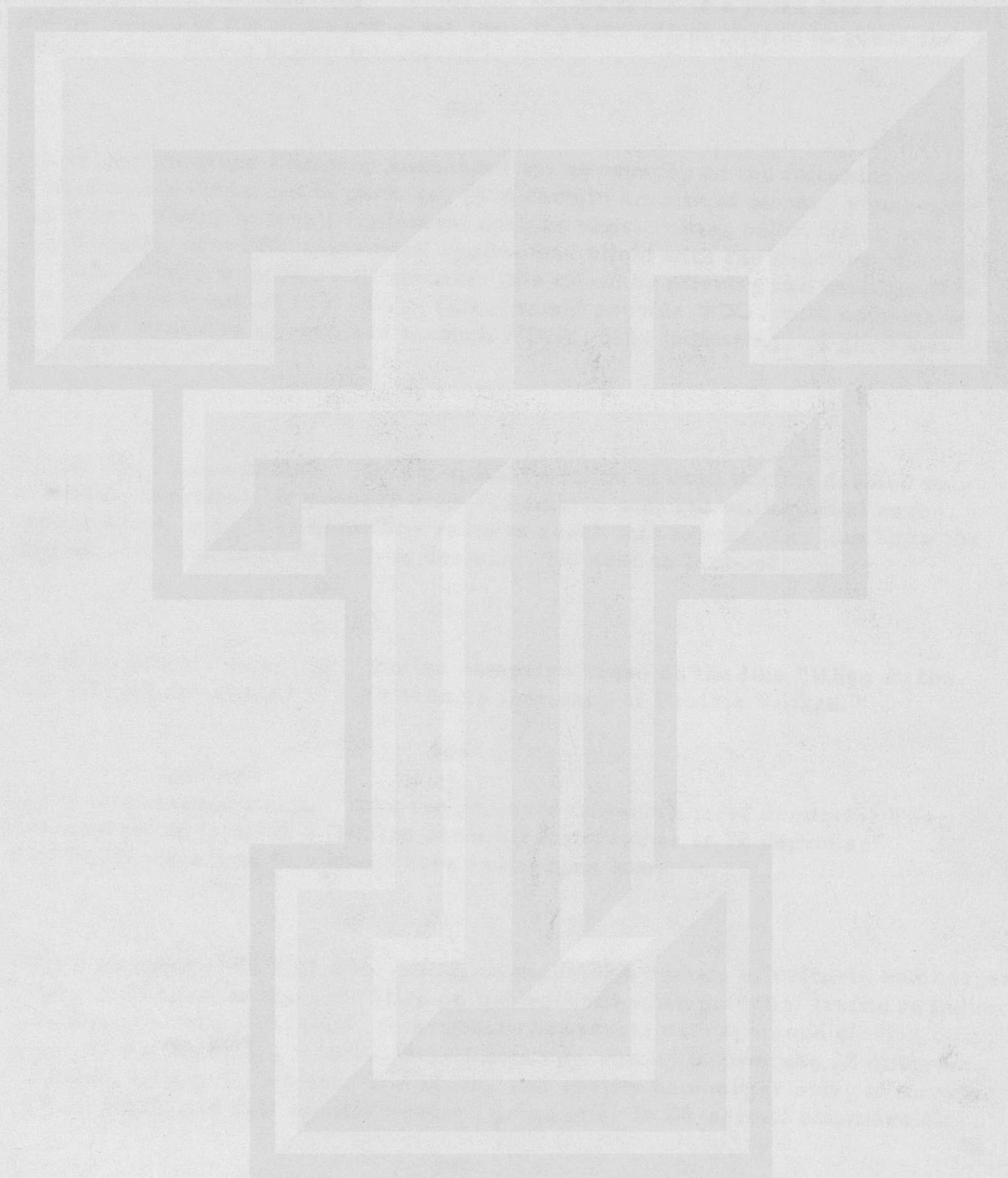


077

Sales & Merchandising

Pilot Survey



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(STUDENTS VOICES UNDER FOR ANNCR:)

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Female: Yeah? Well, you look a little prehistoric yourself!!

Male: Well then...would you believe that Turkish people never call themselves "Turks"! In their language, "Turk" means "clown."

Female: Funny man! Well, would you believe it if I told you that Modern Office Supply handles all types of commercial printing in its own print shop?? and has fast service?? and has been in operation for over 20 years??

Male: Agent 97!!! That's a long operation!!

Female: Yeah!! Well, would you believe that Modern Office Supply has two locations? Modern Office Supply, 714 North Broadway and Midwest City Office Supply, 1501 South Midwest Blvd. Call Central 2-4283 for Oklahoma City, and Pershing 2-8618 in Midwest City.

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Female: Nah!!!

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Marlin Schlottman sent a letter to the Advertising Manager of a local theatre chain which may well flush out some additional business. The following is a copy of the letter.....

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Advertising Manager
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Dear Bob:

I am well aware of the anxiety you people go through when trying to decide which theatre attractions to advertise on which radio station formats. Maybe the following thoughts will assist you now and in the future.

The attraction that is in the forefront now is "Dr. Zhivago." Since the picture opened, your thinking has been to not utilize the contemporary/Top 40 audience that W DGY offers. (You did, however, run a light schedule with us for \$120 in April about the time the attraction opened.)

In checking the current music play list (determined policy by requests and record sales), or listeners have picked "Somewhere My Love," the Dr. Zhivago theme music, as #23! It would appear to me that since the W DGY audience prefers the picture's music (and hears it constantly on W DGY) they should be prime prospects for the sales message as to where the picture is playing.

I think the time is right for the good doctor to make a house call on the W DGY audience, don't you?

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In a market the size of Kansas City, the four competitive majors to WHB can be represented by a stack of about 25 chips not exceeding 4 inches in height. (The WHB stack has 83 chips and is approximately 10 inches in height.)

The breakdown for one competitive station (WDAF) is as follows:

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SALES

With the advent of cold weather housewives are forced to spend more time in their homes in most of our cities. WDGY recently sold a schedule to the Cole Furnace Company using a number of weather capsules during these time periods. This is a good reminder that there are other accounts that can be pushed inot the 9 a.m. to 3 p.m. time besides the usual food accounts.

###

If Lay's Potato Chips are not distributed in your area you might want to steal their excellent copy line -- "Bet you can't eat one." Obviously, the humor and the sales message comes home when the person sampling the product asks for a second or in many cases demands a second one.

###

"Get a honey of a deal at Morris Chevrolet and get a jar of honey when you test-drive the new Chevy."

###

Following new car commercial, the Tower Grove Bank runs a 10 second spot telling people who buy a new car to have the financing done by their bank. The client specifically bought it on all new car spots.

###

They are in the midst of formulating a presentation that might be the answer to reaching some of the big banking business that we miss. 1st National Bank of Minneapolis have spend hundreds of thousands of dollars establishing themselves as the "Answer Bank." With that in mind plus the importance of the people in the 18 to 24 age category, they are proposing for 1966 a central theme built around "Young Adults Ask the Answer." For example, a question on tupes of banking accounts followed by the Answer Bank's reply. Other questions will touch upon auto financing, installment loans, trust funds, etc.

###

They pitched a retailer of fireplace and barbecue equipment (Foreshaw) an idea to sponsor weather reports to be called, "The Foreshaw Forecast." It's either time to light the charcoal or the fireplace.

###

They have come up with an idea to merchandise for a product account that ties in with a phone fun-test. Give the number to call and the explanation of the game. Then they play the client's commercial. When it finishes, they take the contestant on the phone on-the-air. In the small talk they ask about the clients product, such as, "Have you tried _____?" If the answer is "No", "go ahead, you will probably like it." This idea sold Mrs. Clark's Bakery on WTEX.

###

SALES

"Heritage Lending Fund" capitalizes on the impersonal attitude of large banks and the oversell of loan sharks. Their copy claims they have a new personal atmosphere with friendly credit interviewers. Also, a discount is given to those who make their payments on or before due date.

###

WDGY is currently packaging their late evening features in this manner: One feature (weather, headlines or sports) per hour from 9:00 PM to 1:00 AM 7 nights a week. They require at 13-week contract, which gives them a better chance to perform for a limited budget client.

###

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SALES

ELECTRONIC TONES/BEEPS/ETC

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SALES

#2 Yeah, but don't neglect..
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Guy: Hey get a load of my new Kawasaki.
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Buy: No, stupid! Kawasaki!! Mine's : Kawasaki-650! The biggest, fastest, most powerful Japanese-built motorcycle.
Girl: What are ya...a commercial?
Guy: No! I'm just trying to tell you about my new Kawasaki from Cycle World. It's great!
Girl: What? The Matza-Frocky or Cycle World??
Guy: Well, both! Cycle World sold me this new Kawasaki for no money down, and I've financed it for up to 36 months. Why Cycle World even sold me my helmet, goggles & mirrors. They're required by law you know! Plus, I have the special 6 mos. or 6,000 miles warranty.
Girl: Yeah! Well, I kinda dig your new Rotza-Krawzy.
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###

SALES

With the advent of cold weather housewives are forced to spend more time in their homes in most of our cities. WDGY recently sold a schedule to the Cole Furnace Company using a number of weather capsules during these time periods. This is a good reminder that there are other accounts that can be pushed inot the 9 a.m. to 3 p.m. time besides the usual food accounts.

###

If Lay's Potato Chips are not distributed in your area you might want to steal their excellent copy line -- "Bet you can't eat one." Obviously, the humor and the sales message comes home when the person sampling the product asks for a second or in many cases demands a second one.

###

"Get a honey of a deal at Morris Chevrolet and get a jar of honey when you test-drive the new Chevy."

###

Following new car commercial, the Tower Grove Bank runs a 10 second spot telling people who buy a new car to have the financing done by their bank. The client specifically bought it on all new car spots.

###

They are in the midst of formulating a presentation that might be the answer to reaching some of the big banking business that we miss. 1st National Bank of Minneapolis have spend hundreds of thousands of dollars establishing themselves as the "Answer Bank." With that in mind plus the importance of the people in the 18 to 24 age category, they are proposing for 1966 a central theme built around "Young Adults Ask the Answer." For example, a question on tapes of banking accounts followed by the Answer Bank's reply. Other questions will touch upon auto financing, installment loans, trust funds, etc.

###

They pitched a retailer of fireplace and barbecue equipment (Foreshaw) an idea to sponsor weather reports to be called, "The Foreshaw Forecast." It's either time to light the charcoal or the fireplace.

###

They have come up with an idea to merchandise for a product account that ties in with a phone fun-test. Give the number to call and the explanation of the game. Then they play the client's commercial. When it finishes, they take the contestant on the phone on-the-air. In the small talk they ask about the clients product, such as, "Have you tried ?" If the answer is "No", "go ahead, you will probably like it." This idea sold Mrs. Clark's Bakery on WTEX.

###

SALES

"Heritage Lending Fund" capitalizes on the impersonal attitude of large banks and the oversell of loan sharks. Their copy claims they have a new personal atmosphere with friendly credit interviewers. Also, a discount is given to those who make their payments on or before due date.

###

WDGY is currently packaging their late evening features in this manner: One feature (weather, headlines or sports) per hour from 9:00 PM to 1:00 AM 7 nights a week. They require at 13-week contract, which gives them a better chance to perform for a limited budget client.

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###

SALES

KDWB is working through a local department store with a new request gimmick. The store has a battery of request phones which shoppers can pick up with a direct line to the radio station. Their voices are played back the following day. If you hear your voice on the air and call in, you win a record. This also makes you eligible to later win various merchandise prizes from the department stores. Also, if done right it might be something to help bolster the housewife times during the day.

###

KOMA has a promotion wherein they ask teenagers to write the station and send the menu for their favorite Sunday dinner. A local restaurant prepares the Sunday dinner for the winning family each week, cooking exactly what they ask for. As a point of information I am wondering why the copy was slanted to only the "teenager". It would seem to me that this contest is stronger for grown-ups than it would be for teenagers. But the point I would like to make is that I don't think it is wise to ever pointedly pitch any contest to teenagers. You can accomplish the same thing by not mentioning either teenagers or grown-ups in the spots.

###

WQAM is running a spot for "House and Garden Furniture Store" which opens with jungle sounds and drums. The copy theme is that this furniture store is NOT a jungle.

###

Tied in a cheerleading contest with a local shopping center, with contestants being cheerleaders from the six schools located in the center's area. Contest was held on a Saturday afternoon and over 3,000 people showed up. The winning team recorded an original cheer that will be used from time to time on our evening show.

###

KXOK presented the two Watkins Standard Oil stations in St. Louis a commercial idea built around the "country boy" image of the dealer. Instead of using the client on his own commercials, they used one of their own air men speaking in broken phrases and clearing his throat in the middle of the commercials. The commercials end... "If you aren't interested in buying tires -- just come on in and sit a spell."

###

The Dodge dealers of greater Kansas City have bought a saturation newscast plan to clear out all the '65's and make room for the '66's. The produced spots revolve around the line "running up the white flag of surrender on '65 prices."

SALES

"The Lucky Seven Sale". A local auto dealer gives a case of 7-Up with each new car sold -- two 6-packs for used cars -- and samples of 7-Up for coming by.

###

For those of you who have Kinney Shoe Stores in your area, this idea may help you out. Each year, Kinney requests a contest on the station to make people aware of properly fitting shoes. Last year, WDCY invited listeners to guess the correct shoe size of all the disc jockeys. The winner received a year's supply of shoes, free. A good mail gimmick, if you make it cute.

###

De-Lux Laundry and cleaners has been a big newspaper advertiser in Kansas City and very big on coupon deals. We proposed a radio coupon which would still be placed in the newspaper, but in such a way that only WHB listeners could take advantage of it. The client has shown considerable interest and will keep you posted on the results of this particular campaign, if they buy it.

###

Everyone is on the "Tiger" kick, and City National Bank in Kansas City has come up with a twist on the "Tiger in Your Tank" slogan. They call it "Tiger in Your Bank" -- "Put your Kitty in City National!"

###

Rudy Fick Ford has bought all newscasts on Sunday, with a view toward getting homecomers from lakes and resort areas. Schedule is producing good results.

###

They are running a "Would You Believe It" campaign on KOMA. They give a Ripley "Believe it Or Not" along with a fact about the advertiser. They report it adds great believe-ability to the commercials.

###

WQAM has a campaign for Colonial Pontiac built around the tag-line "Where everything is new but the name."

###

WHB sold this promo (Back to school) to a local shopping center. After having established the purchase for the Merchant's Association, they then advanced the idea of individual merchants buying separate schedules. The Merchant's Association paid half -- the Merchants paid half, thereby doubling the entire purchase for the promo.

###

Pilot Survey

SALES

WTIX has proposed a numbered sweepstakes to a construction company with two subdivisions in nearby suburbs. A local direct mail agency would issue 100,000 high quality numbered leaflets. These would explain the contest on one side and include a number, 1 to 100,000. The other side would tell about the merits of the homes for sale. These leaflets would be hand-carried into the middle and low income home areas and apartment complexes. People would have 2 to 3 weeks to drive out to either subdivision and check the leaflets for a winning number. Prizes would vary from small appliances to a color TV, etc. Many small prizes would be posted. Then whether or not you won a small prize, you would still be eligible to compete for the grand prize by registering your name and address. WTIX will be used as the backbone for the promotion.

###

I saw a bank ad in last week's "Advertising Age" which might be the basis for a good sales pitch. It's for the First National Bank of Clayton, Mo. It starts out "When your coins have lost their silver, we will love them just the same." The body copy reads "So don't fret because Uncle Sam is going to drain the silver from your nickels, dimes and quarters. Even if the mint turns out 10¢ pieces of tin -- or quarters of quartz -- or even 50¢ pieces of feathers, just as long as they're the coin of the realm the welcome mat will always be out here as it is for the coins you are using now. In the meantime bear in mind that we're continuing to accept the old-fashioned silver-laden coins and crediting them to your savings and checking accounts. Yes, and guarding them with our customary fervor for safety -- until the new ones come along. Keep in step with the bank that's in step with the times."

###

Cohen's Furniture Store. "All right, ladies, time for Dr. Cohen's exercises. First you bend down on your hands and knees. Now touch the floor with your nose. Oh, oh -- that carpet looks worn and thin." Then the spot dges into hard sell on Cohen's carpet sale.

###

Hawes-Knotts Rambler. The whole campaign revolves around the fact that H-K is the "yes" dealer. All spots feature a sales pitch in which the dealer is heard throughout, along with the announcer. But the only word the dealer ever says is "yes." The rest of the spot is straight pitch.

###

KWK in St. Louis has a tire dealer spot in which the dealer promises "flats" fixed free for the life of the tire.

SALUS

In order to get prospective customers to go home after looking at a new car, rather than shopping around for a better deal, a local Chevrolet dealer is giving a half-gallon of ice cream just for looking. Customers must take the ice cream home before it melts. This sounds like a very good gimmick

###

The "Mobile Mystery Mustang" Each month for three months, the Mobil dealers give away a '65 Mustang. Each day a Mobil salesman drives a Mustang to Mobil stations he services. He calls KXOK and gives clues as to where he is. The first listener to drive in within 630 seconds gets a \$5.00 certificate for Mobile products. The salesman also mentions that the listeners should go to any Mobile dealer and register to win a Mustang.

###

I noticed an ad in MAC this week for Qantas Airlines. Their copy approach goes "For \$798.00 you can buy 338 cartons of cigarettes, or you can fly Qantas to Cairo, etc." This seems to me a good approach in pricing big ticket items.

###

Sold a heavy schedule of spots to Delux Cleaners and Launderers, all to run on Monday and Tuesday, traditionally light days. Client offers half-price deal on all shirt laundry on these two days. The copy line invites housewives to gather up all the shirts in the house and "get them to Delux right away. Be sure to mention WHB and every second shirt will be done free."

###

Sold a package of 50 ROS five-minute newscasts to a chain of drive-in hamburger stands. Newscasts are scheduled on the weekend when potential traffic is highest. In a highly competitive field, five-minute newscasts with open and closing billboards, plus two commercials in news gives client opportunity to promote 22 different locations in rotation on open and close, sell quality hamburger story in minute commercial, and sell special weekend price offer in 20-second commercial.

###

KXOK reports a clever campaign for Southwestern Bell Telephone to get greater use of new phonebooks and cut down the number of calls to "Information." Spot has banjo opening interrupted by gunshots, broken strings and an irate producer. The announcer then suggests that during the interruption the listener phone a friend and "Entertain yourself! You phone faster when you know the number. It's in the book".

###

"A car dealer in suburban St. Charles was pitched the pilot in a series of commercials using humor to carry the theme 'Why drive all the way to St. Louis when you can get a better deal and service right here at home?' First spot used herd of stampeding elephants for effect."

KXOK proposed to major appliance dealer with 5 or 10 locations, a campaign around a giant character (a la Mr. Clean) called "Mighty Miscrany" (name of appliance dealer). He shakes the ground when he walks, radiates bigness, greatness, with mighty low prices, mighty easy terms, mighty big values, mighty close to you, etc.

###

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###

Pilot Survey

SALES

KDWB is working through a local department store with a new request gimmick. The store has a battery of request phones which shoppers can pick up with a direct line to the radio station. Their voices are played back the following day. If you hear your voice on the air and call in, you win a record. This also makes you eligible to later win various merchandise prizes from the department stores. Also, if done right it might be something to help bolster the housewife times during the day.

###

KOMA has a promotion wherein they ask teenagers to write the station and send the menu for their favorite Sunday dinner. A local restaurant prepares the Sunday dinner for the winning family each week, cooking exactly what they ask for. As a point of information I am wondering why the copy was slanted to only the "teenager". It would seem to me that this contest is stronger for grown-ups than it would be for teenagers. But the point I would like to make is that I don't think it is wise to ever pointedly pitch any contest to teenagers. You can accomplish the same thing by not mentioning either teenagers or grown-ups in the spots.

###

WQAM is running a spot for "House and Garden Furniture Store" which opens with jungle sounds and drums. The copy theme is that this furniture store is NOT a jungle.

###

Tied in a cheerleading contest with a local shopping center, with contestants being cheerleaders from the six schools located in the center's area. Contest was held on a Saturday afternoon and over 3,000 people showed up. The winning team recorded an original cheer that will be used from time to time on our evening show.

###

KXOK presented the two Watkins Standard Oil stations in St. Louis a commercial idea built around the "country boy" image of the dealer. Instead of using the client on his own commercials, they used one of their own air men speaking in broken phrases and clearing his throat in the middle of the commercials. The commercials end... "If you aren't interested in buying tires -- just come on in and sit a spell."

###

The Dodge dealers of greater Kansas City have bought a saturation newscast plan to clear out all the '65's and make room for the '66's. The produced spots revolve around the line "running up the white flag of surrender on '65 prices."

"The Lucky Seven Sale". A local auto dealer gives a case of 7-Up with each new car sold -- two 6-packs for used cars -- and samples of 7-Up for coming by.

###

For those of you who have Kinney Shoe Stores in your area, this idea may help you out. Each year, Kinney requests a contest on the station to make people aware of properly fitting shoes. Last year, WDCY invited listeners to guess the correct shoe size of all the disc jockeys. The winner received a year's supply of shoes, free. A good mail gimmick, if you make it cute.

###

De-Lux Laundry and cleaners has been a big newspaper advertiser in Kansas City and very big on coupon deals. We proposed a radio coupon which would still be placed in the newspaper, but in such a way that only WHB listeners could take advantage of it. The client has shown considerable interest and will keep you posted on the results of this particular campaign, if they buy it.

###

Everyone is on the "Tiger" kick, and City National Bank in Kansas City has come up with a twist on the "Tiger in Your Tank" slogan. They call it "Tiger in Your Bank" -- "Put your Kitty in City National"

###

Rudy Fick Ford has bought all newscasts on Sunday, with a view toward getting homecomers from lakes and resort areas. Schedule is producing good results.

###

They are running a "Would You Believe It" campaign on KOMA. They give a Ripley "Believe it Or Not" along with a fact about the advertiser. They report it adds great believe-ability to the commercials.

###

WQAM has a campaign for Colonial Pontiac built around the tag-line "Where everything is new but the name."

###

WHB sold this promo (Back to school) to a local shopping center. After having established the purchase for the Merchant's Association, they then advanced the idea of individual merchants buying separate schedules. The Merchant's Association paid half -- the Merchants paid half, thereby doubling the entire purchase for the promo.

###

Pilot Survey

SALES

WTIX has proposed a numbered sweepstakes to a construction company with two subdivisions in nearby suburbs. A local direct mail agency would issue 100,000 high quality numbered leaflets. These would explain the contest on one side and include a number, 1 to 100,000. The other side would tell about the merits of the homes for sale. These leaflets would be hand-carried into the middle and low income home areas and apartment complexes. People would have 2 to 3 weeks to drive out to either subdivision and check the leaflets for a winning number. Prizes would vary from small appliances to a color TV, etc. Many small prizes would be posted. Then whether or not you won a small prize, you would still be eligible to compete for the grand prize by registering your name and address. WTIX will be used as the backbone for the promotion.

###

I saw a bank ad in last week's "Advertising Age" which might be the basis for a good sales pitch. It's for the First National Bank of Clayton, Mo. It starts out "When your coins have lost their silver, we will love them just the same." The body copy reads "So don't fret because Uncle Sam is going to drain the silver from your nickels, dimes and quarters. Even if the mint turns out 10¢ pieces of tin -- or quarters of quartz -- or even 50¢ pieces of feathers, just as long as they're the coin of the realm the welcome mat will always be out here as it is for the coins you are using now. In the meantime bear in mind that we're continuing to accept the old-fashioned silver-laden coins and crediting them to your savings and checking accounts. Yes, and guarding them with our customary fervor for safety -- until the new ones come along. Keep in step with the bank that's in step with the times."

###

Cohen's Furniture Store. "All right, ladies, time for Dr. Cohen's exercises. First you bend down on your hands and knees. Now touch the floor with your nose. Oh, oh -- that carpet looks worn and thin." Then the spot goes into hard sell on Cohen's carpet sale.

###

Hawes-Knotts Rambler. The whole campaign revolves around the fact that H-K is the "yes" dealer. All spots feature a sales pitch in which the dealer is heard throughout, along with the announcer. But the only word the dealer ever says is "yes." The rest of the spot is straight pitch.

###

KWK in St. Louis has a tire dealer spot in which the dealer promises "flats" fixed free for the life of the tire.

SALMO

In order to get prospective customers to go home after looking at a new car, rather than shopping around for a better deal, a local Chevrolet dealer is giving a half-gallon of ice cream just for looking. Customers must take the ice cream home before it melts. This sounds like a very good gimmick

###

The "Mobile Mystery Mustang" Each month for three months, the Mobil dealers give away a '65 Mustang. Each day a Mobil salesman drives a Mustang to Mobil stations he services. He calls KXOK and gives clues as to where he is. The first listener to drive in within 630 seconds gets a \$5.00 certificate for Mobile products. The salesman also mentions that the listeners should go to any Mobile dealer and register to win a Mustang.

###

I noticed an ad in MAC this week for Qantas Airlines. Their copy approach goes "For \$798.00 you can buy 338 cartons of cigarettes, or you can fly Qantas to Cairo, etc." This seems to me a good approach in pricing big ticket items.

###

Sold a heavy schedule of spots to Delux Cleaners and Launderers, all to run on Monday and Tuesday, traditionally light days. Client offers half-price deal on all shirt laundry on these two days. The copy line invites housewives to gather up all the shirts in the house and "get them to Delux right away. Be sure to mention WHB and every second shirt will be done free."

###

Sold a package of 50 ROS five-minute newscasts to a chain of drive-in hamburger stands. Newscasts are scheduled on the weekend when potential traffic is highest. In a highly competitive field, five-minute newscasts with open and closing billboards, plus two commercials in news gives client opportunity to promote 22 different locations in rotation on open and close, sell quality hamburger story in minute commercial, and sell special weekend price offer in 20-second commercial.

###

KXOK reports a clever campaign for Southwestern Bell Telephone to get greater use of new phonebooks and cut down the number of calls to "Information." Spot has banjo opening interrupted by gunshots, broken strings and an irate producer. The announcer then suggests that during the interruption the listener phone a friend and "Entertain yourself! You phone faster when you know the number. It's in the book".

###

"A car dealer in suburban St. Charles was pitched the pilot in a series of commercials using humor to carry the theme 'Why drive all the way to St. Louis when you can get a better deal and service right here at home?' First spot used herd of stampeding elephants for effect."

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###

Pilot Survey

MEMORANDUM

TO: ALL McLENDON STATION MANAGERS

FROM: DON KEYES

DATE: OCTOBER 26, 1960

reph
cc

Charley { looks like a good revenue - producer to me
Bill Weaver
THE McLENDON STATIONS MEMORANDUM CBN

To Charles Payne
Bill Weaver
cc Gordon McLendon

Date September 23, 1965

From Kevin Sweeney

Subject Additional revenue from shows

We are going to try something out at Star Stations that may have revenue possibilities for two of our stations: Selling a department store or specialty shop a fashion show during some 20-minute period of the Beach Boys or Sonny and Sher appearances.

Since, particularly with the Beach Boys, the audience is over 90% females between 11 and 16, you have a captive audience of perhaps 5-9,000 females. A store will quite frequently pay about \$1.00 in promotion and be pleased with 50¢ person in promotion costs for a fashion show.

Star is going to try to sell stores on a cost-per-1000 basis in upcoming shows i.e. the store gets the fashion show for about \$200 for each 1000 paid admissions -- \$1200 for 6000 admissions. Or the store gets the shows for free if they sign a very large contract e.g. if they become a \$20,000 a year user of the station's facilities. Might work for KLIF and KILT on either basis.

cc: Policy Book

Kern

MEMORANDUM

TO: ALL McLENDON STATION MANAGERS

FROM: DON KEYES

DATE: OCTOBER 26, 1960

This quotation from the August 1960 Broadcasting might be of use to your sales departments.

Press rates outstrip circulation since '46

"The average line rate of U. S. Daily newspapers has gone up only 11.1%. Sunday papers

KTSA SAN ANTONIO

TO: GBM AT: McLC DATE: Oct. 10, 1962
FROM: Fiedler
SUBJECT: Dec. Sales Stimulators

You asked for our ideas! Right now we're in negotiations with the city's largest Shopping Center to incorporate a former idea of "KTSA Under Glass, wherein we move the entire radio station for a week to the enclosed mall of the shopping center, with the sale of a solid week of KTSA, other than existing spots, to the shopping center and their clients. Along with this goes a balloon flight and a tab for \$10,000. The shopping center is extremely interested, and so are we as December is a dull month.

December is historically a good month in SA for auto sales. We're trying to devise a Christmas auto event to sell to a sponsor.

Other December sales ideas, mainly tried and true, are sale of: Santa's Xmas Trip, Xmas Eve Party, Handel's Messiah m2-4 AM Xmas Day morning, Bill Moore Xmas spots, after -Xmas sales for Xmas Day. New Year's Eve Party. Merry Xmas House. Mytsery Santa.

Then there's the first baby of the New Year promotion to be sold to participating spot buyers who put up a prize during week Xmas to New Years.

Then a new idea--Bikes for Tykes promotion..sold to sponsor with give away of three girl and three boy bikes between Xmas and New Years to kids who wanted them from Santa and didn't get them.

When you get all the memos, compile them and forward please.

MEMORANDUM

Sales + Mktg.

TO: ALL McLENDON STATION MANAGERS

FROM: DON KEYES

DATE: OCTOBER 26, 1960

This quotation from the August 1960 Broadcasting might be of use to your sales departments.

Press rates outstrip circulation since '46

"The average line rate of U. S. Daily newspapers has gone up 84% since 1946, while circulation has gone up only 11.1%. Sunday papers have boosted rates by 62.9% while adding but 13.2% to circulation.

These figures are from the Assn. of National Advertisers' latest report on newspaper circulation and rate trends, being released today (Aug. 22). The study, showing postwar circulation and rate patterns of each U. S. English-language daily and Sunday paper with more than 50,000 circulation, updates a similar report issued by ANA a year ago.

The report shows that morning newspapers boosted rates by 91.5% between 1946 and 1960 while net paid circulation increased 5.4%. Evening papers had a rate gain of 77.8% against a circulation rise of 10.3%. All-day papers and morning-evening combinations raised rates 68% and circulation 4.1%.

These rate figures are based on the average line rate, assuming 5,000 lines per year. Increases based on the cost of one line of advertising per million circulation run somewhat less. For instance, on this basis the rates for dailies as a whole increased 66% as compared with the 84% increase shown on the straight cost-per-line basis.

The study also reviews the rate-and-circulation trends of six Sunday magazine groups and two Sunday comics groups.

Data for the 115-page report was compiled by Standard Rate & Data Service to ANA's specifications. Non-members of ANA may buy copies (\$15 each) from the association, 155 East 44th Street, New York 17. "

Don Keyes

MEMORANDUM

FROM: Gordon McLendon

March 16, 1961

TO : All Station Managers
Art McCoy
Daren McGavren
Bill Morgan
Don Keyes
B. R. McLendon
Dorothy Manning

Bill Morgan will resume his post as Vice-President in charge of National Sales for all McLendon Stations effective immediately.

As you know, ordinarily I consult all managers on policy decisions of a major nature.

In this case, however, I feel that no such consultation is necessary because we have thoroughly aired the pros and cons of this whole subject on several occasions, both individually and collectively. Therefore, the orders set forth here are not subject to discussion. In short, I just don't want any arguments from anyone. Just cooperate with Bill.

Bill's authority in the National Sales field will be extended considerably further than before. He will be able to make contracts for all of our stations without consulting any manager. When we are dealing for an account spending \$150,000.00 a year, we don't have time for arguments with individual stations. If we choose to give a frequency discount which seems appropriate for very large budgets, Bill will be able to do so and on the spot close a sale. You can't check seven stations and be delayed because one manager thinks he may have a bowling program lined up in that slot six weeks later. We have lost some impressive schedules in the last several months through lack of this flexibility. Not too many weeks ago, we lost \$120,000.00 in national business which we could have sold on a group basis if we had been able to answer for all our stations at a given moment. Thus, whatever contract Bill Morgan makes, you will accept. Obviously, he is acting in the best interest of the corporation as a whole -- and thus your own -- when he makes each sale. To make it absolutely clear again, Bill Morgan will have complete and final authority in the field of national sales.

You can and should argue with him whenever you wish but his decision will be binding. I ask all of you to help him do his job (which he undertakes again at my request) without vexatious personal differences. But do argue, if you wish, and inform him of facts which he may not know.

This in no way precludes you from taking your own selling trips when you feel necessary. I shall only ask that you consult me for an okay before making any major selling trips.

Your complete cooperation with this order is expected.

Gordon McLendon

Pilot Survey

January 22, 1959

TO: All Managers & Program Directors

FROM: Don Keyes

SUBJ: Commercial Ideas

While on my recent trip I heard a series of commercials for Central Airlines. They were very clever and extremely well produced. The idea is simple and can be adapted to any form of transportation that you might have need to advertise. It is exceptionally funny, however, when you think of Central Airlines with their DC 3 equipment or Trans Texas Airways for that matter. To the best of my memory here is the script and you can readily see how the idea can be adapted to other historical events.

Anncr: "The date April --, 18 --, the place the Little Big Horn, the event Custer's Last Stand. All things are as they were then except (echo) Central Airlines is there."

SE: Hoofbeats, Indian war whoops, shots being fired - fade under for

Voice 1: (Nervous, excited) "Gee, General, I know we're surrounded and things look pretty grim, but I want you to know that I'll be right here by your side."

Voice 2: "Me too, General, even though I'm just a corporal I'll be proud to have my name written in the dust of America's historical past."

Voice 3: (Gruff old man's voice) "Well that's OK for you guys, but I'm gonna make reservations on Central Airlines and get out of here!"

SE: Roar of DC 3 engines zooming off runway.

The funny part of this whole thing, and this can be worked into any angle you desire, is the incongruous roar of a DC 3 taking off from the most unlikely locations such as Bunker Hill, Waterloo, Shiloh, Manila Bay, etc.

Don Keyes

08B7
file
P.B.
January 22, 1959

TO: Managers & Program Directors

FROM: Don Keyes

Here is a gimmick that Larry Monroe used successfully a few years ago that got, if nothing else, a goodly amount of conversational response among listeners. From time to time on his show each day he would mention the fact that there were only _____ more shopping days until Ground Hog Day. With this coming up February second, I thought you might want to give this to one of your jocks to play with.

Items Heard in Past: Heard a little feature on a morning show recently that is worth mentioning. Every morning within a certain time period a jockey played a beautiful, soft ballad of the Mathis, Doris Day, Sinatra type and mentioned either side of the record, saying that this song got the "Cream of Wheat Award" for being the mushiest song of the day. Ken Knox refers to Julie London as the gal with "The Lowcut Voice". I don't know if it is on the tape or not, but Art Nelson uses a brief show identification expression that just kills me ... "This is the Art Nelson Show over KLIF in Dallas and this is Artie pulling the trigger on a few 45's."

In a few days, as soon as I get out from under the mountain of back correspondence on my desk, I will send you a long delayed music list, but for now here are two which I heard on my trip and which I think you should all be playing. For that matter, you may already be playing them. "Without a Song", Dick Stabile, Capitol. "How High The Moon", David Rose, M.G.M.

You will probably notice an increased trend, at least in the forthcoming weeks, to orchestral arrangements of standards and "evergreens" with a subtle rock and roll background with predominant percussion and cling, cling, cling piano. Both of these records are very good programming and very commercial as well.

Don Keyes

RPB

Bill m - anything here?
oBm



telashoper pylon sign

P. O. BOX 4327, MIAMI 32, FLORIDA
OX-1-0805

November 13, 1959

Mr. Gordon B. McLendon, President
The McLendon Corporation
2008 Jackson Street

Radio policy book - Sales + Mchdsg.
"Tel-A-Sign"

MEMORANDUM

KLIF--DALLAS

TO: Gordon McLendon

DATE: December 9, 1959

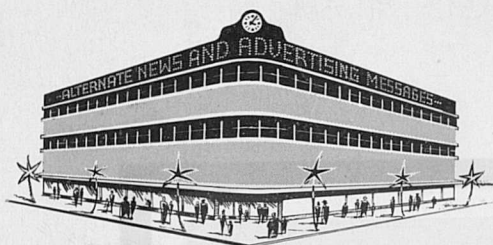
FROM: Bill Morgan

SUBJECT: Attached

I think this idea is very good. I presume you have it in mind for the new building;
if not, where would we put it?



112,500
59,100 operating expenses
53,400 Net profit
makers of the worlds largest traveling word sign



Bill m —
anything here?
oBm

telashoper pylon sign

P. O. BOX 4327, MIAMI 32, FLORIDA

OX-1-0805

November 13, 1959

Mr. Gordon B. McLendon, President
The McLendon Corporation
2008 Jackson Street
Dallas, Texas

Dear Mr. McLendon

Your telephone call of November 6 was greatly appreciated and hope I have been able to better acquaint you with physical and financial operation of tel-A-sign, and some of the many facts, of time operation and its profitable income.

tel-A-shoper telesign operates on a basis of 8 to 16 hours per day, Noon to midnight. 40% of the time allotted for public relations and news. The remaining 60% of the 12 hours is occupied by 10 advertisers, each receiving 72 . . . 10 to 12 word message exposures per day at the rate of \$41.70 a day.

The speed of 45 words per minute with a 30 second reading exposure time as the words flow across the face of the sign from end to end, depending on the length of the display board.

The accompanying rate card shows how we arrived at the following figures.

\$1250.00 per month per advertiser for 72 exposures per day
10 advertisers
\$12,500.00 for one month = 12 months \$150,000.00 income.

The cost of operation broken down is as follows.

Cost of sign (depending on size) say 120 feet long 7' panel 5' letter	\$900.00
Maintenance	500.00
Operating equipment that makes the message flow per month	850.00
Electricity approximate	300.00
Sign rent to the building owner per month	1250.00
Office space	225.00
Office personnel	700.00
Miscellaneous	200.00
	<u>\$4925.00</u>

12 months \$59,100.00

Gross income \$150,000 based on what is being done in Miami Beach
Charge to radio or TV.

\$150,000 annual income
37,500 25% to agencies (ad. agency commission)
112,500
59,100 operating expenses
53,400 Net profit

makers of the worlds largest traveling word sign





telashoper pylon sign

P. O. BOX 4327, MIAMI 32, FLORIDA

-2-

The above figures are based on 12 hour operation. 12 noon to 12 midnight.

The next 12 hours midnight to noon to advertisers at half rate, or \$20.85 for 72 exposures daily.

Gross income	\$75,000.00	Total hour annual
Expense	<u>8,800.00</u>	\$53,400.00
	66,200.00	<u>66,200.00</u>
		\$119,600.00

The above is a digest of what I told you in our phone conversation. However there is still another way of producing a good income by leasing the display to one other advertiser, two will then operate and share the expense. We think our New York contact can help arrange for this part of the sales.

I appreciate your interest in tel-A-shoper pylon display and look forward to both pleasant and profitable association.

Very Cordially yours

Sam Jonas
Sam Jonas

SJ:adr



makers of the worlds largest traveling word sign

RFB Gordon: Re your request for info on color phone installation on WAKY P+L sheet.

WAKY



A McLENDON STATION

5000 WATTS ★ 790 KILOCYCLES ★ KENTUCKY HOME LIFE BLDG. ★ LOUISVILLE, KY.

MEMO TO: Don Keyes

FROM: Charles Farmer

DATE: March 14, 1959

SUBJECT: G.E. Promotion

The details of this particular promotion are really quite simple. General Electric Appliance Park sponsors one hour of the Larry Aiken Show from 8-9:00 p.m., seven days per week. During the program, Larry invites his listeners to write an essay. At the outset the choice was free....at the moment General Electric Company is specifying the topics. The winners are being judged by the University of Louisville's English Department. The winner each week is given a color telephone registered in his or her name. This is a private line and generally put in the room of the individual. General Electric is paying us \$1500.00 per month. \$1000.00 of it is commissionable to the salesman, the other \$500.00 is being accumulated to pay for the telephones. The telephone bill, as you can readily figure out, will be on a rising and then decreasing amount. During one month, of course, we will pay for 52 telephones. Then it will begin to decrease.

In addition, General Electric Company is giving at the end of the contest a \$1000.00 scholarship to the school of the particular winner's choice. This is a grand prize to one individual. In addition, we have a trade arrangement for records and give 25 of those away weekly. So far, I feel that this contest is a very successful one. We are getting in the neighborhood of 50 to 60 essays weekly. The essays are judged, as I said, by the University of Louisville's English Department and the winners are given to us on Thursday of each week. On Friday, the winning essay, as well as the second and third place essays are then recorded and played back on Larry's show. These essays take about one minute to read, since the rules state the essays are not to exceed 150 words. Incidentally, the school from which come the most entries receives also at the end of the promotion, a television set.

I think this pretty well covers the promotion. If you need any further information, just let me know.

Regards,

Charles
Charles

RRB

TO: All Managers, All Program Directors

FROM: Don Keyes

DATE: October 27, 1958

SUBJECT: Sales Gimmick

Bill Weaver at KILT in Houston, has a good gimmick running on the air sponsored by Rainbo Bread. Since I was in all the original acquisitions of this contract a year or so ago, I can tell you first hand what the circumstances are in getting this bread company on the air. They did not want a 60 sec. commercial since they felt that they could say what they thought of their product in a 10 or 20 sec. jingle, and they did not want to pay the additional money to merely repeat an accepted theme. I mean, what can you say about bread that will particularly set one brand apart from another with particular significance. We do not have a 10 or 20 sec. rate, therefore, in order to "get the business" we gave them a gimmick which would be a short intro and close with sponsor credits. The inclusion of their commercial was a short jingle and the gimmick itself which ran anywhere from 15 sec. to 1 min. One of the gimmicks involved the explanation of teenage slang. The copy writer would write a sentence of teenage jargon and the DJ would translate into proper English. This was not exactly a smashing success. When the gimmick grew old, we changed it to one called "Name Gimmick" wherein listeners were invited to send in their names which the KILT "Research Department" delved into for the original meaning in whatever language they happened to come from. When this cooled, we picked up the "Kiddie Thoughts" in which we invited listeners to send in cute sayings of their children. The most recent one which is my point of this entire memo is a simple one which can easily be duplicated in any of our markets should you want to use it to crack a bread account. The spot that they have scheduled in the morning show is presented for the parents and the youngsters telling them what the public school lunch menu is for that particular day and of course, every lunch menu was decked with the line "and of course, several slices of that good, enriched bread". The second announcement was run between noon and 1, where the menu is given again for the mothers who may at that time of day be interested in knowing what the children are having for lunch at school. And the last spot of the day was run in the late afternoon or early evening informing all concerned of the lunch menu for the following day. These menus can be easily obtained by phoning the chief dietician of the school system. Rainbo Bread has been advertising on KILT now for well over a year and is apparently very happy with our ingenuity in presenting to them something different.

Don Keyes

Pilot Survey

Gordon

TO: ALL STATION MANAGER

February 20, 1958

FROM: Jack Fiedler - KTSA

Inasmuch as we all are running American Tobacco schedules and are requested by them from time to time for merchandising promotion, here is a sales promotion feature that can kill two birds with one stone.

1. Through American Tobacco Company, completely fill a new car in dealer's showroom with cartons of -- say "Hit Parade" -- cigarettes. Several hundred cartons will be required to do this.
2. Sell car dealer this promotion campaign whereby listeners are invited to come into dealer's showroom, fill out registration card and guess how many cigarettes are in the automobile.
3. You can get money for this, give a car dealer a good traffic gimmick and tickle the heck out of American Tobacco Company with merchandising plugs.
4. Prize to winner can be determined as you see fit.

We have sold this one at KTSA for a one-week period during the middle of March to a local Ford dealer, for \$1000.00.

SANGER'S TEST CAMPAIGN

Bruce should have a meeting, either individually or collectively with the announcers on this, the most important campaign we've ever had.

Four types of spots should be used for the hosiery sale:

- (1) jingles--Merriman is cutting and Cecil will stay after him.
- (2) breaks.
- (3) regular spot announcements done by Gloria.
- (4) ad lib spots by the announcers.

Sale begins Monday morning. We cannot begin our spots before Sunday.

To test us, Sanger's has given us a good item--a fine saving on hosiery. Billie Page points out that the buy they've given us is so good that we'll have to watch lest women think that they are selling inferior hosiery. She points out that almost all women have been taken in on the inferior hosiery deals at cut prices before. So, we've got two big points to make--first, the terrific low price at 59 cents a pair or six for three forty five and second, the fact that these are Sangers' best and sheerest hosiery. I suppose a third important thing is that you can phone in your order if you are ordering six pair.

Bruce Hayes: your Monday morning show from six to nine, and to a lesser extent Kenny's following show, will be the most important single programs--outside Sunday--in getting this thing off to the right start.

BREAKS (Sunday)

This is Radio Dallas, KLIF. Your attention, please. Sanger's sheerest and finest hosiery--special sale, only 59 cents a pair, six for three forty-five. You can phone in orders for six pair or more. Fifty nine cents for Sanger's finest hosiery? (last line in an incredulous manner). Starts tomorrow

SPOT ANNOUNCEMENTS (GLORIA) (Monday, Tuesday, Wed.)

Ladies, this is Gloria Bendy at Sanger Brothers. The secret is out! Don't think you're hearing things but Sanger Brothers, in its 98th anniversary sale is selling its top-quality nylon hosiery for only 59 cents a pair, six pair for three forty-five. I want to repeat that--Sanger Brothers is selling its sheerest, top-quality nylon hosiery for only 59 cents a pair, six pair for three forty-five. And to repeat once more, this is Sanger's finest and sheerest hosiery. And you can call in your order by phone for six pairs or more--at Sanger's downtown store or the Highland Park Villiage store. Sangers now--finest, sheerest nylons only 59 cents a pair, six for three forty-five--phone or run to Sanger's starting tomorrow!

SUNDAY SPOTS NEXT PAGE.

BREAKS FOR MONDAY, TUESDAY, WEDNESDAY AND ANY SUCCEEDING DAYS:

(pause a split second)

This is KLIF in Dallas. One moment, please/--of your time--Sanger Brothers is now selling its finest and sheerest hosiery for 59 cents a pair. Six pair of Sangers' finest hosiery for three forty-five. Phone in your order for six pair.

This is Radio Dallas, KLIF. KLIF has done many spectacular things but Sanger Brothers is going us one better--Sangers is now selling its finest hosiery at 59 cents a pair

This is KLIF in Dallas, where the lid is off at Sanger Brothers--Sangers' finest and sheerest hosiery for only 59 cents a pair, six for three forty-five. And you can

This is KLIF, where Dallas' most amazing hosiery sale is going on at Sanger Brothers--Sanger's finest hosiery 59 cents a pair, six for three-forty-five. And you can phone in your orders for six pair or more!

SUNDAY SPOT FOR GLORIA

KLIF would like the attention of all lady listeners for a moment. KLIF wants to point out to all feminine listeners the fantastic hosiery sale which begins tomorrow at Sangers--while they last, Sangers' sheerest and finest hosiery is on sale at fifty-nine cents a pair, six for three forty-five. It's all part of Sanger's 98th Anniversary sale. Better listen again carefully or you might think you're hearing things. Beginning tomorrow, Sanger Brothers is offering its finest and sheerest hosiery, while it lasts, at 59 cents a pair, six for three forty-five. And you can just phone in your order if it's for six pair or more, either at Sanger's downtown store or Highland Park Village store. Phone or run to Sanger's--tomorrow--for finest nylons, while they last, only fifty-nine cents a pair, six for three forty-five.

SECOND GLORIA SPOT FOR MONDAY AND SUCCEEDING DAYS.

As the Old Scotchman, Gordon McLendon, would say, it's monumental. I'm talking about Sanger Brothers's sale of its finest hosiery for only fifty-nine cents a pair. Did you hear that? While it lasts, Sanger's finest and sheerest hosiery fifty-nine cents a pair, six pair for three forty-five. And you can phone in your orders for six pair or more to Sangers downtown store or Highland Park Village Store. It's all part of Sanger's terrific 98th anniversary sale. So write, call, wire or run to Sanger's immediately--full-fashioned, finest, sheerest nylons only 59 cents a pair--six for three forty-five.

SUNDAY SPOTS NEXT PAGE

To: Cecil, Bill, Bruce, all announcers

SANGER'S TEST CAMPAIGN

Bruce should have a meeting, either individually or collectively, with the announcers on this, the most important test campaign we've ever had.

Four types of spots should be used for the hosiery sale:

- (1) jingles--Merriman is cutting and Cecil will stay after him.
- (2) breaks.
- (3) regular spot announcements done by Gloria.
- (4) ad lib spots by the announcers.

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Ladies, this is Gloria Bendy at Sanger Brothers. The secret is out! Don't think you're hearing things but Sanger Brothers, in its 98th anniversary ~~anniversary~~ sale is selling its top-quality nylon hosiery for only 59 cents a pair, six pair for three forty-five. I want to repeat that--Sanger Brothers is selling its sheerest, top-quality nylon hosiery for only 59 cents a pair, six pair for three forty-five. And to repeat once more, this is Sangers' ~~top-quality~~ finest and sheerest hosiery. And you can call in your order by phone for six pairs or more--at Sanger's downtown store of the Highland Park Village store. Sangers now--finest, sheerest nylons only 59 cents a pair, six for three forty-five--phone or run to Sanger's ~~now~~ starting tomorrow!

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(pause a split second)

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SUNDAY SPOT FOR GLORIA

the attention of all lady listeners

KLIF would like ~~your attention~~ for a moment. KLIF wants to point out to all feminine listeners the fantastic hosiery sale ~~which begins tomorrow at Sangers--while they last, Sangers' sheerest and finest hosiery is on sale at fifty-nine cents a pair, six for three forty-five. It's all part of Sanger's 98th anniversary sale. Better listen again carefully or you might think you're hearing things. Beginning tomorrow, Sanger Brothers is offering its finest and sheerest hosiery, while it lasts, at 59 cents a pair, six for three forty-five. And you can just phone in your order if it's for six pair or more, either at Sanger's downtown store or Highland Park Village store. Run or phone to Sanger's--tomorrow--Sangers' finest nylons, while they last, only fifty nine cents a pair, six for three forty-five.~~

SECOND GLORIA SPOT FOR MONDAY AND SUCCEEDING DAYS

As the Old Scotchman, Gordon McLendon, would say, it's monumental. I'm talking about Sanger Brothers' sale of its finest hosiery for only fifty-nine cents a pair. Did you hear that? While it lasts, Sangers' finest and sheerest hosiery fifty-nine cents a pair, six pair for three forty-five. And you can phone in your orders for six pair or more to Sangers downtown store or Highland Park Village Store. It's all part of Sanger's terrific 98th anniversary sale. So write, call, wire or run to Sanger's immediately--full-fashioned, finest, sheerest nylons only 59 cents a pair--six for three-forty -five.

CONFIDENTIAL MEMO

January 8, 1958

TO ALL SALESMEN

FROM FIEDLER

To clarify my sales commission memo of January 8 so that there is no misunderstanding, please be advised of the following:

Effective WITH local billing starting January 1, 1958, and until further notice, all local sales commissions will be paid on total NET local sales, after agency commissions. This does not eliminate the 3.00 breakdown charge on time orders for all sales of 5 minutes and less.

Commissions will be based upon the following incentive scale:

NET Monthly Sales	\$25,000 and over	15.0% overall commission		
22,000	- 24,999	14.0	"	"
19,000	- 21,999	13.0	"	"
18,000	- 18,999	12.5	"	"
17,000	- 17,999	12.0	"	"
16,000	- 16,999	11.75	"	"
15,000	- 15,999	11.5	"	"
14,000	- 14,999	11.25	"	"
13,000	- 13,999	11.0	"	"
12,000	- 12,999	10.75	"	"
11,000	- 11,999	10.5	"	"
10,000	- 10,999	10.25	"	"
00,000	- 9,999	10.0	"	"

I strongly recommend that you keep accurate running net billing sheets of your own sales for personal reference each month.

This memo supercedes all previous!

Fiedler

*OK.
JPM*

MEMORANDUM

August 24, 1955

TO: All Station Managers
Sales Managers

FROM: Gordon McLendon

Here are some points about the nighttime radio audience that might be of interest to you in selling it.

The nighttime radio audience is big: about 4 out of every 10 homes and 1 person out of every 3 listens to the radio on the average evening. These facts are from the NBC-Starch survey on evening radio listening. Also, it's very important to point out that RAB has conducted tests which definitely establish that evening radio has greater penetration and memorability than daytime radio. I'm not surprised at the latter since concentration and solitude is such a factor during the evening hours in radio listening. Evening radio very possibly has a more lasting impression on more people than any other form of advertising. For the purposes of all of us who are in TV markets, of the families in markets which have had a TV station for 3 years, 19.1% listen to evening radio. Those in a market where there have been TV stations for 4 years, 22.4% listen to the radio and 5 years or more, 26.6%. Thus it seems that evening radio is still a very wonderful buy and if you will notice the sets in use, it clearly demonstrates that evening radio is far from dead. As a matter of fact, there is a much higher listening audience, as a rule, than daytime radio.

EXCERPTS FROM AIMS LETTERS FROM WHB:

November 1955:

TOPIC I--SALES PROMOTION IN THE LAST MONTH

The best promotion that WHB has featured recently is our first Treasure Hunt in Kansas City. We staged this on October 9 and the result was fantastic. Over 100,000 people turned out to hunt for the \$2,000 in prize money which we had hidden at various points in greater Kansas City. As you may know, the Treasure Hunt works this way. People gather in their autos at a designated point downtown (this clogs traffic for the whole downtown area). We give clues over the station as to the general areas in which the first Treasure may be found. When we have given enough clues to get most of the cars into the general area--say a park--we then get the people out of their cars and hunting on foot to the more specific clues given on the radio and via the sound trucks we hire for the occasion. When a Treasure is found, the winner is immediately interviewed from the station mobile unit.

This process is repeated as many times as there are different treasures. In our last hunt, we had four locations and four prizes ranging from \$250 to \$1,000. The \$1,000, or grand prize, was won in a park which had a big lake. The actual money or check was not buried but we had released a whole flock of small turtles in the park, one of which had the WHB call letters painted on its belly. Whoever found that one turtle could redeem it for \$1,000.

In addition to providing a fine Sunday afternoon for our listeners, the Treasure Hunt proved to be of tremendous publicity and sales value. Naturally the newspaper did not approve of this flamboyance on the part of a radio station and they were kind enough to express their displeasure to the tune of front page, four columns, and two pictures. All news services carried the story which found its way onto the front pages of several out-of-town newspapers including the St. Louis Post Dispatch.

Any advertisers who saw the Treasure Hunt or heard about it or were inconvenienced by it were quick to perceive that a radio station which can turn out 100,000 people on a Sunday afternoon must have one hell of a lot of loyal listeners. As a matter of fact, the advertising manager of one of our biggest national accounts missed his airplane as a result of the traffic jam we created. He still kids me about it but admits that he would think long and hard about ever getting off of WHB.

TOPIC II--MEN'S CLOTHING STORE SALES.

Since I have nothing specific to add on this subject and because the Treasure Hunt description was somewhat lengthy, I won't elaborate on this topic. We do have some men's stores on the station but principally those companies which advertise also carry women's and children's wear.

George W. Armstrong

EXCERPTS FROM AIMS LETTERS FROM WHB:

December 1955:

TOPIC I--CO-OP ADVERTISING

In some ways double billing is much ado about nothing. Distributors and manufacturers have been getting gouged for many years. They know it and we know it. Therefore, I don't see a great burning moral issue in double billing. However, WHB does not do double billing in any form. Never having started the practice I think we are well to stay away from it. To my knowledge we have not lost any business of consequence as a result. When we get a request for double billing we tell the account that we will not do it but that we have no objection to their getting whatever they can from distributors on their own statements and those of their agencies. We will not, however, furnish affidavits of incorrect rates, nor will we furnish blank affidavits for the accounts to fill in themselves.

The real bug in co-op advertising is the effect it has on national spot business. More and more, in the automotive field, for example, the manufacturers are wising up to placing their new model campaigns, etc., through local dealer associations and at local rates. We have constantly refused to accept dealer association business at anything but national rate. Only local dealers advertising their own outlet with their own copy produced by us or their own local agency are permitted a local rate on WHB. We will not allow a nationally produced transcription to be played at a dealer rate. This pretty well circumvents the problem.

This co-op situation is equally true in the drug and grocery fields where a lot of our national business potential is. To be sure, some of this type of co-op advertising business does not spend money out of the same pocket as their normally channeled advertising budget. But it is a situation which would bear watching by any station which has a stake in national spot business.

Frankly, there is no real way to stop a retailer from calling attention to national advertised brands in his copy. However, there are one or two safeguards or obstacles that you can throw up. One is to insist that the dealer account use his own copy and not that which is nationally produced. This discourages the more blatant violators of your national rate. The second thing is to avoid, insofar as possible, the selling of times to dealer groups in those periods of the day which are in greater demand at the national level. For example, we will not sell a spot or program between 6:30 AM and 10:00 AM to a food chain or a drug chain, nor will we sell time to them between 4 PM and 6 PM. This way, when the chains resell cooperatively to their suppliers they cannot offer prime availabilities. Thus, when the national budget comes out from the supplier they are still forced to buy the station to get full exposure. In some cases, if one station in a market is covered through a co-op fund, the regular budget will be channeled to different stations to get maximum effect of the total budget. Our regulations on prime time plus our favorable rating situation has prevented that from happening at WHB and has still allowed us to take a good sized dollar nationally and from the chains.

December 1955 (continued)

Still, the principle of co-op advertising as a means to cut rates for national accounts is a growing problem in the radio industry. Unless kept in its proper place it can put a very big nail in the coffin of national spot dollars. The real answer, of course, to this one is one rate stations. This is somewhat unrealistic for a lot of stations and a long term approach for others.

TOPICII--RATES

On December 1 WHB initiated its third local rate increase during the last twelve month period. In addition we have had some subtle rate increases that don't actually show in the figures. We have reduced the number of frequency discounts; eliminated nearly all of our packages; extended Class A rate periods; and made R.O.S. out of a lot of things which used to be fixed position spots. Individually, the various categories of increases have ranged from 50 percent to 100 percent. Nationally, our rates have doubled during the past year and we have eliminated in the process, all merchandising activity done by the previous owners of the station.

Our rate increases have been calculated to do two things. Number one, of course, is to get our revenue up where it should be. Number two is that we would like to reduce the number of spots on the station and the number of spots per advertiser. Our first two rate increases did not accomplish the second objective. It is too early to tell how our third local increase will fare in this regard. I do know that we are not getting much price resistance from new advertisers and we have already come through four major renewals unscathed with an average cost increase of 60 percent on each of the four. Nationally, we are getting little or no resistance from a rate point of view although we are now the highest priced station in the market. It is curious to note that our rate increases during 1955 have brought WHB local rates up to a point slightly above what our national rates were a year ago. National rates on the station are, of course, at an all time high.

In general, it is my feeling that 1956 will be a good year in the radio business and thus a good year in which to raise rates for most of us.

George W. Armstrong

This agreement is not binding until executed by an officer of The McLendon Corporation, and is subject to the conditions printed on the reverse side hereof.

STANDARD CONDITIONS

1. PAYMENT

(a). The advertiser agrees to pay, and the broadcasting station agrees to hold the advertiser solely liable for payment for the broadcasts or announcements covered by this contract, unless expressly otherwise agreed in writing.

(b). The advertiser agrees to pay for broadcasts or announcements covered by this contract, at the office of the broadcasting station or of its authorized representative, in Dallas, Dallas County, Texas, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this contract.

(c). Station's invoices for broadcasts or announcements covered by this contract shall be in accordance with the station's log and shall so state on each such invoice, and shall be deemed to be correct unless proved otherwise.

(d). Invoices should be rendered not less than monthly.

(e). Upon request of the advertiser, affidavit or certifications of performance will be furnished by the station to the agency at the time of billing. Unless the request is received prior to billing, the request for and the furnishing of such affidavits or certifications shall not act as a condition precedent to the payment or the time of any payment called for hereunder.

2. TERMINATION

(a). This contract may be terminated by either party by giving the other fourteen (14) days' prior written notice; provided that no such notice shall be effective until twenty-eight (28) days after start of broadcasts or announcements hereunder. If advertiser so terminates this contract, it will pay station at earned rate according to station's rate card on which this contract is based. If station so terminates this contract, advertiser will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts or announcements covered by this contract at the card rates on which this contract is based for such substitute time, or, if no such agreement can be reached, advertiser will pay station according to the rates specified herein for all broadcasts or announcements previously rendered by station. In the event of termination hereunder, neither party shall be liable to the other party otherwise than as specified in this paragraph and in paragraph 5 hereof.

3. SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE OR IN THE PUBLIC INTEREST

(a). The station shall have the right to cancel any broadcast or announcement or any portion thereof covered by this contract in order to broadcast any

program which in its absolute discretion it deems to be of public importance or in the public interest. In any such case the station will notify advertiser in advance, if reasonably possible, but in any case, within a reasonable time after such broadcast, that the advertiser's broadcast or announcement has been cancelled.

(b). In the case of any broadcast or announcement cancelled under Paragraph 3(a) above, the advertiser and the station will agree on a satisfactory substitute day and time for the broadcast or announcement or, if no such agreement can be reached within seven (7) days after notice of cancellation, the broadcast or announcement will be considered as cancelled without affecting the rates or rights provided under this contract, except that the advertiser shall not be required to pay for the cancelled broadcast or announcement.

4. BROADCASTS AND ANNOUNCEMENTS

(a). The contract for station time includes the service of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered in this contract and such charges are subject to change by the advertiser with the consent of the station.

(b). Broadcasts or announcements prepared by the advertiser are subject to the approval of the station as to broadcast content.

5. GENERAL

(a). This contract is subject to the terms of licenses held by the station and is subject also to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future, including, but not limited to, the Rules and Regulations of the Federal Communications Commission made in pursuance of its quasi-legislative powers and its decisions and actions and orders when acting in its quasi-judicial capacity.

(b). This contract, including the rights under it, may not be assigned or transferred without first obtaining the consent of the station in writing; nor may the station be required to broadcast hereunder for the benefit of any other advertiser than the one named on the face of the contract.

(c). The advertiser agrees that the station may deduct from any five-minute period or longer not more than thirty seconds for station-break purposes.

(d). This contract shall be construed under and according to the laws of the State of Texas, and the provisions hereof constitute the entire agreement between the parties and supersede any and all other transactions, negotiations, or representations whatever as to the broadcasts or announcements.

5000 WATTS
1190 KILOCYCLES

SAMPLE CONTRACT ONLY

The McLendon Corporation

2104 JACKSON ST.
DALLAS, TEXAS

RADIO KLIF STATION

Riverside 2-7121

BROADCASTING AGREEMENT

April 4, 1960

(Date)

AGREEMENT BETWEEN Junbo Distributing Corporation CALLED "ADVERTISER" AND RADIO STATION KLIF

CALL "STATION" TO BROADCAST: Spot radio announcements PRODUCT phonograph records

LENGTH OF BROADCAST: 1 min. spots HOUR: to be determined DAYS: same TIMES PER WEEK: same TOTAL NO. TIMES: same

Advertiser will receive one-minute announcements on ROS basis during December, 1960, in number to equal value of any phonograph records which station requests and broadcasts and which advertiser elects to provide station from March 15, 1960 through November 30, 1960. Said amount of time and scheduling of announcements to be determined during final week of November, 1960.

Commencement Date: December, 1960

Expiration Date: December 31, 1960

RATES:	Net Station Time	Other Charges	Total
station's national rate	\$	\$	\$
as of March 15, 1960,	\$	\$	\$
with appropriate	\$	\$	\$
frequency discounts.	\$	\$	\$ same for contract

In return for said service the Agency Advertiser agrees that PAYMENTS are to be made at the station at Dallas, Dallas County, Texas, as follows:

The first payment to be due March 15, 1960 in phonograph records.

WITNESS our hands and seals the day and date first above written.

TO BE SUBMITTED FOR APPROVAL

By S/ Don Newberry
(Station Representative)

THE McLENDON CORPORATION.

Accepted by S/Bill Morgan
Vice-President and General Manager

Junbo Distributing Corporation Agency

By John T. Junbo
(Officer)

Address 1906 Montana St.

City Dallas State Texas

This agreement is not binding until executed by an officer of The McLendon Corporation, and is subject to the conditions printed on the reverse side hereof.

SAMPLE CONTRACT ONLY

5000 WATTS
1190 KILOCYCLES

The McLendon Corporation

2104 JACKSON ST.
DALLAS, TEXAS

RADIO KLIF STATION

Riverside 2-7121

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April 4, 1960

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LENGTH OF BROADCAST: _____ HOUR _____ DAYS _____ TIMES PER WEEK _____ TOTAL NO. TIMES _____

1 min. spots to be determined---same-----same-----same

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By S/ Don Newberry
(Station Representative)

THE McLENDON CORPORATION.

Accepted by S/Bill Morgan
Vice-President and General Manager

Junbo Distributing Corporation Agency

By John T. Jumbo
(Officer)

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(c). Station's invoices for broadcasts or announcements covered by this contract shall be in accordance with the station's log and shall so state on each such invoice, and shall be deemed to be correct unless proved otherwise.

(d). Invoices should be rendered not less than monthly.

(e). Upon request of the advertiser, affidavit or certifications of performance will be furnished by the station to the agency at the time of billing. Unless the request is received prior to billing, the request for and the furnishing of such affidavits or certifications shall not act as a condition precedent to the payment or the time of any payment called for hereunder.

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(a). This contract may be terminated by either party by giving the other fourteen (14) days' prior written notice; provided that no such notice shall be effective until twenty-eight (28) days after start of broadcasts or announcements hereunder. If advertiser so terminates this contract, it will pay station at earned rate according to station's rate card on which this contract is based. If station so terminates this contract, advertiser will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts or announcements covered by this contract at the card rates on which this contract is based for such substitute time, or, if no such agreement can be reached, advertiser will pay station according to the rates specified herein for all broadcasts or announcements previously rendered by station. In the event of termination hereunder, neither party shall be liable to the other party otherwise than as specified in this paragraph and in paragraph 5 hereof.

3. SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE OR IN THE PUBLIC INTEREST

(a). The station shall have the right to cancel any broadcast or announcement or any portion thereof covered by this contract in order to broadcast any

program which in its absolute discretion it deems to be of public importance or in the public interest. In any such case the station will notify advertiser in advance, if reasonably possible, but in any case, within a reasonable time after such broadcast, that the advertiser's broadcast or announcement has been cancelled.

(b). In the case of any broadcast or announcement cancelled under Paragraph 3(a) above, the advertiser and the station will agree on a satisfactory substitute day and time for the broadcast or announcement or, if no such agreement can be reached within seven (7) days after notice of cancellation, the broadcast or announcement will be considered as cancelled without affecting the rates or rights provided under this contract, except that the advertiser shall not be required to pay for the cancelled broadcast or announcement.

4. BROADCASTS AND ANNOUNCEMENTS

(a). The contract for station time includes the service of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered in this contract and such charges are subject to change by the advertiser with the consent of the station.

(b). Broadcasts or announcements prepared by the advertiser are subject to the approval of the station as to broadcast content.

5. GENERAL

(a). This contract is subject to the terms of licenses held by the station and is subject also to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future, including, but not limited to, the Rules and Regulations of the Federal Communications Commission made in pursuance of its quasi-legislative powers and its decisions and actions and orders when acting in its quasi-judicial capacity.

(b). This contract, including the rights under it, may not be assigned or transferred without first obtaining the consent of the station in writing; nor may the station be required to broadcast hereunder for the benefit of any other advertiser than the one named on the face of the contract.

(c). The advertiser agrees that the station may deduct from any five-minute period or longer not more than thirty seconds for station-break purposes.

(d). This contract shall be construed under and according to the laws of the State of Texas, and the provisions hereof constitute the entire agreement between the parties and supersede any and all other transactions, negotiations, or representations whatever as to the broadcasts or announcements.

RETAIL DISPLAY ADVERTISING CONTRACT

The Courier-Journal

THE LOUISVILLE TIMES

8. Reading Notices

Reading matter marked "advertisements".
 Daily combination, flat.....\$3.00 per line
 Sunday Courier-Journal, flat..... 3.00 per line
 Daily Courier-Journal..... 2.00 per line
 Louisville Times..... 2.00 per line
 Daily Courier-Journal (Holiday rate)..... 3.00 per line
 No reading notices accepted for first page or editorial page; news headlines not used; cut-off rule above matter.

9. Circulation

Member A.B.C.
 THE COURIER-JOURNAL
 Journal, established 1826; Courier, established 1837, first published as Courier-Journal 1868.
 THE LOUISVILLE TIMES,
 Established 1884.

NATIONAL ADVERTISING REPRESENTATIVES

The Branham Company

New York, Chicago, Detroit, St. Louis, Dallas, Atlanta, Memphis, Charlotte, San Francisco, Los Angeles and Miami.

The Courier-Journal and Louisville Times Co.

BARRY BINGHAM, *President*
 MARK ETHRIDGE, *Publisher*
 LISLE BAKER, *General Manager*
 LAWRENCE LONG, *Secretary and Treasurer*
 DOUGLAS CORNETTE, *Assistant General Manager*
 GARRETT NOONAN, *Advertising Director*
 TED WEIL, *Manager National Advertising*

The Courier-Journal

THE LOUISVILLE TIMES

Louisville, Kentucky

Published Morning, Evening, Sunday
 The Courier-Journal (Morn. & Sun.)
 The Louisville Times (Evening)

Rate Card No. 37
 Issued July 1, 1958
 Effective January 1, 1959

1. General Advertising

Morning Courier-Journal and evening Louisville Times (comb.)\$.90 per line
 Sunday Courier-Journal77 per line
 Sunday and Morning (comb.) 1.10 per line
 Sunday and Evening (comb.) 1.10 per line
 Sunday-Morning-Evening (comb.) 1.35 per line
 Daily Courier-Journal67 per line
 Louisville Times63 per line

COMBINATION of morning and evening, Sunday and morning, Sunday and evening or Sunday and both morning and evening insertions (identical copy) may be ordered on separate days but service must be completed within the same calendar week beginning or ending with Sunday.

On any week day holiday when The Louisville Times is not published and The Courier-Journal is distributed to daily Courier-Journal and Louisville Times subscribers, advertising appearing in the daily Courier-Journal will be charged at an additional \$.10 per line.

Minimum space display advertisements, 14 lines.

Advertisements more than 2 columns wide must be as many inches deep as columns wide.

Advertisements ordered more than 270 lines in depth charged for full column of 300 lines.

60 days' notice given in event of rate revisions.

Right reserved to refuse any advertisement or copy.

No preferred positions sold.

2. Commission and Cash Discount

Commission to advertising agencies, 15%. Discount if paid by 15th of month following date of insertion, 2%.

3. ROP Color

Run-of-paper position, one color and black, register or spot, \$275 Daily Combination, \$250 Sunday Courier-Journal, \$200 Daily Courier-Journal, \$200 Louisville Times. Minimum space 1,000 lines. Daily Combination color copy starts in Louisville Times (evening) and completes combination with Courier-Journal the following morning. Closing dates: Reservations 10 days in advance. Printing material — 4 days in advance. Cancellation date: 4 days in advance.

By.....
 Asst. Manager Retail Advertising

Address.....

Salesman.....

Retail Contract 10-1-56

RETAIL DISPLAY ADVERTISING CONTRACT

The Courier-Journal

THE LOUISVILLE TIMES

4. ROP Mechanical Requirements

Width of type page.....	15 7/16"
Depth of type page.....	21 15/16"
Single-column width.....	1 7/8"
Two-column width.....	3 13/16"
Three-column width.....	5 3/4"
Four-column width.....	7 11/16"
Five-column width.....	9 5/8"
Six-column width.....	11 9/16"
Seven-column width.....	13 1/2"
Columns to page.....	8
Column depth.....	300 lines
Full page.....	2,400 lines
Mats—To full page. Plates—Unmounted.	
Cuts—Made at advertiser's expense.	

MECHANICAL CLAUSE—The advertiser and/or agency shall designate the width in columns and exact depth, in which case the newspaper agrees to publish and bill advertisement in exact space ordered: measurement to be from cut-off to cut-off rule.

ADLINES—The daily Courier-Journal, 6 P.M. two days preceding publication. The Louisville Times, 6 P.M. two days preceding publication. Sunday Courier-Journal 6 P.M. Wednesday. Monday Courier-Journal and Times, 6 P.M. Thursday. Emergency copy will be accepted beyond deadline only when space will permit and at 3c per line above the regular rate when composition is necessary.

5. Sunday Comic Section

Printed by Greater Buffalo Press, Buffalo, N. Y.
Black and three colors.

	Open	3 ti.	7 ti.	13 ti.	26 ti.	52 ti.
1 page (1,960 lines).....	\$1,822	\$1,676	\$1,494	\$1,421	\$1,348	\$1,275
2/3 page (1,307 lines).....	1,366	1,256	1,120	1,065	1,010	956
1/2 page (980 lines).....	1,093	1,005	896	852	808	765
1/3 page (654 lines).....	911	838	747	710	674	637
1/6 page (327 lines).....	501	460	410	390	370	350

Page is 7 columns wide by 280 lines deep. Column width, 2 inches. Complete plates or mats to be furnished 4 weeks in advance to Greater Buffalo Press, Buffalo, N. Y. Cancellation or change of copy size 8 weeks in advance of publication date. Where one advertiser runs schedule of varying sizes, total number of insertions determines discount bracket.

6. Sunday Roto-Magazine

MONOTONE — Minimum space 21 lines

SIZES	1 TIME	7 TIMES	13 TIMES	26 TIMES	52 TIMES
Full Page	\$ 900.00	\$ 873.00	\$ 855.00	\$ 837.00	\$ 810.00
7/10 "	642.00	622.00	609.00	597.00	577.00
3/5 "	550.00	533.00	522.00	511.00	495.00
1/2 "	458.00	444.00	435.00	425.00	412.00
9/20 "	417.00	404.00	396.00	387.00	375.00
2/5 "	370.00	358.00	351.00	344.00	333.00
3/10 "	278.00	269.00	264.00	258.00	250.00
1/5 "	187.00	181.00	177.00	173.00	168.00
3/20 "	140.00	135.00	133.00	130.00	126.00
1/10 "	93.50	90.50	88.50	86.50	84.00
1/20 "	46.75	45.25	44.25	43.25	42.00
1/40 "	23.50	22.75	22.50	22.00	21.50

DUOTONE OR SPOT COLOR

SIZES	1 TIME	7 TIMES	13 TIMES	26 TIMES	52 TIMES
Full Page	1,000.00	973.00	955.00	937.00	910.00
3/5 "	650.00	633.00	622.00	611.00	595.00
1/2 "	558.00	544.00	535.00	525.00	512.00
2/5 "	470.00	458.00	451.00	444.00	433.00
1/5 "	287.00	281.00	277.00	273.00	268.00

FULL COLOR

SIZES	1 TIME	7 TIMES	13 TIMES	26 TIMES	52 TIMES
Full Page	1,200.00	1,173.00	1,155.00	1,137.00	1,110.00
3/5 "	850.00	833.00	822.00	811.00	795.00
1/2 "	758.00	744.00	735.00	725.00	712.00
2/5 "	670.00	658.00	651.00	644.00	633.00

6. Sunday Roto-Magazine (Continued)

ODD SIZE UNITS

Minimum depth acceptable—21 lines. For sizes other than listed above, advertisements more than 150 lines deep on 1 or 2 cols. must occupy full column space. Advertisements measuring 150 lines or less on 1 or 2 cols., not shown as acceptable size, are charged at nearest lower unit cost, plus line rate of \$1.15 for space in excess of unit size. Line rate not subject to discounts. Advertisements on 3 cols. accepted only in 1/2, 3/4 and full column depth. Advertisements on 5 cols., accepted only in 1/2, 3/5 and full column depth. No advertising on 4 cols. accepted. Discounts figured from Monotone rate only. Color premium net. Fully retouched positives and color guides to be furnished by the advertiser. If positives are made by the Courier-Journal there will be an additional charge at our cost, to be quoted upon examination of copy. In this case, copy should be complete paste-up, ready for camera.

Where one advertiser runs schedule of varying sizes total number of insertions determines discount bracket.

If advertiser does not use the number of insertions specified on the contract, he will be billed, in addition to the rate charged, the difference between it and the rate actually earned, based on the schedule shown. If sufficient frequency is used during the life of the contract to earn a lower rate, as is shown on the above schedule, The Courier-Journal agrees to give a rebate covering the actual performance. Agency commission 15%. Cash discount 2%. Cash discount date 15th of the month following service. All rates are commissionable.

MECHANICAL REQUIREMENTS. Pages are 5 columns wide by 12 1/2 inches deep; 850 lines to the page. Column width 2 inches. Minimum space 21 lines single column. Copy sizes:

1/40 page.....	1 col. x 21 li. (1 1/8" x 1 1/8")
1/20 "	1 col. x 42 li. (1 1/8" x 3")
1/10 "	1 col. x 85 li. (1 1/8" x 6 1/16")
1/10 "	2 col. x 42 li. (3 3/8" x 3")
3/20 "	1 col. x 127 li. (1 1/8" x 9 1/16")
1/5 "	1 col. x 170 li. (1 1/8" x 12 1/8")
1/5 "	2 col. x 85 li. (3 3/8" x 6 1/16")
3/10 "	2 col. x 127 li. (3 3/8" x 9 1/16")
3/10 "	3 col. x 85 li. (5 1/8" x 6 1/16")
2/5 "	2 col. x 170 li. (3 3/8" x 12 1/8")
9/20 "	3 col. x 127 li. (5 1/8" x 9 1/16")
1/2 "	2 1/2 col. x 170 li. (4 3/8" x 12 1/8")
1/2 "	5 col. x 85 li. (10" x 6 1/16")
3/5 "	3 col. x 170 li. (5 1/8" x 12 1/8")
3/5 "	5 col. x 102 li. (10" x 7 5/16")
7/10 "	3 1/2 col. x 170 li. (6 3/8" x 12 1/8")
1 "	5 col. x 170 li. (10" x 12 1/8")

Acceptable dimensions for color units:

1/5 page	1 col. x 170 li. (1 1/8" x 12 1/8")—duotone or spot color only
1/5 "	2 col. x 85 li. (3 3/8" x 6 1/16")—duotone or spot color only
2/5 "	2 col. x 170 li. (3 3/8" x 12 1/8")
1/2 "	2 1/2 col. x 170 li. (4 3/8" x 12 1/8")
1/2 "	5 col. x 85 li. (10" x 6 1/16")
3/5 "	3 col. x 170 li. (5 1/8" x 12 1/8")
3/5 "	5 col. x 102 li. (10" x 7 5/16")
1 "	5 col. x 170 li. (10" x 12 1/8")

Center spread including gutter, if available 20 3/8" wide by 12 1/2" deep. No space charge for gutter.

Fully retouched positives and color guides to be furnished by the advertiser. The same positives may be used in the Atlanta Journal and Constitution, Birmingham News, Cincinnati Enquirer, Columbus Dispatch, Houston Chronicle, Indianapolis Star, Newark News, New Orleans Times-Picayune-States, Phoenix, Arizona Republic, St. Louis Globe-Democrat, Pittsburgh Sun-Telegraph, Terre Haute Tribune-Star.

CLOSING DATES

Printing material delivered to the Standard Gravure Corporation, Louisville 2, Kentucky, no later than four weeks in advance of publication date. Cancellation or change-of-copy dimension deadline 6 weeks in advance.

7. Classified Advertising

Morning Courier-Journal and Evening Louisville Times (comb.).....	\$.85 per line
Sunday Courier-Journal.....	.85 per line
Daily Courier-Journal.....	.65 per line
Louisville Times.....	.65 per line

To qualify for the daily combination rate, classified advertisements must run consecutive issues, morning and evening. Holiday rate, daily Courier-Journal, \$.20 per line additional.

The only display effect permitted is an occasional line of agate caps. No white space or larger types are used.

Box number address requires one line. Right reserved to classify and index classified advertisements according to rules governing classified pages.

To estimate space figure 5 words to a line, counting each hyphenated or compound word as two words.

Cash with order.

By.....
Asst. Manager Retail Advertising

Address.....

Salesman.....

Retail Contract 10-1-56

RETAIL DISPLAY ADVERTISING CONTRACT

The Courier-Journal

THE LOUISVILLE TIMES

THIS CONTRACT made this.....day of....., 19.....
by and between.....hereinafter called the
Advertiser, and the Courier-Journal and Louisville Times Company, hereafter called the Publisher.

WITNESSETH:

That in consideration of the mutual agreements herein contained it is agreed between the Advertiser and the Publisher as follows:

ANNUAL EXPENDITURE

Within one year from.....the Advertiser agrees to spend for display advertising space in
The Courier-Journal and The Louisville Times under the Annual Expenditure rate structure shown on the reverse side of this contract,
\$..... at the following rates:

Daily Combination, Courier-Journal

and Louisville Times.....c per agate line

The Sunday Courier-Journal.....c per agate line

The Louisville Times.....c per agate line

The Daily Courier-Journal.....c per agate line

If more or less money than specified above is spent for display advertising space during the contract period the rate per line
for the space used shall be in accordance with the Annual Expenditure rate schedule, shown on reverse side. Adjustments will be
made on the basis of total NET expenditures at the adjusted rates.

OR WEEKLY INSERTION

Within.....consecutive weeks from.....the advertiser agrees to use.....Insertions per week
of a minimum of.....lines per insertion and agrees to pay for said insertions at the following rates:

Daily Combination, Courier-Journal

and Louisville Times.....c per agate line

The Sunday Courier-Journal.....c per agate line

The Louisville Times.....c per agate line

The Daily Courier-Journal.....c per agate line

When more space is used (per individual insertion) than contracted for, the rate charged shall be in accordance with the Weekly
Insertion rate schedule shown on the reverse side of this contract.

When fewer insertions or less space than contracted for are used, the rates earned on the basis of the Annual Expenditure rate
schedule shown on the reverse side of this contract shall apply.

It is understood and mutually agreed that Sunday will be considered the starting date for the weekly insertion contract. If an
Advertiser fails to furnish advertising copy in time to comply with established "deadlines", the Publisher is hereby authorized to
repeat the last published advertisement in order to validate contract.

The Publisher reserves the right upon at least 30 days' written notice to the Advertiser to revise and change the rates and the rate
schedule set forth in this agreement upon any January 1, April 1, July 1, or October 1 hereafter. In the absence of any such notice the
rates and rate schedule set forth in this agreement are guaranteed from quarter to quarter only.

The Advertiser reserves the right to cancel this contract without adjustment charge on any date upon which new and higher rates
are made effective by the publisher.

If the Advertiser does not exercise his right to cancel this contract in writing, as herein provided, because of an increase in rates,
the Advertiser agrees to pay the increased rates.

Furthermore, should publication of these newspapers be restricted or curtailed in any way due to conditions beyond his control, the
amount of space contracted for, as well as the size, location or volume of advertisements, shall all be subject to revision or regulation by
the Publisher without notice.

All rates and provisions herein are an integral part of this contract.

Accepted

COURIER-JOURNAL AND LOUISVILLE TIMES CO.

Firm Name

By

By

Asst. Manager Retail Advertising

Address

Salesman

Retail Contract 10-1-56

Effective October 1, 1956

ANNUAL EXPENDITURE RETAIL CONTRACT RATES

Annual Space Expenditure	Daily Combination C-J & Times Per Agate Line	Sunday Courier-Journal Per Agate Line	Louisville Times Per Agate Line	Daily Courier-Journal Per Agate Line
\$200,000	48c	38c	28c	28c
100,000	48½c	38½c	28½c	28½c
50,000	49c	39c	29c	29c
25,000	49½c	39½c	30c	30c
10,000	50c	40c	31c	31c
5,000	50½c	41c	32c	32c
1,000	51c	42c	33c	33c
250	52c	43c	34c	34c
Open Rate	83c	69c	51c	51c

WEEKLY INSERTION RETAIL CONTRACT RATES

13 Consecutive Weeks

Number of Insertions Per Week	Daily Combination C-J & Times Per Agate Line	Sunday Courier-Journal Per Agate Line	Louisville Times Per Agate Line	Daily Courier-Journal Per Agate Line
7 Days				
150 lines	49c	39c	29c	29c
50 lines	49½c	39½c	30c	30c
28 lines	50c	40c	31c	31c
14 lines	50½c	40½c	32c	32c
6 Days				
150 lines	49½c	39½c	30c	30c
50 lines	50c	40c	31c	31c
28 lines	50½c	41c	32c	32c
14 lines	51c	42c	33c	33c
3 Days				
150 lines	50c	40c	31c	31c
50 lines	50½c	41c	32c	32c
28 lines	51c	42c	33c	33c
2 Days				
150 lines	50½c	41c	32c	32c
50 lines	51c	42c	33c	33c
28 lines	51½c	42½c	33½c	33½c
1 Day				
150 lines	51c	42c	33c	33c
50 lines	51½c	42½c	33½c	33½c
28 lines	52c	43c	34c	34c

½c per line discount for 26 consecutive weeks
1c per line discount for 52 consecutive weeks

RUN-OF-PAPER COLOR RATES

A charge above the contract rate will be made for color advertising (one color and black) as follows:

Daily Combination	\$275	Sunday Courier-Journal	\$250
Daily Courier-Journal	\$200	Louisville Times	\$200

Minimum Size 1000 Lines

Copy and Art Work must be released 10 days prior to publication date.

RETAIL RATES — SUNDAY COMIC SECTION

Effective January 6, 1957

	Open Rate	3 Times	7 Times	13 Times	26 Times	52 Times
1 Page—1960 lines	\$1479.41	\$1374.45	\$1201.19	\$1183.69	\$1157.04	\$1130.38
2/3 Page—1307 lines	1122.88	1036.25	906.30	880.48	862.99	836.33
1/2 Page—980 lines	847.99	778.86	692.22	674.73	648.91	631.41
1/3 Page—654 lines	715.55	673.06	608.09	587.27	543.95	522.29
1/6 Page—327 lines	439.82	367.35	341.53	324.87	303.21	277.39

PLATE CHANGE ON SIG AND/OR ADDRESS — \$40.00 EXTRA

Page is 7 columns wide by 280 lines deep. Column width, 2 inches. Complete plates or mats to be furnished to the Courier-Journal at least 30 days in advance of publication. Cancellation or change of copy size 8 weeks in advance of publication date.

RETAIL MAGAZINE RATES

Effective January 6, 1957

MONOTONE

	One Insertion	13 Weeks Insertion	26 Weeks Insertion	52 Weeks Insertion
1 Page per insertion	\$841.00	\$509.00	\$484.00	\$454.00
3/5 Page per insertion	511.00	310.20	295.20	277.20
1/2 Page per insertion	429.00	261.50	252.00	237.00
2/5 Page per insertion	347.00	215.80	203.80	192.80
3/10 Page per insertion	261.00	162.60	155.10	145.10
1/5 Page per insertion	176.00	109.40	103.90	97.90
1/10 Page per insertion	88.00	55.70	52.70	49.70
1/15 Page per insertion	59.00	36.62	34.62	32.62
1/20 Page per insertion	44.00	28.84	26.84	24.84
1/30 Page per insertion	33.00	18.56	17.56	16.56

DUOTONE OR SPOT COLOR

1 Page per insertion	\$941.00	\$609.00	\$584.00	\$554.00
3/5 Page per insertion	611.00	410.20	395.20	377.20
1/2 Page per insertion	529.00	361.50	352.00	337.00
2/5 Page per insertion	447.00	315.80	303.80	292.80
1/5 Page per insertion	276.00	209.40	203.90	197.90

FULL COLOR

1 Page per insertion	\$1,161.00	\$829.00	\$804.00	\$774.00
3/5 Page per insertion	831.00	630.20	615.20	597.20
1/2 Page per insertion	749.00	581.50	572.00	557.00
2/5 Page per insertion	667.00	535.80	523.80	512.80

(See Separate Contract)

INDIANA EDITION OF LOUISVILLE TIMES

effective October 3, 1956

Separate Section—Wednesday Each Week

WEEKLY INSERTION RATE:

	52 Weeks	39 Weeks	26 Weeks	13 Weeks	Less than 13 Weeks
FULL PAGE					
Per Line	10c	10½c	11c	11½c	17c
½ PAGE					
Per Line	11c	11½c	12c	12½c	18c
¼ PAGE					
Per Line	12c	12½c	13c	13½c	19c
LESS THAN ¼ PAGE					
Per Line	13c	13½c	14c	14½c	20c

ANNUAL BULK SPACE:

124,800 lines (8914 inches)....	11c per line (\$1.54 per inch)
62,400 lines (4458 inches)....	12c per line (\$1.68 per inch)
31,200 lines (2229 inches)....	13c per line (\$1.82 per inch)

Minimum space per insertion 50 agate lines (3½ inches)

(See Separate Contract)

"Dining Out" Weekly Restaurant Feature

	Open Rate	13 Weeks	26 Weeks	52 Weeks
1 inch	\$ 7.14	\$ 5.04	\$ 4.97	\$ 4.90
2 Inches	14.28	9.80	9.66	9.52
3 Inches	21.42	14.70	14.49	14.28
4 Inches	28.56	19.32	19.04	18.76
6 Inches	42.84	28.98	28.56	28.14
8 Inches	57.12	38.64	38.08	37.52

(See Separate Contract)

Daily Courier-Journal Farm Page

Published each Monday Morning space reservations Thursday noon preceding publication.

Agate Line, Flat.....	\$.50
One Inch (14 lines).....	7.00

CHARITY RATES

Shall apply on advertisements for Charitable Organizations, Churches, Community Chest.

Daily Combination48c per line
Sunday Courier-Journal..38c per line
Louisville Times.....28c per line
Courier-Journal only.....28c per line

LEGAL RATES

for the State of Kentucky, Jefferson County Commissioners of Jefferson County, City of Louisville and departments under their jurisdiction.

Daily Combination.....52c per line
Sunday Courier-Journal..43c per line
Louisville Times.....34c per line
Courier-Journal only.....34c per line

Delinquent Tax list of the City of Louisville may be carried in the City edition of the Daily Courier-Journal only at 33c per line.

All other legal advertising, including legal advertising placed by the United States Government, its departments or agencies; legal advertising placed by states, counties, cities or other governmental units or their departments; agencies or boards other than those set forth in the paragraph preceding; corporation notices of all sorts; bond sale and redemption notices; notices of dividends, escheat, annexation, right of way, condemnation, bids, sale, repossession, copyright and trademark; and all other types of legal advertising or notice.

Daily Combination.....83c per line
Sunday Courier-Journal..69c per line
Louisville Times.....51c per line
Daily Courier-Journal....51c per line

BANKRUPTCY NOTICES.....45c per line

Saturday Times Only

BEER AND LIQUOR LICENSE APPLICATION NOTICES, \$8.00

In either the Daily Courier-Journal or The Louisville Times.....\$8.00 (Cost includes two 8-line notices.)
 Regular Form provided at the Classified Counter on street floor of Courier-Journal Building.

SPORTING EVENTS

Regular Retail Rates

CIRCUS AND CARNIVAL

Comb.....83c Sun.....69c

AMUSEMENTS

Regular Retail Rates

POLITICAL—Combination 83c Sunday....69c Times....51c Courier-Journal....51c

APPLICATION OF RETAIL RATES

An advertiser is entitled to retail display rates when he advertises merchandise or service for sale, direct to the home consumer only, through one or more permanent retail stores which he alone owns, controls and operates under one name in Metropolitan Louisville. An advertisement directing attention to a nationally sponsored contest or promotion, by other than the advertiser whose signature appears in the advertisement, will be charged at 83c per line for the Daily Combination, 51c per line for the Times Only, 51c per line for the Courier-Journal Only, and 69c per line for the Sunday Courier-Journal.

Retail Contract Rates do not apply to Political, Legal, Circus and Carnival, Farm Page, Associations, and Reading Notices.

Combination advertising in the Daily Courier-Journal and The Louisville Times shall appear in both of said papers without change of copy. It shall consist of identical copy without change and every advertisement appearing in the Daily Courier-Journal shall appear within 24 hours in The Louisville Times without change and every advertisement appearing in The Louisville Times shall appear within 24 hours in The Courier-Journal without change.

All advertising space expenditures in the Daily Courier-Journal, the Louisville Times, the Sunday Courier-Journal, the Sunday Courier-Journal Roto Magazine, the Sunday Courier-Journal Comic Section and any special sections, except in all cases for color premium and also except The Community Advertising campaign, and The Downtown Louisville campaign, shall be counted toward the fulfillment of the expenditure bracket of the annual Expenditure Contract.

CONDITIONS OF THIS CONTRACT

The Courier-Journal and Louisville Times Company reserves the right arbitrarily to edit or reject any copy.

The publishing company will not be responsible for purely typographical errors or misprints beyond cancellation of the charge for the space involved.

No advertising charge will be cancelled after an advertisement has appeared in any edition of any issue for which it was ordered. Cancellation deadline for any Display ad scheduled in the Daily Courier-Journal or Times is 10:00 A.M. on the day preceding publication date and Thursday noon for the Sunday Courier-Journal.

A composition charge will be made for all advertisements set in accordance with advertiser's order and subsequently killed by his instructions, and also for extensive changes in style and copy after the advertisement has been set according to original instructions. Any such charge will be based on actual labor costs.

The Advertiser agrees to protect and indemnify the Courier-Journal and Louisville Times Co., against any and all liability, loss and expense arising from the publication of the Advertiser's advertising because of claims for (1) alleged misrepresentation or misstatement, (2) alleged infringement of trade marks, trade names, patents or copyright and (3) alleged violation of fair trade laws.

All rates mentioned in this contract are net. The Publisher agrees to accept and publish advertising from the Advertiser on the terms and conditions herein specified. This contract contemplates no credit. If, however, credit is extended, the Publisher shall have full right to revert to a cash basis at any time, without objection from the Advertiser.

On any week day when The Louisville Times is not published and the Daily Courier-Journal is distributed to Daily Courier-Journal and Louisville Times subscribers, advertising appearing under this contract in the Daily Courier-Journal will be charged at the Sunday rates herein set out.

The Publisher reserves option to insert above or below the advertisement the word "advertisement."

GENERAL ADVERTISING RATES

New Cars, New Trucks, Trailers, New Motorcycles, Motor Boats, Aircraft, Gasoline and Oil.

Political (cash in advance), Insurance Companies; Radio and Television Stations, Magazines.

Railroads, Steamships, Air Lines and Bus Lines (beyond county Service).

Manufacturers, Wholesalers, Brokers, Jobbers, Distributors and Branch Offices.

Rates—Daily Combination.....83c per agate line

Sunday Courier-Journal.....69c per agate line

REGULATIONS

Advertisements will be made up from the bottom of pages.

No Display Advertisements will be accepted for less than 14 agate lines.

Advertisements more than two columns wide must be as many inches deep as columns wide.

Advertisements ordered more than 270 lines in depth will be charged for full column of 300 lines.

Sales + M.

MEMORANDUM

TO: All Managers
FROM: Gordon McLendon
DATE: October 1, 1959

While we make mistakes here in the Dallas office, and many of them, I am very disturbed about your failure to follow through on many items of national business. I am referring not only to our failure on the Gillette account, but to many others which may be familiar to most of you - Taystee Bread, Champion Sparkplugs, Camel cigarettes, Southwestern Bell, etc. I don't think I need to elaborate on this. When we get an order for you we expect the order to be carried out to the letter, unless you have contacted us otherwise.

When you write a letter, send us a copy. When you want to contact an agency by telephone, or John Blair, as the case may be, to change or correct a schedule, contact us in advance. If you can't reach Morgan, you can reach me. If you can't reach me, you can reach Don Keyes, since he is my Assistant. National business is hard enough to come by. Let's be careful how we handle it. If any part of this memorandum is unclear, please contact me and I will clarify same.

RMB
sales + 14.

Skywriting



ESTABLISHED 1922

THE SKYWRITING CORPORATION OF AMERICA
50 EAST FORTY-SECOND STREET
NEW YORK 17, N. Y.

April 15, 1959

Mr. Mich. Lewis,
McLenden Corporation
2008 Jackson Street,
Dallas, Texas.

Dear Mr. Lewis:

Following your phone inquiry this is to assure you that we can prepare to execute Skywriting over San Francisco on the following basis:

Copy inscription to consist of four letters will cost \$60.00 each and are to be put up at ten inscriptions per flight. This to be done on ten consecutive days, weather permitting. Total minimum cost \$6,000.00.

It is necessary that we have three weeks notice in this particular situation.

Thanking you for your valued inquiry,

Sincerely yours,

THE SKYWRITING CORPORATION OF AMERICA

S. S. Pike
S. S. PIKE

SSP:r

\$15/line

Pilot Survey

any UHF endeavor!

Boston Station Breaks the Ice On Liquor Ads

The self imposed ban on the advertising of hard liquor companies and the broadcasting industry fell by the wayside this week with the disclosure that the Sackel Co., Inc., Boston advertising agency had placed an order for Nuyens cordials and vodka on radio station WCRB, Boston. Nuyens Co. has been running two five-minute newscasts under a 26-week contract.

WCRB kicked off the drive in behalf of Nuyens on Oct. 13 and it is slotted late in the evening on the 11 p.m. and midnight newscasts. Theodore Jones, president of the Boston radio outlet stated that "the station was reaching an adult audience and the campaign for Nuyens did not differ from stations carrying beer and wine advertising or newspapers for that matter."

Sol Sackel, prexy of the agency which bears his name, indicated a strong feeling in favor of the program. "In the time scheduling and in the type of station carrying the broadcasts, we have been careful to keep everything on an adult level. This is a dramatic kickoff method for launching the program and on the basis of our initial response, our recommendations has been borne out with immediate success."

Another radio station, WOMT, Manitowic, Wis., recently stated that as of Nov. 1, when a new rate card is in application, the station will accept all alcoholic beverage advertising.

The advertising industry differs as to whether broadcasters should be allowed to carry liquor messages over the airwaves but within the next month or so the industry answer should be forthcoming. Traditionally the liquor industry adopted a voluntary code that they would not advertise via the broadcast medium and the rule applied to newspapers on Sunday.

MAY REPRISE

Sales + M.

Pilot Surveys

TO: All Managers, All Program Directors

FROM: Don Keyes

DATE: October 27, 1958

SUBJECT: Sales Gimmick

Bill Weaver at KILT in Houston, has a good gimmick running on the air sponsored by Rainbo Bread. Since I was in all the original acquisitions of this contract a year or so ago, I can tell you first hand what the circumstances are in getting this bread company on the air. They did not want a 60 sec. commercial since they felt that they could say what they thought of their product in a 10 or 20 sec. jingle, and they did not want to pay the additional money to merely repeat an accepted theme. I mean, what can you say about bread that will particularly set one brand apart from another with particular significance. We do not have a 10 or 20 sec. rate, therefore, in order to "get the business" we gave them a gimmick which would be a short intro and close with sponsor credits. The inclusion of their commercial was a short jingle and the gimmick itself which ran anywhere from 15 sec. to 1 min. One of the gimmicks involved the explanation of teenage slang. The copy writer would write a sentence of teenage jargon and the DJ would translate into proper English. This was not exactly a smashing success. When the gimmick grew old, we changed it to one called "Name Gimmick" wherein listeners were invited to send in their names which the KILT "Research Department" delved into for the original meaning in whatever language they happened to come from. When this cooled, we picked up the "Kiddie Thoughts" in which we invited listeners to send in cute sayings of their children. The most recent one which is my point of this entire memo is a simple one which can easily be duplicated in any of our markets should you want to use it to crack a bread account. The spot that they have scheduled in the morning show is presented for the parents and the youngsters telling them what the public school lunch menu is for that particular day and of course, every lunch menu was decked with the line "and of course, several slices of that good, enriched bread". The second announcement was run between noon and 1, where the menu is given again for the mothers who may at that time of day be interested in knowing what the children are having for lunch at school. And the last spot of the day was run in the late afternoon or early evening informing all concerned of the lunch menu for the following day. These menus can be easily obtained by phoning the chief dietician of the school system. Rainbo Bread has been advertising on KILT now for well over a year and is apparently very happy with our ingenuity in presenting to them something different.

Don Keyes

*Gordon
L: Sales + M.*

A S

Pilot Survey

*Bill Morgan - return
BMM*

K T S A

KILT

Sales + M.

STUDIOS: 1130 BROADWAY • POST OFFICE BOX 1161 • SAN ANTONIO, TEXAS

April 2, 1957

Gordon McLendon:

This report may come at a surprise to you but here 'tis.

I called Jack Sandler at WQAM in Miami and asked if he was going to be in so that I could talk to him on rates, etc. He is going to be out of town for a period of two weeks, conversion and N. Y. and he said he could tell me on the phone anyway, and save making the trip. By the way, he has hired George Poulus as a salesman. Ha!

When WQAM went on the air he fixed a very low rate to encourage sales and get in a sold out position. He maintained fairly high national rates, but his local rates were at extremely low rates. He sold contracts for 13 weeks, 26 weeks, and some contracts at 52 weeks. He recommended that the 26 week contract was the best, and that he shouldn't have taken any 52 week stuff. After the first Hooper report he increased his rates accordingly for all new business, but maintained the same low rate for the old business. Within a period of 10 months he upped his local rate 6 times until he presently has it where he wants it. However, each increase did not effect any old contracts.

He said he played it by ear, and according to what his Hooper showed.

He held his class A rate (7 to 9 AM, and 4 to 6 PM) fairly high, and didn't encourage any sales here. But as he said, he sold his Class B and his nighttime rate, at just about whatever he could get for it. In some cases he went off his rate card!

That's about it! I haven't had an opportunity to go over your proposed rates for KILT, but will do so soon, and get back to you.

B Weaver

There are many interesting developments in the Egyptian fighting, near the end of the flattening salient - just beyond the sharp tip of the bulging wedge - but these developments are at this juncture fabulous and not altogether crystallized, but on the basis of this info. it became possible to say that these developments may, or may not, cause one, or more, new changes in Egyptian strategy. If these developments do occur, noticeable develop-

From: Gordon McLendon
To: All Station Managers, Sales Managers

Morgan
11-1
Sales + M.

While I'm thinking about it, want to call your attention again to a way of satisfying the demand of national advertisers for merchandising. More and More, requests for merchandising are being made a part of requests from national agencies.

In addition to the regular jumbo card mailings that most of you offer, guarantee them that they will be featured on certain weeks on our "news answering service". Obviously, we are just that--receiving hundreds of calls each week for sports score news, news of crashes, news of all sorts, as well as record requests. It is valuable to any national client for this answering service to feature an answer such as "This is KLIF News--Try Turtle Wax", or "This is KLIF News--have you read this week's LIFE?"

It might be good if all of you would notify your H-R offices of the availability of this type of merchandising to all worthwhile clients. Fall sales pitches are now underway and some of the H-R people may want to incorporate this into their pitches.

GBM

This thing sounds big to a national timebuyer, so don't overlook it because, being on the spot, you think it is small. I personally think it is a valuable service.

August 6, 1955

TO: ALL STATION MANAGERS
ALL COMMERCIAL MANAGERS

FROM: Gordon McLendon

DATE: July 18, 1957

Broadcasting Magazine of a couple of weeks ago carried an idea which would be an excellent thing for us to work on the theatres in all our cities.

We ought to have a standing order for spots from Interstate Theatres or all other first-run houses, such as art houses, for so many spots on the day after the newspapers publish their review of a picture.

In New York, after "The Pride and the Passion" was previewed for reviewers one night, the next morning most of the radio stations had spot announcements on the air, paid for by the theatres, quoting what the newspapers had said. It is a natural sales approach. You only would do this, of course, when reviews are good.

Thought you would be interested in this idea.

GBM:bp

Morgan

*RITL
Sales + M.*

Pilot Surveys

KILT Brook

Morgan
Sales + M,

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GBM:bp

SOUTHWEST ADVERTISING & MARKETING

July 17, 1959

Mr. Gordon McClendon
KLIF
2104 Jackson Street
Dallas, Texas

Dear Mr. McClendon:

Enclosed is an article by Bill R. Jones, Advertising Manager of The Frito Company on the problem of conflicting rate structures.

It is our intention to run the article in the August issue of SOUTHWEST ADVERTISING & MARKETING, along with the agreements, disagreements, comments and possible counter proposals of several outstanding figures in the Southwestern broadcasting picture.

Would you please give your opinion of the proposed two-rate system. Names will be withheld if requested.

We shall look forward to hearing from you soon.

Sincerely yours,

SOUTHWEST ADVERTISING & MARKETING

Bill D. Kerss

Bill D. Kerss
Editor

BDK:hr
Enclosure

Hawaii

J. C. Bm.

*Morgan talked
on phone 7/27*

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R PB
—2—SAM—1585

SAM.....E

LOCAL VS NATIONAL—Guide

I do not think it is good to penalize the retailer to find an easy way out of the multiple rate problem, "a creeping cancer in the broadcasting industry."

by BILL R. JONES

Advertising Manager
The Frito Company

THE local versus national rate problem that has been discussed so much recently is sometimes touted as a *new* problem in the broadcasting industry. Yet, a little research will show that the argument is an old one dating back to 1940 when the first NAB committee attacked the multiple rate problem and branded it as "*a creeping cancer in the broadcasting industry.*"

The success of this committee and many individuals to "combat this cancer" can best be indicated by the recent deluge of articles in advertising trade journals and speeches by prominent members of the profession on this subject in 1959, some 19 years hence. From all indications the broadcasting industry as a group has failed to either isolate the virus or find a means to curb the growth of the known viruses which lead to this cancerous condition.

BROADCASTING magazine, in an editorial, leads with these statements: "One of the stickiest problems radio has had to contend with has been the differential between local and national rates. Alert national advertisers have sought in various guises to be identified as local businessmen in order to get the lower local rate. Too often they have succeeded. More recently the problem has cropped up in television too."

ADVERTISING AGE says in a story: "Stations and representatives report they are having more trouble trying to keep national advertisers from slipping in for a cheaper rate. To save the 20% to 50% difference between national or general and local or retail rate, they masquerade as local businessmen."

There is no doubt that the problem exists...and has for some time!

One of the most often mentioned solutions recently has been a cry for a SINGLE RATE. There are many good reasons for and many good reasons against the single rate structure. They range at one extreme from the "do-gooder" who supinely tells us, "As far as we're concerned, there is no justification for dual rates. We feel that both the local and national ad-

LOCAL VS. NATIONAL RATES: A WORKABLE SOLUTION?

Pilot Survey

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At the other extreme, I heard an oldtimer say, "The single rate is just a dream. Sure it makes sense, but you'd have to have a different breed of cats in the broadcasting industry."

The fact is that before a solution can be reached, the industry as a group (and the many individual stations that make up this group) must recognize that "the various guises" assumed by national advertisers were in many instances created by the stations themselves. Further, these guises have been condoned at all levels of the industry for many years. Many parties have been guilty accomplices to the crime... if there has been a crime committed.

From a national advertiser's point of view (at a time when management is "putting the pencil" to all expenditures and when sales departments are fighting for survival against increasing costs) it is no crime to "masquerade" as long as it is being done by competitors and being condoned by the broadcasting industry. It is no crime to "buy it at wholesale" when the vendor is offering his wares at that price to the "alert" advertisers.

While the SINGLE RATE might conceivably eliminate the problem, I think it is the "EASY WAY OUT." The easy way which would put the small retailer at a disadvantage which could very well turn him from broadcasting to a less expensive means of bringing customers into his store. I do not think it is good to penalize the retailer to find this easy way out. They play a very definite part in the economic mode of distribution and are entitled to take advantage of the means which broadcast advertising provides them to create customer traffic and move goods.

POSSIBLE SOLUTION:

A rate card which has two rates.

"GENERAL AND RETAIL"

The two rates are very clearly defined. GENERAL is product copy regardless of whether it originates locally or from another city. RETAIL applies to establishments which sell a product or service direct to the consumer at retail, from a retail location.

Once the broadcaster establishes this clear cut definition to his rate card, he has only to base his rates on what he knows his product is worth in a competitive market, AND MAKE UP HIS MIND TO LIVE WITH IT, HONOR IT, AND TO RESPECT IT REGARDLESS OF HOW BIG THE SCHEDULE IS THAT IS BEING OFFERED.

Sales-General

TO: ALL MANAGERS

FROM: Gordon McLendon

DATE: February 27, 1958

Recently in trying to ascertain why KTSA was not getting a proportionate share of the national dollar, we happened to monitor KCOR and KIWW, the two Spanish language stations in San Antonio.

We were absolutely shocked with the results. It showed that KCOR and KIWW both were running a much larger volume of national business than KTSA. This simply means that O'Connell, KCOR's rep, and whoever reps KIWW, sold the national advertisers a bill of goods that San Antonio was a Spanish language market and that people in San Antonio by and large listen to their Spanish stations. Obviously, nothing could be farther from the truth. Pulse studies of the Spanish language market in San Antonio have consistently shown that those of Spanish descent, virtually all of whom are bi-lingual, listen to English language stations and not Spanish stations. Monthly incidentals also show the same thing. We are getting a copy of the last Pulse Spanish language survey and it will help us counteract this problem in San Antonio. I will send a copy to Jack Fiedler as soon as I have it and be sure that it is properly disseminated.

I am directing this letter to all managers because it has just occurred to me that the same sort of thing might be true with minority stations in each of your markets. We have never bothered, in Houston for instance, to monitor KYOK and CKCOH for national business. No telling what we might find being placed on these stations under the mistaken assumption that it is necessary to use a Negro radio station to reach Negroes in the greater Houston market. Likewise, it would be well in Dallas if we monitored KNOK and in Shreveport a monitor of KOKA would be well. All of these are colored facilities. All may show some results which in varying degrees may be a surprise to us, as was the KCOR and KIWW situation in San Antonio. A foreign language station in the Houston market, KLVL in Pasadena, might be worth monitoring to see if they are "conning" national time buyers into a mistaken belief that there is a large minority audience for foreign language broadcasting.

May I hear from you immediately on this? We have always wondered where the business was going in San Antonio. Both John Blair and Art McCoy have expressed the belief in the past that the San Antonio national business figures were somehow in error and I had believed this along with them but I think all of us now clearly see where the business is going. It presents us with a new sales horizon which does not offer great difficulties of access. With a proper survey-- even those which have been already made--time buyers should be easily convinced of the merit of our position.

GBM:bp

CC: Tucker Scott, Art McCoy, John Blair, B. R. McLendon

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Pilot Surveys

P.S.

Ricci, Jr. - - - as heard on



The Ricci Ware Show KTSA

Pilot Surveys

Sales + Mchdsg

In so many stations today principal effort and thought is directed almost entirely toward sales. Our philosophy that audience comes first seems to be almost unique. Yet, in almost any other business or industry their product certainly comes first. The manufacturer of a new soap product, for instance, certainly would not devote a lot of money and effort toward sales until he was convinced first that he had a product of high appeal and comparable or better than his competitor's similar product. Audience and sales are not always truly compatible.

Sometimes it is necessary to sacrifice sales at least for the moment, to take the long term approach to programming, product and audience.

In order to do its best toward audience a station must retain complete control of all its programming. For example, if a station has built a highly successful block program, let's say from 12 to 2: PM, and a preacher should present himself at the station with an offer to purchase from 1 to 1:15 PM, cash in hand, the station manager's plight is obvious. If he accepts the program he knows he will hurt his 12 to 2:00 PM block program. If he turns down the program he knows he will be sacrificing immediate revenue. Our answer without hesitation would be "no" to any program that didn't fit our overall program schedule. We can justify the loss of immediate revenue by the firm knowledge that we will have that revenue many times over, over a period of time, by adhering to proper program standards.

No matter how good a station audience is, I do not mean to suggest that the sales department can be retired. Advertisers will never be knocking down the door to buy time no matter how successful your operation.

Pilot Surveys

Nevertheless, with proper programming and audience, the sales resistance is greatly lessened. This is particularly true on renewals since with a large enough audience, results are virtually assured and after all, results are what advertisers buy.

We do not believe that our mission in this world is to educate people because radio is a purely voluntary listening habit--that is, the listener is free to turn the dial or turn the set off--programming cannot be based on compulsive listening. We feel that a station's public service value is closely parallel to the station's rating. For that reason, our programming is all directed to mass listening. We omit virtually all types of minority programming even though, in some cases, the minority may be large. Of necessity, a large part of any independent station's programming consists of music. Therefore, the station's music policy must be given a great deal of thought. We play only popular music. No hillbilly, no religious, no classical.

Admittedly some of these minority groups are quite large; but, even though an individual's favorite choice of music might be classical for example, we are sure that he would still enjoy popular music. It's the common meeting ground of all music today. Within this broad category of so called "popular music" we have narrowed our field even more by placing particular emphasis on the so called "hit" current pop tunes. These are not played to the complete exclusion of all other types of popular music but our entire music format is built around these tunes as a basis. Since all stations have almost exactly the same music available to them, it would seem at first thought that all stations would be reduced to a common denominator. So, almost everything else that we do is our particular way of presenting our programs which are primarily popular music. Only by complete attention to the many details in proper relation to the basic music program

is it possible for one station to have ten or even one hundred times as much audience as his competitor who has exactly the same music available to him.

All the rest of our operations might be termed "showcasing the music."

Radio has long been known as an excellent medium for news. We use one newscast each hour, "five minutes before the hour." We feel sure that our listeners want news and although they have shown signs of crossing us up in the past, I think we now have a common meeting ground with them on our news. At the beginning of the Korean War, the rating on all of our news showed a substantial increase over the program preceding and following the news. But, in early 1951, this trend was completely reversed and we realized that something was wrong with our news policy. Realizing that we could only find out from the listeners, we decided to call approximately 100 of our listeners who had recently sent mail of one sort or another to the station. Several of us made these calls and had long discussions with each person called whenever possible. While admittedly 100 people represent a very small sample for any survey, the response we obtained was unanimous and we thought the sample was truly significant. Almost without exception, the listeners asked us to stop all news completely.

They didn't like our news -- they only endured it to get to our next music program. Summing up their comments, we found that their interest in news was very low, practically negligible, except for a reasonable amount of interest in local news and a great deal of interest in what I will kindly refer to as human interest stories, more particularly Hollywood divorce scandals and the like.

Confronted with this information, we gave serious thought to discontinuing our news but for many reasons, not the least of which was the fact that our news was very successful in a commercial sense, we decided to make one last try at salvaging our news and making it interesting to the listener. Two additional

wire services were ordered which gave us the facilities of all three of the major wires -- AP, UP and INS. Newscasters stopped their "beats" and instead were asked to spend all available time preparing each newscast by using, virtually without rewrite, wire stories. Knowing what the listeners wanted, we gave it to them in large doses. The truly important news happenings of the day were summed up in a 30-second spot bulletin type summary of the important national and international happenings. The rest of each 5-minute newscast was devoted to the local news, the sensational news they wanted, and weather which was also of considerable interest. Needless to say, there was a great deal of reluctance on the part of the newscasters in following this policy. However, we felt that if we had continued our policy of straight news we would soon have few news listeners at all. As it is at present, we have very high news listening and occasionally, we can sneak in a truly informative news story and our listeners have listened to it before they realize it.

On-the-scene reporting of local news seemed to us to be a good path to pursue. We constructed a mobile unit which had a complete shortwave installation making it possible for us to broadcast from any spot in the area on short notice. These broadcasts are principally of disaster, or casualty type stories, such as plane crashes, drownings, fires, etc. We interrupt our regular program to broadcast these direct stories.

THE DETAILS

(1) DO SOMETHING

In retrospect, I know we have made many mistakes but we have never regretted them. Without action, a station soon decays. Doing anything at all is really difficult. It's an old saying, and very true, that a few people make things happen,

Pilot Surveys

many watch them happen, and the majority have no idea what has happened.

With enough action the time will come when listeners will be afraid not to listen to your station because they might miss something.

(2) PERSONALITIES

All of our programming has been built around disc jockey personalities. We feel that this has helped the station receive a true personality of its own and has a considerable appeal to our listeners who are principally housewives. Many stations shy away from personality programming because of personnel problems. I would be the first to admit that personality type programming does produce a good many additional problems but we feel that the value of this type of programming outweighs its disadvantages.

(3) SMOOTH PRODUCTION

Even though most listeners are not too critical, we believe that they are quick to realize sloppy production when they hear it, even though their realization may be almost without a true knowledge of what caused their dissatisfaction. Smooth production can be achieved only by constant attention to many production problems. No dead air, elimination of discs with high surface noise, good cueing, and a general fast moving pace are only a few of the things that must be considered.

(4) STUDIO APPEARANCE

It's true that today most stations do not entertain in their studios many people from the listening audience, nor do many station advertisers or potential clients ever visit in the station. Nevertheless, we believe that a good operation has to grow from the inside out. I am not advocating an elaborate studio layout but I think it's extremely important to have a place that is neat and clean, modern and, in general, a pleasant place to work. I know how difficult it is to justify a large

expenditure in remodeling and redecorating studios. Intangible as it may be in its immediate effect on station revenue, we are sure that money spent in this way comes back over the years.

(5) GIMMICKS

A lot of stations have written to us asking for a list of gimmicks and special promotions that we have used. We have never kept an actual list or count of these things but because of the interest shown, I am going to give you a few of the ideas we have used. They may not all be of interest to you. But they do constitute an important part of the action I talked about earlier and cumulatively I think they are responsible to a large extent for our success.

(a) LUCKY HOUSE NUMBER

We started this contest in 1949. All the other things I have mentioned today you are perfectly free to adopt if you choose. This particular contest we have under copyright and it is syndicated to a number of stations in the U.S. and Canada for a moderate franchise fee. We have found it to be highly successful and so have many other stations. Each and every listener has one chance to win. Their winning number is their house address. We obtain this address on the air by spinning a bingo mixer to get the numerals and a standard 16-inch transcription to get the street name or number. The transcription contains the name and number of every street in the city. It was originally transcribed at 33-1/3 RPM. On the playback, we start it at 78 and then stop the motor. The name the transcription stops on is the street name used. A building jackpot is used and each time there isn't a winner, the jackpot increases. This contest has great appeal because everyone knows his or her street number. Also, since many of the street addresses obtained at random are non-existent, the jackpot tends to build up to a high value before a winner is found. We have had cash prizes as high as \$3,000.

(b) MYSTERY VOICE

This is an adaptation of an old contest format. Listeners wishing to be a "Mystery Voice" send in postcards. The announcers call a listener and her voice goes over the air as she repeats a limerick after him. Any of her friends who may be listening can call in and if she is identified as the "Mystery Voice" she and the person identifying her share the jackpot.

(c) FLYING SAUCERS

During the recent high interest in flying saucers, we transcribed a one-minute announcement which was repeated over the station several times for several days. An echo chamber was used on the voice and it went something like this: "This is KOWH in Omaha, calling all flying saucers. Recent reports have indicated that flying saucers are cruising in the vicinity of the earth. If any operators of flying saucers should wish to establish contact with earth, please call us on 20,000 kilocycles -- our transmitter engineers are now monitoring 20,000 kilocycles for calls from any flying saucers. This is KOWH, Omaha, Nebraska, U.S.A., Earth, calling any flying saucers. Please come in on 20,000 kilocycles." After each of these broadcasts the actual monitoring of 20,000 kilocycles was rebroadcast over KOWH; however, I am sorry to report it consisted only of a few static crashes and pops -- no flying saucers that time.

(d) CHARITY

It's difficult to classify charity as a gimmick. Certainly it isn't. But our charity program is part of our overall action and I believe has contributed to the station personality. We maintain a charity fund. Some of the money is donated to this fund by the station. The balance of it comes from our listeners. We use it in many different ways. Usually, it's to help out someone after a true calamity when

other charity isn't available to them. For example, a small oil refinery had an explosion in which two of the workers were killed. The employer went to the widows of these workers and gave them approximately \$12 each which was the amount of salary the men had coming. The widows and their children were destitute. In this instance, we gave them each \$500 to help cover burial expenses. During the recent polio epidemic, local hospitals were unable to give proper treatment to some polio patients because of the shortage of all wool blankets needed for wrapping hot packs. Standard appeals on the radio and in the newspapers for all wool blankets had failed to produce a sufficient number. The situation was really critical. We interrupted our programs and went on the air with a request that listeners call the station to donate blankets. After a few calls were in the station, the announcer called the mobile unit and repeated over the air the name and address of each person wishing to donate an all wool blanket. The mobile unit started making these stops and at the first few stops interviewed the housewives on the air. Before the day was over, we had a backlog of 3,000 donations and had enlisted the aid of 30 trucks and drivers donated by local businessmen to pick up the large number of blankets. By the third day after the first broadcast all hospitals treating polio patients had enough blankets on hand.

(e) OMAHA AFTER DARK

Many of you are familiar with the format we used on this broadcast so I won't go into great detail. Time Magazine carried a pretty complete story on the broadcast. In this particular case, almost one year of preparation went into a broadcast that took only 55 minutes of air time. A German recording machine constructed along the lines of a fine watch was used to collect the data for this broadcast. Our announcer concealed the machine on his person. A fine wire

ran from the machine to a dummy wrist watch which was actually a microphone. Armed with this ingenious set up, he began to frequent illegal places in the city, principally those places violating the gambling and liquor laws. Our listeners heard actual broadcasts from inside these places together with incriminating evidence. Places were named. Names were named. This particular broadcast probably attracted more attention than anything we have ever done.

(f) TREASURE HUNT

Listeners were told that we were going to have a Treasure Hunt. If they wanted to participate, they were to send a stamped, self-addressed envelope. In this envelope we returned to them complete instructions and a banner which was to be placed in the back window of their car. We knew that on the day preceding our actual treasure hunt, we had put on 18,000 banners. The question in our minds was how many of these people would actually participate. The treasure hunt took place at noon on a Sunday. Our first broadcast said: "Calling all treasure hunt cars. Here are your first instructions--assemble in the downtown Omaha area." From this moment on, the rest of the day was pretty much of a nightmare. It was later established that the cars if lined bumper to bumper would have stretched over 60 miles. Moments after the first broadcast, our local law enforcement officers had succeeded in finding me and informed me I was being held for helping create a riot and that we must discontinue the hunt. However, I felt that since we had promised our listeners a treasure hunt, we should go ahead with it. As a result of this position on my part, I spent the rest of our treasure hunt time securely locked in our local jail. However, from what I hear, I understand that it was a good success.

Listeners were given clues which led them to a dummy check. The check could