OF YOUR LIFE!
1. BUY A BRAND NEW CAR! A SUMMER CABIN ON THE LAKE! \$5,000!
2. CLUES WILL CONTINUE ^{indefinitely} UNTIL SOMEBODY FINDS KLIF'S HIDDEN CHECK!
1. HERE ARE THE LATEST CLUES! LISTEN CAREFULLY...WRITE THEM DOWN!

2

SOUND: SAME MUSIC

- is continuing indefinitely!!*
1. THE KLIF \$100,000 TREASURE HUNT ~~IS DRAWING TO A CLOSE~~
is still amazing
 2. NOW THE CHECK IS ~~STILL~~ WORTH [^]\$5,000 ! ~~\$5,000 CRISP DOLLAR BILLS~~
 1. THE CLUES ARE EASY...JUST STOP TO THINK THEM OUT!
 2. YOU CAN BE THE PERSON WHO GOES HOME WITH ALL THE CABBAGE!
 1. KLIF'S FABULOUS TREASURE HUNT CAN STILL REWARD YOU HANSOMLEY!
 2. NOW...HERE ARE THE CLUES!

#3

SOUND: SAME MUSIC

- Very soon*
1. ¹¹⁻⁵⁰⁰⁰ SOMEONE IN DALLAS WILL BE \$5,000 RICHER. ~~IN A FEW DAYS!~~
 2. SOMEONE WILL FIND THE KLIF TREASURE CHECK..NOW WORTH \$5,000!
 1. THE LARGEST GUARANTEED PRIZE EVER GIVEN AWAY IN DALLAS RADIO HISTORY!
 2. IT CAN EASILY BE YOURS: IF YOU HAVE FOLLOWED ALL THE CLUES TO DATE!
 1. *If there is no termination date to this check...*
A GUARANTEED \$5,000 WAITS FOR SOME LUCKY KLIF LISTENER!
 2. NOW, HERE ARE THE LATEST CLUES!

KLIF "TREASURE HUNT PROMO"

1 ^{2nd} "promotions"

Ann cr 1: "It's back, and it's bigger than ever before!"

Ann cr 2: "Twice as big!!"

Ann cr 1: "Right, it's another gigantic KLIF Treasure Hunt

Ann cr 2: not for a hundred dollars, not for a thousand dollars,

Ann cr 1: (echo) not for fifty thousand dollars but...."

Ann cr 2: "One Hundred Thousand Dollars!"

Ann cr 1: "One Hundred Thousand Dollars!"

Ann cr 2: "Like before, KLIF will hide a check redeemable
to the finder, but this time it's for one hundred thousand

Ann cr 2: dollars. If it's not found before the deadline, it will

Ann cr 1: still be worth 5,000.00."

Ann cr 1: "KLIF's last Treasure Hunt check for fifty thousand

Ann cr 1: dollars was found. Stay tuned for clues starting
soon in KLIF's...."

Ann cr 2: "One hundred thousand dollar treasure hunt!!"

Ann cr 1: still be worth \$5,000.00"

Ann cr 1: # One # are # a # and # corner!"

Ann cr 2: "In KLIF's one hundred thousand dollar Treasure Hunt!"

Control: (curtain)

KLIF "TREASURE HUNT PROMOS"

2

Control: (appropriate music)

Ann cr 1: "Now, the announeement you've been waiting to hear!"

Ann cr 2: "KLIF will soon present...."

Ann cr 1: (echo) "The KLIF one hundred thousadnbllar Treasure Hunt!"

Ann cr 2: "Somewhere within a ten-mile radius of downtown Dallas,
KLIF will hid a one hundred thousand dollar check.

Ann cr 1: "The check will be hidden no deeper than three feet
under the ground."

Ann cr 2: "And no higher than six fee off the go und!"

Ann cr 1: "You will not need power tools to find it and
it will not be hidden on private property."

Ann cr 1: "Starting soon, KLIF will announce clues as
to the location of the check."

Ann cr 2: "If the check is not found within ten days, it will
still be worth \$5,000.00!"

Ann cr 1: "Clues are just around the corner!"

Ann cr 2: "In KLIF's one hundred thousand dollar Treasure Hunt!"

Ann cr 1: "Clues start soon. Don't miss a single one."

Control: (curtain)

Ann cr 2: "In KLIF's one hundred thousand Dollar Treasure Hunt!"

Control: (curtain)

KLIF "TREASURE HUNT PROMOS"

2

Control: (appropriate music)

Annncr 1: "Now, the announeement you've been waiting to hear!"

Annncr 2: "KLIF will soon present...."

Annncr 1: (echo) "The KLIF one hundred thousadndollar Treasure Hunt!"

Annncr 2: "Somewhere within a ten-mile radius of downtown Dallas,
KLIF will hid a one hundred thousand dollar check.

Annncr 1: "The check will be hidden no deeper than three feet
under the ground."

Annncr 2: "And no higher than six fee off the go und!"

Annncr 1: "You will not need power tools to find it and
it will not be hidden on private property."

Annncr 1: "Starting soon, KLIF will announce clues as
to the location of the check."

Annncr 2: "If the check is not found within ten days, it will
still be worth \$5,000.00!"

Annncr 1: "Clues are just around the corner!"

Annncr 2: "In KLIF's one hundred thousand dollar Treasure Hunt!"

Control: (curtain)

Annncr 2: "In KLIF's one hundred thousand Dollar Treasure Hunt!"

Control: (curtain)

KLIF "TREASURE HUNT PROMO"

3

Control: (~~appropriate~~/clattering of bulldozer)

Anncr 1: "Get off that bulldozer!"

Control: (helicopter sound)

Anncr 2: "Park that helicopter"

Anncr 1: "You won't need either to be the winner of KLIF's
sensational 100,000.00 treasure hunt!"

Anncr 2: "KLIF will hid a check, drawn on the Mercantile
National Bank, somewhere within a ten-mile radius
of downtown Dallas!"

Anncr 1: "Find this check within ten days, and you can
retire for life!"

Anncr 2: "If nobody finds the \$100,000.00 check within ten
days, it will still be worth \$5,000.00."

Anncr 1: "KLIF will broadcast daily clues to the check's location!"

Anncr 2: "The check will be hidden no more than three feet
under ground and no higher than six fee above ground. No
power tools will be needed to recover the check, and it is
not on private property."

Anncr 1: "Clues start soon. Don't miss a single one."

Anncr 2: "In KLIF's one hundred thousand Dollar Treasure Hunt!"

Control: (curtain)

Control: (curtain)

Control: (appropriate music -p- stab !)

Anncr 1: "One hundred thousand dollars in cold, hard cash!

Anncr 2: "It can be yours, if you find KLIF's hidden check!"

Anncr 1: "The KLIF one hundred thousand dollar treasure Hunt gets under way soon."

Anncr 2: "KLIF will hid a check in the amount of \$100,000.00 the day the contest starts."

Anncr 1: "It will be hidden within a ten-mile radius of downtown Dallas."

Anncr 2: "You will not need power tools to find it."

Anncr 1: "It will not be hidden on private property."
thousand

Anncr 2: "The KLIF one hundred/ dollar check will be hidden
no deeper than three feet below ground and no higher than six feet above the ground."

Anncr 1: "If the check is not found within ten days from the start of the contest... it will still be worth \$5,000.00."

Anncr 2: "Find it within the ten days, you are the owner of \$100,000.00. Keep listening to Cliff. The Treasure Hunt starts soon."
thousand

Anncr 1: "KLIF's one hundred/dollar Treasure hunt!"

Control: (curtain)

KLIF "TREASURE HUNT PROMO"

5

Control: Excited crowd

Anncr 1: "Excitement pulses through Dallas like static electricity."

Anncr 2: "Everybody is talking about the KLIF \$100,000.00
Treasure Hunt!"

Anncr 1: "KLIF will hide a check for \$100,000.00 somewhere
within a ten- mile radius of downtown Dallas."

Anncr 2: "To the finder, it's worth \$100,000.00 if found
within ten days from the start of the contest."

Anncr 1: "After that time, the check is still worth \$5,000.00!"

Anncr 2: "Daily clues as to the check's location will be broadcast
on KLIF."

Anncr 1: "The last KLIF treasure hunt check for \$50,000.00
was found by Ben Spawn of Dallas."

Anncr 2: "You may make radio history by finding the KLIF
\$100,000.00 Treasure check!"

Anncr 1: "Clues start soon."

Anncr 2: "In the KLIF \$100,000.00 treasure hunt!"

Control: (curtain)

KLIF "TREASURE HUNT PROMO"

6

Annrcr 1: "In December of 1956, Mr. Ben Spawn was
a very happy man."

Mr. Spawn: "I'm Ben Spawn of 3426 Lavern Drive in Dallas and
in 1956 I found the hidden check for \$50,000.00 in
KLIF's Treasure Hunt."

Annrcr 1: "And now KLIF will soon present a new Treasure
Hunt for twice that amount, one hundred thousand
dollars. Says Mr. Spawn,..."

Mr. Spawn: "It's not that I'm greedy, but I'm going to try again!!"

Control: (Big stab, fade for....)

Annrcr 1: "How about you? Will you find KLIF's check for
\$100,000.00. Stay tuned for clues."

Annrcr 2: "It's starting soon and it's twice as big as before,
KLIF's...."

Annrcr 1: "One hundred thousand dollar treasure hunt."

Control: (curtain)

TREASURE HUNT PROMOS

SOUND: SAME MUSIC

1. \$5,000! THE LARGEST GUARANTEED CASH PRIZE IN DALLAS RADIO HISTORY!
2. IT'S YOURS, IF YOU FIND THE KLIF TREASURE CHECK! *There's no time limit!!*
1. \$5,000 IS THE VALUE OF THE KLIF TREASURE CHECK UNTIL SOMEONE FINDS IT!
2. THE CLUES ARE GETTING EASIER BY THE HOUR...
1. WRITE THEM DOWN...FIGURE THEM OUT...YOU CAN BE \$5,000 RICHER!
2. ~~TIME~~ IT'S JUST A MATTER OF TIME BEFORE SOMEONE FINDS ^{KLIF'S} ~~THE~~ HIDDEN TREASURE CHECK!
1. IT COULD BE YOU! NOW, HERE ARE THE LATEST CLUES!

#4

SOUND: SAME MUSIC

- KLIF TN. 1. HIDDEN SOMEWHERE WITHIN TEN AIRMILES OF DOWNTOWN DALLAS, LIES A *check!!*
2. THE CLIFF TREASURE CHECK IS ~~NOW~~ WORTH \$5,000 UNTIL IT IS FOUND! *the history of*
1. THE LARGEST GUARANTEED CASH PRIZE EVER TO BE GIVEN AWAY IN DALLAS RADIO!
2. THINK OF IT...FIVE THOUSAND ~~GRIST~~ DOLLARS ¹¹ ~~BILLS~~...THINK WHAT YOU COULD DO WITH IT!
1. LISTEN CAREFULLY...HERE ARE THE LATEST CLUES!

TREASURE WINNER PROMOS

SOUND: SAME MUSIC USED IN TREASURE PROMOS

1. THE KLIF \$5,000 TREASURE CHECK HAS BEEN FOUND!
2. THE LARGEST GUARANTEED CASH PRIZE IN THE HISTORY OF DALLAS RADIO HAS BEEN AWARDED!

1. \$5,000 ~~XX~~ GOES TO THE FINDER OF THE KLIF TREASURE CHECK, WHO IS BILLY J. BROWNE, OF 10, 754 B LAKE GARDENS STREET, IN DALLAS!
2. HERE'S WHAT THE WINNER HAD TO SAY ~~WMMWTVKDXVMMX~~

BB. THIS IS BILLY BROWNE, ~~XX~~ I JUST FOLLOWED THE CLUES THAT KLIF GAVE OUT ON THE AIR...AND THERE IT WAS. \$5,000 IS GOING TO COME IN HANDY. MY PERSONAL THANKS TO KLIF...THE ONLY STATION IN DALLAS THAT COULD HAVE DONE THIS. BELIEVE ME, THEY DID.

#2

MY NAME IS BILLY J. BROWNE, OF 10,754 LAKE GARDENS STREET IN DALLAS. I ~~MMXX~~ LOOKED FOR THE KLIF TREASURE CHECK, ~~XXM FROM THE START OF THE~~ ~~CONTEST~~, AND BY FOLLOWING THE CLUES, I FINALLY FOUND IT! THE \$5,000 I WON IS JUST ONE PROOF THAT KLIF IS THE ONLY DALLAS STATION THAT GIVES BIG CASH PRIZES AND NOT PEANUTS.

#3. THIS IS BILLY J. BROWNE. I FOUND KLIF'S \$5,000 TREASURE CHECK ~~MMXX~~ BY FIGURING OUT THE CLUES. AFTER I HEARD ^{*The last 4 clues*} ~~CLUE NUMBER 38~~, I WENT RIGHT TO THE LOCATION. I'M \$5,000 RICHER, BECAUSE I LISTEN TO NO OTHER STATION BUT KLIF.

#2VXVMVBVKLVJVXKROWNEV

I'M BILLY J. BROWNE, AND I FOUND THE KLIF HIDDEN TREASURE CHECK NEAR SKILLMAN AND NORTHWEST HIGHWAY. THE CHECK WAS HIDDEN EXACTLY WHERE THE CLUES POINTED, AND I GUESS I WAS LUCKY ENOUGH TO GET THERE FIRST! THE \$5,000 CASH PRIZE IS JUST ONE MORE EXAMPLE OF THE BIG ~~WONTWEST~~ CASH PRIZES GIVEN AWAY BY KLIF!

MY NAME IS BILLY J. BROWNE, OF 10,754 B LAKE GARDENS STREET IN DALLAS. RIGHT NOW, I'M THE HAPPIEST MAN IN DALLAS, BECAUSE I FOUND CLIFF'S HIDDEN TREASURE CHECK WORTH \$5,000 CASH! VXMVVEVREALKVXFQVNMVQVTV

VXMVVEVREALKVXFQVNMVQVTV

~~TREASURE PROMOS~~

CLUE PROMOS (TREASURE)

MUSIC:

IRV: THIS IS IRVING HARRIGAN. ~~WON'T YOU~~ JOIN ME THIS SUNDAY NIGHT, JUNE 26th, WHEN I'LL CONDUCT A SPECIAL PROGRAM EXPLAINING ALL THE CLUES GIVEN IN THE KLIF \$100,000 TREASURE HUNT. THE SHOW STARTS AT 6:05 THIS SUNDAY NIGHT, AND ALL THE CLUES GIVEN WILL BE EXPLAINED. SEE YOU THEN.

#2

HI, THIS IS IRVING HARRIGAN, WITH A SPECIAL MESSAGE FOR THOSE OF YOU WHO ARE INTERESTED IN HEARING ALL THE KLIF \$100,000 TREASURE HUNT CLUES EXPLAINED. WE'LL GO THROUGH ALL THE CLUES, AND EXPLAIN THEM, THIS SUNDAY NIGHT, JUNE 26TH AT 6:05. THAT'S 6:05 PM, THIS COMING SUNDAY NIGHT.

#3

MY NAME IS IRVING HARRIGAN...AND THIS SUNDAY NIGHT AT 6:05, I'M GOING TO CONDUCT A SPECIAL PROGRAM ON KLIF. WE'RE GOING TO EXPLAIN EACH OF THE CLUES THAT WERE GIVEN IN KLIF'S \$100,000 TREASURE HUNT. IF YOU WANT TO HEAR THE CLUES EXPLAINED, JOIN US THIS SUNDAY NIGHT AT 6:05, ON KLIF!

TREASURE HUNT PROMOS

SOUND: MUSIC

1. BACK AGAIN, AND TWICE AS BIG AS BEFORE!

2. THE KLIF TREASURE HUNT!

1. THE KLIF (ECHO) ONE HUNDRED THOUSAND DOLLAR TREASURE HUNT!

2. SOMEWHERE WITHIN A RADIUS OF TEN AIR MILES FROM DOWNTOWN DALLAS,
THERE LIES HIDDEN A CHECK IN THE AMOUNT OF \$100,000!

1. LISTEN TO THE DAILY CLUES ON KLIF! THEN FIND THE CHECK AND IT'S
ALL YOURS...

2. ALL ONE HUNDRED THOUSAND DOLLARS OF IT!

1. THE CHECK IS WORTH \$100,000 UNTIL MIDNIGHT, JUNE 19th.

2. AFTER THAT, THE CHECK IS STILL WORTH \$5,000!

1. EITHER WAY YOU FIND IT, IT'S STILL THE BIGGEST CONTEST IN THE HISTORY
OF DALLAS RADIO!

2. REMEMBER...THE TREASURE CHECK IS HIDDEN NO MORE THAN 3 FEET BENEATH THE
GROUND, AND NO HIGHER THAN 6 FEET ABOVE GROUND.

1. YOU DO NOT NEED POWER TOOLS TO FIND IT.

2. YOU DO NOT NEED TO GO ON PRIVATE PROPERTY TO FIND IT.

1. LOOK HIGH AND LOOK LOW...BUT BE SURE TO LISTEN TO KLIF ON YOUR PORTABLE ~~KA~~
RADIO.

2. YOU CAN'T MISS A SINGLE CLUE!

UMVTAKVX

1. IN KLIF'S \$100,000 TREASURE HUNT!

CURTAIN

TREASURE HUNT PROMOS

SOUND: PHRASE FROM THE SPIDERS RECORD.."I'M SEARCHIN....."

1. EVERYBODY IS SEARCHIN...SEARCHING FOR THE KLIF \$100,000 TREASURE CHECK..

2. IT HAS BEEN HIDDEN SOMEWHERE WITHIN A ~~XX~~ RADIUS OF TEN AIR MILES FROM DOWNTOWN DALLAS!

1. CLUES AS TO THE CHECKS LOCATION ARE BEING GIVEN EVERY DAY ON KLIF!

2. IN 1956...KLIF CONDUCTED A TREASURE HUNT FOR \$50,000!

1. THE CHECK WAS FOUND BY BEN SPAWN OF DALLAS.

2. NOW...THE TREASURE HUNT IS TWICE AS BIG AS BEFORE...\$100,000!

1. YOU COULD BE THE FINDER AND THE KEEPER OF KLIF'S \$100,000 TREASURE CHECK!

2. FORM SEARCH PARTIES...BUT AGREE IN ADVANCE HOW YOU WILL DIVIDE THE CASH.

1. KLIF DOES NOT WISH TO CAUSE BROKEN FAMILIES, ROMANCES OR HEADS.

2. THE CHECK IS HIDDEN WITHIN TEN AIRMILES FROM DOWNTOWN DALLAS.

1. IT'S HIDDEN NO MORE THAN 3 FEET BENEATH THE GROUND AND NO MORE THAN 6 FEET ABOVE GROUND.

2. YOU DO NOT NEED POWER TOOLS TO FIND THE CHECK, NOR DO YOU NEED TO CAUSE PHYSICAL DAMAGE TO PRIVATE PROPERTY.

1. THE CHECK MAY BE RECOVERED BY ANY ABLE-BODIED PERSON.

2. REMEMBER...THE CHECK IS WORTH \$100,000 UNTIL MIDNIGHT, JUNE 19TH, 1960.

1. THEN...THE CHECK IS STILL WORTH A FABULOUS \$5,000!

2. LISTEN EVERYDAY FOR CLUES. YOU COULD BECOME RICH OVERNIGHT IN....

1. KLIF'S \$100,000 TREASURE HUNT!

CURTAIN

TREASURE HUNT PROMOS

SOUND: MUSIC

1. IN DECEMBER OF 1956... ONE OF KLIF'S LISTENERS WAS REALLY HAPPY....
LISTEN.....

TAPE OF SPAWN

2. RIGHT! NOW KLIF HAS ARRANGED ANOTHER TREASURE HUNT...THIS TIME FOR
\$100,000!

1. THE \$100,000 TREASURE CHECK, DRAWN ON THE MERCANTILE NATIONAL BANK...
2. IS HIDDEN WITHIN TEN AIR MILES OF DOWNTOWN DALLAS!

1. NO POWER TOOLS ARE NECESSARY TO FIND IT. YOU DON'T HAVE TO GO ON
PRIVATE PROPERTY.

2. THE CHECK IS HIDDEN NO MORE THAN 3 FEET ^{BELOW} ~~NEAR~~ GROUND, AND NO MORE THAN
6 FEET ABOVE GROUND.

1. THE CHECK IS WORTH \$100,000 UNTIL MIDNIGHT, JUNE 19TH. AFTER THAT,
THE CHECK IS STILL WORTH \$5,000!

2. YOU MUST LISTEN TO THE CLUES...DAILY ON KLIF.

1. YOU COULD TAKE HOME \$100,000 IN CASH,...ONE TENTH OF A MILLION DOLLARS!
2. IN KLIF'S \$100,000 TREASURE HUNT!

CURTAIN

TREASURE HUNT PROMOS

SOUND: MUSIC

1. RETIRE IN COMFORT FOR THE REST OF YOUR LIFE!
2. BUY AN NEW HOME, CAR, BOAT...ANYTHING YOU HAVE ALWAYS WANTED!
1. YOU CAN DO ALL THIS...JUST BY FINDING KLIF'S HIDDEN TREASURE CHECK...
2. A TREASURE CHECK FOR \$100,000!
1. KLIF HID A CHECK FOR \$50,000 IN 1956, WHICH WAS FOUND BY BEN SPAWN OF DALLAS.
2. NOW...KLIF'S SECOND ~~XXX~~ TREASURE HUNT IS TWICE AS BIG!
1. \$100,000. THE \$100,000 KLIF TREASURE HUNT CHECK IS HIDDEN WITHIN A RADIUS OF TEN AIR MILES FROM DOWNTOWN DALLAS.
2. UNTIL MIDNIGHT, JUNE 19TH, THE KLIF TREASURE HUNT CHECK IS WORTH \$100,000.
1. AFTER MIDNIGHT, JUNE 19TH, 1960. THE CHECK IS STILL WORTH \$5,000!
2. HEAR THE CLUES AS TO THE CHECKS LOCATION DAILY ON KLIF!
1. YOU MAY FIND THE KLIF \$100,000 TREASURE CHECK!

~~XXX~~ CURTAIN

TREASURE HUNT PROMOS

SOUND : MUSIC

1. \$100,000 IN CASH IS HIDDEN SOMEWHERE IN DALLAS!
2. THE KLIF \$100,000 TREASURE CHECK IS HIDDEN WITHIN A RADIUS OF 10 AIR MILES OF DOWNTOWN DALLAS!
1. THE CHECK, MADE PAYABLE TO THE BEARER, AND DRAWN ON THE MERCHANTILE NATIONAL BANK...
2. IS WORTH \$100,000 UNTIL MIDNIGHT, JUNE 19TH. AT 12:01,AM, JUNE 20TH, THE CHECK IS WORTH \$5,000!
1. THE CHECK THEN IS WORTH \$5,000 UNTIL SOME LUCKY KLIF LISTENER FINDS IT!
2. YOU STILL HAVE PLENTY OF TIME TO SEARCH FOR THE FABULOUS \$100,000 KLIF TREASURE CHECK!
1. THE FIRST KLIF TREASURE HUNT, ^{IN 1956,} ~~FOR \$50,000~~, WON BEN SPANN OF DALLAS \$50,000!
2. NOW...KLIF'S SECOND TREASURE HUNT IS TWICE AS BIG!
1. \$100,000..LYING HIDDEN SOMEWHERE IN DALLAS!
2. DAILY CLUES AS TO THE CHECKS LOCATION ON KLIF!
1. DON'T MISS ANY CLUES...YOU CAN'T FIND THE CHECK WITHOUT THE CLUES!
2. IN KLIF'S \$100,000 TREASURE HUNT!

CURTAIN

- 1) Not in envi proben y -
- 2) Not in city park -
- 3) "Within so many air miles of Mountain River."

TREASURE HUNT PROMOS SET FOUR #1

SOUND: SAME MUSIC USED BEFORE

1. NOW! THE KLIF TREASURE HUNT CHECK IS STILL WORTH \$5,000!
2. CLUES ARE BECOMING EASIER! LISTEN CAREFULLY...
1. YOU COULD TAKE HOME \$5,000 DOLLARS IN BRIGHT GREEN, CRISP NEW BILLS.
2. ENOUGH MONEY TO HAVE THE VACATION OF YOUR LIFE!
1. BUY A BRAND NEW CAR! A SUMMER CABIN ON THE LAKE! \$5,000!
2. CLUES WILL CONTINUE UNTIL SOMEBODY FINDS KLIF'S HIDDEN CHECK!
1. HERE ARE THE LATEST CLUES! LISTEN CAREFULLY...WRITE THEM DOWN!

2

SOUND: SAME MUSIC

1. THE KLIF \$100,000 TREASURE HUNT IS DRAWING TO A CLOSE
2. NOW THE CHECK IS STILL WORTH \$5,000 ! \$5,000 CRISP DOLLAR BILLS
1. THE CLUES ARE EASY...JUST STOP TO THINK THEM OUT!
2. YOU CAN BE THE PERSON WHO GOES HOME WITH ALL THE CABBAGE!
1. KLIF'S FABULOUS TREASURE HUNT CAN STILL REWARD YOU HANSOMLEY!
2. NOW...HERE ARE THE CLUES!

#3

SOUND: SAME MUSIC

1. SOMEONE IN DALLAS WILL BE \$5,000 RICHER IN A FEW DAYS!
2. SOMEONE WILL FIND THE KLIF TREASURE CHECK..NOW WORTH \$5,000!
1. THE LARGEST GUARANTEED PRIZE EVER GIVEN AWAY IN DALLAS RADIO HISTORY!
2. IT CAN EASILY BE YOU...IF YOU HAVE FOLLOWED ALL THE CLUES TO DATE!
1. A GUARANTEED \$5,000 WAITS FOR SOME LUCKY KLIF LISTENER!
2. NOW, HERE ARE THE LATEST CLUES!

~~TREASURE PROMOS~~

CLUE PROMOS (TREASURE)

MUSIC:

IRV: THIS IS IRVING HARRIGAN. WON'T YOU JOIN ME THIS SUNDAY NIGHT, JUNE 26th, WHEN I'LL CONDUCT A SPECIAL PROGRAM EXPLAINING ALL THE CLUES GIVEN IN THE KLIF \$100,000 TREASURE HUNT. THE SHOW STARTS AT 6:05 THIS SUNDAY NIGHT, AND ALL THE CLUES GIVEN WILL BE EXPLAINED. SEE YOU THEN.

#2

HI, THIS IS IRVING HARRIGAN, WITH A SPECIAL MESSAGE FOR THOSE OF YOU WHO ARE INTERESTED IN HEARING ALL THE KLIF \$100,000 TREASURE HUNT CLUES EXPLAINED. WE'LL GO THROUGH ALL THE CLUES, AND EXPLAIN THEM, THIS SUNDAY NIGHT, JUNE 26TH AT 6:05. THAT'S 6:05 PM, THIS COMING SUNDAY NIGHT.

#3

MY NAME IS IRVING HARRIGAN...AND THIS SUNDAY NIGHT AT 6:05, I'M GOING TO CONDUCT A SPECIAL PROGRAM ON KLIF. WE'RE GOING TO EXPLAIN EACH OF THE CLUES THAT WERE GIVEN IN KLIF'S \$100,000 TREASURE HUNT. IF YOU WANT TO HEAR THE CLUES EXPLAINED, JOIN US THIS SUNDAY NIGHT AT 6:05, ON KLIF!

TREASURE HUNT PROMOS

SOUND: SAME MUSIC

1. \$5,000! THE LARGEST GUARANTEED CASH PRIZE IN DALLAS RADIO HISTORY!
2. IT'S YOURS, IF YOU FIND THE KLIF TREASURE CHECK!
1. \$5,000 IS THE VALUE OF THE KLIF TREASURE CHECK UNTIL SOMEONE FINDS IT!
2. THE CLUES ARE GETTING EASIER BY THE HOUR...
1. WRITE THEM DOWN...FIGURE THEM OUT...YOU CAN BE \$5,000 RICHER!
2. ~~TIME~~ IT'S JUST A MATTER OF TIME BEFORE SOMEONE FINDS THE HIDDEN TREASURE CHECK!
1. IT COULD BE YOU! NOW, HERE ARE THE LATEST CLUES!

#4

SOUND: SAME MUSIC

1. HIDDEN SOMEWHERE WITHIN TEN AIRMILES OF DOWNTOWN DALLAS, LIES A CHECK WORTH \$5,000!
2. THE CLIFF TREASURE CHECK IS NOW WORTH \$5,000 UNTIL IT IS FOUND!
1. THE LARGEST GUARANTEED CASH PRIZE EVER TO BE GIVEN AWAY IN DALLAS RADIO!
2. THINK OF IT...FIVE THOUSAND CRISP DOLLAR BILLS...THINK WHAT YOU COULD DO WITH IT!
1. LISTEN CAREFULLY...HERE ARE THE LATEST CLUES!

TREASURE HUNT

1.) It is most important that the promotional copy stipulate that the check is not hidden on private property, and that no power tools are needed to find it. All other stipulations, as mentioned in the attached promos, are flexible. You do not necessarily have to say that is hidden "no higher than six feet off the ground," or "no deeper than three feet underground," or "within a ten mile radius," etc., etc. The numbers that you do choose, however, must be accurate. You may wish to use a 15 or 20 mile radius. Whatever reference is made to the check's location along these lines must be absolutely accurate. If we say that it's within a "ten mile radius", let's make damn sure (by measuring on the map) that it is a ten mile radius.

2.) Note that many of the clues are negative clues, others are meaningless, and others are really valid clues which require a great deal of thought and imagination on the part of the treasure hunter (and writer of clues). To make the contest more colorful and interesting, the clues should rime whenever possible. I have written some explanations to some old clues on the attached sheet to give you an idea of the type of clues I've just mentioned.

3.) Clues should be read and reviewed constantly.

4.) If your deadline for the expiration is midnight on a Saturday night (which would be an excellent time), your disc jockey on Saturday evening should go over all the clues one by one throughout the course of the evening and repeat them over and over again to generate last-minute excitement. I think you will be able to get by with three clues per day--one in the morning, one around noon, and one in the afternoon, but you may add more if you wish. Under no circumstances should your disc jockey say that the next clue "will be coming up at 4:00 o'clock this afternoon." He should say the next clue will be coming up "later" or "soon" or "within a matter of minutes", but by no means should he mention the exact time. The reason for that is obvious--you will invite your listeners to turn you off and return at four o'clock.

5.) This promotion should run for about ten days. If you do not have a winner by then, the use of specific clues will result with a winner in a matter of hours.

ys

9/1/62

1. THE LETTERS KLIF ARE A BIG CLUE. FOLLOW THEM, AND THE WINNER WILL BE YOU.
2. KLIF AND FOUR FIFTY NINE. ONE HUNDRED GRAND IS A SUM JUST FINE.
3. NEITHER FENCES NOR GRASS NOR TREES. PERHAPS CLIFF'S CHECK IS NEAR YOUR KNEES.
4. WE TOLD YOU THE LETTERS KLIF WERE A CLUE. IF YOU START WITH THE K, THAT WILL DO.
5. ROSES ARE RED, BUT KLIF'S ARE BLUE. IT'S WORTH ONE HUNDRED GRAND IF YOU FIGURE THIS CLUE.
6. THE KLIF CHECKPOINT IS NOT KNOWN TO KEN KNOX, BUT HE'S OFTEN BEEN WITHIN ONE OR TWO BLOCKS.
7. TAKE A SPOON, A SHOVEL, A PICK OR A RAKE. YOU WILL HAVE TO DIG IF THE CLIFF CHECK YOU'LL TAKE.
8. TO TAKE CLIFF'S CHECK, YOU MAY NEED A TOOL, BUT DON'T START SEARCHING NEAR A SCHOOL.
9. SOCRATES HAD A STRANGE TUNE,,,THE LETTERS KLIF ARE STILL A BOON.
10. CLIFF'S ONE HUNDRED THOUSAND DOLLAR PRIZE IS STILL IN STORE, BUT REMEMBER THE KLIF CALL LETTERS EVERMORE.
11. HUNT THE ONE HUNDRED GRAND, DON'T BE LEFT IN THE LURCH...EVEN THOUGH NOT FAR, DON'T HUNT IN A CHURCH.
12. THE FORTUNE OF KLIF IS WITHIN REACH, NOT IN WATER, BARK OR ON THE BEACH.
13. ON A COLD DAY, THERE MIGHT BE ICE, FINDING CLIFF'S CHECK WOULD BE SO NICE.
14. THESE CLUES, CLIFF HOPES, GIVE INFORMATION. THE CHECK IS NOT NEAR THE RAILROAD STATION.
15. SIMPLY WHISTLE A LITTLE TUNE, KLIF'S CHECK WILL BUY A BIG HONEYMOON.
16. A CLUE THAT'S AS EASY AS ONE, TWO THREE, CLIFF'S CHECK, WORTH A FORTUNE, IS CLOSE TO A TREE.
17. MOUNTAIN HIGH, VALLEY LOW, MIDWAY BETWEEN IS THE PLACE TO GO.
18. CLIFF'S TREASURE HUNT HAS DALLAS SHOOK, BUT DON'T GO SEARCHING NEAR A BROOK.
19. WHAT IS SO RARE AS A DAY IN JUNE, A CLUE TO CLIFF'S CHECK IS TO WHISTLE A TUNE.
20. X MARKS THE SPOT WHERE CLIFF'S CHECK IS HIDDEN..YOU'LL WIN THE CASH IF YOU'LL DO AS YOU'RE BIDDEN.
21. SOME FAMOUS EXPLORERS COULD GIVE YOU A CLUE, WHERE THE KLIF CHECK IS WAITING FOR YOU.

CNNOS

22. WHEN SEARCHING, YOU MAY SEE A GREAT BIG TOAD. CLIFF'S CHECK'S LOCATION WILL SUGGEST AN ODE.
23. A COMPASS WOULD GIVE YOU A HELPFUL HINT. BUT YOU REALLY DON'T NEED ONE TO RECOVER CLIFF'S MINT.
24. THE CLIFF CHECK IS NOT HIDDEN NEAR A LIGHT, SO YOU MAY HAVE TROUBLE SEARCHING AT NIGHT.
25. JUNE IS BUSTING OUT ALL OVER, FIND CLIFF'S CHECK, YOU'LL BE IN CLOVER.
26. ONE HUNDRED GRAND WILL FILL THE BILL...DON'T BE CARELESS LIKE JACK AND JILL.
27. IF YOU KNOW YOUR ABC'S, YOU CAN FIND CLIFF'S CHECK BENEATH YOUR KNEES.
28. TO FIND CLIFF'S CHECK, YOU'LL NEED NO TICKET, BUT DON'T GO SEARCHING IN A THICKET.
29. IF YOU FIND CLIFF'S CHECK, YOU WON'T BE SAD, PERHAPS YOU'VE PLAYED THERE AS A LAD.
30. WHEN YOU SEEK CLIFF'S TREASURE, DON'T BE A GOOF, DON'T GO CLIMBING ON A ROOF.
31. PLANES FLY OVER EVERDAY, THOUGH NOT AS MANY AS YESTERDAY.
32. A MAN PROFICIENT CAN FIND CLIFF'S CHECK, NEAR THE SCENE OF A TRAFFIC WRECK.
- (33) SOUTHEAST OF DALLAS IS THE WRONG WAY TO GO. LOOK FOR 26 UNITS RIGHT IN A ROW.
34. THE NAME OF A HORSE USED TO BE NEARBY THE PLACE THAT CLIFF'S CHECK DOES OCCUPY.
35. TREASURE HUNTERS SEEKING CLIFF'S CHECK, HAVE TROMPED THIS GROUND TILL IT'S A WRECK.
36. FIND CLIFF'S CHECK AND YOU CAN TRAVEL, BY AIRPLANE SHIP, OR ON THE GRAVEL.
- (37) THE STREET HAS TWO NAMES TO DALLAS FOLKS. WE WOULDN'T TELL YOU ANY JOKES.
- (38) YANKEE DOODLE WENT TO TOWN...FIND CLIFF'S CHECK, YOU'LL WEAR A CROWN.

RPB

T. H. Clues (To be kept on Jack Sharp's person at all times)

Friday AM

"The letters K-L-I-F are a big clue,
Follow them, the winner will be you"

K, L + I were letters
appearing in Skillman
St, a street intersect
ing the location

Friday Noon

"K-L-I-F and four fifty nine,
One hundred grand is a sum just fine"

Friday PM

"Neither fences, nor grass nor trees,
perhaps Cliff's check is near your knees" - buried

Wednesday AM

Saturday AM

"We told you the letters K-L-I-F were a clue,
If you start with the "K", that will do"

Saturday Noon

"Roses are red, but K-L-I-F's are blue,
It's worth one hundred grand if you
figure this clue"

meaningless

Saturday PM

"The K-L-I-F checkpoint is not known to Ken Knox,
but he's often been within one or two blocks"

(Knox passed this spot every day on his way to work)

Sunday AM

"Take a spoon, a shovel, a pick or a rake,
You'll have to dig if the Cliff Check you'd take"

buried

Sunday Noon

"To take Cliff's check you may need a tool,
but don't start searching near a school"

- negative

Sunday PM

"Socrates had a strange tune
The letters K-L-I-F are still a boon"

Socrates and Melody
streets nearby,

Monday AM

"Cliff's one hundred thousand dollar prize is
still in store, but remember the K-L-I-F call
letters ever more"

Skillman

Monday Noon

"Hunt the one hundred grand, don't be left in the lurch
Even though not far, don't hunt in a church"

- negative

Monday PM

"The fortune of Cliff is within reach
Not in water, bark or on the beach"

- negative

TRIVIA

Treasure Hunt Clues

2.

Tuesday AM

"On a cold day, there might be ice, finding
Cliff's check would be so nice" *meaningless*

Tuesday Noon

"These clues Cliff hopes give information,
the check is not near the railroad station" *- negative*

Tuesday PM

"Simply whistle a little tune, *near Melody Lane*
K-L-I-F's check will buy a big honeymoon" *banished*

Wednesday AM

"A clue that's as easy as one, two, three,
Cliff's check, worth a fortune, is close to a tree"

Wednesday Noon

"Mountain high, valley low, *- obvious... neither*
midway between is the place to go" *high not low ground*

Wednesday PM

"Cliff's treasure hunt has Dallas shook,
but don't go searching near a brook" *- negative*

Thursday AM

"What ~~is~~ so rare as a day in June *old Mustang Airport*
A clue to Cliff's check is to whistle a tune" *Melody Lane*

Thursday Noon

"X marks the spot where Cliff check is hidden, "X" was
You'll win the cash if you'll do as you're bidden" *crossroad on map*

Thursday PM

"Some famous explorers could give you a clue,
where the K-L-I-F check is waiting for you" *Explores*
new Lewis & Clark "Northwest Passage" stood for
Northwest Highway (+ Skillman) intersection

Friday AM

"When searching you may see a great big toad *Airport*
Cliff's check's location will suggest an ode"

Friday Noon

"A compass would give you a helpful hint,
But you really don't need one to recover Cliff's mint"

Friday PM

"The Cliff check is not hidden near a light,
so you may have trouble searching at night"

TRIVIA

Treasure Hunt Clues

3.

Saturday AM

"June is busting out all over,
Find Cliff's check, you'll be in clover!"

Saturday Noon

"One hundred grand will fill the bill,
Don't be careless like Jack and Jill"

Saturday PM

"If you know your A B C's,
You can find Cliff's check beneath your knees"

Sunday AM

"To find Cliff's check you'll need no ticket,
but don't go searching in a thicket"

Sunday Noon

"If you find Cliff's check, you won't be sad,
Perhaps you've played there as a lad"

Sunday PM

"When you seek Cliff's treasure don't be a goof,
Don't go climbing on a roof"

Monday AM

"Planes fly over everyday
though not as many as yesterday"

Monday Noon

"A man proficient can find Cliff's check,
near the scene of a traffic wreck"

Monday PM

"Southeast of Dallas is the wrong way to go,
Look for twenty-six units right in a row"

Tuesday AM

"The name of a horse used to be nearby,
the place that Cliff's check does occupy"

Tuesday Noon

"Treasure Hunters seeking Cliff's check have
tromped this ground till its a wreck"

Tuesday PM

"Find Cliff's check and you can travel,
by airplane, ship or on the graval"

Saturday PM

"Northwest and Stillman is the place,
who will win Cliff's 5 Grand race"

Treasure Hunt Clues

4.

Wednesday AM

"The street has two names to Dallas folks,
we wouldn't tell you any jokes"

"Northwest Highway
or 'Loop 12'"

Wednesday Noon

"Yankee Doodle went to town,
Find Cliff's check, you'll wear a crown"

Wednesday PM

"The SMU Mustangs might give you a clue,
as to where Cliff's check is waiting for you"

Mustangs Airport

Thursday AM

"A four ring circus resembles the spot
Cliff's check is not on a parking lot"

Traffic cloverleaf
4 circles

Thursday Noon

"A proficient pilot can loop the loop
and recover Cliff's check with a little scoop"

Traffic loop

Thursday PM

"A traffic light is not far away,
Perhaps this is your lucky day"

Traffic light near N.W.
Highway + Abrams Rd.

Friday AM, Mar
Don't look for this

"The sun shines east, the sun shines west,
Finding Cliff's check is quite a test"

Friday Noon

"Have you figured the clue about airplanes yet,
it wasn't long ago, that's a fact not a bet"

Friday PM

"The weekend is here so listen to Cliff,
if the wind is right, you'll get a whiff"

Saturday AM

"Railroad tracks run on each side
of the place where Cliff's check does hide"
(After this, always stress staying away from
RR property)

Saturday Noon

"An old model car sat out front for awhile,
It's down the road, not even a mile"

Saturday PM

"Northwest and Skillman is the place,
who will win Cliff's 5 Grand race"

RPB

TREASURE HUNT CLUES (KEEL)

1. Roses are red, violets are blue
The check's worth 50,000 if you can figure out the clue.
2. The check is of a large denomination
But you won't find this one at a police station.
3. On a cold day you're bound to shiver
But you won't find this dough in the Red River.
4. To carry some water get a big pail
But don't look for this check anywhere near Barksdale.
5. Mary, Mary, quite contrary
Don't look for this check near a library.
6. Wave to our flagpole sitter as you head on by
While you're heading South, give it a try.
7. Fifty thousand dollars can get rid of your frown
If you're coming from the North, head toward downtown.
8. A mighty sailing man was he
Our check is worth 50 G.
9. Take along a spoon, shovel or rake
You'll have to dig if the check you'd take.
10. These clues we hope give information
Our check is not at a service station.
11. To take this check you'll need a tool
But don't start searching at a school.

TRIVIA

12. The check's worth fifty thousand, but don't pull a boner
It's a waste of time to search in Stoner.

13. The clues will be more audible if you carry a portable
But what a pity if you look in Bossier City.

14. Hunt the 50,000 - don't be left in the lurch.
However, you won't find our check anywhere near a church.

15. In this fifty thousand dollar race
A grocery store's not the hiding place.

16. If you've racked your brain and searched downtown
Remember Lone Star...if you'd cop this crown.

17. The pen is mightier than the sword, they say
Get the check, and to you \$50,000 we'll pay.

18. This fortune is available to the common man
But move on past or you'll be an "also-ran".

19. With \$50,000 you could take a long vacation
But don't be left waiting at the station.

20. A \$50,000 prize is in store
But the check's not hidden in Broadmoor.

21. Start blazing a trail to the money spot
Put your thinking cap on...the clues are getting hot!

22. Our \$50,000 check is in demand
But eliminate the entire section of Highland.

23. You'll be hotter on the trail...
If you eliminate the section called Allendale.

24. A mighty potent power you'll wield..
If you eliminate the section called Fairfield.

TRIVIA

25. In our big search, you'll take a fall
If you hunt on Marion or on Stonewall.
26. These girls names are mighty pretty...
But it does no good to search Leslie or Bessie.
27. If \$50,000 is what you'd take...
Don't look for the treasure at Cross Lake.
28. If \$50,000 is what you want...
Don't take the trouble to search Pierremont.

CLUE EXPLANATIONS...TO BE RUN EVERY 15 MINUTES AS INDICATED

6:15 1. THE LETTERS K L I F ARE A BIG CLUE. FOLLOW THEM, AND THE WINNER WILL BE YOU.

A. THE ~~LETTERS~~ K,L AND I ALL APPEAR IN "SKILLMAN", ONE OF THE STREETS AT THE INTERSECTION WHERE THE CHECK WAS HIDDEN.

6:30 (6) THE KLIF CHECKPOINT IS NOT KNOWN TO KEN KNOX, BUT HE'S OFTEN BEEN WITHIN ONE OR TWO BLOCKS.

A. KEN LIVES ON GOFORTH CIRCLE, AND DRIVES TO WORK EACH MORNING DOWN NORTHWEST HIGHWAY TO CENTRAL EXPRESSWAY. THUS HE PASSED THE CHECKS LOCATION.

6:45 (16) A CLUE THAT'S AS EASY AS ONE TWO THREE. KLIF'S CHECK, WORTH A FORTUNE, IS CLOSE TO A TREE.

(A) THE KLIF CHECK WAS BURIED CLOSE TO A SMALL TREE, STANDING BY ITSELF. EASY AS ONE, TWO THREE IS OBVIOUS..WE TOLD YOU IT WAS NEAR A TREE.

6:55 (7) TAKE A SPOON, A SHOVEL, A PICK OR A RAKE. YOU'LL HAVE TO DIG IF THE CLIFF CHECK YOU'LL TAKE.

A. AGAIN, THE ANSWER IS OBVIOUS. EITHER TOOL MENTIONED WOULD HAVE UNCOVERED THE CHECK. THAT IT WAS BURIED, YOU ALREADY KNEW.

XX 7:15 (8) TO TAKE CLIFF'S CHECK, YOU MAY NEED A TOOL, BUT DON'T START SEARCHING NEAR A SCHOOL.

A. THE CHECK WAS NOT BURIED NEAR A SCHOOL, AND A TOOL WAS REQUIRED TO UNCOVER THE BURIED CHECK.

7:30 (14) THESE CLUES, CLIFF HOPES, GIVE INFORMATION, THE CHECK IS NOT NEAR THE RAILROAD STATION.

A. AGAIN, AN OBVIOUS CLUE. THE CHECK WAS NOT NEAR THE RAILROAD STATION.

7:45 (21) SOME FAMOUS EXPLORERS COULD GIVE YOU A CLUE, WHERE THE KLIF CHECK IS WAITING FOR YOU.

A. LEWIS AND CLARK WERE THE FAMOUS EXPLORERS. THEY PIONEERED THE NORTHWEST PASSAGE...AND THE CHECK WAS JUST OFF NORTHWEST HIGHWAY.

7:55 (12) THE FORTUNE OF KLIF IS WITHIN REACH, NOT IN WATER, BARK OR ON THE BEACH.

A. THE CHECK WAS WITHIN REACH, IT WAS NOT IN WATER, BARK OR ON A BEACH. AN OBVIOUS CLUE.

CLUES EXPLANATION. TO BE RUN EVERY 15 MINUTES AS INDICATED.

8:15 (18) CLIFF'S TREASURE HUNT HAS DALLAS SHOOK, BUT DON'T GO SEARCHING NEAR A BROOK.

A. THE CHECK WAS NOT NEAR A BROOK...IT'S AN OBVIOUS CLUE.

8:30 (15) SIMPLY WHISTLE A LITTLE TUNE, CLIFF'S CHECK WILL BUY A BIG HONEYMOON.

A. DUE NORTH OF THE INTERSECTION OF SKILLMAN AND NORTHWEST HIWAY, WHERE THE CHECK WAS HIDDEN, IS MELODY STREET..DENOTING A LITTLE TUNE.

8:45 (13) ON A COLD DAY, THERE MIGHT BE ICE. FINDING CLIFF'S CHECK WOULD BE SO NICE.

A. THERE ARE A NUMBER OF WASHOUTS AND A CONCRETE SPILLWAY FOR WATER WITHIN A FEW YARDS OF THE CHECKS LOCATION. ON A COLD DAY, ANY WATER IN THESE MIGHT VERY WELL FREEZE.

8:55 (11.) HUNT THE ONE HUNDRED GRAND, DON'T BE LEFT IN THE LURCH, EVEN THOUGH NOT FAR, DON'T HUNT IN A CHURCH.

A. AGAIN, AN OBVIOUS CLUE. THOUGH NOT FAR, THE CHECK WAS NOT NEAR A CHURCH.

9:15 PM (20) X MARKS THE SPOT WHERE CLIFF'S ~~UNKNOWN~~ IS HIDDEN. YOU'LL WIN THE CASH IF YOU'LL DO AS YOU'RE BIDDEN.

A. ON THE CITY MAP OF DALLAS, SKILLMAN AND NORTHWEST HIGHWAY, WHERE THE CHECK WAS HIDDEN, FORM AN "X".

9:30 (19) WHAT IS SO RARE AS A DAY IN JUNE. A CLUE TO CLIFF'S CHECK IS TO WHISTLE A TUNE.

A. THIS IS ANOTHER CLUE TO LOOK NEAR MELODY LANE, WHICH IS THE FIRST STREET DUE NORTH OF THE CHECKS LOCATION ON THE MAP OF DALLAS.

9:45 (9) SOCRATES HAD A STRANGE TUNE, THE LETTERS KLIF ARE STILL A BOON.

A. SOCRATES WAS FORCED TO TAKE HEMLOCK TO KILL HIMSELF. HEMLOCK STREET LIES JUST NORTHWEST OF THE CHECKS LOCATION, AND CROSSES MELODY LANE, THUS THE REPEATED REFERENCE TO TUNE.

TRIVIA

A. AN OBVIOUS CLUE. THERE IS NO LIGHT NEAR THE LOCATION OF THE CHECK.

A. AN OBVIOUS CLUE. THE CHECK WAS NOT ON A ROOF, IT WAS BURIED.

A. PLANES DO FLY OVER EVERYDAY FROM DALLAS LOVE FIELD, BUT NOT AS MANY AS YESTERDAY, OR SEVERAL YEARS BACK, WHEN THERE WAS A MUSTANG AIRPORT VERY NEAR ON NORTHWEST HIWAY.

A. A PROFICIENT MAN IS A ~~SKKXX~~ SKILLED MAN, POINTING TO SKILLMAN STREET.
NORTHWEST HIWAY AND SKILLMAN HAS BEEN THE SCENE OF MANY SERIOUS
WRECKS, INCLUDING ONE TWO YEARS AGO THAT TOOK SEVERAL LIVES.

10:55 JUNE IS BUSTING OUT ALL OVER. FIND CLIFF'S CHECK, YOU'LL BE IN CLOVER.

11:15 (34) THE NAME OF A HORSE USED TO BE NEARBY, THE PLACE THAT CLIFF'S CHECK DOES OCCUPY.

11:30 (37) THE STREET HAS TWO NAMES TO DALLAS FOLKS, WE WOULDN'T TELL YOU ANY JOKES.

A. THE STREET WE REFER TO IS NORTHWEST HIWAY, OR LOOP TWELVE. IT HAS TWO NAMES TO DALLAS FOLKS.

CLUE EXPLANATIONS TO BE READ EVERY 15 MINUTES AS INDICATED

11:45 PM. (38) YANKEE DOODLE WENT TO TOWN, FIND CLIFF'S CHECK, YOU'LL WEAR A CROWN.

- A. THE CLUE HERE IS THE REFERENCE TO YANKEE DOODLE...HE WENT TO TOWN RIDING ON A PONY. GO BACK TO THE OLD MUSTANG AIRPORT WE MENTIONED, AND ALSO...JUST ACROSS NORTHWEST HIWAY FROM THE OLD AIRPORT IS A PONY STABLE.

11:55 PM.(28) TO FIND CLIFF'S CHECK, YOU'LL NEED NO TICKET, BUT DON'T GO SEARCHING IN A THICKET.

- A. WHILE THERE WAS A SMALL THICKET NEARBY, THE CHECK WAS NOT HIDDEN IN IT. THE CHECK WAS UNDER A SINGLE TREE, STANDING BY ITSELF.

TRIVIA

CLUE EXPLANATIONS

(17) MOUNTAIN HIGH. VALLEY LOW...MIDWAY BETWEEN IS THE PLACE TO GO.

A. THE CHECK WAS HIDDEN IN AN AREA OF LAND WITHIN THE CLOVERLEAF INTERSECTION OF SKILLMAN AND NORTHWEST HIGHWAY. SKILLMAN, PASSING OVER NORTHWEST HIGHWAY PRESENTS THE HIGHEST POINT OF GROUND IN THAT IMMEDIATE AREA, AND THE GULLEYS OR WASHOUTS DOWN THE SLOP FROM WHERE THE CHECK WAS HIDDEN, THE LOWEST. THUS, MOUNTAIN HIGH, VALLEY LOW...THE CHECK WAS HIDDEN MIDWAY BETWEEN.

(2.) KLIF AND FOUR FIFTY NINE, ONE HUNDRED GRAND IS A SUM JUST FINE.

~~XXVXOMXXFIFTYXNINEVXBOMEXMINUTEVBEXOREXSVONXIVVMINUSVONEVXWHVEXVX
THEXNEMENEXOFVEXTRALETTERSVTHATXNEEDVBEXBEVADDEVTOKKXVXNMXTHEM
BREKXSKILLMANVX~~

A. K, L AND I ALL APPEAR IN THE WORD SKILLMAN, THE L APPEARING TWICE.

FOUR FIFTY NINE IS ONE MINUTE BEFORE FIVE, OR FIVE MINUS ONE, WHICH EQUALS ~~X~~ FOUR, THE NUMBERS OF LETTERS THAT WOULD HAVE TO BE ADDED TO COMPLETE THE SPELLING OF SKILLMAN.

(3) NEITHER FENCES NOR GRASS NOR TREES. PERHAPS CLIFF'S CHECK IS NEAR YOUR KNEES.

A. THE CLIFF CHECK WAS NOT HIDDEN IN A FENCE, IN THE GRASS OR IN A TREE. ~~XM~~ IT WAS, HOWEVER, BURIED CLOSE TO A TREE.

(4) WE TOLD YOU THE LETTERS K L I F WERE A CLUE. IF YOU START WITH THE K, THAT WILL DO.

A. THE K L AND I APPEAR IN SKILLMAN...THE K BEING CLOSEST TO THE START OF THE WORD...SO YOU WOULD START WITH THE K.

(10) CLIFF'S ONE HUNDRED THOUSAND DOLLAR PRIZE IS STILL IN STORE, BUT REMEMBER THE KLIF CALL LETTERS EVER MORE.

A. THIS IS ANOTHER CLUE TO POINT YOU TO SKILLMAN STREET. ANOTHER REFERENCE TO THE K, L AND I APPEARING IN THE WORD SKILLMAN.

~~XXX~~(23) A COMPASS WOULD GIVE YOU A HELPFUL HINT, BUT YOU REALLY DON'T NEED ONE TO RECOVER CLIFF'S MINT.

A. FIRST OF ALL, A COMPASS NEEDLE ALWAYS POINTS NORTH, AND THE TREASURE WAS BURIED IN THE NORTH SECTION OF TOWN. SECONDLY, ONE OF THE POINTS OF THE COMPASS IS NORTHWEST, WICH WOULD GIVE YOU A CLUE TO NORTHWEST HIGHWAY.

CLUE EXPLANATIONS

(26) ONE HUNDRED GRAND WILL FILL THE BILL. DON'T BE CARELESS LIKE JACK AND JILL.

A. THIS CLUE TIES IN WITH THE CLUE ABOUT MOUNTAIN HIGH, VALLEY LOW... JACK AND JILL FELL ALL THE WAY DOWN THE HILL IN THE NURSERY RHYME. IF YOU HAD GONE ALL THE WAY DOWN THE HILL FORMED BY SKILLMAN CROSSING NORTHWEST HIGHWAY, YOU WOULD HAVE PASSED THE TREE, WHICH WAS MIDWAY BETWEEN THE HIGH SPOT AND THE LOW SPOT OF THE AREA.

(27) IF YOU KNOW YOUR ABC'S, YOU CAN FIND CLIFF'S CHECK BENEATH YOUR KNEES.

A. ABC'S IS THE CLUE HERE...THERE ARE 26 LETTERS IN THE ALPHABET. ANOTHER CLUE THAT THE CHECK WAS BURIED 26 INCHES FROM THE BASE OF THE TREE.

(33) (SOUTHEAST OF DALLAS IS THE WRONG WAY TO GO. LOOK FOR 26 UNITS RIGHT IN A ~~MMX~~ ROW.

A. THE OPPOSITE DIRECTION FROM SOUTHEAST IS NORTHWEST, ANOTHER CLUE TO THE NAME OF THE STREET. AM ALSO, THE 26 UNITS IN A ROW REFERS TO THE CHECK BEING BURIED 26 INCHES FROM THE BASE OF THE TREE.

(29) IF YOU FIND CLIFF'S CHECK, YOU WON'T BE SAD...PERHAPS YOU'VE PLAYED THERE AS A LAD.

A. AS RECENT AS 15 YEARS AGO, THIS AREA, WHERE SKILLMAN AND NORTHWEST HIGHWAY INTERSECT, WAS A POPULAR PLACE FOR HIKING GROUES, ESPECIALLY YOUNGSTERS, TO GO.

CLUE EXPLANATIONS...TO BE RUN EVERY 15 MINUTES AS INDICATED

6:15 1. THE LETTERS K L I F ARE A BIG CLUE. FOLLOW THEM, AND THE WINNER WILL BE YOU.

A. THE LETTERS K L I F ALL APPEAR IN "SKILLMAN", ONE OF THE STREETS AT THE INTERSECTION WHERE THE CHECK WAS HIDDEN.

6:30 (6) THE KLIF CHECKPOINT IS NOT KNOWN TO KEN KNOX, BUT HE'S OFTEN BEEN WITHIN ONE OR TWO BLOCKS.

A. KEN LIVES ON GOFORTH CIRCLE, AND DRIVES TO WORK EACH MORNING DOWN NORTHWEST HIGHWAY TO CENTRAL EXPRESSWAY. THUS HE PASSED THE CHECKS LOCATION.

6:45 (16) A CLUE THAT'S AS EASY AS ONE TWO THREE. KLIF'S CHECK, WORTH A FORTUNE, IS CLOSE TO A TREE.

(A) THE KLIF CHECK WAS BURIED CLOSE TO A SMALL TREE, STANDING BY ITSELF. EASY AS ONE, TWO THREE IS OBVIOUS..WE TOLD YOU IT WAS NEAR A TREE.

6:55 (7) TAKE A SPOON, A SHOVEL, A PICK OR A RAKE. YOU'LL HAVE TO DIG IF THE CLIFF CHECK YOU'LL TAKE.

A. AGAIN, THE ANSWER IS OBVIOUS. EITHER TOOL MENTIONED WOULD HAVE UNCOVERED THE CHECK. THAT IT WAS BURIED, YOU ALREADY KNEW.

XL 7:15 (8) TO TAKE CLIFF'S CHECK, YOU MAY NEED A TOOL, BUT DON'T START SEARCHING NEAR A SCHOOL.

A. THE CHECK WAS NOT BURIED NEAR A SCHOOL, AND A TOOL WAS REQUIRED TO UNCOVER THE BURIED CHECK.

7:30 (14) THESE CLUES, CLIFF HOPES, GIVE INFORMATION, THE CHECK IS NOT NEAR THE RAILROAD STATION.

A. AGAIN, AN OBVIOUS CLUE. THE CHECK WAS NOT NEAR THE RAILROAD STATION.

7:45 (21) SOME FAMOUS EXPLORERS COULD GIVE YOU A CLUE, WHERE THE KLIF CHECK IS WAITING FOR YOU.

A. LEWIS AND CLARK WERE THE FAMOUS EXPLORERS. THEY PIONEERED THE NORTHWEST PASSAGE...AND THE CHECK WAS JUST OFF NORTHWEST HIGHWAY.

7:55 (12) THE FORTUNE OF KLIF IS WITHIN REACH, NOT IN WATER, BARK OR ON THE BEACH.

A. THE CHECK WAS WITHIN REACH, IT WAS NOT IN WATER, BARK OR ON A BEACH. AN OBVIOUS CLUE.

CLUES EXPLANATION. TO BE RUN EVERY 15 MINUTES AS INDICATED.

8:15 (18) CLIFF'S TREASURE HUNT HAS DALLAS SHOOK, BUT DON'T GO SEARCHING NEAR A BROOK.

A. THE CHECK WAS NOT NEAR A BROOK...IT'S AN OBVIOUS CLUE.

8:30 (15) SIMPLY WHISTLE A LITTLE TUNE, CLIFF'S CHECK WILL BUY A BIG HONEYMOON.

A. DUE NORTH OF THE INTERSECTION OF SKILLMAN AND NORTHWEST HIWAY, WHERE THE CHECK WAS HIDDEN, IS MELODY STREET..DENOTING A LITTLE TUNE.

8:45 (13) ON A COLD DAY, THERE MIGHT BE ICE. FINDING CLIFF'S CHECK WOULD BE SO NICE.

A. THERE ARE A NUMBER OF WASHOUTS AND A CONCRETE SPILLWAY FOR WATER WITHIN A FEW YARDS OF THE CHECKS LOCATION. ON A COLD DAY, ANY WATER IN THESE MIGHT VERY WELL FREEZE.

8:55 (11.) HUNT THE ONE HUNDRED GRAND, DON'T BE LEFT IN THE LURCH, EVEN THOUGH NOT FAR, DON'T HUNT IN A CHURCH.

A. AGAIN, AN OBVIOUS CLUE. THOUGH NOT FAR, THE CHECK WAS NOT NEAR A CHURCH.

9:15 PM (20) X MARKS THE SPOT WHERE CLIFF'S ^{CHECK} ~~CHMIXXWXX~~ IS HIDDEN. YOU'LL WIN THE CASH IF YOU'LL DO AS YOU'RE BIDDEN.

A. ON THE CITY MAP OF DALLAS, SKILLMAN AND NORTHWEST HIGHWAY, WHERE THE CHECK WAS HIDDEN, FORM AN "X".

9:30 (19) WHAT IS SO RARE AS A DAY IN JUNE. A CLUE TO CLIFF'S CHECK IS TO WHISTLE A TUNE.

A. THIS IS ANOTHER CLUE TO LOOK NEAR MELODY LANE, WHICH IS THE FIRST STREET DUE NORTH OF THE CHECKS LOCATION ON THE MAP OF DALLAS.

9:45 (9) SOCRATES HAD A STRANGE TUNE, THE LETTERS KLIF ARE STILL A BOON.

A. SOCRATES WAS FORCED TO TAKE HEMLOCK TO KILL HIMSELF. HEMLOCK STREET~~X~~ LIES JUST NORTHWEST OF THE CHECKS LOCATION, AND CROSSES MELODY LANE, THUS THE REPEATED REFERENCE TO TUNE.

TRIVIA

A. AN OBVIOUS CLUE. THERE IS NO LIGHT NEAR THE LOCATION OF THE CHECK.

A. AN OBVIOUS CLUE. THE CHECK WAS NOT ON A ROOF, IT WAS BURIED.

A. PLANES DO FLY OVER EVERYDAY FROM DALLAS LOVE FIELD, BUT NOT AS MANY AS YESTERDAY, OR SEVERAL YEARS BACK, WHEN THERE WAS A MUSTANG AIRPORT VERY NEAR ON NORTHWEST HIWAY.

A. A PROFICIENT MAN IS A ~~XXXXX~~ SKILLED MAN, POINTING TO SKILLMAN STREET. NORTHWEST HIWAY AND SKILLMAN HAS BEEN THE SCENE OF MANY SERIOUS WRECKS, INCLUDING ONE TWO YEARS AGO THAT TOOK SEVERAL LIVES.

10:55 JUNE IS BUSTING OUT ALL OVER. FIND CLIFF'S CHECK, YOU'LL BE IN CLOVER.

11:15 (34) THE NAME OF A HORSE USED TO BE NEARBY, THE PLACE THAT CLIFF'S CHECK DOES OCCUPY.

A. THIS IS ANOTHER REFERENCE TO THE OLD, AND NOW OBSOLETE MUSTANG AIRPORT, WHICH WAS NEARBY.

11:30 (37) THE STREET HAS TWO NAMES TO DALLAS FOLKS, WE WOULDN'T TELL YOU ANY JOKES.

A. THE STREET WE REFER TO IS NORTHWEST HIWAY, OR LOOP TWELVE. IT HAS TWO NAMES TO DALLAS FOLKS.

CLUE EXPLANATIONS TO BE READ EVERY 15 MINUTES AS INDICATED

11:45 PM. (38) YANKEE DOODLE WENT TO TOWN, FIND CLIFF'S CHECK, YOU'LL WEAR A CROWN.

- A. THE CLUE HERE IS THE REFERENCE TO YANKEE DOODLE...HE WENT TO TOWN RIDING ON A PONY. GO BACK TO THE OLD MUSTANG AIRPORT WE MENTIONED, AND ALSO...JUST ACROSS NORTHWEST HIWAY FROM THE OLD AIRPORT IS A PONY STABLE.

11:55 PM.(28) TO FIND CLIFF'S CHECK, YOU'LL NEED NO TICKET, BUT DON'T GO SEARCHING IN A THICKET.

- A. WHILE THERE WAS A SMALL THICKET NEARBY, THE CHECK WAS NOT HIDDEN IN IT. THE CHECK WAS UNDER A SINGLE TREE, STANDING BY ITSELF.

IRIVIA

A. THE CHECK WAS HIDDEN IN AN AREA OF LAND WITHIN THE CLOVERLEAF INTERSECTION OF SKILLMAN AND NORTHWEST HIGHWAY. SKILLMAN, PASSING OVER NORTHWEST HIGHWAY PRESENTS THE HIGHEST POINT OF GROUND IN THAT IMMEDIATE AREA, AND THE GULLEYS OR WASHOUTS DOWN THE SLOP FROM WHERE THE CHECK WAS HIDDEN, THE LOWEST. THUS, MOUNTAIN HIGH, VALLEY LOW...THE CHECK WAS HIDDEN MIDWAY BETWEEN.

HXV RQWXXFXFTY XMIMVVB XOMV XMXMVTEVBEFORX\$XVORXHX VEVMYNUSVQMEVXWAVCHXVZ
 TVE XMIMBEVBEFORV EXTRA VLETTERSV THATXMEVBE XBEVANDRENVTOXKXIXXANDXVHEM
 BRKMLXSKVKVMAKVX

FOUR FIFTY NINE IS ONE MINUTE BEFORE FIVE, OR FIVE MINUS ONE, WHICH EQUALS ~~X~~ FOUR, THE NUMBER~~S~~ OF LETTERS THAT WOULD HAVE TO BE ADDED TO COMPLETE THE SPELLING OF SKILLMAN.

A. THE CLIFF CHECK WAS NOT HIDDEN IN A FENCE, IN THE GRASS OR IN A TREE.
~~IN~~ IT WAS, HOWEVER, BURIED CLOSE TO A TREE.

A. THE K L AND I APPEAR IN SKILLMAN...THE K BEING CLOSEST TO THE START OF THE WORD...SO YOU WOULD START WITH THE K.

A. THIS IS ANOTHER CLUE TO POINT YOU TO SKILLMAN STREET. ANOTHER REFERENCE TO THE K, L AND I APPEARING IN THE WORD SKILLMAN.

A. FIRST OF ALL, A COMPASS NEEDLE ALWAYS POINTS NORTH, AND THE TREASURE WAS BURIED IN THE NORTH SECTION OF TOWN. SECONDLY, ONE OF THE POINTS OF THE COMPASS IS NORTHWEST, WICH WOULD GIVE YOU A CLUE TO NORTHWEST HIGHWAY.

CLUE EXPLANATIONS

(26) ONE HUNDRED GRAND WILL FILL THE BILL. DON'T BE CARELESS LIKE JACK AND JILL.

A. THIS CLUE TIES IN WITH THE CLUE ABOUT MOUNTAIN HIGH, VALLEY LOW... JACK AND JILL FELL ALL THE WAY DOWN THE HILL IN THE NURSERY RHYME. IF YOU HAD GONE ALL THE WAY DOWN THE HILL FORMED BY SKILLMAN CROSSING NORTHWEST HIGHWAY, YOU WOULD HAVE PASSED THE TREE, WHICH WAS MIDWAY BETWEEN THE HIGH SPOT AND THE LOW SPOT OF THE AREA.

(27) IF YOU KNOW YOUR ABC'S, YOU CAN FIND CLIFF'S CHECK BENEATH YOUR KNEES.

A. ABC'S IS THE CLUE HERE...THERE ARE 26 LETTERS IN THE ALPHABET. ANOTHER CLUE THAT THE CHECK WAS BURIED 26 INCHES FROM THE BASE OF THE TREE.

(33) (SOUTHEAST OF DALLAS IS THE WRONG WAY TO GO. LOOK FOR 26 UNITS RIGHT IN A ~~KN~~ ROW.

A. THE OPPOSITE DIRECTION FROM SOUTHEAST IS NORTHWEST, ANOTHER CLUE TO THE NAME OF THE STREET. ~~KN~~ ALSO, THE 26 UNITS IN A ROW REFERS TO THE CHECK BEING BURIED 26 INCHES FROM THE BASE OF THE TREE.

(29) IF YOU FIND CLIFF'S CHECK, YOU WON'T BE SAD...PERHAPS YOU'VE PLAYED THERE AS A LAD.

A. AS RECENT AS 15 YEARS AGO, THIS AREA, WHERE SKILLMAN AND NORTHWEST HIGHWAY INTERSECT, WAS A POPULAR PLACE FOR HIKING GROUPS, ESPECIALLY YOUNGSTERS, TO GO.

CLUE EXPLANATIONS CONTINUED.....

36. FIND CLIFF'S CHECK AND YOU CAN TRAVEL, BY AIRPLANE, SHIP, OR ON THE GRAVEL.

A. THE CLUE HERE IS GRAVEL. THE CHECK WAS BURIED IN AN OPEN AREA, WHERE THE SOIL WAS A LIGHT GRAVELY TEXTURE.

35. TREASURE HUNTERS SEEKING CLIFF'S CHECK, HAVE TROMPED THIS GROUND TILL X IT'S A WRECK.

A. THE CHECKS LOCATION WAS CHECKED DAILY, AND DURING THE LAST DAYS OF THE SEARCH, MANY PEOPLE WERE ALL OVER THE GENERAL AREA, TROMPING X AND DIGGING UP THE AREA.

22. WHEN SEARCHING, YOU MAY SEE A GREAT BIG TOAD...CLIFF'S CHECK'S LOCATION WILL SUGGEST AN ODE.

A. THE TOAD HAS NOTHING TO DO WITH THE CHECKS LOCATION. THE CLUE IS IN THE ODE...WHICH REFERS TO A WELL KNOWN ODE STUDIED IN HIGH SCHOOL LITERATURE..."ODE TO A NIGHTINGALE"...BY JOHN KEATS. THE FIRST LINE READS... "MY HEART ACHES, AND A DROWSY NUMBNESS PAINS MY SENSE, AS THOUGH OF HEMLOCK HAD DRUNK." HERE IS THE THIRD REFERENCE TO HEMLOCK....~~THEY WERE~~ A STREET JUST A FEW HUNDRED YARDS TO THE NORTH OF THE SCENE.

CLUE EXPLANATIONS CONTINUED.....

36. FIND CLIFF'S CHECK AND YOU CAN TRAVEL, BY AIRPLANE, SHIP, OR ON THE GRAVEL.

A. THE CLUE HERE IS GRAVEL. THE CHECK WAS BURIED IN AN OPEN AREA, WHERE THE SOIL WAS A LIGHT GRAVELY TEXTURE.

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A. THE TOAD HAS NOTHING TO DO WITH THE CHECKS LOCATION. THE CLUE IS IN THE ODE...WHICH REFERS TO A WELL KNOWN ODE STUDIED IN HIGH SCHOOL LITERATURE..."ODE TO A NIGHTINGALE"...BY JOHN KEATS. THE FIRST LINE READS... "MY HEART ACHES, AND A DROWSY NUMBNESS PAINS MY SENSE, AS THOUGH OF HEMLOCK HAD DRUNK." HERE IS THE THIRD REFERENCE TO HEMLOCK....~~THEY FKEET~~ A STREET JUST A FEW HUNDRED YARDS TO THE NORTH OF THE SCENE.

Thursday AM:

"What is so rare as a day in June
A clue to Cliff's check is to whistle a tune"

Thursday Noon:

"X marks the spot where Cliff's check is hidden,
You'll win the cash if you'll do as you're bidden"

Thursday PM:

"Some famous explorers could give you a clue,
where the K - L - I - F check is waiting for you"

TRIVIA

monday AM:

"Planes fly over everyday
though not as many as yesterday"

Monday Noon:

"A man proficient can find Cliff's Check,
near the scene of a traffic wreck"

Monday PM:

"South^{east} of Dallas is the wrong way to go,
Look for twenty-six units right in a row"

Treasure Hunt Clues

Friday AM:

"When searching you may see a great big toad
Cliff's check's location will suggest an ode"

Friday Noon:

"A compass would give you a helpful hint,
But you really don't need one to recover Cliff's mint"

Friday PM:

"The Cliff check is not hidden near a light,
so you may have trouble searching at night"

Saturday AM:

"June is busting out all over,
Find Cliff's check, you'll be in clover"

Saturday Noon:

"One hundred grand will fill the bill,
Don't be careless like Jack and Jill"

~~XXXXXXXXXX~~

~~XXXXXXXXXXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXXXXXXXXXXXXXXXXXXXX~~

Saturday PM:

"If you know your A B C's,
You can find Cliff's check beneath your knees"

Sunday AM:

"To find Cliff's check you'll need no ticket,
but don't go searching in a thicket"

Sunday Noon:

"If you find Cliff's check, you won't be sad,
Perhaps you've played there as a lad"

Sunday PM:

"When you seek Cliff's treasure don't be a goof,
Don't go climbing on a roof"

Monday AM:

"Planes fly over everyday
though not as many as yesterday"

Monday Noon:

"A man proficient can find Cliff's Check,
near the scene of a traffic wreck"

Monday PM:

"South^{East} of Dallas is the wrong way to go,
Look for twenty-six units right in a row"

T. H. Clues (To be kept on Jack Sharp 's person at all times)

Friday AM

"The letters K-L-I-F are a big clue,
Follow them, the winner will be you"

Friday Noon

"K-L-I-F and four fifty nine,
One hundred grand is a sum just fine"

Friday PM

"Neither fences, nor grass nor trees,
perhaps Cliff's check is near your knees"

Saturday AM

"We told you the letters K-L-I-F were a clue,
If you start with the "K", that will do"

Saturday Noon

"Roses are red, but K-L-I-F's are blue,
It's worth one hundred grand if you
figure this clue"

Saturday PM

"The K-L-I-F checkpoint is not known to Ken Knox,
but he's often been within one or two blocks"

Sunday AM

"Take a spoon, a shovel, a pick or a rake,
You'll have to dig if the Cliff Check you'd take"

Sunday Noon

"To take Cliff's check you may need a tool,
but don't start searching near a school"

Sunday PM

"Socrates had a strange tune
The letters K-L-I-F are still a boon"

Monday PM

"Cliff's one hundred thousand dollar prize is
still in store, but remember the K-L-I-F call
letters ever more"

Monday Noon

"Hunt the one hundred grand, don't be left in the lurch
Even though not far, don't hunt in a church"

Monday PM

"The fortune of Cliff is within reach,
Not in water, bark or on the beach"

TA 46745

5026 Lester Lanin

Airline stewardess in native accents
Every airline - points all over the world.

TRIVIA

TO: KLIF STAFF
FROM: JACK SHARP

JUNE 4, 1960
SUBJECT: TREASURE HUNT

1. AS YOU
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A Success Calendar

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TRIVIA
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LAST MONTH	1960 JULY 1960	NEXT MONTH
JUNE	AUGUST	
SMTWTFS	SMTWTFS	SMTWTFS
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SAT. 30 JULY

Jack
There would not
duplicate. If you would
like me to type them
up, I run them off, I'll
be glad to do it.
Little Nell

SUN. 31 JULY

S A FACT SHEET.
MEMORIZE THESE
AMMERED ON. THIS
WE MUST GENERATE
EGREE NEEDED.
AND THE TERM
THE FIRST PERSON
L BE SHIPPED
KANSAS.

N DALLAS.

OF THE EARTH,

NO NEED TO LOOK.

3426 LAVERNE DRIVE.

OF \$100,000, DRAWN

212 - SAT., JULY 30 -154

213 - SUN., JULY 31 -153

TO: KLIF STAFF

JUNE 4, 1960

FROM: JACK SHARP

SUBJECT: TREASURE HUNT

1. AS YOU ALL KNOW BY THIS TIME, WE ARE AGAIN GOING TO RUN THE KLIF TREASURE HUNT. THIS TIME, THE HIDDEN CHECK WILL BE IN THE AMOUNT OF \$100,000. THE ON THE AIR PROMOS START SUNDAY MORNING AT 7 AM ON JOEL'S SHOW. IN ADDITION TO THE RECORDED PROMOS, WE WILL BE RUNNING SHORT RECORDED BREAKS BY THE 1956 WINNER EVERY OTHER HOUR. ALSO, WE WILL SATURATE WITH STATION BREAKS AND INFORMATION. DURING THIS COMING WEEK, WE WILL START RUNNING THE ACTUAL CLUES AS TO THE LOCATION OF THE \$100,000 CHECK. TEN DAYS FROM THE START OF THE CLUES, THE CHECK DROPS IN VALUE TO \$5,000 AND WILL STAY AT THAT AMOUNT UNTIL FOUND.

DISC JOCKEYS.....

THERE ARE STATION BREAKS POSTED IN THE CONTRQL ROOM, PLUS A FACT SHEET. FOR YOUR OWN INFORMATION, (AND YOU SHOULD DO YOU BEST TO MEMORIZE THESE POINTS) HERE ARE SOME FACTS THAT NEED TO BE CONSTANTLY HAMMERED ON. THIS IS THE MOST IMPORTANT PROMOTION WE HAVE RUN TO DATE, AND WE MUST GENERATE EXCITEMENT TO A FEVER PITCH IF IT IS TO SUCCEED TO THE DEGREE NEEDED. YOU SHOULD BE CONSTANTLY TALKING ABOUT THE TREASURE HUNT, AND THE TERM "ONE HUNDRED THOUSAND DOLLARS" CANNOT BE USED TOO MUCH. THE FIRST PERSON WHO MENTIONS THIS AMOUNT OF MONEY MATTER-OF -FACTLY, WILL BE SHIPPED POST HASTE TO OUR NEW 100 WATT DAYTIMER IN SLIPPERY ROCK, KANSAS.

FACTS TO BE POUNDED UPON

THE CHECK IS HIDDEN WITHIN A TEN MILE RADIUS OF DOWNTOWN DALLAS.

IT IS HIDDEN NO MORE THAN THREE FEET BELOW THE SURFACE OF THE EARTH, AND IS NO HIGHER FROM THE SURFACE THAN SIX FEET.

POWER TOOLS ARE NOT NECESSARY TO FIND THE CHECK.

THE CHECK IS NOT HIDDEN ON PRIVATE PROPERTY, SO THER IS NO NEED TO LOOK.

THE CHECK WAS FOUND IN 1956 (\$50,000) BY BEN SPAWN, OF 3426 LAVERNE DRIVE.

THE CHECK IS MADE PAYABLE TO THE BEARER IN THE AMOUNT OF \$100,000, DRAWN AGAINST THE MERCANTINE NATIONAL BANK OF DALLAS.

TRIVIA

probably to take part in...
Answer 1: "The KLIF 100,000.00 Treasure Hunt"

KLIF "Treasure Hunt Promo"

Answer 1: "KLIF did it in 1956!"

Answer 2: "It hasn't been done since!!" "the second time"

Answer 1: "But now, KLIF is doing it again!"

Answer 2: "Right, for the first time since 1956, another
gigantic KLIF Treasure Hunt."

Answer 1: "A KLIF Treasure Hunt worth \$100,000.00"

Conrad: (stab)

Answer 2: "One Hundred Thousand Dollars, twice as big
as KLIF's last Treasure Hunt in 1956 which
was won by Ben Sporn of Dallas."

Answer 1: "The KLIF One Hundred Thousand Dollar Treasure
Hunt starts soon and even if the hidden
Treasure Hunt check isn't found by the
deadline..."

Answer 2: "It will still be worth \$5000.00!!"

Answer 1: "Stay tuned to Cliff, it starts very soon!!"

Answer 2: "The KLIF One Hundred Thousand Dollar T.H."

ready to take part in..."

Answer 1: "The KLIF \$100,000.00 Treasure Hunt"

KLIF "Treasure Hunt Promo"

Answer 1: "It happened four years ago for the first time and its happening for the second time this year!!"

Answer 2: "Right! Four years ago KLIF launched its first Treasure Hunt. The prize was a hidden check for \$50,000.00 which was found by a Dallas man!!"

Answer 1: "And now, in 1960, KLIF launches its second gigantic Treasure Hunt, twice as big as the first one. This time the hidden check will be worth... ~~\$50,000~~

Answer 2: "\$100,000.00"

Answer 1: "KLIF's \$100,000.00 Treasure Hunt starts soon! And get this... even if the check isn't found by the contest deadline, it will still be worth \$5000.00!!"

Answer 2: "Get your friends and neighbors together, listen for the clues when the T.H. starts and get

B. FELIX HARRIS
BEN F. HARRIS
W. L. CARTER, JR.
REX S. HARRIS
NED R. HARRIS

FELIX HARRIS & CO. *Insurance*

212 NORTH FIELD ST. - DALLAS, TEXAS

August 31, 1960

VIA AIR MAIL

RFB

TRIVIA

Mr. Jay Schatz
2801 N. Sheridan Road
Chicago 14, Illinois

Re: Treasure Contest - Amarillo
Radio Station K.I.X.Z.

Dear Mr. Schatz:

I am enclosing a specimen contract for a Treasure Contest that we discussed on or about August 18th.

The rates for this contest are as follows:

\$1,100 for a \$10,000 Contest
\$1,600 for a \$25,000 Contest

These premiums insure 80% of the amount of the check and 20% you bear yourself in case the check is found.

I would like to call your attention to some of the things in this contract in that if you desire to have the contest, we must have ample notice, and by that I would say about 30 days, which means you will have to give us the check that is to be hidden, a sample of which we can send you upon request, and this check must be given to the man who is to hide it, and no publicity is to be given until after you have been notified that the check has been hidden and we then forward you clues, the first seven days at one time and the last three days at a later date, and if you want to reduce the amount of the check after the contest date is over (10 days), we must have some arrangement to notify you of where the check is hidden so that you can make up your own clues for the purpose of actually finding the check at the reduced amount.

If we can be of any further help to you, we would appreciate hearing from you at your convenience.

Yours very truly,

Ben F. Harris

Ben F. Harris



Enc.
BFH/mv

FIRE • CASUALTY • LIFE • SURETY BONDS

TELEPHONE
RI 1-5171

S P E C I M E N

Gentlemen:

Acting upon your instructions, our Agency has arranged insurance at Omaha, Nebraska as follows:

Coverage to be effective _____ on _____, 19__ and expiring at
_____ on _____, 19__, _____ Standard Time in both instances.

The coverage granted is that of the perils of transportation, including burglary and theft, on a draft in the amount of \$_____, and including discovery of the draft during the period mentioned by persons eligible to participate in a contest to be sponsored by Radio Station _____ of _____.

The coverage granted is to protect the Radio Station concerned for its direct loss from any of the causes mentioned above to an amount of 80% of \$_____, or \$_____ for Radio Station _____, it being warranted that the other \$_____ is retained at Radio Station _____'s own risk, no other insurance being permitted, and shall in no manner protect the Radio Station against any claims for personal injury or property damage suffered or alleged to have been suffered by any person or corporation, or shall it insure against any claims based upon holding of the contest or the improper handling or administration of that contest.

It is further agreed by the insurers and the respective Radio Station as follows:

- 1) Seizure or confiscation by any Governmental Authority is not covered hereunder.
- 2) Infidelity of any employees of the Radio Station mentioned is not covered.
- 3) The draft mentioned is to be non-negotiable, is to be marked Payable Upon Acceptance by the Radio Station involved, and is to be marked that it will be accepted only if presented by a person eligible under the contest rules and if presented between _____ on _____, 19__ and _____ on _____, 19__ to the Radio Station concerned, or to one of its authorized representatives.
- 4) In the event of any claim to be made against the insurance company, the J. D. Ringwalt Insurance Agency must be notified by Western Union Telegram filed not later than _____ on _____, 19__, said telegram to give the name, address, occupation and approximate age of the apparent winner. The liability of the insurance company shall be strictly limited to the person or persons named in said telegram, and no coverage will be granted for any claim made by any person not mentioned in the telegram sent as of the date specified.

It is also understood that in the event there is no winner, the J. D. Ringwalt Insurance Agency must be notified to that effect by Western Union Telegram before the exact location of the draft can be revealed. Such telegram shall finally and conclusively release the J. D. Ringwalt Insurance Agency, Inc., J. D. Ringwalt, and the National Fire & Marine Insurance Company from any and all liability as respects any future claim which is made regardless of whether or not the claim is groundless.

- 5) Employees of the respective Radio Station and of the J. D. Ringwalt Insurance Agency, Inc. or of any corporation controlled by J. D. Ringwalt are not eligible to participate in this contest nor is any member of the immediate family of such employees eligible to participate. Any person convicted of a felony or tried on a felony charge is not eligible to participate.

- 6) The draft is to be delivered to J. D. Ringwalt and he is to have until _____, 19____ to have the draft hidden before any publicity is given by the Radio Station as to the nature of the contest to be held during the period mentioned.

The draft is to be hidden within a radius of _____ air miles from the Radio Station, is to be placed where it is accessible to the average able-bodied person, it being understood that the draft will not be over 15 feet above the ground nor 5 feet below the ground. It is understood that the draft can be recovered without the use of power tools and without material damage to any property.

It is agreed that J. D. Ringwalt or the representative selected by him shall make a rough map of the location of the respective draft, and that such map is to be deposited in a safe deposit vault.

J. D. Ringwalt will furnish the Radio Station with clues which are to be broadcast two per day and in the order indicated, one clue to be broadcast during the morning hours and one clue to be broadcast during the afternoon hours. It is understood that no information as to the location of the Treasure is to be given except by the clues as specified, and that any breach of these conditions or any broadcast of the clues prior to the time indicated shall void the coverage without return of any premium.

The clues will be sufficiently definite where many of the listeners should be within one-half mile or less of the location of the Treasure on the final day.

- 7) It is understood that no publicity at any time shall be given to the name of the insurers or to the fact that any insurance is being carried. It will be stressed on the air that this draft is non-negotiable and will be valueless unless found in accordance with the contest rules.
- 8) It is agreed that in the event of a loss as described herein, payment is to be made to Radio Station _____ only, and it is further agreed that Radio Station _____ will indemnify and hold harmless J. D. Ringwalt Insurance Agency, Inc., J. D. Ringwalt, and National Fire & Marine Insurance Company from any and all claims of any kind by any contestant or other person arising from or in any way connected with the contest or this agreement.
- 9) Time is of the essence in the performance and the interpretation of this contract.
- 10) The draft to be hidden has been signed by an authorized employee of Radio Station _____, and has been given a code number by J. D. Ringwalt which code number is also mentioned on the map drawn by him.
- 11) Total cost for this coverage is \$ _____ plus an expense allowance of \$ _____, or a total of \$ _____.

This letter, when properly signed and accepted by the Radio Station and when properly signed by representative of the J. D. Ringwalt Insurance Agency, Inc., constitutes a binder in the National Fire & Marine Insurance Company, and the coverage may not be cancelled.

TO STATION _____

J. D. RINGWALT INSURANCE AGENCY, INC.

SIGNED BY _____

BY _____

and _____

Dated _____

TRIVIA

File
KLB5
Houston

FELIX HARRIS & CO. *Insurance*

B. FELIX HARRIS
BEN F. HARRIS
W. L. CARTER, JR.
REX S. HARRIS
NED R. HARRIS

FIELD AT PACIFIC
DALLAS, TEXAS

March 7, 1957

TRIVIA

Mr. Bill Morgan
c/o Radio Station K. L. I. F.
2104 Jackson Street
Dallas, Texas

Dear Bill:

I have received a letter from the J. D. Ringwalt Insurance Agency of Omaha, Nebraska, stating that they would insure the \$50,000 Treasure Contest that you plan for your Houston area with a premium of \$2500 plus \$250 expense money. The contract will state that coverage granted would be 90% of the \$50,000. The Ringwalt Agency would hide the check and issue the clues and give the clues to you, probably on a daily basis rather than all at once.

I have just written Mr. Ringwalt, stating that there will be a delay of between 60 and 90 days before this contract would be wanted and I have also asked him if the National Fire & Marine Insurance Company was to issue the contract, and if so, would they send us a financial statement of their company.

I have no reason to believe that in case the check were found there would be any question as to payment through this company; however, I am not familiar with them and about the only thing, I guess, we can do is check their financial statement.

If you have any further questions or ideas in this connection, please let me know.

Sincerely yours,

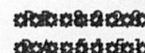


Ben F. Harris
FELIX HARRIS & CO.

BFH/mv



TELEPHONE



FIRE • CASUALTY • SURETY BONDS

RI 1-5171

February 10, 1965

ryh

SALESMEN'S FACT SHEET

KTSA TREASURE HUNT

Here is a promotion designed to create traffic and cause talk for any retailer. KTSA will distribute 25 items all over town. Each item will be numbered and keyed. It may be a rock, a can of beans, an apple, a cigar, or most anything else.

All items will have a value of \$1 or more when redeemed at KTSA no later than 5:30 PM Wednesday, March 3rd. Some items will be good for record albums, others will be good for transistor radios, others for gift certificates, and there will be one grand prize item such as a portable TV set. Total retail value of cash and prizes will be about \$340.00.

KTSA will print a number of maps to be distributed through non-competitive participating retail merchants. There will be a total of six merchants or less.

Maps will be keyed, so that we can broadcast the locations of prizes and only participants who have such a map could find the locations.

Then, on Saturday, the 27th, the KTSA DeeJays will locate the prizes for Treasure Hunters by announcing the locations from the keyed map. Hunters will be able to identify the items from hints over the air.

On-the-air promotion of the Treasure Hunt will begin February 20th. KTSA will air the equivalent of one promo announcement 6 AM-2AM Saturday through Tuesday. And twice hourly 24 hours daily Wednesday through Friday.

All promos will bear instructions on where to pick up maps. Retailers will get their share of individual location mentions on 224 promos.

Cost:	1/6 participation:	<u>2 outlets or less</u>	<u>3-7 outlets</u>	<u>8-15 outlets</u>
		\$424.00	\$549.00	\$749.00

At regular rates in February plus two gift certificates for \$5 each. Promotion is FREE. We ask that retailer supply in store merchandising for maps complete with prominent display of KTSA call letters and name of contest. KTSA supplies all additional prizes and printing.

###

TRIVIA

February 10, 1965

SALESMEN'S FACT SHEET

KTSA TREASURE HUNT

Here is a promotion designed to create traffic and cause talk for any retailer. KTSA will distribute 25 items all over town. Each item will be numbered and keyed. It may be a rock, a can of beans, an apple, a cigar, or most anything else.

All items will have a value of \$1 or more when redeemed at KTSA no later than 5:30 PM Wednesday, March 3rd. Some items will be good for record albums, others will be good for transistor radios, others for gift certificates, and there will be one grand prize item such as a portable TV set. Total retail value of cash and prizes will be about \$340.00.

KTSA will print a number of maps to be distributed through non-competitive participating retail merchants. There will be a total of six merchants or less.

Maps will be keyed, so that we can broadcast the locations of prizes and only participants who have such a map could find the locations.

Then, on Saturday, the 27th, the KTSA Deejays will locate the prizes for Treasure Hunters by announcing the locations from the keyed map. Hunters will be able to identify the items from hints over the air.

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###

TRIVIA

KLIF "TREASURE HUNT PROMO"

1

Ann cr 1: "It's back, and it's bigger than ever before!"

Ann cr 2: "Twice as big!!"

Ann cr 1: "Right, it's another gigantic KLIF Treasure Hunt

Ann cr 2: not for a hundred dollars, not for a thousand dollars,

Ann cr 1: not for fifty thousand dollars but...."

Ann cr 2: "One Hundred Thousand Dollars!"

Ann cr 1: "One Hundred Thousand Dollars!"

Ann cr 2: "Like before, KLIF will hide a check redeemable
to the finder, but this time it's for one hundred thousand

Ann cr 2: dollars. If it's not found before the deadline, it will

Ann cr 1: still be worth 5,000.00."

Ann cr 1: "KLIF's last Treasure Hunt check for fifty thousand

Ann cr 1: dollars was found. Stay tuned for clues starting
soon in KLIF's...."

Ann cr 2: "One hundred thousand dollar treasure hunt!!"
Ann cr 2: "The check will be hidden no deeper than three feet
still be worth \$5,000.00!"

Ann cr 1: # # # # #
"Clues are just around the corner!"

Ann cr 2: "In KLIF's one hundred thousand dollar Treasure Hunt!"

Ann cr 1: (curtain)

Ann cr 2: "In KLIF's one hundred thousand dollar Treasure Hunt!"

Control: (curtain)

TRIVIA

KLIF "TREASURE HUNT PROMOS"

2

Control: (appropriate/clattering of bulldozer)
Control: (appropriate music)
Annrc 1: "Get off that bulldozer!"
Annrc 1: "Now, the announcement you've been waiting to hear!"
Control: (helicopter sound)
Annrc 2: "KLIF will soon present...."
Annrc 2: "Park that helicopter"
Annrc 1: (echo) "The KLIF one hundred thousand dollar Treasure Hunt!"
Annrc 1: "You won't need either to be the winner of KLIF's
Annrc 2: "Somewhere within a ten-mile radius of downtown Dallas,
Annrc 2: sensational 100,000.00 treasure hunt!"
Annrc 2: KLIF will hid a one hundred thousand dollar check.
Annrc 2: "KLIF will hid a check, drawn on the Mercantile
Annrc 1: "The check will be hidden no deeper than three feet
Annrc 1: National Bank, somewhere within a ten-mile radius
Annrc 1: under the ground."
Annrc 2: of downtown Dallas!"
Annrc 2: "And no higher than six feet off the ground!"
Annrc 1: "Find this check within ten days, and you can
Annrc 1: "You will not need power tools to find it and
Annrc 1: retire for life!"
Annrc 2: it will not be hidden on private property."
Annrc 2: "If nobody finds the \$100,000.00 check within ten
Annrc 1: "Starting soon, KLIF will announce clues as
Annrc 1: days, it will still be worth \$5,000.00."
Annrc 2: to the location of the check."
Annrc 1: "KLIF will broadcast daily clues to the check's location!"
Annrc 2: "If the check is not found within ten days, it will
Annrc 2: "The check will be hidden no more than three feet
Annrc 2: still be worth \$5,000.00!"
Annrc 2: under ground and no higher than six feet above ground. No
Annrc 1: "Clues are just around the corner!"
Annrc 2: power tools will be needed to recover the check, and it is
Annrc 2: "In KLIF's one hundred thousand dollar Treasure Hunt!"
Annrc 1: "Clues start soon. Don't miss a single one."
Control: (curtain)
Annrc 2: "In KLIF's one hundred thousand Dollar Treasure Hunt!"
Control: (curtain)
Control: (curtain)

TRIVIA

KLIF "TREASURE HUNT PROMO"
KLIF "TREASURE HUNT PROMO"

4
3

Control: (appropriate/ clattering of bulldozer)

Anncr 1: "Get off that bulldozer!"

Control: (helicopter sound)

Anncr 2: "Park that helicopter"

Anncr 1: "You won't need either to be the winner of KLIF's
sensational 100,000.00 treasure hunt!"

Anncr 2: "KLIF will hid a check, drawn on the Mercantile
National Bank, somewhere within a ten-mile radius
of downtown Dallas!"

Anncr 1: "Find this check within ten days, and you can
retire for life!"

Anncr 2: "If nobody finds the \$100,000.00 check within ten
days, it will still be worth \$5,000.00."

Anncr 1: "KLIF will broadcast daily clues to the check's location !"

Anncr 2: "The check will be hidden no more than three feet
under ground and no higher than six fee above ground. No
power tools will be needed to recover the check. and it is
not on private property."

Anncr 1: "Clues start soon. Don't miss a single one."

Anncr 2: "In KLIF's one hundred thousand Dollar Treasure Hunt!"

Control: (curtain)

Control: (curtain)

KLIF "TREASURE HUNT PROMO"

4

5

Control: (appropriate music -p- stab !)

Control: Excited crowd
Annrcr 1: "One hundred thousand dollars in cold, hard cash!

Annrcr 1: "Excitement pulses through Dallas like static electricity."
Annrcr 2: "It can be yours, if you find KLIF's hidden check!"

Annrcr 2: "Everybody is talking about the KLIF \$100,000.00
Annrcr 1: "The KLIF one hundred thousand dollar treasure Hunt
Treasure Hunt!"
gets under way soon."

Annrcr 1: "KLIF will hide a check for \$100,000.00 somewhere
Annrcr 2: "KLIF will hid a check in the amount of \$100,000.00
within a ten-mile radius of downtown Dallas."
the day the contest starts."

Annrcr 2: "To the finder, it's worth \$100,000.00 if found
Annrcr 1: "It will be hidden within a ten-mile radius of downtown
within ten days from the start of the contest."
Dallas."

Annrcr 1: "After that time, the check is still worth \$5,000.00!"
Annrcr 2: "You will not need power tools to find it."

Annrcr 2: "Daily clues as to the check's location will be broadcast
Annrcr 1: "It will not be hidden on private property."
thousand

Annrcr 2: "The KLIF one hundred/ dollar check will be hidden
Annrcr 1: "The last KLIF treasure hunt check for \$50,000.00
Annrcr 2: "no deeper than three feet below ground and no higher
was found by Ben Spawn of Dallas."
than six feet above the ground."

Annrcr 2: "You may make radio history by finding the KLIF
Annrcr 1: "If the check is not found within ten days from the start
\$100,000.00 Treasure check!"
of the contest... it will still be worth \$5,000.00."

Control: "Clues start soon."
Annrcr 1: "Find it within the ten days, you are the owner of

Annrcr 2: "In the KLIF \$100,000.00 treasure hunt!"
\$100,000.00. Keep listening to Cliff. The Treasure
Hunt starts soon."

Control: (curtain)
thousand

Annrcr 1: "KLIF's one hundred/dollar Treasure hunt!"

Control: (curtain)

TRIVIA

KLIF "TREASURE HUNT PROMO"

5

Annrcr 1: "In December of 1956, Mr. Ben Spawn was
Control: Excited crowd
a very happy man."
Annrcr 1: "Excitement pulses through Dallas like static electricity."
Mr. Spawn: "I'm Ben Spawn of 3426 Lavern Drive in Dallas and
Annrcr 2: "Everybody is talking about the KLIF \$100,000.00
in 1956 I found the hidden check for \$50,000.00 in
Treasure Hunt!"
KLIF's Treasure Hunt."
Annrcr 1: "KLIF will hide a check for \$100,000.00 somewhere
Annrcr 1: "And now KLIF will soon present a new Treasure
within a ten- mile radius of downtown Dallas."
Hunt for twice that amount, one hundred thousand
Annrcr 2: "To the finder, it's worth \$100,000.00 if found
dollars. Says Mr. Spawn,..."
within ten days from the start of the contest."
Mr. Spawn: "It's not that I'm greedy, but I'm going to try again!!"
Annrcr 1: "After that time, the check is still worth \$5,000.00!"
Control: (Big stab, fade for....)
Annrcr 2: "Daily clues as to the check's location will be broadcast
Annrcr 1: "How about you? Will you find KLIF's check for
on KLIF."
\$100,000.00. Stay tuned for clues."
Annrcr 1: "The last KLIF treasure hunt check for \$50,000.00
Annrcr 2: "It's starting soon and it's twice as big as before,
was found by Ben Spawn of Dallas."
KLIF's...."
Annrcr 2: "You may make radio history by finding the KLIF
Annrcr 1: "One hundred thousand dollar treasure hunt."
\$100,000.00 Treasure check!"
Control: (curtain)
Annrcr 1: "Clues start soon."
Annrcr 2: "In the KLIF \$100,000.00 treasure hunt!"
A
Control: (curtain)

TRIVIA

KLIF "TREASURE HUNT PROMO"

6

Annrcr 1: "In December of 1956, Mr. Ben Spawn was
a very happy man."

Mr. Spawn: "I'm Ben Spawn of 3426 Lavern Drive in Dallas and
in 1956 I found the hidden check for \$50,000.00 in
KLIF's Treasure Hunt."

Annrcr 1: "And now KLIF will soon present a new Treasure
Hunt for twice that amount, one hundred thousand
dollars. Says Mr. Spawn,..."

Mr. Spawn: "It's not that I'm greedy, but I'm going to try again!!"

Control: (Big stab, fade for....)

Annrcr 1: "How about you? Will you find KLIF's check for
\$100,000.00. Stay tuned for clues."

Annrcr 2: "It's starting soon and it's twice as big as before,
KLIF's...."

Annrcr 1: "One hundred thousand dollar treasure hunt."

Control: (curtain)

TRIVIA

TRIVIA

TRIVIA QUESTIONS AND ANSWERS

FRIDAY

What was the Great Gildersleeves first name? (Throckmorton)

SATURDAY

What was the Green Hornet's real identity? (Britt Reed, paper publisher)

SUNDAY

What was the name of the police lieutenant on the old Peter Gunn television series? (Jacoby, played by Herschel Bernardi).

MONDAY

Who was the star of television's "Racket Squad" and Public Defender"? (Reed Hadley)

TUESDAY

Who was the Scotland Yard official who frequently asked for the help of Sherlock Holmes? (Inspector La Strade)

WEDNESDAY

Who starred in the television series "Ellery Queen"? (Hugh Marlow)

THURSDAY

What was the name of the egg-hatching elephant created by Dr. Suess? (Horton)

FRIDAY

Who played the Lone Ranger in the television series? (Clayton Moore)

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Who played Mike Barnett in television's "Man Against Crime"? (Ralph Bellamy)

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Who played the title role in the original movie production of Gunga Din? (Sam Jaffe)

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FIRST DAY TRIVIA CONTEST COPY

For the next ten days W/4 is going to test your powers of recall. And the reward will be two free tickets to see the new movie, "I'll Never Forget What's 'is Name." You do have a good memory, don't you??? Places, faces, names?? Uh, huh! Well, let's try this one, (insert trivia question) (pause) . For the answer with the earliest postmark....W/4 will give away two free tickets to see the new movie, "I'll Never Forget What's 'is Name", starting June 27th at the Studio New Center Theatre. (questioningly) (insert trivia question). Send your name, address and answer on a postcard to "Tip of my Tongue", W/4, 2930 East Jefferson, Detroit, 48207.

TRIVIA CONTEST COPY FOR REMAINDER OF CONTEST

Here's another mind jogger from the W/4 memory bank, and again the reward is two free tickets to see the new movie, "I'll Never Forget What's 'is Name." (Insert trivia question). For the answer with the earliest postmark... W/4 will give away two free tickets to see, I'll Never Forget What's 'is Name", to show exclusively at the Studio New Center Theatre. (Questioningly, insert trivia question). Send your name, address, and answer on a postcard to "Tip of my Tongue", W/4, 2930 East Jefferson, Detroit, 48207.

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COMMUNITY INVOLVEMENT

WOL was first in the city to publicize a Youth Employment Place Program offering educational and job placements for the ghetto youth.

WOL's Huber Smith met with Black Power leaders. Has series of sketches on 50th birthday of the cable cars.

WOL running back-to-school series in cooperation with Chicago Urban League.

TRUCK-O-PHONE

POSITIVE COMMENTS

WOL listener wanted GBH source for editorial on federal agencies. Plans to make movie on subject.

KLIF reports strong reaction to GBH editorial about Rev. James Ray and local clean-up projects; and Brad Hasser editorial on KRLD newsmen Peterlayer, killed while on a story for station.

MECHANICAL

WOL has created "censor" cart for talk program that covers telephone conversations necessitated by objectionable phone conversation. Please send to WOL.

NEW PROMOTION

KLIF reports "truck-o-phone" in connection with WOL. Truck drives up to house with truck full of prizes and gives the address over the phone. Prize from a store like Sears if they come out in allotted time. Idea borrowed from KQV.

NEWS

WOL host booper was an activity with County Sheriff warning of danger to several youths who straggled an apple orchard. Apples had been

Twist

TV

TRUCK-O-PHONE

ug-O-War

Twist

2 for the

Tune

COMMUNITY INVOLVEMENT

WYSL was first in the city to publicize a Youth Employment Placement Program offering educational and job placements for the ghetto youth.

KABL's Heber Smith met with Black Power leaders. Ran series of salutes on 95th birthday of the cable cars.

WNUS running back-to-school series in cooperation with Chicago Urban League.

POSITIVE COMMENTS

KABL listener wanted GBM source for editorial on federal spending. Wants to make movie on subject.

KLIF reports strong reaction to GBM editorial about Rev. Sammy Davis and local clean-up project; and Brad Messer editorial on KRLD newsman Steve Pieringer, killed while on a story for station.

MECHANICAL

WNUS has created "censor" cart for talk program that covers cutaways necessitated by objectionable phone conversation. Please send to KABL.

NEW PROMOTION

KLIF reports "truck-o-phone" in connection with REA. Truck drives up to house with truck full of prizes and gives the address over the air. Prize from a store like Sears if they come out in allotted time. Idea borrowed from KQV.

NEWS

WYSL best beeper was an actuality with County Sheriff warning of danger to several youths who stripped an apple orchard. Apples had recently

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NEWS

WYSL best beeper was an actuality with County Sheriff warning of danger to several youths who stripped an apple orchard. Apples had recently

Printed R.A.

TUG-O-WAR

Coming Saturday, March 12 on WYSL, the first WYSL International
Tug-o-war. On the morning of the 12th in downtown Buffalo, the
teams of top Buffalo Irish and Polish leaders and Polish
leaders will meet for charity in a no-holds-barred WYSL
tug of war battle, with Mayor Frank Sedita watching. From the
winners of the WYSL event, the all-star team from the Polish and Irish
teams, plus some spectators, will be selected to meet an all-

star Canadian team midway on the Mack Bridge in the first annual
charity, semi-annual International Tug of War between Canada and the
United States - coming next, also on WYSL 11pm.

Tug-O-War

Twist

2 for the

Fune

Premier RPB

Coming Saturday, March 12 on WYSL, the first WYSL International Tug-of-War. On the morning of the 12th in downtown Buffalo, two 11-man teams of top Buffalo Irish business leaders and Polish business leaders will meet for charity in a no-holds-barred WYSL Tug of War battle, with Mayor Frank Sedita umpiring. From the winner of the WYSL event, the all-stars from the Polish and Irish teams, plus other Buffalonians, will be selected to meet an all-star Canadian team midway on the Peace Bridge in the first annual charity, goodwill International Tug of War between Canada and the United States - coming soon, this new WYSL first!

File by War
Twist
TV
Twist
2 for the
Tune

On Saturday, March 12 on WYSL, the first WYSL International

It's another WYSL exclusive! The WYSL International Tug of War!

For _____ years in Detroit, March 12 has been set aside as tug-of-war day with the Detroit's Irish meeting a rugged tug-of-war challenger. On Saturday morning at nine, ^{March} ~~May~~ 12, in downtown Buffalo, a hand-picked all-star team of Polish business leaders will meet an all-star Irish Business leader team for Buffalo's first annual tug-of-war championship, with the winner to receive \$300 for its favorite charity and the loser \$200 for its charity. And in April, all-star members from both teams meet a Canadian all-star team midway on the Peace Bridge in the first annual WYSL International Charity Tug-of-War - Another WYSL first!

File
May 1 1961

Coming Saturday, March 12 on WYSL, the first WYSL International Tug-of-War. On the morning of the 12th in downtown Buffalo, two 11-man teams of top Buffalo Irish business leaders and Polish business leaders will meet for charity in a no-holds-barred WYSL Tug of War battle, with Mayor Frank Sedita umpiring. From the winner of the WYSL event, the all-stars from the Polish and Irish teams, plus other Buffalonians, will be selected to meet an all-star Canadian team midway on the Peace Bridge in the first annual charity, goodwill International Tug of War between Canada and the United States - coming soon, this new WYSL first!

WYSL International Charity Tug-of-War - Another WYSL First!

*File
Tug of War*

It's another WYSL exclusive! The WYSL International Tug of War!
For _____ years in Detroit, March 12 has been set aside as ^{annual} tug-of-war day with the Detroit's Irish meeting a rugged tug-of-war challenger. On Saturday morning at nine, ^{March} ~~May~~ 12, in downtown Buffalo, a hand-picked all-star team of Polish business leaders will meet an all-star Irish Business leader team for Buffalo's first annual tug-of-war championship, with the winner to receive \$300 for its favorite charity and the loser \$200 for its charity. And in April, all-star members from both teams meet a Canadian all-star team midway on the Peace Bridge ^{or another suitable border location} in the first annual WYSL International Charity Tug-of-War - Another WYSL first!

Thanks and regards.


Bill Weaver - KILL
Bob White - KILL
Don Teyce

A.P.B.: Promo.

MEMORANDUM

TO: Heber Smith - KABL
Dave McKinsey - KABL
Bill McDowell - XTRA
Bill Weaver - KILT
Bob White - KILT

DATE: March 8, 1966

FROM:  Johnny Borders

SUBJECT: Tug of War

I understand that Charlie Payne has filled you in on most of the details concerning the upcoming "Tug of War" promotion which GBM wants run this week.

Saturday is International Tug of War Day. It is my understanding that it was so proclaimed years ago having started in Detroit. It is proposed that each station conduct a Tug of War contest, pitting one group against another (ethnic groups as in Buffalo) or business groups from Dallas against business groups from Fort Worth, with the mayors of each city being the captains. Perhaps you can come up with better ideas for your individual cities, but these are the approaches to be used in Buffalo and Dallas.

Each team is composed of 11 men, one of which is the captain. It has been suggested that 20 feet of rope is the official length, however after stepping that off in a large room it appears to me that a minimum of 35 feet would be needed. The winning team is to receive \$300.00 and the losing team to receive \$200.00. The money, of course, is to be donated to the teams favorite charities.

This promotion is one which should obviously be handled in a light-hearted vein and particularly on KLIF and KILT it lends itself to a lot of disc jockey patter, comments and etc.

You should already have run a days worth of teasers and announcements now underway promoting date and other details. I assume Charlie has already covered these points with you, but he asked that I recap for your information.

Thanks and regards.

JB:lc

cc: Gordon McLendon
Charlie Payne
Don Keyes

RBB
with Lugo
war

It's another WYSL exclusive! The WYSL International Tag of War! ~~On the~~ For — years in Detroit, March 12 has been set aside as tag-of-war day with the Irish meeting a rugged tag-of-war challenger. On ~~May~~ Saturday morning at nine, May 12, in downtown Buffalo, ~~but~~ a hand-picked all-star team of Polish business leaders will meet an all-star Irish business leader team for Buffalo's ~~first annual~~ tag-of-war championship, and ~~with~~ the winner to receive \$100 for its favorite charity and the loser \$200 for its charity. And in April, ~~from~~ all-star members from both teams meet a Canadian all-star team ~~midway~~ on the Peace Bridge in the first annual WYSL International Charity Tag of War — another WYSL first!

Coming Saturday March 12 on WYSL, the first WYSL International Tag of War! On the ~~12th~~ morning of the 12th in downtown Buffalo, two ~~of~~ 11-man teams of top Buffalo business Irish business leaders will meet ~~and~~ Polish business leaders will meet ~~for~~ for charity in a no-holds-barred WYSL Tag of War battle with ~~the winner~~ the winner of the WYSL event, ~~the~~ all-stars from the Polish and Irish teams, plus other ~~selected~~ Buffalonians will be selected to meet an all-star Canadian team ~~on~~ midway on the Peace Bridge in the first annual charity good will International Tag of War between Buffalo and the United States — coming soon is new WYSL first!

TUG OF WAR

KABL

3/11/66

"Ladies and Gentlemen KABL reminds you that today is International Tug of War Day...time to solve your problems the honorable way... with a rope. No matter what your views on freeways, politics, rapid transit, marriage...or other social problems, this is the day to join an eleven man team and go to it. Many tugs of war will no doubt take place today, so join your favorite cause. But be careful. Don't get on a team with too many jerks. It takes a lot of pull to win.

#

ys

MEMORANDUM

TO: Heber Smith - KABL
Dave McKinsey - KABL
Bill McDowell - KPRA

DATE: March 8, 1966

TUG OF WAR

KABL

FROM: 3/11/66 - Borders

SUBJECT: Tug of War

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Tug of War Day...time to solve your problems the honorable way...

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eleven man team and go to it. Many tugs of war will no doubt take place
today, so join your favorite cause. But be careful. Don't get on a
team with too many jerks. It takes a lot of pull to win.
Perhaps you can come up with better ideas for your individual
cities, but these are the approaches to be used in Buffalo and
Dallas.

Each team is composed of 11 men, one of which is the captain.
It has been suggested that 20 feet of rope is the official
length, however after stepping ### that off in a large room it
appears to me that a minimum of 35 feet would be needed. The
winning team is to receive \$300.00 and the losing team to
receive \$200.00. The money, of course, is to be donated to the
teams favorite charities.

This promotion is one which should obviously be handled in a
light ^{ys} hearted vein and particularly on KALP and KILT it lends
itself to a lot of disc jockey patter, comments and etc.

You should already have run a days worth of teasers and announcements
now underway promoting date and other details. I assume Charlie has
already covered these points with you, but he asked that I recap for
your information.

Thanks and regards.

JB:lc

cc: Gordon McLendon
Charlie Payne
Don Keyes

of the eye: the wink MEMORANDUM warriors to

TO: Heber Smith - KABL
Dave McKinsey - KABL
Bill McDowell - XTRA
Bill Weaver - KILT
Bob White - KILT

DATE: March 8, 1966

FROM: Johnny Borders

SUBJECT: Tug of War

I understand that Charlie Payne has filled you in on most of the details concerning the upcoming "Tug of War" promotion which GBM wants run this week.

Saturday is International Tug of War Day. It is my understanding that it was so proclaimed years ago having started in Detroit. It is proposed that each station conduct a Tug of War contest, pitting one group against another (ethnic groups as in Buffalo) or business groups from Dallas against business groups from Fort Worth, with the mayors of each city being the captains. Perhaps you can come up with better ideas for your individual cities, but these are the approaches to be used in Buffalo and Dallas.

Each team is composed of 11 men, one of which is the captain. It has been suggested that 20 feet of rope is the official length, however after stepping that off in a large room it appears to me that a minimum of 35 feet would be needed. The winning team is to receive \$300.00 and the losing team to receive \$200.00. The money, of course, is to be donated to the teams favorite charities.

This promotion is one which should obviously be handled in a light-hearted vein and particularly on KLIF and KILT it lends itself to a lot of disc jockey patter, comments and etc.

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cc: Gordon McLendon
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Don Keyes

rych

of the eye: the wink was first used by ancient warriors to signal a surprise attack. So, to avoid those unnecessary battles, (sock! thud!) watch that wink!

Music: Out

###

OUTSIDE PROMOTION (Robert L Luther, General Manager, WYSL)

See attached copy of photo from "Motorsport News". WYSL is partially sponsoring a stock car which runs on four or five local tracks. In all events, the car is known as the "Whistle Missile", which is the same name as WYSL's hottest climbing record each week on the Top 40 list (instant request list). -Good newspaper coverage...-excellent response at all tracks in area.

###

PLANNED PROMOTIONS (Larry Vance, Program Director, WYSL)

"WYSL INTERNATIONAL TUG-O-WAR"

This McLendon promotion has been sold to the Canadian Exhibition and will be staged the night of August the 27th at the C & E grandstand in Toronto before a crowd of thousands. This Canadian Exhibition draws many thousands of Buffalonians every year and even-though our "Tug-o-war" isn't being held in Buffalo it will be witnessed by a tremendous number of Buffalo area citizens. The tug teams will be composed of outstanding Buffalo and Toronto business men, business men who we hope will become important WYSL sponsors in the near future. Here is a brief outline of the entire activity: We have received excellent support from Buffalo Mayor Frank Sedita and his staff concerning this promotion. Last week WYSL executives flew to Toronto escorting Mayor Sedita's representative to Toronto Mayor Phillip Givens' office with the official "Tug-o-war" challenge, tapes were made of the proceedings and have been incorporated into

promotion spots for air. (On the air promotion began with "teaser" promos concerning "the funniest war that ever happened".) On the night of the actual promotion the promotion will run thusly: Our procession onto the grandstand field will be led by four attractive models wearing WYSL cheerleader's sweaters, the models will be carrying a large banner proclaiming "WYSL INTERNATIONAL TUG-O-WAR", behind the models we hope to have an extremely large and uniformed brass band, behind the band will be the tug-o-war teams properly outfitted in National Colors, behind the tug teams will be the WYSL personalities and finally, the WYSL news cruiser with light panel flashing WYSL call-letters etc. Plans have been made to entertain business men and trophies will be awarded to all. This should be a highly impressive promotion with many overall benefits to WYSL.

###

WYSL-DICK KEMP SCHOOL SALUTE PROMOTION (Larry Vance, Program Director)

Currently thinking about running heavily produced show length salutes to area high schools on the Dick Kemp show during the first week or two of school. Promotion would run thusly: "beepers will be obtained from High School principals, teachers, coaches, cheerleaders and student class leaders, these beepers will be produced and integrated into Dick Kemp's salute to area high schools, heavy production openings to be used for each hour of show and id's. WYSL control room depicted as decked in school colors, etc.

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PROMOTION (Larry Vance, Program Director, WYSL)

"Jewish New Year Station Breaks" -- (Sept. 15th) Rosh Hashanah ... Currently thinking about id's in Jewish... New Year's sound effects, etc.

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STSA: Idea

From: Ken Knox

Date: September 17, 1959

TUNE TALENT

In Brief: "Invite listeners to send in their songs (song-poems or completed songs) and the names of singers and bands that are just waiting for a "break" into recording."

You set up a thing you call a KILT TALENT POOL or a KEEL TALENT & TUNES BANK." You show your audience that the big recording companies, A&R men and motion picture execs are always asking you for tunes and talent.

(I believe that just about everybody has at one time--or will someday--write a song! And just about everybody knows some talent that is just waiting to be discovered. So, without making a lot of work out of it, you can win a lot of prestige with this idea. And who knows? You may actually "make" a song or artist right in your area.)

Further details:

1. Top A&R men in the country often ask KILT for new songs from this area.
2. Leading recording companies frequently ask if there is any new undiscovered talent in this area.
3. Motion picture talent scouts are asking for new songs and talented, yet still unknown, singers and actors and actresses.
4. KILT offers this service FREE with no obligation. We are happy to be in the position to help a promising song writer, or singer or band to a good start in show business. We are happy to be in a position to assist the entertainment medium find the material and talent they are always looking for.
5. Here's how it works for a:

Song writer: Just send your song-poem, or words-and-music to the KILTS TALENT BANK. A panel of our disc jockeys will look them over and perhaps make a few suggestions that may be helpful. Then, we will assist you in getting your song/s copyrighted and we'll file a copy of the music--along with some information about you--in the KILTS TALENT BANK. Then, top recording stars, A&R men, record companies and movie companies will all have a chance to review your song/s.

Performer: Send us your name--or the name of the band--and give us some background about the artist or artists involved. We will answer all letters and assist you in making a demonstration record. The disc will be placed in the KILTS TALENT BANK. Record companies will have an opportunity to screen all of the demo discs therein.

Please enclose 25-cents with your first letter to cover the cost of handling and mailing.

1. If you have written a song-poem, the KILTS TALENT BANK can help you get it out to music and perhaps on record. If you are a talented singer or musician the KILTS TALENT BANK can help you get your start in recording.

SUBJ: Idea
From: Ken Knox
Date: September 17, 1959

In Brief: "Invite listeners to send in their songs (song-poems or completed songs) and the names of singers and bands that are just waiting for a "break" into recording."

You set up a thing you call a KLIF TALENT POOL or a KEEL TALENT & TUNES BANK." You show your audience that the big recording companies, A&R Men and motion picture execs are always asking you for tunes and talent.

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Further detail:

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5. Here's how it works for a:

Song writer: Just send your song-poems or words-and-music to the KTSA TALENT BANK. A panel of our disc jockeys will look them over and perhaps make a few suggestions that may be helpful. Then, we will assist you in getting your song/s copyrighted and we'll file a copy of the music---along with some information about you---in the KTSA TALENT BANK. Then, top recording stars, A&R men, record companies and movie companies will all have a chance to review your song/s.

Performer: Send us your name--or the name of the band--and give us some background about the artist or artists involved. We will answer all letters and assist you in making a demonstration record. The demo will be placed in the KTSA TALENT BANK. Record companies will have an opportunity to screen all of the demo discs therein.

Please enclose 25-cents with your first letter to cover the cost of handling and mailing.

5. If you have written a song-poem...the KTSA TALENT BANK can help you get it put to music and perhaps on record. If you are a talented singer or musician the KTSA TALENT BANK can help you get your start in recording.

PROMOTION - KTSB
SUBJ: Idea
From: Ken Knox
Date: September 17, 1959

In Brief: "Invite listeners to send in their songs (song-poems or completed songs) and the names of singers and bands that are just waiting for a "break" into recording."

You set up a thing you call a KLIF TALENT POOL or a KEEL TALENT & TUNES BANK." You show your audience that the big recording companies, A&R Men and motion picture execs are always asking you for tunes and talent.

(I believe that just about everybody has at one time--- or will someday---write a song! And just about everybody knows some talent that is just waiting to be discovered. So, without making a lot of work out of it, you can win a lot of prestige with this idea. And who knows! You may actually "make" a song or artist right in your area.)

Further detail:

1. Top A&R men in the country often ask KLIF for new songs from this area.
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5. Here's how it works for a:

Song writer: Just send your song-poems or words-and-music to the KTSB TALENT BANK. A panel of our disc jockeys will look them over and perhaps make a few suggestions that may be helpful. Then, we will assist you in getting your song/s copyrighted and we'll file a copy of the music---along with some information about you---in the KTSB TALENT BANK. Then, top recording stars, A&R men, record companies and movie companies will all have a chance to review your song/s.

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PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

nyh

"Buried Treasure" -- KTSA now running teaser promos using production with Pirate-type lingo and a guaranteed winner every hour. The over-all production is what gives this contest appeal. The first listener to call gets to help "Pirate Pete" open up the "Buried Treasure" treasure chest. Within the chest are "gems" of prizes and cash -- everything from \$10.00 cash to KTSA Beatle Sweat Shirts, Beatle albums, Beatle E.P.'s, and Beatle books.

###

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"Loot For Lights" -- throughout the day the deejay will state that sometime during the hour the "Loot For Lights" "Lightnin' Bug" will strike. He may stop your car or knock on your door if your porch lights or auto lights are on and if you are listening to KTSA, you win a prize.

Prizes to be determined.

###

PUBLIC SERVICE IDEA (Bruce Hathaway, Acting Program Director, KTSA)

In connection with the San Antonio Ski and Boat Club, KTSA jocks and members of the club are going to teach orphans to water ski on a set weekend date. This will give the kids a chance for an outing of swimming, boating, etc.

KTSA plans to promo this on the air and invite the public to come out and watch the lessons and a ski show afterwards by the ski club.

###

PROGRAM-SALES IDEA (Bruce Hathaway, Acting Program Director, KTSA)

"With Fiesta Week in San Antonio each night in downtown in La Villita is a 'Night In Old San Antonio' with attendance of about 1,000 nightly. Within the crowd is the unknown 'KTSA-Buddy's Supermarket Fiesta Man'. Person who identifies the '... Fiesta Man...' wins \$55.00 from KTSA and \$55.00 worth

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RADIO

To Gordon H. Leonard

To WNUS Radio

Chicago, Ill

YOUR WIFE GOES WEEK

Tenth Ave.—Portland—Phone 225 717

WHEN WE LEFT HOME IN A
VERY MECHANICAL PECK
OF HOUSEHOLD SCHEDULE,
WE WERE THE FASCINATING

WE WERE TO CHANGE ALL THAT...

WE WERE PROCLAIMED

OF THE OMAHA AREA

...WIVES THROUGHOUT

...DANDIED WITH BON BONS,

...WE WERE BELONG...

...IF YOU'VE FORGOTTEN

...AS SOON

...EFFORT, YOU KNOW!

R
A
D
I
O
C
O
P
Y

Turtle

Turn Your
Wife On

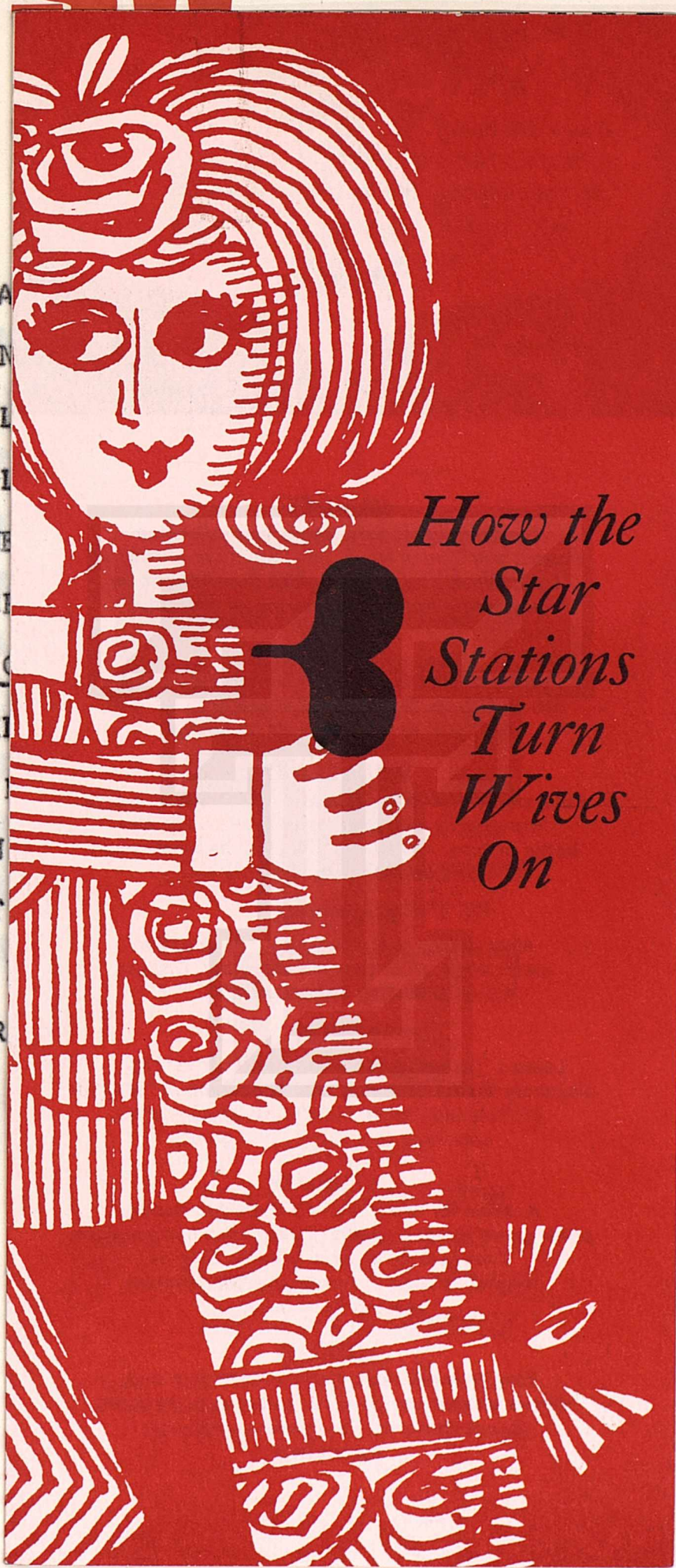
Twist

TV
Spots

Twist

2 for the

MEANS BUSINESS.



*How the
Star
Stations
Turn
Wives
On*

Wives are being
turned on Nationally.

In Indianapolis, the festivities are with

Wife

In Omaha, they celebrate with

KoIL

In the Northwest, they turn to

Kisn

MONDAY

It's Valentine's Day! Bring home favorite flowers and Chanel No. 5. See "Sound of Music" at Lyric Theatre, carry her across threshold when you return home to reminisce by fireplace.

TUESDAY

On third call from office this morning, invite her to surprise lunch at King Cole. Arrange with Maitre D' to request proof of her age.

WEDNESDAY

Have single rose delivered each hour, noon to 6 p.m. Arrive home with balance of dozen roses and bottle of Piper Heidsieck '54. Hold hands through "Subject was Roses" at Clowes.

THURSDAY

After dinner at Driftwood Room, mention inefficiency of 22-year-old secretary. Discuss matronly replacement.

FRIDAY

Leave L. Strauss gift certificate on car seat for discovery during shopping trip. At opening of "Man for all Seasons," Civic Theatre, mention you've cancelled tomorrow's golf game.

SATURDAY

Arrange for two friends to invite you to stag poker game tonight, decline invitation in her presence. Take wife for drive in country. Stop at mother-in-law's on way home. Dine lavishly at Keys Restaurant.

SUNDAY

Very important day. Serve breakfast in bed. Shave without being asked. Ignore Sunday paper. Ignore sports on TV. Ignore everything—except her!

MONDAY

It's Valentine's Day! Bring home favorite flowers and Chanel No. 5. Take her to see "Sound of Music" or "My Fair Lady." Carry her across the threshold when you return home to reminisce by the fire.

TUESDAY

Have single rose delivered each hour, noon to 6 p.m. Arrive home with balance of dozen roses, and bottle of Piper Heidsieck '54. Take her to Omaha Symphony Concert at Joselyn.

WEDNESDAY

Arrange mysterious rendezvous with her at 18th and Douglas, noon. Take her directly to Little Nugget for surprise lunch, where you have the Maitre D' ask her for proof of age.

THURSDAY

After dinner at Orleans Room, mention inefficiency of 22-year-old secretary. Discuss matronly replacement.

FRIDAY

Leave gift certificate from Zoob's or Topp's on her car seat. After attending "Judith" at Orpheum Theatre, mention you've cancelled tomorrow's golf game.

SATURDAY

Have two friends invite you to stag poker game tonight. Decline invitation in her presence and invite friends along on tour of "Art USA" at Joselyn. Enjoy lavish dinner at Palazzo Italiano. (If wives compare notes, you're bound to be a hero.)

SUNDAY

Very important day. Serve breakfast in bed, suggest visit to her mother. Ignore Sunday paper, ignore sports on TV, ignore everything—Except her!

MONDAY

It's Valentine's Day! Tell her you have to work late tonight, but be home at 4:30 with favorite flowers and Chanel No. 5. This, and dinner at Nendels will start week off with complete surprise!

TUESDAY

Call her from office at 10 a.m., arrange mysterious rendezvous at Meier & Frank parking lot. Take her directly to Trader Vics for luncheon, where you've arranged for Maitre D' to demand her proof of age.

WEDNESDAY

Have single rose delivered each hour, noon to 6 p.m. Arrive home with balance of roses (dozen) and bottle of Piper Heidsieck '54. After dinner at Hill Villa, cruise Skyline Drive.

THURSDAY

During dinner at London Grill, mention inefficiency of 22-year-old secretary. Discuss matronly replacement. After dinner, drop in to "Go-Go" club. Deliberately sit at table where she knows you cannot possibly see stage.

FRIDAY

Leave gift certificate from I. Magnin on her car seat. While attending Ferrante & Teicher concert at Oriental Theatre, mention you've canceled tomorrow's golf game.

SATURDAY

Have two friends call and invite you to stag poker game, decline invitation in her presence. Drive wife to Timberline for dinner, stopping at your mother-in-law's on the way.

SUNDAY

Vitally important day. Serve breakfast in bed, shave without being asked. Ignore Sunday paper, TV sports, ignore telephone, ignore everything—except her!

NATIONAL

Turn Your Wife On

WEEK

February 14 to February 20.

An exclusive presentation
of STAR STATIONS INC.
combines daily romantic
suggestions with
opportunities to win one of

Ten Fabulous trips to
the city of Love... Paris.

All across the nation,
Star Station communities
are being turned on
with on air romance and
bold media promotional
programs.

Star Stations
really turn on wives...
and buyers.

FOR ULTRA-EFFECTIVE
ADVERTISING THAT
TURNS ON MORE PEOPLE,
HITCH YOUR MESSAGE
TO A STAR.

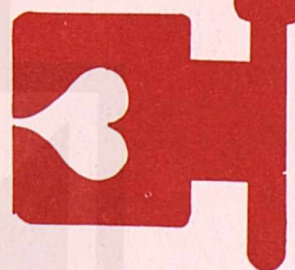
NATIONAL

Turn Your Wife On

WEEK

IS AN EXCLUSIVE

PRESENTATION OF



THE STAR STATIONS

(Copyright 1966)

Omaha, Nebraska

RADIO

R. P. B.
KiSn

CLIENT:

To Gordon M. Lendon

DATE:

*To WNUS Radio,
Chicago, Ill*

WRITTEN BY:

TITLE: "TURN YOUR WIFE ON" WEEK

AUDIO "91" -- 24 HOURS A DAY

Ten Northwest Tenth Ave.—Portland—Phone 226-7191

#1

Promises FAR FROM THE WAY IT SHOULD BE...YOU PROBABLY LEFT HOME IN A HURRY THIS MORNING...GIVING YOUR WIFE A VERY MECHANICAL PECK ON THE CHEEK...LEAVING HER TO A LONG DAY OF HOUSEHOLD BOREDOM, WHILE YOU MINGLE WITH ASSOCIATES AND TACKLE THE FASCINATING WORLD OF BUSINESS. THE GOOD GUYS WANT TO CHANGE ALL THAT... THE WEEK OF FEBRUARY 14TH HAS BEEN OFFICIALLY PROCLAIMED NATIONAL TURN ON YOUR WIFE WEEK! GENTLEMEN OF THE OMAHA AREA WILL BE SWEEPING THE LADIES OFF THEIR FEET....WIVES THROUGHOUT THE CITY WILL BE SMOOTHERED WITH KISSES, BOMBARDED WITH BON BONS, PLACED BACK ON THE PEDESTAL WHERE THEY SO RIGHTLY BELONG... GENTLEMEN, GET READY TO TURN ON YOUR WIFE...IF YOU'VE FORGOTTEN HOW, WE'LL BE BROADCASTING COMPLETE INSTRUCTIONS.....AS SOON AS WE REMEMBER OURSELVES.....IT DOES TAKE SOME EFFORT, YOU KNOW!

R
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P
Y

KiSn

MEANS BUSINESS

RADIO

KiSn

CLIENT:

DATE:

WRITTEN BY:

TITLE: **"TURN ON YOUR WIFE" WEEK**

AUDIO "91" -- 24 HOURS A DAY

Ten Northwest Tenth Ave.—Portland—Phone 226-7191

#2

REMEMBER YOUR HONEYMOON?....IF IT SEEMS TO BE WAY BACK IN THE
DISTANT PAST...YOU'RE IN NEED OF JOINING THE GOOD GUYS IN
CELEBRATING NATIONAL TURN YOUR WIFE ON WEEK...FEBRUARY 14th
THROUGH THE 20th. ALL WEEK LONG, WE'LL BE REVIEWING EXACTLY
HOW TO TREAT BEAUTIFUL LADIES..WHERE TO TAKE THEM, WHAT TO
BRING THEM..WHAT TO TELL THEM. BE PREPARED TO TAKE NOTES FROM
THE "TURN YOUR WIFE ON, DO IT YOUR SELF GUIDE", COMPILED FOR US
BY A GROUP OF HAPPILY MARRIED EXPERTS ON THE SUBJECT. BY THE
END OF THE WEEK, YOUR WIFE WILL THINK IT'S GOOD OLD 1948
AGAIN..HELP CELEBRATE NATIONAL TURN YOUR WIFE ON WEEK...SHE'LL
LOVE YOU FOR IT!

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KiSn

MEANS BUSINESS

RADIO

kisn

AUDIO "91" -- 24 HOURS A DAY

CLIENT:

DATE:

WRITTEN BY:

TITLE:

"TURN YOUR WIFE ON" WEEK

Ten Northwest Tenth Ave.—Portland—Phone 226-7191

#3

SO SHE'S NOT A PLAYBOY BUNNY...BUT NEITHER IS BARBRA STREISAND!
IN THE TRADITION OF DON JUAN, ROMEO, EVEN PROFURIO RUBIROSA,
_____ IS URGING GENTLEMEN TO TREAT THEIR WIVES WITH ALMOST
UNHEARD OF RESPECT DURING NATIONAL TURN YOUR WIFE ON WEEK,
FEBRUARY 14th THROUGH THE TWENTIETH. SUGGESTIONS WILL BE MADE
FOR THOSE NOT QUITE CREATIVE ENOUGH TO DEVISE THEIR OWN SCHEMES....
IF YOU LISTEN CLOSELY DURING THE WEEK, YOU'LL BECOME THE KIND OF A
HUSBAND SHE HAD IN THE FIRST PLACE....THOSE HUSBANDS WHO AREN'T
WHAT THEY USED TO BE, (AND YOU KNOW WHETHER OR NOT WE'RE TALKING
ABOUT YOU)...WILL GRADUATE THE COURSE WITH FLYING COLORS.....
PLAN NOW TO JOIN NATIONAL TURN YOUR WIFE ON WEEK....REMEMBER THOSE
WHO DO NOT PARTICIPATE ARE IN TROUBLE...YOUR WIFE HAS HEARD
THIS ANNOUNCEMENT, TOO!

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kisn

MEANS BUSINESS

RADIO



AUDIO "91" -- 24 HOURS A DAY

CLIENT:

DATE:

WRITTEN BY:

TITLE:

"TURN YOUR WIFE ON" WEEK

Ten Northwest Tenth Ave.—Portland—Phone 226-7191

#4

AN ANNOUNCEMENT FOR THE LADIES IN THE AUDIENCE..IF EARLY DURING THE WEEK OF FEBRUARY 14, YOUR HUSBAND COMES HOME WITH A DOZEN ROSES AND A BOTTLE OF PEER HIEDSEC 54, GO ALONG WITH THE SURPRISE...HE'S EARNESTLY PARTICIPATING IN NATIONAL TURN YOUR WIFE ON WEEK...BE KIND AND UNDERSTANDING...IF HE SEEMS LIKE A TEENAGER ON HIS FIRST DATE AT DINNER, REMEMBER, IT'S BEEN A LONG TIME. WHAT EVER YOU DO...DON'T LAUGH. _____ WILL BE INSTRUCTING HIM AS TO HOW TO TURN YOU ON...SO LOOK FORWARD TO BEING TREATED LIKE A QUEEN ALL WEEK...AFTER THE 20th, HE'S ON HIS OWN!

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MEANS BUSINESS

Turtle
Contest

Twist

Spots
TV

Twist

2 for the

RADIO



AUDIO "91" -- 24 HOURS A DAY

CLIENT:

DATE:

WRITTEN BY:

TITLE:

"TURN YOUR WIFE ON" WEEK

Ten Northwest Tenth Ave.—Portland—Phone 226-7191

#5

THE SEVEN DAYS THAT ROCKED THE WORLD! FEBRUARY 14th AND THE FOLLOWING SIX DAYS HAVE BEEN PROCLAIMED NATIONAL TURN YOUR WIFE ON WEEK! FROM LIMA OHIO TO LOS ANGELES, WIVES OF ALL AGES BECOME THE OBJECTS OF RENEWED AFFECTION AS HUSBANDS REKINDLE THE SMOULDERING COALS OF ROMANCE....MILLIONAIRES WILL LAVISH MOMMA WITH MINK...OTHERS WRITE PROSE AND SERVE BREAKFAST IN BED...FOR MEN NOT YET MARRIED, WE SUGGEST YOU TAKE CAREFUL NOTES, YOU'LL NEED THEM LATER...PLAN NOW FOR NATIONAL TURN YOUR WIFE ON WEEK, AS WE REVEAL LONG FORGOTTEN WAYS TO WIN HER ALL OVER AGAIN...CANCEL ALL BUSINESS TRIPS AND STAND BY FOR FURTHER INSTRUCTIONS.



MEANS BUSINESS

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Turtle
Contest

Twist

TV
Spots

Twist

2 for the

RADIO



AUDIO "91" -- 24 HOURS A DAY

CLIENT:

DATE:

WRITTEN BY:

TITLE:

"TURN YOUR WIFE ON" WEEK

Ten Northwest Tenth Ave.—Portland—Phone 226-7191

#6

VALENTINE'S DAY IS NOW A WHOLE WEEK LONG! THIS YEAR, THE NATION CELEBRATES THE FIRST ANNUAL TURN YOUR WIFE ON WEEK, FROM FEBRUARY 14 THROUGH THE TWENTIETH....AND MEN OF AMERICA WILL DISPELL THE RUMOR THAT THEY ARE NOT UP TO PAR WITH THEIR CONTINENTAL COUNTERPARTS.....IN THE TIME HONORED TRADITION OF RUDOLPH VALENTINO, WIVES WILL BE SWEEPED OFF THEIR FEET ON A REGULAR SCHEDULE. HUSBANDS ARE URGED TO STAY TUNED TO _____, FOR DO IT YOURSELF INSTRUCTIONS. IF YOU FEEL YOU DO NOT NEED THESE SUGGESTIONS, YOU'RE KIDDING YOURSELF, AND YOU KNOW IT!

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MEANS BUSINESS

Contest

Spots

TV

Twist

2 for the

TURTLE CONTEST

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: AUGUST 14, 1959

KILT is currently running a "Turtle Contest". All stations are hereby requested to follow suit running this contest as soon as you are able. It works this way:

1. Put some cute produced promos on the air announcing that your station wants to buy 50 turtles and that you will pay \$1.00 for each medium sized turtle that is brought to the station.

You will get the turtles in short orders since kids will be in every pond and lake catching them to make a few dollars. You then turn the turtles on their backs and put your call letters on their stomachs. Underneath the call letters you put a code number or series of letters to be determined by you which will tell you how much that turtle is worth. Make one turtle worth \$25.00, one \$10.00 and the rest from \$2.00 to \$5.00. You can vary these amounts within your budget.

2. In the wee, small hours, you and one of your assistants, preferably one with real executive know-how, take the turtles and distribute them in unlikely areas around your city. ...fields, lawns, backyards, front yards, and of course a few placed back in the lakes and ponds. After you have done this very quietly so nobody should know what's happening, you then follow the directions in paragraph 3.

3. Since you have obtained your turtles by this time, you will have the promos taken off the air. Put new promos on the air explaining the "KILT Turtle-Hunt". Go ahead and tell the listeners that those turtles that they heard you talking about have now been released and on their undersides they contain your call letters and a call number.

The message, of course, is that people are urged to pick up every turtle that they see and if it has your call letters that they are to bring it to the station for cash redemption.

Weaver did not outline whether the turtles then become the property of the McLendon Corporation, retained by the finder, or are made into soup. I will let this moot point up to you.

Page 2

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: AUGUST 14, 1959

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DK/ys

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You will get the turtles in short orders since kids will be in every pond and lake catching them to make a few dollars. You then turn the turtles on their backs and put your call letters on their stomachs. Underneath the call letters you put a code number or series of letters to be determined by you which will tell you how much that turtle is worth. Make one turtle worth \$25.00, one \$10.00 and the rest from \$2.00 to \$5.00. You can vary these amounts within your budget.

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MEMORANDUM

Page 2

TO: I am asking Jack Sharp to send you a taped dub of the promos KILT used in this promotion.

FROM: DON KEYES

DATE: This is just one of the many things that will not necessarily cause people to stay glued to the radio, but will cause a great deal of conversation about your station.

KILT is currently running a "Turtle Contest". All stations are hereby requested to follow suit running this contest as soon as you can. Don Keyes works this way:

DK/ys 1. Put some cute produced promos on the air announcing that your station wants to buy 50 turtles and that you will pay \$1.00 for each turtle that is brought to the station.

cc: Gordon McLendon
B. R. McLendon

You will get the turtles in short orders since kids will be in every pond and lake catching them to make a few dollars. You then turn the turtles on their backs and put your call letters on their stomachs. Undemeath the call letters you put a code number or series of letters to be determined by you which will tell you how much that turtle is worth. Make one turtle worth \$25.00, one \$10.00 and the rest from \$2.00 to \$5.00. You can vary these amounts within your budget.

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Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

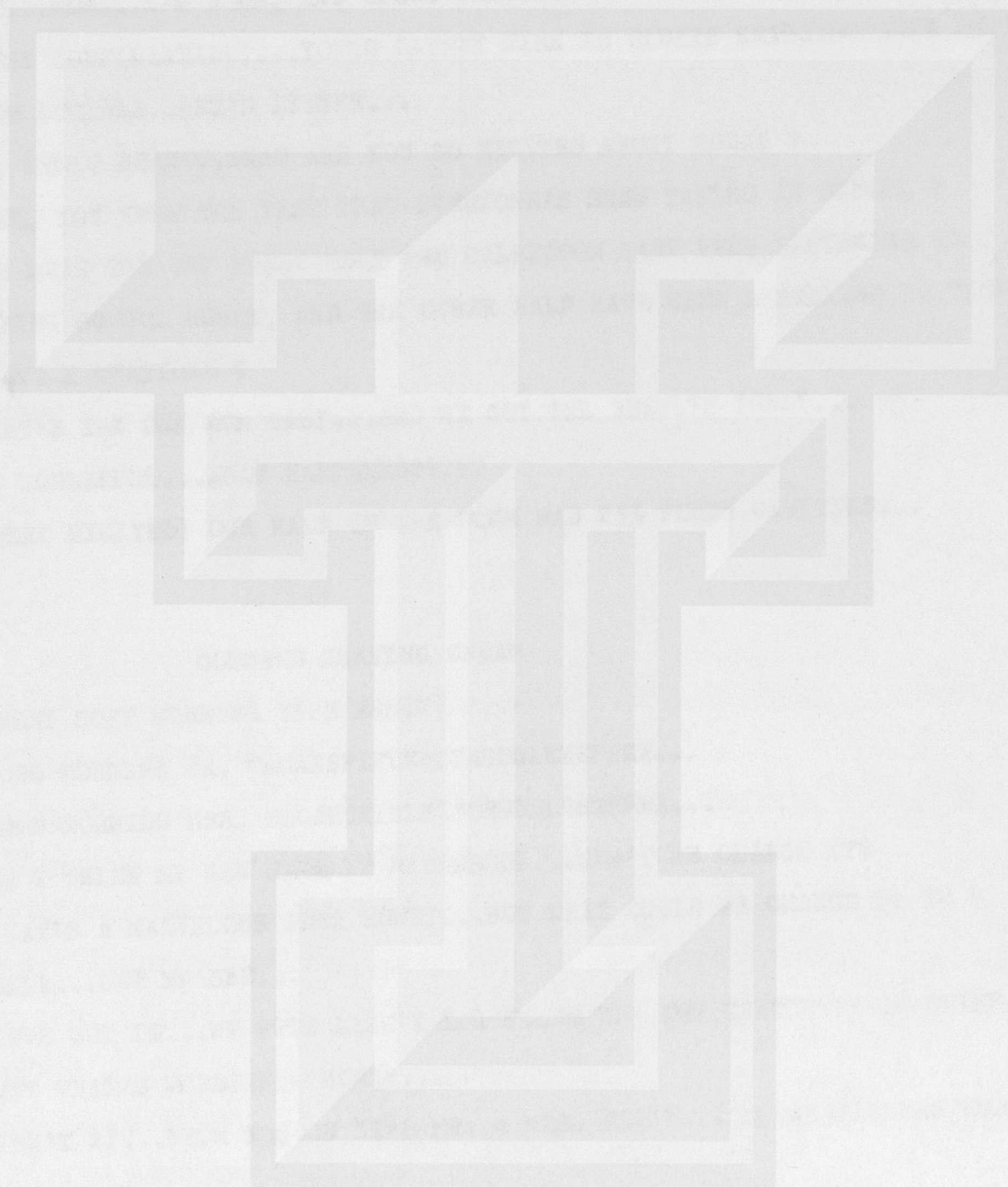
Twist

TV
Spots

Twist
Lesson

2 for the

TV SPOTS (TAKE-OFF)



Twist

TV
Spots

Twist
Lesson

2 for the

NAUSEOUS TV SPOT OFF SPOT OFF PROMOS

CREST

OPENING:

SE: (SOUND OF RUNNING STEPS AND CRASH OF GLASS...UNDER)

GIRL: MOM...MOM...I'M HOME, AND GUESS WHAT...

ANNCR: (VERY CONFIDENTIAL)...YOUNG CATHEY FINK IS ALWAYS BRINGING HOME NEWS FROM SCHOOL...LET'S LISTEN...

MOM: OH, HELLO DEAR...WHAT ARE YOU SO EXCITED ABOUT TODAY ?

GIRL: WELL, YOU KNOW THE TEST THAT EVERYONE'S BEEN TAKING IN SCHOOL ?

MOM: YOU MEAN THE ONE WHERE HALF THE CLASSROOM HAVE BEEN LISTENING TO K L I F DURING SCHOOL HOURS, AND THE OTHER HALF HAVE BEEN LISTENING TO THOSE BRAND X STATIONS ?

GIRL: THAT'S THE ONE MOM BABY...AND WE GOT THE RESULTS TODAY...

MOM: OH WONDERFUL...WHAT HAPPENED?????

GIRL: (VERY EXCITED) OUR HALF OF THE ROOM HAD 25% FEWER CAVITIES...

CURTAIN:

COMMAND SHAVING CREAM

OPENING: (VERY SOFT MORNING TYPE MUSIC)

GIRL: GOOD MORNING MR. OLGANSPIELERSTRUDDLEHEFFER...

MAN: GOOD MORNING MRS. OLGANSPIELERSTRUDDLEHEFFER...

GIRL: OH I THINK MY NEW NAME IS MISERABLE...CAN'T WE CHANGE IT?

MAN: THAT'S A MARVELOUS IDEA HONEY...BUT WHAT COULD WE CHANGE IT TO ?

GIRL: WELL...LET ME SEE...

MAN: I'VE GOT IT...WE BOTH LIKE K L I F..SO WHY NOT CHANGE IT TO CLIFF ?

GIRL: WHY THAT'S WONDERFUL HONEY...

MAN: ISN'T IT...FROM NOW ON IT'S MR. & MRS. CLIFF....OLGANSPIELERSTRUDDLEHEFFER

CURTAIN:

SHORT CLIFF SIG.

NAUSEOUS TV TAKE-OFF SPOT PROMOS

BEAUTYNSOAP

OPENING: (SCREECHING OF BRAKES..CRASH..DOOR SLAM..RUNNING STEPS..CROWD UNDER)
GIRL: OH, I'M SO SORRY, I WAS LISTENING TO K L I F SO INTENTLY, THAT I
DIDN'T SEE YOU UNTIL IT WAS TOO LATE...
MAN: (IN AGONIZED VOICE)..OH, THAT'S ALL RIGHT, I LISTEN TO BIG CLIFF TOO,
...I KNOW WHAT YOU MEAN...
GIRL: YES, ISN'T IT MARVELOUS?
MAN: YEAH.....COULD YOU CALL AN AMBULANCE ? ?
GIRL: OH, I WOULD, BUT I JUST RAN OUT OF THE HOUSE TO TAKE MY DOG TO THE VET,
AND I DIDN'T HAVE A CHANCE TO PUT ON ANY MAKE-UP BEFORE I LEFT...I
MUST LOOK A MESS...
MAN: OH NO, YOU LOOK LOVELY WITHOUT MAKE-UP....BUT YOU SURE DO NEED A SHAVE.
CURTAIN: OH WONDERFUL...WHAT HAPPENED???

AMICIN

OPENING:
GIRL: NOW LET ME SEE...A CUP OF ONIONS...THREE CUPS OF FLOUR...A PINCH OF
SALT....FOUR SPOONS OF...
MOTHER: (INTERRUPTING) DEAR, DON'T YOU THINK YOU NEED ALITTLE MORE SALT ?
GIRL: (EXPLODING) PLEASE MOTHER...I'D RATHER DO IT MYSELF!!!
SE: (GUNSHOT...BODY FALLS)
ANNCR: SURE YOUR IRRITATED, BUT DON'T TAKE IT OUT ON POOR MOTHER, JUST BECAUSE
YOU FEEL OUT OF SORTS...TUNE BIG CLIFF, AND YOU'LL FEEL BETTER RIGHT
AWAY...
GIRL: GEE I FEEL BETTER ALREADY....I'M SORRY MOTHER (PAUSE)...MOTHER ? ...
CURTAIN: MOTHER ?...MOTHER? (FADES OUT FOR...)
CURTAIN: SHORT CLIFF SIG.

NAUSEOUS TV SPOTS-TAKE-OFF PROMOS

CREST

OPENING:

SE: (SOUND OF RUNNING STEPS AND CRASH OF GLASS...UNDER)

GIRL: MOM...MOM...I'M HOME, AND GUESS WHAT...

ANNCR: (VERY CONFIDENTIAL)...YOUNG CATHEY FINK IS ALWAYS BRINGING HOME NEWS FROM SCHOOL...LET'S LISTEN...

MOM: OH, HELLO DEAR...WHAT ARE YOU SO EXCITED ABOUT TODAY ?

GIRL: WELL, YOU KNOW THE TEST THAT EVERYONE'S BEEN TAKING IN SCHOOL ?

MOM: YOU MEAN THE ONE WHERE HALF THE CLASSROOM HAVE BEEN LISTENING TO K L I F DURING SCHOOL HOURS, AND THE OTHER HALF HAVE BEEN LISTENING TO THOSE BRAND X STATIONS ?

GIRL: THAT'S THE ONE MOM BABY...AND WE GOT THE RESULTS TODAY...

MOM: OH WONDERFUL...WHAT HAPPENED?????

GIRL: (VERY EXCITED) OUR HALF OF THE ROOM HAD 25% FEWER CAVITIES...

CURTAIN:

COMMAND SHAVING CREAM

OPENING: (VERY SOFT MORNING TYPE MUSIC)

GIRL: GOOD MORNING MR. OLGANSPIELERSTRUDDLEHEFFER...

MAN: GOOD MORNING MRS. OLGANSPIELERSTRUDDLEHEFFER...

GIRL: OH I THINK MY NEW NAME IS MISERABLE...CAN'T WE CHANGE IT?

MAN: THAT'S A MARVELOUS IDEA HONEY...BUT WHAT COULD WE CHANGE IT TO ?

GIRL: WELL...LET ME SEE...

MAN: I'VE GOT IT...WE BOTH LIKE K L I F..SO WHY NOT CHANGE IT TO CLIFF ?

GIRL: WHY THAT'S WONDERFUL HONEY...

MAN: ISN'T IT...FROM NOW ON IT'S MR. & MRS. CLIFF....OLGANSPIELERSTRUDDLEHEFFER

CURTAIN:

BEACRESTOAP

OPENING: (SCREECHING OF BRAKES..CRASH..DOOR SLAM..RUNNING STEPS..CROWD UNDER)

GIRL: (SOUND OF RUNNING STEPS AND CRASH OF GLASS...UNDER) TENTLY, THAT I

SE: DIDN'T SEE YOU UNTIL IT WAS TOO LATE.

GIRL: MOM...MOM...I'M HOME, AND GUESS WHAT...

ANNCR: (VERY CONFIDENTIAL)...YOUNG CATHEY PINK IS ALWAYS BRINGING HOME NEWS FROM SCHOOL...LET'S LISTEN...

MOM: OH, HELLO DEAR...WHAT ARE YOU SO EXCITED ABOUT TODAY ?

GIRL: WELL, YOU KNOW THE TEST THAT EVERYONE'S BEEN TAKING IN SCHOOL ?

MOM: YOU MEAN THE ONE WHERE HALF THE CALSSROOM HAVE BEEN LISTENING TO K L I F, DURING SCHOOL HOURS, AND THE OTHER HALF HAVE BEEN LISTENING TO THOSE BRAND X STATIONS ?

GIRL: THAT'S THE ONE MOM BABY...AND WE GOT THE RESULTS TODAY... NEED A SHAVE.

MOM: OH WONDERFUL...WHAT HAPPENED?????

GIRL: (VERY EXCITED) OUR HALF OF THE ROOM HAD 25% FEWER CAVITIES...

CURTAIN: ANICIN

OPENING: COMMAND SHAVING CREAM

GIRL: NOW LET ME SEE A CUP OF ONIONS...THREE CUPS OF FLOUR...A PINCH OF

OPENING: (VERY SOFT MORNING TYPE MUSIC) SALT...FOUR SPOONS OF

GIRL: GOOD MORNING MR. OLGANSPIELERSTRUDDLEHEFFER...

MOTHER: (INTERUPTING) DEAR...DOWN FOR THE...ALITTLE MORE SALT ?

MAN: GOOD MORNING MRS. OLGANSPIELERSTRUDDLEHEFFER...

GIRL: (EXPLODING) PLEASE MOTHER...CAN'T WE CHANGE IT?

SE: (GUNSHOT...BOY FALLS) OH I THINK MY NEW NAME IS MISERABLE...CAN'T WE CHANGE IT TO ?

MAN: THAT'S A MARVELOUS IDEA HONEY...BUT WHAT COULD WE CHANGE IT TO ?

ANNCR: SURE YOUR IRRITATED, BUT DON'T TAKE IT OUT ON POOR MOTHER, JUST BECAUSE

GIRL: WELL...LET ME SEE...

MAN: I'VE GOT IT...WE BOTH LIKE K L I F...SO WHY NOT CHANGE IT TO CLIFF?

GIRL: WHY THAT'S WONDERFUL HONEY...

GIRL: GEE I FEEL BETTER ALREADY...I'M MRS. CLIFF...OLGANSPIELERSTRUDDLEHEFFER

MAN: ISN'T IT...FROM NOW ON IT'S MR. & MRS. CLIFF...MOTHER ?...MOTHER? (FADES OUT FOR...)

CURTAIN:

CURTAIN: SHORT CLIFF SIG.

Twist

Twist

2 for the Money

NAUSEOUS TV TAKE-OFF SPOT PROMOS

BEAUTYNSOAP

OPENING: (SCREECHING OF BRAKES...CRASH...DOOR SLAM...RUNNING STEPS...CROWD UNDER)

GIRL: OH, I'M SO SORRY, I WAS LISTENING TO K L I F SO INTENTLY, THAT I DIDN'T SEE YOU UNTIL IT WAS TOO LATE...

MAN: (IN AGONIZED VOICE)..OH, THAT'S ALL RIGHT, I LISTEN TO BIG CLIFF TOO, ...I KNOW WHAT YOU MEAN...

GIRL: YES, ISN'T IT MARVELOUS?

MAN: YEAH.....COULD YOU CALL AN AMBULANCE ? ?

GIRL: OH, I WOULD, BUT I JUST RAN OUT OF THE HOUSE TO TAKE MY DOG TO THE VET, AND I DIDN'T HAVE A CHANCE TO PUT ON ANY MAKE-UP BEFORE I LEFT...I MUST LOOK A MESS...

MAN: OH NO, YOU LOOK LOVELY WITHOUT MAKE-UP....BUT YOU SURE DO NEED A SHAVE.

CURTAIN:

ANICIN

OPENING:

GIRL: NOW LET ME SEE...A CUP OF ONIONS...THREE CUPS OF FLOUR...A PINCH OF SALT....FOUR SPOONS OF...

MOTHER: (INTERRUPTING) DEAR, DON'T YOU THINK YOU NEED ALITTLE MORE SALT ?

GIRL: (EXPLODING) PLEASE MOTHER...I'D RATHER DO IT MYSELF!!!

SE: (GUNSHOT...BODY FALLS)

ANNCR: SURE YOUR IRRITATED, BUT DON'T TAKE IT OUT ON POOR MOTHER, JUST BECAUSE YOU FEEL OUT OF SORTS...TUNE BIG CLIFF, AND YOU'LL FEEL BETTER RIGHT AWAY...

GIRL: GEE I FEEL BETTER ALREADY....I'M SORRY MOTHER (PAUSE)...MOTHER ? ... MOTHER ?...MOTHER? (FADES OUT FOR...)

CURTAIN: SHORT CLIFF SIG.

BEAUTY SOAP

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CURTAIN:

ANICIN

OPENING:

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GIRL: GEE I FEEL BETTER ALREADY....I'M SORRY MOTHER (PAUSE)...MOTHER ? ... MOTHER ?...MOTHER? (FADES OUT FOR...)

CURTAIN: SHORT CLIFF SIG.

Twist

Twist
Lesson
2 for the
Money

WPH

TWIST CONTEST

TWIST

WTNR, MOM, and Turnstyle Family Center (shop center), all co-sponsored a Twist Contest in conjunction with Elvis Presley's new MOM release "It happened at the World's Fair".

A live band provided the music. There were three singers performing gratis... among them, Oscar Brown, Jr.

Turnstyle gave away \$150.00 worth of \$5, \$10, \$15 and \$20 gift certificates and provided space in their parking lot for the event.

MOM bought a spot schedule on WTNR for \$3,000 and tagged each announcement with information on the event. They also contributed a section of each ad in all four Chicago daily papers for the event. Through them RCA contributed 100 Elvis "World's Fair" albums for prizes. They engaged Toni Harben, Twist Instructor from one of Chicago's night spots, to dance and judge. Also got the president of the local Elvis fan club out.

WTNR promoted the event on the air, provided two deejays and ran an ad in the Chicago Tribune.

About 1000 people were out at the contest between 10:00 am and 11:00 noon. Contest winners ranged from residents of Glenview, a far northern suburb, to 5400 S. Chicago. Both Negroes and Whites attended, as well as many parents.

Twist

Twist

2 for the
Money

rpl

TWIST CONTEST

WYNR, MGM, and Turnstyle Family Center (shopping center), all co-sponsored a Twist Contest in conjunction with Elvis Presley's new MGM release "It happened at the World's Fair".

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WYNR promoted the event on the air, provided two deejays and ran an ad in the Chicago Tribune.

About 1000 people were out at the contest between 10:00 am and 12:00 noon. Contest winners ranged from residents of Glencoe, a far northern suburb, to 5400 S. Chicago. Both Negroes and Whites attended, as well as many parents.

Twist
Lessons

2 for the
Money

TWIST CONTEST

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Twist
Lessons

2 for the
Money

1962

MEMORANDUM

TO:

ALL KLIF DISC JOCKEYS

CC: Bill Morgan, Jack Sharp

Gordon McLendon

FROM:

DON KEYES

TWIST LESSONS

DATE:

JANUARY 3, 1962

This weekend, KLIF's Master of Terpsichore, Buford T. Sternwallow (played by Russ Knight), will give lessons in the Twist. By that time, we may have them sold but until then, here are your directions.

The lessons will be logged at 15 minutes past the hour starting at 7:15 AM through 7:15 PM. There will be 11 lessons, in order, on a tape to be played from the Ampex. Be sure you stop the tape on cue and then, don't forget to cue it for the next one.

The intro to the lesson and the lesson itself will be all on tape and will last about 30 seconds. When you hear the cue by Buford T. Sternwallow, "now let's twist", stop the tape and go immediately to a "twist" record. Jack Sharp will schedule these records to avoid confusion. Follow his list and don't mix them up or lose them.

After the 7:15 PM lesson, the evening man is to rewind the tape and leave it for the Sunday morning man to play again. Sunday's lessons and schedule will be identical to that of Saturday.

Let's have lots of plugs through each hour that the next "twist" lesson is coming up soon, etc. Have fun with it, it's not serious.

Don Keyes

Twist
Lessons2 for the
Money

1962

M E M O R A N D U M

TO: ALL KLIF DISC JOCKEYS
CC: Bill Morgan, Jack Sharp
Gordon McLendon
FROM : DON KEYES
DATE: JANUARY 3, 1962

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The lessons will be logged at 15 minutes past the hour starting at 9:15 AM through 7:15 PM. There will be 11 lessons, in order, on a tape to be played from the Ampex. Be sure you stop the tape on cue and then, don't forget to cue it for the next one.

The intro to the lesson and the lesson itself will be all on tape and will last about 30 seconds. When you hear the cue by Buford T. Sternwallow, "now let's twist", stop the tape and go immediately to a "twist" record. Jack Sharp will schedule these records to avoid confusion. Follow his list and don't mix them up or lose them.

After the 7:15 PM lesson, the evening man is to rewind the tape and leave it for the Sunday morning man to play again. Sunday's lessons and schedule will be identical to that of Saturday.

Let's have lots of plugs through each hour that the next "twist" lesson is coming up soon, etc. Have fun with it, it's not serious.

Don Keyes

Twist
12 & 20

2 for the
Money

1962

MEMORANDUM

TO: ALL KLIF DISC JOCKEYS

CC: Bill Morgan, Jack Sharp

Gordon McLendon

FROM : DON KEYES

DATE: JANUARY 3, 1962

This weekend, KLIF's Master of Terpsichore, Buford T. Sternwallow (played by Russ Knight), will give lessons in the Twist. By that time, we may have them sold but until then, here are your directions.

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Twist
12 & 20

2 for the
Money

MEMORANDUM

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Gordon McLendon
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Don Keyes

CONFIDENTIAL MEMORANDUM

TO: ALL McLENDON STATION MANAGERS

FROM: cc: Don Keyes
GORDON McLENDON

DATE: JANUARY 8, 1962

Don Keyes has come up with an excellent and potentially talk-arousing idea. Do you recall the marathon dance craze? Don is starting a twist marathon at KLIF. I needn't tell you that this is confidential until we break it which should be on or around the 20th.

We'll have the Dallas Memorial Auditorium, starting the marathon around 1:30 or 2:00 in the afternoon. Nobody can do the twist forever, so we can expect it to last, at the latest, until the wee hours Sunday morning. We plan to charge fifty cents per couple for entering and ten cents for each spectator seat. We haven't decided on the prize. We'll have our judges on the floor to disqualify any couple which actually ceases doing the twist so we'll be able to have a genuine contest. Since the dance is so strenuous, when you consider the presence of the judges on the floor, the length of the contest becomes fairly predictable. I'd bet against anybody going more than 12 to 14 hours.

The promos can be built around: "1926 was the year when Fred Zilch danced the Charleston for 71 straight hours...and in 1927 Cora Walkins did the Black Bottom for 58 straight hours...now, 1962 is the year of the first twist marathon..." etc, etc.

The contest would be to find Mr Twister and Miss Twist.

Better hurry--the twist craze is running out. To good music stations: I haven't any immediate idea of what you do with this but since your listeners are also twist-crazy, maybe you can figure out something. An adult twist marathon?

Keep this confidential until we can get it on the air.

Gordon McLendon

ys

Twist

Twist
12 & 20

2 for the
Money

TWIST

The McLendon Corporation

TO: ALL McLENDON STATION MANAGERS

FROM: DON KEYES

DATE: JANUARY 11, 1962

February 25, 1962

You are hereby instructed to drop all plans for a "Twist Marathon" since mental or physical endurance tests for a prize are against the law in the State of Texas.

This advice comes from our Dallas attorneys. Stations out of Texas should consult with their attorneys.

Regardless of your location, if you'd care to pursue this with your own local attorneys, feel free to do so. Let me know if you uncover anything that would make it an exception.

Dear Mr. King:

Thank you so much for your letter of February 21st, concerning the International Twist Contest but I'm afraid we're not interested.

Don Keyes

Sincerely,

Donald C. Keyes
Vice President
Programming

ys

DK:us

Twist
12 & 20

2 for the
Money

TWIST

The McLendon Corporation

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Donald C. Keyes
Vice President
Programming

ys

DK:us

Twist
12 & 20

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Money

5 115 PM

KLIF

"TWIST"

As our twist party moves along on ~~KLIF~~, I want to remind you of the cardinal rule as taught to us by ~~the~~ ^{I have stated repeatedly} ~~the~~ of the Arthur M. Anderson. Let

Twist
12 & 20

WM. H. KING

PRESENTS

INTERNATIONAL TWIST CONTEST

February 25, 1962

SATURDAY, MARCH 3

8:30 P.M. 'TIL 12:00 MID.

FROM WORLD FAMOUS

Mr. William H. King

CONVENTION HALL

1700 Washington Ave.

Miami Beach, Fla.

MIAMI BEACH, FLORIDA

February 21, 1962

Dear Mr. King:

Mr. Don Keyes
Radio Station
2008 Jackson
Dallas, Texas

Thank you so much for your letter of February 21st, concerning the International Twist Contest but I'm afraid we're not interested.

Dear Mr. Keyes:

Sincerely,

I have been very successful in the last few months putting on Twist Contests, co-sponsored by the top radio station in the area. In December, I put on two

Donald C. Keyes
Vice President
Programming

DK:us

2 for the
Money

WM. H. KING

PRESENTS

INTERNATIONAL TWIST CONTEST

SATURDAY, MARCH 3

8:30 P.M. 'TIL 12:00 MID.

FROM WORLD FAMOUS

CONVENTION HALL

MIAMI BEACH, FLORIDA

February 21, 1962

Mr. Don Keyes
Radio Station K.L.I.F.
2008 Jackson Street
Dallas, Texas

Dear Mr. Keyes:

I have been very successful in the last few months putting on Twist Contests, co-sponsored by the top radio station in the area. In December, I put on two contests, one in Louisville and one in Pittsburgh. The one in Louisville drew 11,200 people and the one in Pittsburgh drew 14,000. As you can see, I am putting on a show in Miami Beach, co-sponsored by Station WFUN.

I feel that the Twist is very hot in your city and that one of these contests would draw a minimum of 12,000 people. I work with the stations as follows: The entire cost of this production is underwritten by me and would run approximately \$6,000. I handle the producing of the show, printing of the tickets, renting of building, stage hands, union set-up, ticket office, etc., complete from A to Z.

The local station has the following obligations: A. Two weeks prior to the show they give me a commercial every thirty minutes around the clock. B. The night of the show they furnish four of the top personalities from the station.

C. The station must arrange for three well known figures in the community to act as judges. In return for this the station will receive 25% of all monies taken in after the \$6,000 expense. This is the same deal I have had with all of the stations and it has really given the station a shot in the arm. We have received national publicity wherever we have played.

If you would like, you may contact Mr. Robert Franklin, Manager of the McLendon Station in Louisville, WAKY, or Mr. Art Selley, Manager of Station WFUN, Miami Beach, Florida.

I guarantee the winning couple \$2,500.00 in personal appearances and award trophies to the first three place winners. We run the Contest as follows: 8:30 p.m., Preliminary Contest; 10:30 p.m., a one-hour Stage Show; 11:30 p.m. The Finals.

We have always had a minimum of 500 contestants competing for the prizes. One of the main reasons for the tremendous success of these contests is that we have kept the prices low, \$1.50 in advance and \$2.50 at the door.

If you are interested in working with me on a contest the latter part of March, please contact me at the above address at your earliest possible convenience and I will be very happy to fly into your city to make all the necessary arrangements.

Sincerely yours,

William H. King
William H. King

WHK:ow

Headquarters:

CONVENTION HALL, 1700 WASHINGTON AVE., MIAMI BEACH, FLA., PHONE JE 2-4715

Twist
12 & 20

2 for the
Money

WM. H. KING

PRESENTS

INTERNATIONAL TWIST CONTEST

SATURDAY, MARCH 3

8:30 P.M. 'TIL 12:00 MID.

FROM WORLD FAMOUS

CONVENTION HALL

MIAMI BEACH, FLORIDA

DEAR SIR:

I WOULD LIKE FOR YOUR ORGANIZATION TO SPONSOR A TEAM IN OUR INTERNATIONAL TWIST CONTEST WHICH WILL BE HELD AT CONVENTION HALL, MIAMI BEACH, SATURDAY, MARCH 3 AT 8:30 P. M.

WE ARE PLANNING A TREMENDOUS CONTEST AND EXPECT OVER 2,000 TEAMS FROM ALL OVER THE WORLD TO COMPETE. THE FIRST PLACE WINNER WILL RECEIVE TROPHIES AND \$2,500.00 IN PERSONAL APPEARANCE MONEY THROUGH NATIONAL TV, RADIO AND PERSONAL APPEARANCES. THE NEXT THREE PLACE CONTESTANTS WILL RECEIVE TROPHIES AND ADDITIONAL PRIZES. YOU, AS A SPONSOR WILL RECEIVE RECOGNITION FROM THE STAGE AT THE INTRODUCTION OF YOUR COUPLE OR COUPLES.

THERE WILL BE 40 DANCERS ON THE STAGE IN EACH ELIMINATION CONTEST WITH THE THREE BEST COUPLES OF THE 40 BEING AUTOMATICALLY ENTERED IN THE FINALS. YOUR OBLIGATION AS A SPONSOR WOULD BE ONLY TO GET YOUR TEAM TO THE MIAMI BEACH AUDITORIUM AND PAY THEIR ENTRANCE FEE WHICH IS AN ADMISSION TICKET ONLY. THIS IS \$1.50 IN ADVANCE OR \$2.50 AT THE DOOR.

SPECTATORS ARE CORDIALLY INVITED TO SEE THIS CONTEST AND THERE IS NO AGE LIMIT AS TO THE TEAM YOU SPONSOR.

SINCERELY YOURS,

Wm H King
WILLIAM H. KING

whk:jc

Headquarters:

CONVENTION HALL, 1700 WASHINGTON AVE., MIAMI BEACH, FLA., PHONE JE 2-4715

Twist
12 & 20

2 for the
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5 1:15 PM

KLIF

As our twist party moves along on ~~KEWB~~, I want to remind you of the cardinal rule as ^{I HAVE STATED REPEATEDLY} taught to us by lovely Miss ~~_____~~ of the Arthur M studios. Let yourself go. Get that rhythm going, the hips swinging one way, the arms in the opposite direction, and you'll be amazed at the wonderful natural rhythm of your body. *Now! Lets Twist!*

#6 2:15 PM

An Important thing we should mention about the twist is that you ~~seem to~~ can do the twist to virtually any rock'n'roll record. All you need is that good strong beat. And once you get the rhythm, there's an exhilaration that makes you want to keep on going all night. We hope you ^{re} enjoy the big weekend twist party.

Everybody can enjoy the twist. *Now, Lets Twist!*

#7 3:15 PM

With students, teenagers, pre-teenagers, debutantes, dukes, duchesses, Her Majesty, Grandmas and Grandpas all doing the twist in this facinating fad that has swept the entire nation, some old tricks are being worked in with the new innovation. ^{PEOPLE IN DALLAS} The ~~Arthur M~~ people tell us that they are now doing variations of the twist which include lots of the old Charleston, the Susie Q, and the Big Apple.

You might want to experiment with these as our KLIF weekend party continues. *Now LET'S Twist!*

8 4:15 PM

Amongst the new twist innovations being tried ^{MORE} ~~at our Arthur M studios in San F.~~ BY THE LIMBER MEMBERS OF KLIF, are "the over-sway" which means going all the way back to a precarious ~~pp~~ position while maintaining the rhythm, "The traveling side-step" which puts the accent on one foot while you drag or kick the other, and "the choo-choo train" which I'll explain a bit later. ~~Right now, let's all do the twist,~~

9 5:15 PM

Would you like to try the choo-choo train, A variation of the twist? Alright, without breaking the tempo, the male partner initiates the movement by turning away

Twist
12 & 20

2 for the
Money

TWIST LESSONS

#1 9:15AM "Thank you E.W. and good morning Twisters."

Alright Twisters, The important thing to remember in doing the Twist, according to our lovely instructress..... of the Arthur Murray studios of San Francisco,

is to really let go!! ^{For our first lesson} On this record, then, let's just limber up a bit. Now if you'll

simply place your feet stationary and slightly apart, ^{and} get your knees swinging together from side to side ^{Then} ^{along with the tempo.} and count to 8. Here we go, let's limber up, ~~for the Twist.~~ Now, let's twist!!

#2 10:15AM

"Good morning again! It's time for lesson number two!"

The Twist gets its name from the fact that you actually twist your body in tempo,

of course. The body area affected is the region from the ankles to the shoulders.

Although most of the twist action should be in the area of the hips with not too much action in the shoulders.

Once you get your hips swinging in tempo, a kind of natural momentum will take over and you'll find yourself doing the basic part of the twist.

Come on now, Let's try it again. Now, let's twist!!

#3 11:15AM

"Thank you Mr. W and welcome to lesson number three!!"

Now, This time let's get into what the Arthur M people on Sutter Street call the called the

side basic. Get that action going from the ankle to the knees into the hips with the arms doing a counter movement. On a count of 8 you shift the weight of your

body to the right foot, count 8 and move the action to the left foot. Now you're

twisting. Ready? Now, let's twist!!

Jolly Good show, (damned foreigners, can't even speak english well!!!)

#4 12:15PM

"Good afternoon twisters and get ready for lesson number four,"

Well we have some great twisters dancing on our twist party. Let's do the

forward basic movement now. Now don't break the tempo; it's still the 8 count but

instead of sideways movement, you make it a back and forth movement by placing

the right foot out in front, rock on it for 8 beats, and then rock back on the left

foot. Ready to give it a try? Alright, now, let's twist."

Let's Twist again.

Twist
12 & 20

2 for the
Money

#9 continued

from the girl. She follows suit and are now dancing back to back employing the same basic movement as before. A variation of this is called "the Back-scratch" in which the two rub shoulder blades. It sounds like fun. Let's all give it a try as our Twist party continues. *Now, Let's Twist.*

10 GINSPI

Here's another one you might try. ~~Our friends at Arthur M tell us that you can do~~ variations of the Twist to Latin dances, Like the old cha-cha-cha and the pachanga. *IT ALSO HEIGHTENS THE FEELING OF REALLY GETTING* ~~They caution the hundreds of new students thatx they are coaching~~ *THE TWIST DOWN BY SNAPPING THE FINGERS, RATHER LIKE THE* ~~that twist variety is important. However, the motion should always be identical.~~ *Spanish Flamenco Dancers.*

~~Alright then, let's twist some more.~~ *Now, Let's Twist*

#11 (write no. 11)

#

2 for the
Money

MEMORANDUM

File copy
Twist lesson
KLH
misc

Twist
12 & 20

TO: ALL KLIF DISC JOCKEYS
CC: Bill Morgan, Jack Sharp
Gordon McLendon

TWIST

FROM : DON KEYES

DATE: January 18, 1962

Mr. Jolly Joyce
Jolly Joyce Agency
58 West 48th Street
New York City, N. Y.

we may have them sold but until then, here are your directions.

Dear Mr. Joyce:

Thanks so much for your offer of Joey Dee and the Starlites.
After giving it much thought we have decided to pass it up.

Our decision was based on the following:

As I mentioned to you, two of our own theatres here in Dallas, the Casa Linda and the Preston Royal, both first class neighborhood houses ran the "Hey, Let's Twist" feature last week. Both grosses left much to be desired.

Further, the cost of the act, \$1500.00 plus organ and drum rental, auditorium and police rental, etc., would run the total cost well over \$2000.00. We feel that this is too much money to gamble with when you consider that the "Twist" craze may be gone completely one month from now.

If we could have the act within the next week or ten days it might be different but to look ahead for weeks seems questionable.

Thank you again for calling me. I am returning your publicity material under separate cover.

Sincerely,

Donald C. Keyes
Vice President
Programming

P.S.:

I am also returning a Paper-Mate pen which, evidently, was inadvertently packed with the material you sent.

DCK:us

Don Keyes

2 for the
Money

MEMORANDUM

rpt

"promotion"
Twist Lesson

Twist
12 & 20

TO: ALL KLIF DISC JOCKEYS
CC: Bill Morgan, Jack Sharp
Gordon McLendon
FROM : DON KEYES
DATE: JANUARY 3, 1962

This weekend, KLIF's Master of Terpsichore, Buford T. Sternwallow (played by Russ Knight), will give lessons in the Twist. By that time, we may have them sold but until then, here are your directions.

The lessons will be logged at 15 minutes past the hour starting at 9:15 AM through 7:15 PM. There will be 11 lessons, in order, on a tape to be played from the Ampex. Be sure you stop the tape on cue and then, don't forget to cue it for the next one.

The intro to the lesson and the lesson itself will be all on tape and will last about 30 seconds. When you hear the cue by Buford T. Sternwallow, "now let's twist", stop the tape and go immediately to a "twist" record. Jack Sharp will schedule these records to avoid confusion. Follow his list and don't mix them up or lose them.

After the 7:15 PM lesson, the evening man is to rewind the tape and leave it for the Sunday morning man to play again. Sunday's lessons and schedule will be identical to that of Saturday.

Let's have lots of plugs through each hour that the next "twist" lesson is coming up soon, etc. Have fun with it, it's not serious.

Don Keyes

TWIST LESSONS
TWIST LESSON

PROMO # 1

PROMO # 2

TWIST LESSON

Control:

(Chubby Checker - "Come on baby, let's do the twist..."

Keyes:

"My only regret is that I have but one life to give for
cross fade into instrumental...fade for....)

Control:

(Chubby Checker -- "Come On Baby, let's do the

Keyes:

"Come on baby, let's do the twist... words to live by.
Twist" -- fade to instrumental, fade for....)

Control:

Words written in letter of gold in the annals of American

Keyes:

"This is Eastbrook Van Westbrook, retired genius. It's
the Twist by listening to the Twist lessons on KLIF this weekend.
time once again for another Twist lesson from KLIF. And now
Starting at 9:15 Saturday morning and 15 minutes past the hour
it is with no great pride I give you Cliff's Master of Terpsichore,
throughout the day, KLIF's Master of Terpsichore, Buford
Buford T. Sternwallow."

Knight:

T. Sternwallow will give free lessons in the Twist. Why be
(Insert -- approximately 20 seconds)
a rugged individualist...learn the Twist with everyone else.

Broadcast control: (on cue, segue to a twist record)

Be listening for the free twist lessons this weekend on Big
Cliff."

free lessons in the Twist. Don't fight it any longer, learn the

Control:

Twist on KLIF this weekend.
(Instrumental jingle sig)

#

Control:

(instrumental jingle sig)

#

Twist
12 & 20

2 for the
Money

TWIST LESSONS
TWIST LESSON

PROMO # 1

PROMO # 2

Control:

(Chubby Checker - "Come on baby, let's do the twist..."

Keyes:

"My only regret is that I have but one life to give for
cross fade into instrumental...fade for....)

Keyes:

"Come on baby, let's do the twist...words to live by.

Control:

This is America's history...and now, add to them... Master
of Terpsichore Words written in letter of gold in the annals of American
music. This is Eastbrook Van Westbrook inviting you to learn

Keyes:

"Come on baby, let's do the twist....a slogan ringing
Starting at 9:15 Saturday morning and 15minutes past the hour
across America. And now, KLIF announces free lessons in
throughout the day, KLIF's Master of Terpsichore, Buford
how to do the Twist. This is Eastbrook Van Westbrook reminding
T. Sternwallow will give free lessons in the Twist. Why be
you that this weekend, starting at 9:15 Saturday morning and 15
a rugged individualist...learn the Twist witheveryone else.
minutes past the hour through the day, KLIF's Master of Terpsichore,
Be listening for the free twist lessons this weekend on Big
Buford T. Sternwallow, will be ~~heard~~ heard on KLIF giving
Cliff."
free lessons in the Twist. Don't fight it any longer, learn the

Control:

Twist on KLIF this weekend."
(Instrumental jingle sig)

Control:

(instrumental jingle sig)

#

#

Twist
12 & 20

2 for the
Money

TWIST LESSON

PROMO # 2

STATION BREAKS TWIST

Keyes: "My only regret is that I have but one life to give for
"This is Big Cliff in Big D....where you can learn the Twist
this weekend my country. Sighted sub, sank same...great quotes from

Control: "This is KLIF in Big D....and now, add to them...." Master
of Terpsichore, Buford T. Sternwallow, will give free lessons in
the Twist. (Chubby Checker - "Come on baby, let's do the twist " --

Keyes: "This is Big Cliff in Big D....cross fade into instrumental...fade for....) shed unwanted
pounds by learning the Twist. Keep listening for full details..."
"Come on baby, let's do the twist.....a slogan ringing

across America. And now, KLIF announces free lessons in
how to do the Twist. This is Eastbrook Van Westbrook reminding
you that this weekend, starting at 9:15 Saturday morning and 15
minutes past the hour through the day, KLIF's Master of Terpsichore,
Buford T. Sternwallow, will be ~~heard~~ heard on KLIF giving
free lessons in the Twist. Don't fight it any longer, learn the
Twist on KLIF this weekend."

Control: (instrumental jingle sig)

Let's twist", stop the tape and go immediately to a "twist" record. Jack
Sharp will schedule these records to avoid confusion. Follow his list and
don't mix them up or lose them.

After the 7:15 PM lesson, the evening man is to rewind the tape and leave
it for the Sunday morning man to play again. Sunday's lessons and schedule
will be identical to that of Saturday.

Let's have lots of plugs through each hour that the next "twist" lesson is
coming up soon, etc. Have fun with it, it's not serious.

Don Keyes

Twist
12 & 20

2 for the
Money

MEMORANDUM

TO STATION BREAKS ~~KLIF DISC LOGS~~ TWIST

CC: Bill Morgan, Jack Sharp

"This is Big Cliff in Big D....where you can learn the Twist this weekend. Stay tuned for full details..."

FR "This is KLIF in Dallas, Big Cliff in Big D...where KLIF's Master of Terpsichore, Buford T. Sternwallow, will give free lessons in the Twist, this weekend." J 3, 1962

Thi "This is Big Cliff in Big D where this weekend you can shed unwanted pounds by learning the Twist. Keep listening for full details..." (played by Russ Knight), will give lessons in the Twist. By that time, we may have them sold but until then, here are your directions.

The lessons will be logged at 15 minutes past the hour starting at 9:15 AM through 7:15 PM. There will be 11 lessons, in order, on a tape to be played from the Ampex. Be sure you stop the tape on cue and then, don't forget to cue it for the next one.

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Let's have lots of plugs through each hour that the next "twist" lesson is coming up soon, etc. Have fun with it, it's not serious.

Don Keyes

MEMORANDUM

Twist Lesson

INTRO

TO: ALL KLIF DISC JOCKEYS

CC: Bill Morgan, Jack Sharp
Gordon McLendon

FROM : DON KEYES

DATE: JANUARY 3, 1962

This weekend, KLIF's Master of Terpsichore, Buford T. Sternwallow (played by Russ Knight), will give lessons in the Twist. By that time, we may have them sold but until then, here are your directions.

Knight: (Insert -- approximately 30 seconds)

The lessons will be logged at 15 minutes past the hour starting at 9:15 AM through 7:15 PM. There will be 11 lessons, in order, on a tape to be played from the Ampex. Be sure you stop the tape on cue and then, don't forget to cue it for the next one.

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Don Keyes

TWIST LESSONS

PROMO # 1

TWIST LESSON

INTRO

Control: (Chubby Checker -- "Come On Baby, let's do the
Keyes: Twist" -- fade to instrumental, fade for....)

Keyes: "This is Eastbrook Van Westbrook, retired genius. It's
time once again for another Twist lesson from KLIF. And now
it is with no great pride I give you Cliff's Master of Terpsichore,
Buford T. Sternwallow."

Knight: (Insert -- approximately 20 seconds)

Broadcast control: (on cue, segue to a twist record)

Control:

(Instrumental (fade in))

#

Make fax of
these 3 pages.
DK

Twist
12 & 20

2 for the
Money

TWIST LESSONS

PROMO # 1

PROMO # 2

Control: (Chubby Checker - "Come on baby, let's do the twist..."
cross fade into instrumental...fade for....)

Keyes: "Come on baby, let's do the twist...words to live by.
Words written in letter of gold in the annals of American
music. This is Eastbrook Van Westbrook inviting you to learn
the Twist by listening to the Twist lessons on KLIF this weekend.
Starting at 9:15 Saturday morning and 15 minutes past the hour
throughout the day, KLIF's Master of Terpsichore, Buford
T. Sternwallow will give free lessons in the Twist. Why be
a rugged individualist...learn the Twist with everyone else.
Be listening for the free twist lessons this weekend on Big
Cliff."

Control: (Instrumental jingle sig)

Control: (instrumental jingle sig)

#

Twist
12 & 20

2 for the
Money

Keyes:

"My only regret is that I have but one life to give for my country. Sighted sub, sank same...great quotes from America's history.....and now, add to them....."

Control:

(Chubby Checker - "Come on baby, let's do the twist " --
cross fade into instrumental...fade for...)

Keyes:

"Come on baby, let's do the twist.....a slogan ringing across America. And now, KLIF announces free lessons in how to do the Twist. This is Eastbrook Van Westbrook reminding you that this weekend, starting at 9:15 Saturday morning and 15 minutes past the hour through the day, KLIF's Master of Terpsichore, Buford T. Sternwallow, will be ~~heard~~ heard on KLIF giving free lessons in the Twist. Don't fight it any longer, learn the Twist on KLIF this weekend."

Control:

(instrumental jingle sig)

#

MEMORANDUM

TWIXT 12 & 20

TO: ALL MANAGERS, ALL DIRECTORS

FROM: DON KEYES

DATE: JULY 27, 1957

Bob Stevens has come up with a gimmick that I think is certainly worth running for a few days. It is very simple and works this way.

You make promotional announcements concerning Pat Boone's record "Twist Twelve and Twenty" and the gimmick is that "If you catch KLL playing 'Twist 12 and 20' any other time than twist 12 and 20 past the hour and are the first to call in, you will win the prize".

As you can see, this is a small promotion but then, so much of our production and excitement recently is made up of such small promotions. The prize can be anything within reason. I wouldn't go above something like a \$25 savings bond.

Don Keyes

OK/ys

(cc) Gordon MacLendon ✓
G. B. MacLendon

Twist
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MEMORANDUM

RBB

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JULY 27, 1959

"Twixt 12+20" Cont.

Bob Stevens has come up with a gimmick that I think is certainly worth running for a few days. It is very simple and works this way.

You create promotional announcements concerning Pat Boone's record "Twixt Twelve and Twenty" and the gimmick is that "If you catch KILT playing 'Twixt 12 and 20' any other time than twixt 12 and 20 past the hour and are the first to callin, you will win the prize".

As you can see, this is a small promotion but then, so much of our production and excitement recently is made up of such small promotions. The prize can be anything within reason. I wouldn't go above something like a \$25 savings bond.

Don Keyes

DK/ys

cc: Gordon McLendon ✓
B. R. McLendon

2 for the
Money

2 for the
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CREATIVE SALES IDEA (Ron Ruth, Sales Mgr., WNUS)

Sold 88 1-minute reports from Indianapolis during the month of May leading to the race and race results from the wire on May 30. Price \$3500.

ynb
"Two for the Money"

COPY APPROACH FOR NEW COMMERCIAL (Ron Ruth, Sales Mgr., WNUS)

Douglas Oil in California is running a "Win Something Wild" contest. Prizes include a maid for a year, \$5000 and a stockbroker, and a 2000 lb. steer. We are pitching this to local oil companies.

NEWS STORIES CAUSING COMMENT (Charlie Payne, Gen. Mgr., KLIF)

Weather big news story. KLIF News did excellent job of covering flood conditions. News Director pulled two drowned bodies from one car about 2:30 AM - first on the scene.

AREAS TO SPEND MORE MONEY (Charlie Payne, Gen. Mgr., KLIF)

Quick establishment of budgets for prizes in audience promotion, per Manager's meeting.

PROMOTION (Bill Young, Program Director, KILT)

"2 for the Money". Fun contest slated for next week. Listeners supply a word and the DJ has 10 seconds to rhyme as many words as he can. Listeners win \$1.00 for every word the jock rhymes. Small, but fun and the mail response is very good.

STATION BREAKS (Bill Young, Program Director, KILT)

This is all American KILT...turn us up and we'll turn you on!

CREATIVE SALES IDEA (Dickie Rosenfeld, Sales Mgr., KILT)

We proposed a coverage of Houston's forthcoming Champions Golf Tournament to Champion Chevrolet. This includes reports direct from the Champions Golf Course. Copy, of course, is tied into the name Champion.

PROMOTION (Johnny Barger, Program Director, WYSL)

Take a truck driver to lunch on National Truck Driver's Day-- (May 15th Promotion). Citizens of Buffalo are asked to observe driving habits of Western New York truck drivers. If possible, they are to jot down the license number or truck number and firm of those they consider most courteous, and WYSL will treat the drivers and their

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CONTESTS

PROMOTIONS,
GIMMICKS, ETC.

Tp-Tz