

014

AD LIB LOG

CONTESTS

PROMOTIONS,  
GIMMICKS, etc.

A

All American  
Radio

Air Show

Ad Lib mo

on  
AGENT 119

romo

014

AD LIB LOG

All American  
Radio  
Air Show

Ad Lib mo  
on  
AGENT 119

romo



MEMO

TO: JOHNNY BORDERS  
FROM: DON KEYES

SUBJECT: AD LIB LOG

DATE: 14 Jan '65

We are unable to locate actual copies of the ad lib log so I thought I'd sketch it out below. The underlined portions are typed in as your promotion schedules change from day to day. The remaining portion constitutes the actual form which you might wish to run off on the Dittie.

Ideally, each jock should be issued one and one should be posted in the Control Room in such a manner that the jock can look up and read it. Actually, the same thing could be done by using a blackboard in the Control Room.

The times indicated are approximate. I've tried to space them according to the length of a record plus one or two commercials. Possibly 4 minutes apart. You can see how this, if adhered to, will result in an even spread of promo material throughout the hour and will also give the deejay something to say.

Date: Friday, Jan. 15, '65

:08	<u>"More Music" Sta. Ek.</u>
:12	<u>Treasure Hunt Clue</u>
:16	<u>Golf Tournament Billboard</u>
:20	<u>Wintertime Sta. Ek.</u>
:24	<u>"More Music" Sta. Ek.</u>
:28	<u>Treasure Hunt Plug</u>
:29:30	FCC Sta. ID as indicated on B'cast Log.
:34	<u>"More Music" Sta. Ek.</u>
:38	<u>Treasure Hunt Clue</u>
:42	<u>Golf Tournament Billboard</u>
:44	<u>Wintertime Sta. Ek.</u>
:48	<u>"More Music" Sta. Ek.</u>
:52	<u>Golf Tournament Billboard</u>
:56	<u>Treasure Hunt Plug</u>
:59:30	FCC Sta. ID as indicated on B'cast Log.

cc: Hathaway  
White

All American  
Radio

Air Show

Ad Promo  
on  
AGENT 119

Promo

PROMOTION (Don M. Kasey, Program Director, KABL)

AD PROMO

How would you like to win a (word) AD PROMO  
well, not that, it's more like (word)

You know, one of those, where (word) actually, we're  
not sure what it is, but it could be yours! Yes, if you do a  
careful search and keep your eyes peeled, (word) you  
may be the first to spot the misspelled word in the current

series of "Things - KABL" ads now running in your neighborhood  
newspaper. To win, just look in your newspaper, at a (word)  
for a while, and find the (word) ad in which one word is misspelled.

If you are first to correctly identify the misspelled word, KABL  
will give you our (word) (word) of the (word) is final. So, watch for  
the "Things - KABL" ads. You may win (word) or something  
like that. Good luck today in "Things - KABL".

Music: (word)

AD PROMO

All American  
Radio  
Air Show

Ad Promo  
AGENT 119

rplb

PROMOTION (Dave McKinsey, Program Director, KABL)

Ad Promo

How would you like to win a (sound effect)

Well, not that, it's more like (sound effect)

You know, one of those, uh... (sound & music) actually, we're not sure what it is, but it could be yours! Yes, if you're a careful observer and keep your eyes peeled, (rrriipp!) you may be the first to spot the misspelled word in the current series of "Think - KABL" ads now running in your neighborhood newspaper. To win, just look in your newspaper, or a reasonable facsimile - and find the one ad in which one word is misspelled. If you are first to correctly identify the misspelled word, KABL will give you one. Decision of the judges is final. So, watch for the "Think KABL" ads. You may win a (sound effect) or something like that. Send your entry today to, "Big Flub", KABL.

Music: Out

Wink Promo

Winkers, beware!

Music: Up ominous

A wink, is a wink, is a wink. Or, a wink by any other name might still get you in trouble! (Sounds: "Well!" slap!) So, gentlemen, please - KABL and the American Winkers Association implore you to return to the proper and sophisticated wink, or don't wink at all! The correct wink is not: a twitter, (music effect) flutter (effect) or blink! It is a quick, straightforward closing

All American  
Radio

Air Show

Alice Pro  
AGENT 119

Promo



PROMOTION (Dave McKinsey, Program Director, KABL)

Ad Promo

How would you like to win a (sound effect)

Well, not that, it's more like (sound effect)

You know, one of those, uh... (sound & music) actually, we're not sure what it is, but it could be yours! Yes, if you're a careful observer and keep your eyes peeled, (rrriipp!) you may be the first to spot the misspelled word in the current series of "Think - KABL" ads now running in your neighborhood newspaper. To win, just look in your newspaper, or a reasonable facsimile - and find the one ad in which one word is misspelled. If you are first to correctly identify the misspelled word, KABL will give you one. Decision of the judges is final. So, watch for the "Think KABL" ads. You may win a (sound effect) or something like that. Send your entry today to, "Big Flub", KABL.

Music: Out

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All American  
Radio

Air Show

Alice Prom  
AGENT 119

Promo

AGENT 119

All American  
Radio

Air Show

Alice Pro

AGENT 119

romo

OFFICE OF THE  
DIRECTOR OF THE  
FEDERAL BUREAU OF  
INVESTIGATION  
WASHINGTON, D.C. 20535  
PHONE 224-7400

# HOUSE MEMO

## DENVER AIR SHOW

To: Director, Federal Bureau of Investigation  
From: Special Agent in Charge, Denver  
Subject: Air Show

The Denver Air Show is a major event which is held annually in Denver, Colorado. It is a major attraction for the public and is held at the Denver International Airport. The show features a variety of aircraft, including military and civilian, and is held over a period of several days.

Initially, the station agreed to sponsor the jump club in that the station provided flyers jump wings, interest with station call letters, a total of \$100.00, jump suits and helmets, with station call letters on the back of the suit. The station also donated one half of the cost of a jump suit. (This is approximately \$40.00 and usually paid by the jumper himself.) The station also provided a banner for the jump club and a banner for the station. The banner for the station was placed on the airplane used for the jump.

It should be noted here that the use of a DC-3, which will carry four jumpers, is usually about \$100.00 per hour. The station in Denver also utilized its own DC-3 and used these two aircraft after each jump at one given time. A great spectacle can be achieved using a large aircraft, such as a DC-3, which carries four jumpers. The DC-3 is a biplane and is stripped of interior and is equipped with 20 to 25 jumpers. The fee for use of a DC-3 is usually \$1,000 per hour and is higher if, in the case of a jump of 100 or more jumpers. If the jump is for 200 or more jumpers, the fee is \$2,000 per hour. The station in Denver has a DC-3 and has used it for jumps.

With regard to the air show, the station is making the purchase of a large number of jumpers for the show and is making the purchase of a large number of jumpers for the show and is making the purchase of a large number of jumpers for the show.

1. \$250.00 per hour for the use of the DC-3 as the jumping club is the jumping club. (Dallas, Colorado, the jumping club is the jumping club.)

2. A base and hangar party for the jumpers and the club.

3. FAA approval.

All American  
Radio  
Air Show

Alice Promo.  
Alaskan Promo



File

THE STAR STATIONS

EXECUTIVE OFFICES  
8401 WEST DODGE ROAD  
OMAHA, NEBRASKA  
PHONE 391-7800

## HOUSE MEMO

KOIL OMAHA

KSN PORTLAND

Wife INDIANAPOLIS

To Don Burden, Kevin Sweeney, From Steve Brown  
Ron Mercer, Steve Shepard, Steve French  
Date August 2, 1965 Subject Air Show

This is the general memoranda of advance details concerning the Denver Air Show. Origination of this idea for a radio station sponsored air show grew out of the station's association with a Denver area sky divers' club. The station had been using sky divers at various events, similar to our use of sky divers in Portland at the fireworks show.

Initially, the station agreed to sponsor the jump club in that the station provided fifteen jump suits, lettered with station call letters, at a cost of \$164, jump suits and helmets, with station call letters, at a cost of \$324. The station also absorbed one half of the cost of each man's jump. (This is normally \$4.00 and a cost usually paid by the jumper himself.) The station also provided whatever smoke bombs the jumpers used and absorbed the "tach" time fees on the airplanes used.

It should be noted here that the use of a Cessna 185, which will carry four jumpers, is usually about \$22 per hour. The station in Denver also utilized its own Cessna 210 and using these two aircrafts nine men can jump at one given time. A mass spectacular can be achieved using a large aircraft, such as a DC-3. Cargo versions of the DC-3 (wherein the interior has been stripped of seats) will accommodate 50 to 60 jumpers. The fee for use of a DC-3 is normally \$1.00 per hour per passenger or, in the case of a jump of this nature, \$50 to \$60. If the DC-3 were used, for example, to fly a group from Omaha to Kansas City, the cost would be this basic figure plus one dollar per air mile.

With regards to the air show, the station is obtaining the services of a large number of sky divers by standing the cost of or in some way providing the following:

- 1) \$250 revolving trophy for the club judged as the winning club in the competition. (Rules, standards and judges are provided by the clubs themselves.)
- 2) A beer and hamburger party for the jumpers after the event.
- 3) FAA approval.



EXECUTIVE OFFICES  
8401 WEST DODGE ROAD  
OMAHA, NEBRASKA  
PHONE 391-7800

## HOUSE MEMO

KOIT OMAHA

KSN PORTLAND

Wife INDIANAPOLIS

To \_\_\_\_\_ From \_\_\_\_\_

Date \_\_\_\_\_ Subject \_\_\_\_\_ Page Two \_\_\_\_\_

It should be noted here that government air bases almost always have a sky diving club eager to participate. In fact, armed services' cooperation, in general, is excellent providing personnel are not on maneuvers, etc.

Our understanding, at this point, is that the FAA will generally approve a jump area and a jump where 500 square feet of landing space is available.

Two interesting events can be staged by the jumpers:

- 1) A rooster can be passed between four or five men in mid air. (The rooster is carried to the ground by the last jumper. Should it slip out of someones hands, it should be remembered that afterall it is a bird and should be able to land safely!)
- 2) A combination aerial and ground race. On this one you need, and should find it quite easy to obtain, assistance from your local Suzuki, Honda or Yamaha dealer. You lay out your landing area with five motor bikes spaced abreast a couple hundred feet apart. The jumpers jump from the plane toward their individual motor bikes, landing as close to them as they can so they don't have to run very far, start the bikes and race toward a pre-set finish line. This is very exciting because the jumpers delay opening their chutes until the last second in order to save time.

The basic problem to attack is arranging with a small private airport to provide the necessary facilities. The airport must have a very large spectator area, as air shows of any sort generally attract upwards of 25,000 people. It is believed you will find private air strip owners more than eager to cooperate in that they want action, want to expose their air strip, service facilities, etc., to both the flying and non-flying public. In addition, they like hearing the name of their facility on the air.

All American  
Radio

Alice Promo  
Alaskan Promo



EXECUTIVE OFFICES  
8401 WEST DODGE ROAD  
OMAHA, NEBRASKA  
PHONE 391-7800

## HOUSE MEMO

KOTL OMAHA

KSN PORTLAND

Wife INDIANAPOLIS

To \_\_\_\_\_ From \_\_\_\_\_

Date \_\_\_\_\_ Subject \_\_\_\_\_ Page Three

In Denver all the facilities were provided to the station free of charge and, in addition, the airport paid for a free breakfast served to any pilot who flew in, including forty flying farmers. Once you have arranged for the airport, you approach your retail aircraft dealers on the following basis: Each of the three major aircraft franchise holders (Cessna, Beech and Piper) paid \$2000 each for the privilege of displaying their lines to the public, both on the ground and in the air. The \$2000 is simply a display fee and has nothing to do with any radio time. In the case of Denver, each dealer displayed his products in the air and then the craft proceeded to the demonstration area where the public was invited to inspect the plane they had just seen maneuvering at close hand.

Apparently there is a coop budget provided to the aircraft manufacturers in each case. In Denver the Cessna dealer sold rides over the city at a cost to the public of two cents per pound. So, a 150 pound man and his 100 pound wife could take the ride for \$5.00. As Cessna is currently nationally advertising a \$5.00 per ride deal, they are also paying the dealers \$5.00 for each person they take for a ride and give a very rudimentary flying lesson.

In the Denver operation, the entire cash outlay on the part of the station was within a budget of \$1200 and, in that they induced three aircraft dealers to participate, the net profit was approximately \$4800.

SB:jk

CC: Gordon McLendon  
Don Keyes

All American  
Radio

Alice Promo.

Alaskan Promo





Here are a few things that I would like to pass on which you may find helpful:

- 1) We are thinking of running a "Happy April 15" promotion on WHB whereby people send in a postcard and we draw a winner for whom we will match their 1965 tax payment, or refund up to \$300
- 2) I was in Oklahoma City last week and heard on KTOK what I think is a good idea. During the day (9AM - 4PM), instead of the D.J. dropping in stale jokes between records, they use very short sport items. (They don't have any regularly scheduled sportscasts during these times). This, I am sure, is a big factor in their audience composition build-up on men and women.
- 3) We are considering a prize for an as yet unthought of contest which really sounds big. The prize would be an album a day for 365 days, or it could be a record a day for 365 days. Naturally, it doesn't have to be for a year either.....it could be an album a day, month, etc.
- 4) I also ran into a couple of good tag lines for campaigns in the last couple of weeks. A bank in Dallas is using, "The best change your money can make is to the Mercantile Bank" (This is a billboard campaign). The Chevrolet Dealers in the same area are running a billboard campaign based around "If you own a '62 Chevy, expect to be hearing from us" Obviously they go to the register books and track down people who own cars of that year.

#### BEST NEW CREATIVE SALES IDEA - WHB

One of our local salesmen has come up with an idea for a "21 Club". It has all kinds of sponsor tie-in ideas and I am sure you can think of many more....

#### 21 CLUB IDEA....

The WHB 21 Club would be a mythical club whose members would be those just reaching their 21st birthday. All eligible could be registered in advance at the station or at a participating sponsor's place of business. They would show their drivers license or birth certificate for proof of birthdate. A few days before their birthday, the station would mail them a 21 Club Card and a kit of merchandise samples certificates, discount deals, etc. These would be furnished by other participating sponsors. In addition to furnishing the prizes or deals, these sponsors would agree to buy a minimum schedule of spots on the station to get in on the promotion. Typical sponsors would be the car dealer, restaurant who would give champagne and cake with meals on birthday, department stores, specialty shops, etc.

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MEMORANDUM

ALICE PROMOTION

TO: ALL MANAGERS, ALL STATIONS  
FROM: DON KEYES  
DATE: AUGUST 30, 1941

You will soon receive a tape from Los containing one out of an item we shall call "Alice Promo". These are to be logged once no later until you feel that they have fulfilled their usefulness.

Please instruct your disc jockeys that the logging of them does not in this case constitute instructions to play them indiscriminately. They must follow a funny situation or gag that your deejay has previously set up.

They are done in the order of the Negro woman in a commercial of many years ago who had a very infectious laugh and said, "...love that soap..."

Don Keyes

All American  
Radio

Alice Promo.

Alaskan Promo

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
FROM: DON KEYES  
DATE: AUGUST 30, 1961

You will soon receive a tape from Les containing one cut of an item we shall call "Alice Promo". These are to be logged once an hour until you feel that they have outlived their usefulness.

Please instruct your disc jockeys that the logging of them does not in this case constitute instructions to play them indiscriminately. They must follow a funny situation or gag that your deejay has previously set up.

They are done in the order of the Negro woman in a commercial of many years ago who had a very infectious laugh and said, "...Love that soap..."

Don Keyes

ys

All American  
Radio

Alaskan Promo

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
FROM: DON KEYES  
DATE: AUGUST 30, 1961

You will soon receive a tape from Les containing one cut of an item we shall call "Alice Promo". These are to be logged once an hour until you feel that they have outlived their usefulness.

Please instruct your disc jockeys that the logging of them does not in this case constitute instructions to play them indiscriminately. They must follow a funny situation or gag that your deejay has previously set up.

They are done in the order of the Negro woman in a commercial of many years ago who had a very infectious laugh and said, "... Love that soap..."

Don Keyes

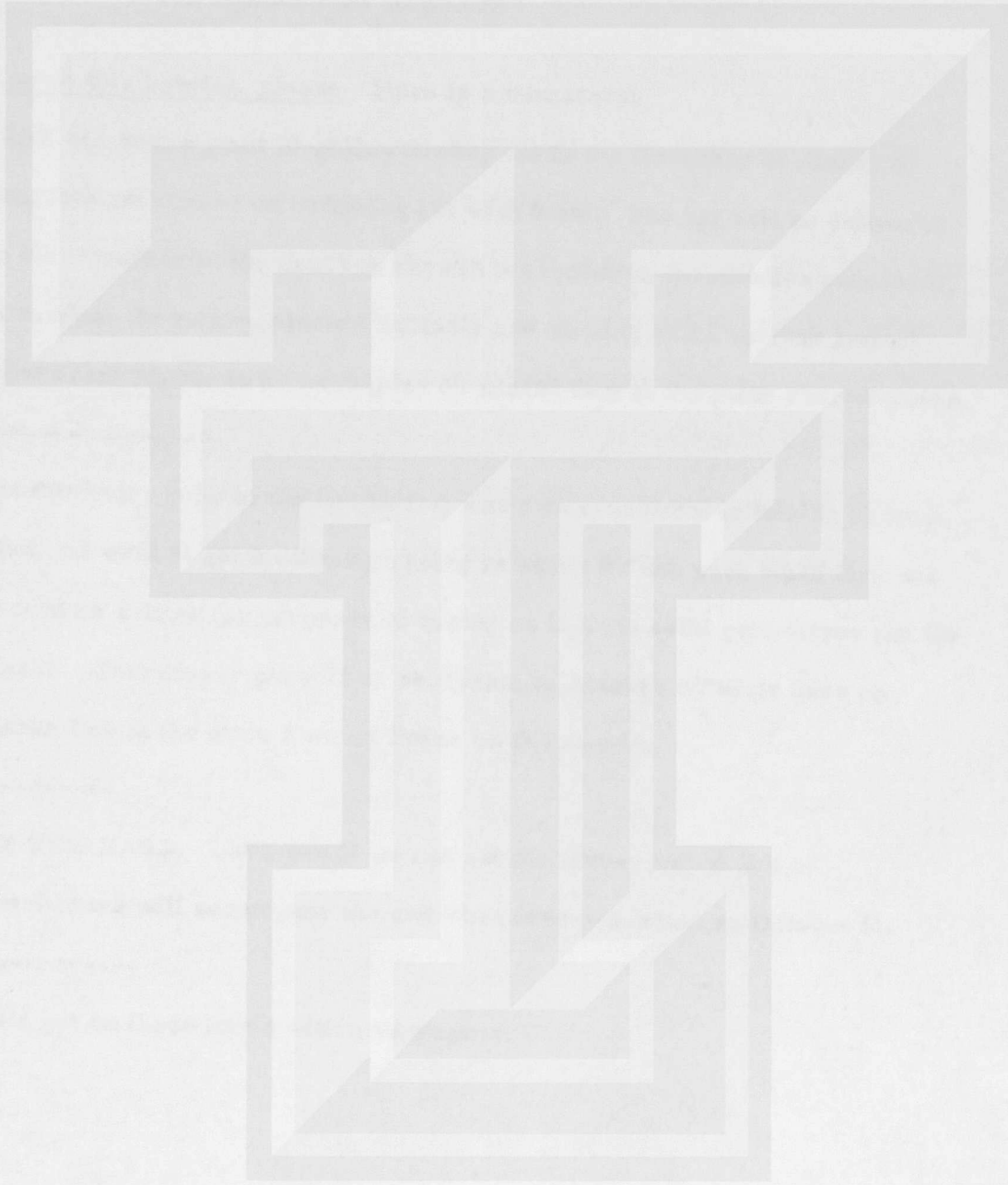
ys

All American  
Radio

Alaskan Promo



ALASKAN PROMOTION



All American  
Radio

Alaskan Promo

ALASKAN PROMOTION

Begin at 6:00 AM September 10, 1958

FACT SHEET FOR DEEJAYS  
Beginning September 10, 1958 at 7:00 AM

Lay on this heavily, please. Here is a newstory:

KLIF has sent a giant 10-gallon cowboy hat to the Governor of Alaska to congratulate Alaska on becoming the 49th State. The hat will be delivered to the Governor in the next few days in presentation ceremonies scheduled in Juneau. In return, Alaskan officials are sending KLIF various animal skins from Alaska to be on display on Alaska Day at the State Fair of Texas.

----- KLIF further announced that it was requesting listeners to send

Get this story over to the listeners. Let's do considerable talking about it.

Also, we want to get a campaign going in which we ask each KLIF listener to send us a dime for purposes of buying an 18-inch solid gold diaper pin for Alaska. This diaper pin will be presented to Alaskan officials here on Alaska Day at the State Fair of Texas on October 16.

-----  
HIT THIS HARD. Let's see if we can get the money in. A list of contributors will accompany the gift when it is presented on October 16.

-----  
Let's get on these items with a vengeance.

NEWS STORY TO RUN ALL DAY LONG ON KLIF NEWSCASTS  
Beginning September 10, 1958 at 7:00 AM

9/11/58

All American  
Radio

KLIF has sent a giant 10-gallon cowboy hat to the Governor of Alaska  
Gordon McLendon  
to congratulate Alaska on becoming the 49th State.

C The hat will be delivered to the Governor in the next few days in presentation  
ceremonies scheduled in Juneau. In return, Alaskan officials are sending KLIF  
various animal skins from Alaska to be on display on Alaska Day at the State  
Fair of Texas. KLIF further announced that it was requesting listeners to send  
in 10¢ to KLIF so that they might be a part of purchasing an 18-inch solid gold  
diaper pin with which to welcome Alaska to the Union.

GBM:bp

P  
Y



Al Lurie

9/11/58

All American  
Radio

Gordon McLendon

C In order to counter the upcoming promotion by KBOX, we put on the Alaskan "hat" bit. I suggest that you find out the name of the governor of Alaska and wire him for his hat size and we will send him a hat. I think that is all that is necessary at this moment.

O However, be sure and keep track of the dimes that come in (and who sent them) so that we will be in a position to actually go through on our plan with respect to presentation of the diaper pin.

P GBM:bp

Y



npb

PROMOTION ( Johnny Borders, Program Director, KLIF )

"KLIF's Birthday Bonus" -- It's KLIF's Birthday Bonus! Yes, Mothers, KLIF wants to give your youngster and his friends the biggest, most fabulous birthday party ever held. If your child has a birthday coming up in ( next month ), send his name, address, and telephone number to KLIF Birthday Bonus. Then when you hear his name broadcast you have five minutes in which to call KLIF and win a giant party for your youngster. Complete with cake, ice cream, favors... and a clown and cartoons to entertain the kids at the fabulous Park Forest Theatre! Birthday Bonus! A KLIF treat for your little one!

# # #

PROMOTION ( Bill Young, Program Director, KILT )

"All American Radio" Contest -- With the "camp trend", Bob White suggested that we test listeners' memory with six of the top radio shows of the 1940's ( Mr. District Attorney, Backstage Wife, Amos & Andy, Duffy's Tavern, etc. ) Five seconds of each theme is played ( a la KLIF Mystery Voice of 1959 ) in succession with a declining prize until all radio shows are named.

We have tested this on a number of our staff members and found that the themes are easily recognized, but association with the program title is extremely difficult. I feel like this will capture the imagination of the audience and especially those of us who can re-live those moments spent in front of the "wireless".

# # #

STATION BREAKS ( Bill Young, Program Director, KILT )

"This is constant music KILT...heavily favored to win the music league again this year!"

"This is Constant Music KILT...where the musical odds are always in your favor!"

# # #

All-Star Team  
of the Week



PROMOTION ( Johnny Borders, Program Director, KLIF )

"KLIF's Birthday Bonus" -- It's KLIF's Birthday Bonus! Yes, Mothers, KLIF wants to give your youngster and his friends the biggest, most fabulous birthday party ever held. If your child has a birthday coming up in ( next month ), send his name, address, and telephone number to KLIF Birthday Bonus. Then when you hear his name broadcast you have five minutes in which to call KLIF and win a giant party for your youngster. Complete with cake, ice cream, favors...and a clown and cartoons to entertain the kids at the fabulous Park Forest Theatre! Birthday Bonus! A KLIF treat for your little one!

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"This is constant music KILT...heavily favored to win the music league again this year!"

"This is Constant Music KILT...where the musical odds are always in your favor!"

# # #



## ALL-STAR TEAM OF THE WEEK

All-Star Team  
of the Week

James Earl Ray

1. James is taken from custody by Immigration authorities because his visa is not renewed. He is also given his own money.

2. James is released from custody and is allowed to leave the country.

3. The FBI gives him an order to leave the country.

4. He is released from custody and is allowed to leave the country.

5. He is released from custody and is allowed to leave the country.

*uph*

PROMOTION ( Bob White, Program Director, KILT )

"KILT Perfect Couple" Promotion -- This promotion will run exclusively on the James Bond Program. We have arranged a deal with Maritronics, Inc. to help us find the perfect couple in Houston. We will invite listeners, single and over 18, to write in for their questionnaire. The questionnaire contains several questions about their likes and dislikes. They fill out the form and return to us. These forms are then run through a computer. The computer will select the most perfectly matched couple. This couple wins a night on the town courtesy of the James Bond Show. It includes dinner at the leading restaurant in Houston, Champagne show at one of the top clubs, and various other things. Should prove to be a fun thing.

###

PROMOTION ( Bill Jenkins, Program Director, WYSL )

James Bond Promotion :

- 1.) James is taken from studio by immigration authorities because his visa is not in order. Someone else does his show that night.
- 2.) James broadcasts his show from his secret headquarters during his contest ( it will really be the studio...but ),
- 3.) He will give clues as to when and where he will come back into the country.
- 4.) At the right time and place, the Rolls picks him up.
- 5.) Whoever is there, wins.

###

PROMOTION ( Johnny Borders, Program Director, KLIF )

KLIF's "All-Star Team of the Week", selected by Jay Randolph, judged on basis of preceding Friday night's play. Each awarded an insignia, plaque, etc., and saluted on the air the following Monday afternoon.

###



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# # #

## Allowance Club



## Allowance Club



KLIF "ALLOWANCE CLUB PROMO"

# 1

Control: ( appropriate music )

Annrc 1: "KLIF wants to help teenagers earn money this summer so....."

Annrc 2: "Cliff introduces a new contest to Dallas area teenagers. If you don't receive an allowance, or if you think your allowance is too small....listen!!"

Annrc 1: "It's the KLIF Allowance Club!!"

Annrc 2: "KLIF will send you an allowance of ten dollars a week for a whole month!"

Annrc 1: "Ten dollars a week for a month. That's the prize in Cliff's ALLOWANCE CLUB. Adults are not allowed to enter this contest, It's just for teenagers."

Annrc 2: "Send your name and address on a postcard to Cliff Allowance Club, KLIF, Dallas."

Control: ( Curtain )

Alamo Beauty

ANNIVERSARY

THIRTEEN CONTEST

KLIF "ALLOWANCE CLUB PROMO"

# 1

Control: ( appropriate music )

Annrcr 1: "KLIF wants to help teenagers earn money this summer so....."

Annrcr 2: "Cliff introduces a new contest to Dallas area teenagers. If you don't receive an allowance, or if you think your allowance is too small....listen!!"

Annrcr 1: "It's the KLIF Allowance Club!!"

Annrcr 2: "KLIF will send you an allowance of ten dollars a week for a whole month!"

Annrcr 1: "Ten dollars a week for a month. That's the prize in Cliff's ALLOWANCE CLUB. Adults are not allowed to enter this contest, It's just for teenagers."

Annrcr 2: "Send your name and address on a postcard to Cliff Allowance Club, KLIF, Dallas."

Control: ( Curtain )

*Label*

1961

Alamo Beauty  
ANNIVERSARY  
THIRTY-THIRD ANNUAL CONTEST



KLIF "ALLOWANCE CLUB"

PROMO # 2

Control: ( appropriate music )

Annrcr 1: "Teenagers...do your parents beat you with big sticks, do you dread going home at night because they always want a type-written report with three carbon copies saying where you've been? Is your allowance too small?"

Control: ( change pace of music )

Annrcr 2: "Well be of good cheer 'cause the Cliff Allowance Club is here!!"

Annrcr 1: "Right, a contest for teenagers, only, the KLIF Allowance Club. KLIF will pay the winner an allowance of \$10.00 a week for a whole month."

Annrcr 2: "Send a postcard with your name and address to Cliff Allowance Club, KLIF, Dallad and win an allowance of \$10.00 week for a whole month in KLIF's ....."

Annrcr 1: "Allowance Club."

Control: ( curtain )

Alamo Beauty  
3 THIRTY-THREE  
ANNIVERSARY  
CONTEST



KLIF "ALLOWANCE CLUB"

PROMO # 2

Control: ( appropriate music )

AnnCR 1: "Teenagers...do your parents beat you with big sticks, do you dread going home at night because they always want a type-written report with three carbon copies saying where you've been? Is your allowance too small?"

Control: ( change pace of music )

AnnCR 2: "Well be of good cheer 'cause the Cliff Allowance Club is here!!"

AnnCR 1: "Right, a contest for teenagers, only, the KLIF Allowance Club. KLIF will pay the winner an allowance of \$10.00 a week for a whole month."

AnnCR 2: "Send a postcard with your name and address to Cliff Allowance Club, KLIF, Dallad and win an allowance of \$10.00 week for a whole month in KLIF's ....."

AnnCR 1: "Allowance Club."

Control: ( curtain )

Alamo Beauty  
3 THIRTY-THREE  
ANNIVERSARY  
CONTEST

KLIF "ALLOWANCE CLUB" Promo # 1

Label

Control: ( appropriate music )

Annrc 1: "KLIF wants to help teenagers earn money this summer so..."

Annrc 2: "Cliff introduces a new contest to Dallas area teenagers. If you don't receive an allowance, or if you think your allowance is too small.....listen!!"

Annrc 1: "It's the KLIF Allowance Club!!"

Annrc 2: "KLIF will send you an allowance of ten dollars a week for a whole month"

Annrc 1: "Ten dollars a week for a month. That's the prize in Cliff's 'Allowance Club'. Adults are not allowed to enter this contest, it's just for teenagers"

Annrc 2: "Send your name and address on a postcard to Cliff Allowance Club, KLIF, Dallas"

Control: ( curtain )  
"Send your name and address on a postcard with your name and address to Cliff Allowance Club, KLIF, Dallas and win an allowance of \$10.00 a week for a whole month in KLIF's....."

Annrc 1: "Allowance Club"

Alamo Beauty

ANNIVERSARY

3 THIRTY-THREE

KLIF "ALLOWANCE CLUB" Promo # 1

Label

Control: ( appropriate music )

Annrc 1: "KLIF wants to help teenagers earn money this summer so..."

Annrc 2: "Cliff introduces a new contest to Dallas area teenagers. If you don't receive an allowance, or if you think your allowance is too small.....listen!!"

Annrc 1: "It's the KLIF Allowance Club!!"

Annrc 2: "KLIF will send you an allowance of ten dollars a week for a whole month"

Annrc 1: "Ten dollars a week for a month. That's the prize in Cliff's 'Allowance Club'. Adults are not allowed to enter this contest, it's just for teenagers"

Annrc 2: "Send your name and address on a postcard to Cliff Allowance Club, KLIF, Dallas"

Control: ( curtain )  
"Send your name and address on a postcard with your name and address to Cliff Allowance Club, KLIF, Dallas and win an allowance of \$10.00 a week for a whole month in KLIF's....."

Annrc 1: "Allowance Club"

Alamo Beauty

ANNIVERSARY

3 THIRTY-THREE



KLIF ALLOWANCE CLUB PROMO # 2

Control: ( appropriate music )

Annrc 1: "Teenagers...do your parents beat you with big sticks, do you dread going home at night because they always want a type written report with three carbon copies saying where you've been. Is your allowance too small?"

Control: ( change pace of music )

Annrc 2: "Well be of good cheer cause the Cliff Allowance Club is here !"

Annrc 1: "Right, a contest for teenagers only, the KLIF Allowance Club. KLIF will pay the winner an allowance of \$10.00 a week for a whole month!!"

Annrc 2: "Send a postcard with your name and address to Cliff Allowance Club, KLIF, Dallas and win an allowance of \$10.00 a week for a whole month in KLIF's....."

Annrc 1: "Allowance Club"

Alamo Beauty  
ANNIVERSARY  
THIRTIETH ANNIVERSARY  
CONTEST

KLIF ALLOWANCE CLUB PROMO # 2

Control: ( appropriate music )

Anncr 1: "Teenagers...do your parents beat you with big sticks, do you dread going home at night because they always want a type written report with three carbon copies saying where you've been. Is your allowance too small?"

Control: ( change pace of music )

Anncr 2: "Well be of good cheer cause the Cliff Allowance Club is here !"

Anncr 1: "Right, a contest for teenagers only, the KLIF Allowance Club. KLIF will pay the winner an allowance of \$10.00 a week for a whole month!!"

Anncr 2: "Send a postcard with your name and address to Cliff Allowance Club, KLIF, Dallas and win an allowance of \$10.00 a week for a whole month in KLIF's....."

Anncr 1: "Allowance Club"

Alamo Beauty  
ANNIVERSARY  
THIRTIETH ANNIVERSARY  
CONTEST



KLIF "ALLOWANCE CLUB PROMO"

# 1

Ref  
"promotions"

Control: ( appropriate music )

Anncr 1: "KLIF wants to help teenagers earn money this summer so....."

Anncr 2: "Cliff introduces a new contest to Dallas area teenagers. If you don't receive an allowance, or if you think your allowance is too small....listen!!"

Anncr 1: "It's the KLIF Allowance Club!!"

Anncr 2: "KLIF will send you an allowance of ten dollars a week for a whole month!"

Anncr 1: "Ten dollars a week for a month. That's the prize in Cliff's ALLOWANCE CLUB. Adults are not allowed to enter this contest, it's just for teenagers."

Anncr 2: "Send your name and address on a postcard to Cliff Allowance Club, KLIF, Dallas."

Control: ( Curtain )

Anncr 1: "Allowance Club."

Control: ( curtain )



KLIF "ALLOWANCE CLUB PROMO"

# 1

*split*  
*"promotions"*

Control: ( appropriate music )

Anncr 1: "KLIF wants to help teenagers earn ~~w~~money this summer so....."

Anncr 2: "Cliff introduces a new contest to Dallas area teenagers. If you don't receive an allowance, or if you think your allowance is too small....listen!!"

Anncr 1: "It's the KLIF Allowance Club!!"

Anncr 2: "KLIF will send you an allowance of ten dollars a week for a whole month!"

Anncr 1: "Ten dollars a week for a month. That's the prize in Cliff's ALLOWANCE CLUB. Adults are not allowed to enter this contest, it's just for teenagers."

Anncr 2: "Send your name and address on a postcard to Cliff Allowance Club, KLIF, Dallas."

Control: ( Curtain )

Anncr 1:

Control:

Alamo Beauty  
MB THIN  
CONTEST  
ANNIVERSARY

KLIF "ALLOWANCE CLUB"

PROMO # 2

Control: ( appropriate music )

Annrc 1: "Teenagers...do your parents beat you with big sticks, do you dread going home at night because they always want a type-written report with three carbon copies saying where you've been? Is your allowance too small?"

Control: ( change pace of music )

Annrc 2: "Well be of good cheer 'cause the Cliff Allowance Club is here!!"

Annrc 1: "Right, a contest for teenagers, only, the KLIF Allowance Club. KLIF will pay the winner an allowance of \$10.00 a week for a whole month."

Annrc 2: "Send a postcard with your name and address to Cliff Allowance Club, KLIF, Dallad and win an allowance of \$10.00 week for a whole month in KLIF's ....."

Annrc 1: "Allowance Club."

Control: ( curtain )

KLIF "ALLOWANCE CLUB"

PROMO # 2

Control: ( appropriate music )

Annrc 1: "Teenagers...do your parents beat you with big sticks, do you dread going home at night because they always want a type-written report with three carbon copies saying where you've been? Is your allowance too small?"

Control: ( change pace of music )

Annrc 2: "Well be of good cheer 'cause the Cliff Allowance Club is here!!"

Annrc 1: "Right, a contest for teenagers, only, the KLIF Allowance Club. KLIF will pay the winner an allowance of \$10.00 a week for a whole month."

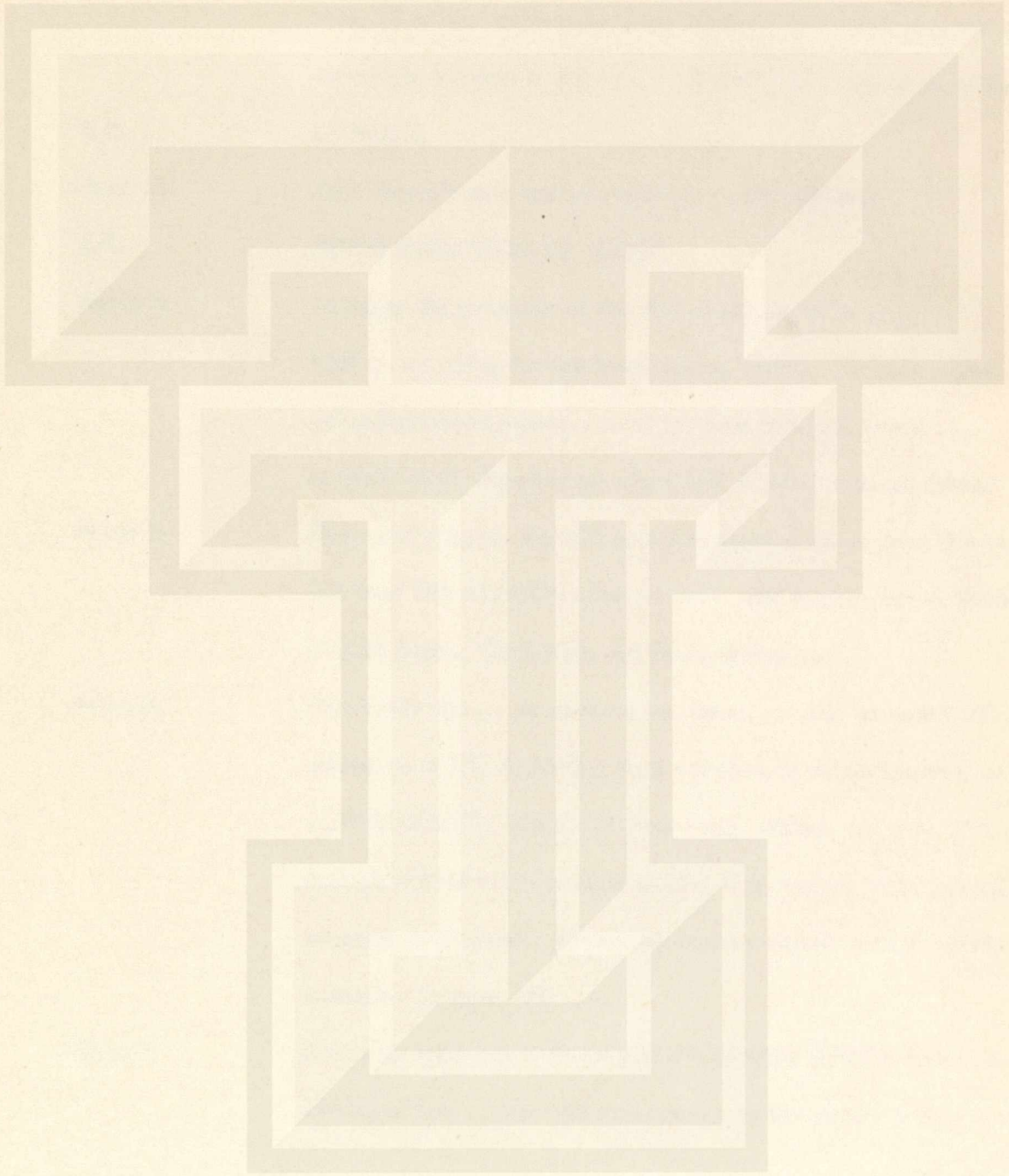
Annrc 2: "Send a postcard with your name and address to Cliff Allowance Club, KLIF, Dallad and win an allowance of \$10.00 week for a whole month in KLIF's ....."

Annrc 1: "Allowance Club."

Control: ( curtain )



ANYWHERE-IN-THE WORLD



Anywhere-in-  
the-World

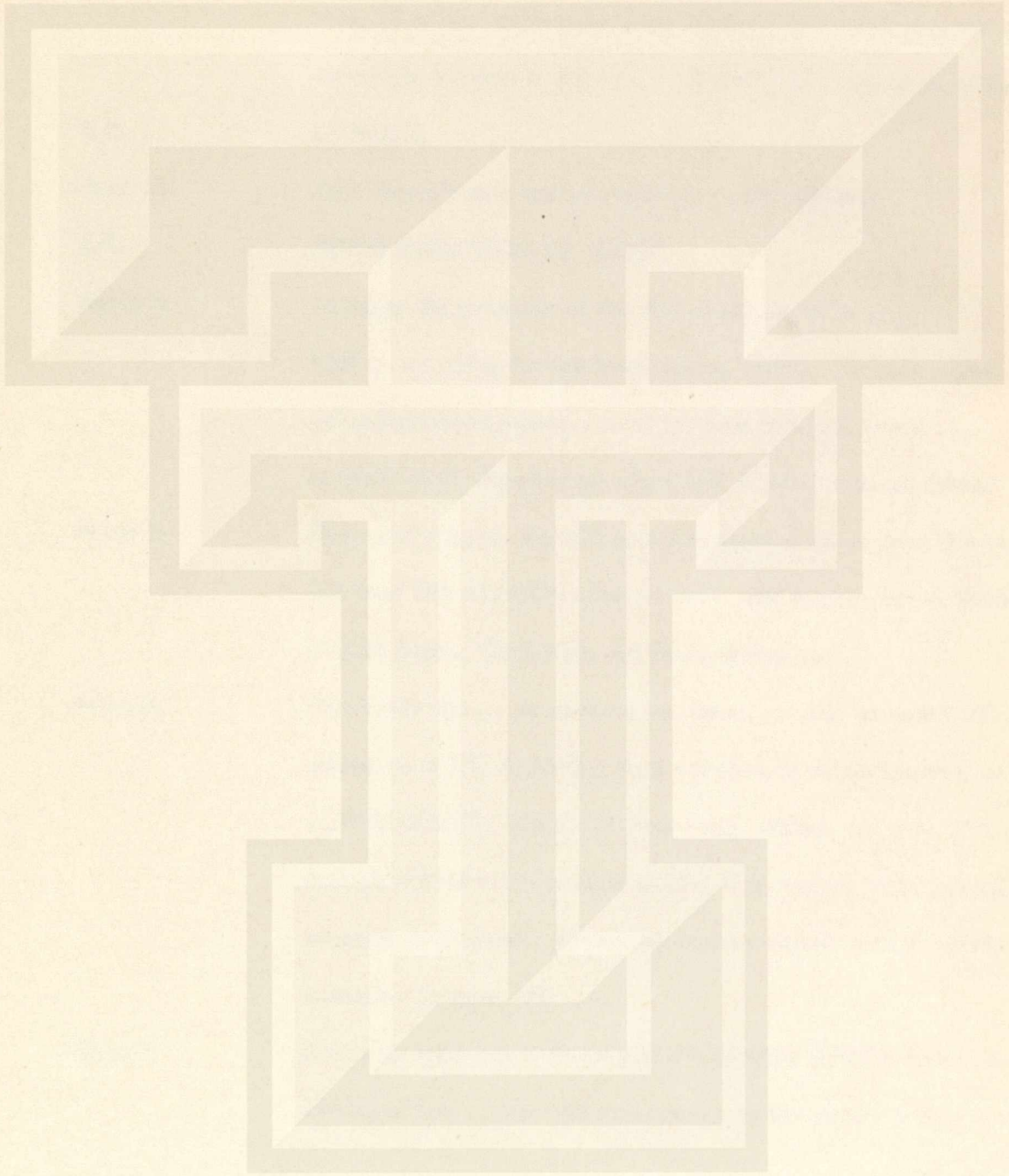
Alamo Beauty

IB THIRTY-THREE  
ANNIVERSARY

April Showers Class



ANYWHERE-IN-THE WORLD



Anywhere-in-  
the-World

Alamo Beauty

IB THIRTY-THREE  
ANNIVERSARY

April Showers Class



FANFARE THEN SEGUE INTO "MARCH OF EMPIRE" THEME.

Annex 1

The present moment of ALAMO BEAUTY CONTEST

splendorous pages... erupt in flashes over the nation. All-

fold, 12 million dollars are being collected and one woman is...

one single incident in history... linked to the history of the...

S.E.

UP MUSIC

Annex 2

John Wayne's epic motion picture... THE ALAMO

S.E.

SEGUE INTO "EYES OF TEXAS"

Annex 3

To salute the producer of this motion picture... KUP is...

KUP is searching for one breathtaking beauty. An unknown...

yet undiscovered woman... of fabulous form and figure...

to travel to the frontier set where THE ALAMO is being filmed

Annex 4

Once she is found, she will be the personal guest of John Wayne...

and meet THE ALAMO's other stars... Pat Wayne, Robert Stock,

Robert Dixon, Chill With and Linda Crystal...

Annex 5

Here's how you... or someone you know... can become KUP's

entrance to THE ALAMO. Send a picture or recent snapshot to

ALAMO BEAUTY, along with your name, address and age. All

pictures will be returned after judging if a stamped, self-addressed

envelope is enclosed. All entries must be mailed to KUP before

midnight, October 15th...

Annex 6

Send your entry now! Become KUP's ALAMO BEAUTY during the

filming of this... the most monumental motion picture ever produced...

Alamo Beauty  
IB THIRTEEN CONTEST  
ANNIVERSARY



FANFARE THEN SEGUE INTO "MARCH OF EMPIRE" THEME.

Annex 1

The present moment of ALAMO BEAUTY CONTEST

splendorous pages... erupt in flowers over the nation. All-

fold, 12 million dollars are being collected and one million are...

one single incident in history... United to the future of the...

S.E.

UP MUSIC

Annex 2

John Wayne's epic motion picture... THE ALAMO

S.E.

SEGUE INTO "EYES OF TEXAS"

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Alamo Beauty  
IB THIRTY CONTEST  
ANNIVERSARY



"Alamo Beauty" Cont. +  
Promo.

S.E.

FANFARE THEN SEGUE INTO "MARCH OF TIMISH" THEME:

Annrc 1:

The proudest moment of Texas courage will soon.....like a  
splendiferous geyser...erupt in theaters over the nation. All-  
told, 12 million dollars are being funneled into one motion picture...  
one single incident in history.....buried in the hour-glass of time.

S.E.

UP MUSIC

Annrc 2:

John Wayne's epic motion picture.....THE ALAMO

S.E.

SEGUE INTO "EYES OF TEXAS"

Annrc 2:

To salute the producers of this motion picture milestone...

KLIF is searching for one breathtaking beauty. An unheralded,  
yet undiscovered woman.....of fabulous face and figure.....

to travel to the location set where THE ALAMO is being filmed

Annrc 1:

Once she is found, she will be the personal guest of John Wayne....  
and meet THE ALAMO's other stars.....Pat Wayne, Robert Stack,  
Richard Boone, Chill Wills and Linda Cristal.....

Annrc 2:

Here's how you....or someone you know.....can become KLIF's  
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midnight, October 15th.....

Annrc 1:

Send your entry now! Become KLIF's ALAMO BEAUTY during the  
filming of this....the most monumental motion picture ever produced...

"ANY DUMB THING" CONTEST

"Alamo Beauty" Cont. +  
Promo.

S.E.

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"ANY DUMB THING" CONTEST



S.E.

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S.E.

UP MUSIC.

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S.E.

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Annrc 1:

Send your entry now! Become KLIF's ALAMO BEAUTY during the filming of this....the most monumental motion picture ever produced...

"ANY DUMB THING YOU WANT TO DO"  
ANNIVERSARY

S.E.

FANFARE THEN SEGUE INTO "MARCH OF TIMISH" THEME:

Annrc 1:

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Annrc 1:

Send your entry now! Become KLIF's ALAMO BEAUTY during the filming of this....the most monumental motion picture ever produced...

"ANY DUMB THING YOU CAN THINK OF"  
ANNIVERSARY



"ANY DUMB THING" CONTEST

ANNIVERSARY



"ANY DUMB THING CONTEST"

ANNIVERSARY

### BEST ON THE AIR PROMO

XTRA - With the advent of the Pueblo Incident news and the punctual reporting of each new development of this crisis became the best promotional effort this station could mount. All efforts this past week were expended in this direction.

✓ KILT - Mac Hudson is running the "Suppressed Desire" Contest on his morning show. He asks the listeners to call in and tell him something they have always wanted to do, but never had the chance. The cleverest ones win tickets to the motorcycle races and the most unique gets a Honda motorcycle.

WYSL - WYSL feels not enough of the respectable teenagers are given credit where credit is due. They now have a student of the month and by way of a promo, list his admirable achievements both in and out of school. Each student of the month receives a plaque and numerous other prizes for his achievement.

✓ KLIF - Anniversary promo...for mid-day...Listeners send us their anniversary date and we announce 5 winners daily from 9 AM-3 PM. Winners receive 2 McLendon theatre tickets.

### BEST OUTSIDE PROMO

✓ KLIF - They are going to begin a "Make Someone Famous" contest. They'll request a short paragraph from listeners about themselves. The bit is simple. They select a winner, make a day for him, and then heap fame upon him with mentions, a free night on the town, etc. They'll tie in names of famous people, asking "don't you wish you were...?" Be famous! Maybe KLIF will select you...Probably they'll select some ding-a-ling.

### BEST PUBLIC SERVICE IDEA

✓ KLIF - A little girl was seriously injured in an auto accident in which her mother and father were killed. A story appeared in the Morning News about it. They followed that with a promo requesting mail for her.

### BEST NEW STATION BREAK

✓ KILT - KILT setting the pace for better listening!

KLIF - Love is Alive and Well in Dallas at KLIF...Your Valentine for '68.

"ANY DUMB THING" CONTEST



### BEST ON THE AIR PROMO

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### BEST NEW STATION BREAK

✓ KILT - KILT setting the pace for better listening!

KLIF - Love is Alive and Well in Dallas at KLIF... Your Valentine for '68.

"ANY DUMB THING" CONTEST



This contest does not include anything from the previous contests. KILT, the  
Editor of KILT, Manager of K-722, Manager of K-100, and the  
Managing Editor of W-NIS.

### WHAT IS THE BEST "ON THE AIR" PROMOTION IDEA YOU CAME UP WITH THIS WEEK?

KILT took Ray Condit's version of "Love Me Tender" and had the  
singers recite the names of schools in place of the lyrics. They were  
to write and it has caused considerable controversy.

"Money Supreme." Bill Young is reviewing entries and has a few  
invitations. One is from a winner and a runner-up.

KILT asked -- They are investigating the possibility of starting a  
contest which would be done on a national basis. It is a contest  
which would be done on a national basis. It is a contest which  
would be done on a national basis. It is a contest which would be  
done on a national basis. It is a contest which would be done on a  
national basis. It is a contest which would be done on a national  
basis. It is a contest which would be done on a national basis.

### WHAT IS THE BEST "OUTSIDE" PROMOTION IDEA YOU CAME UP WITH THIS WEEK? (Include copy of promo spots)

KILT will be announcing the date of each week's contest and of when  
activity. Get a lot of research is involved, but they should help get them off  
on the right foot this summer.

The State Pigeon Patrol (see note 1). KILT has been told that the  
of license plates of vehicles drivers they might see during the week. The  
which they can see the car, and send them a note the license.

### FOR COMPETITIVE "ON THE AIR" PROMOTION THIS WEEK

The radio week station is having a "any dumb thing" contest. The people with  
"any dumb thing" is 25 words or less on a piece of paper. The winner will be  
the one who has the most words.

"ANY DUMB THING" CONTEST

The contest does not include anything from the previous contests. KILT, the  
KILT, the  
KILT, the

### WHAT IS THE BEST "ON THE AIR" PROMOTION IDEA YOU CAME UP WITH THIS WEEK?

KILT took Ray Condit's version of "Love Me Tender" and had the  
singers record the names of schools in place of the lyrics. They were  
to write and it has caused considerable controversy.

"Money Supreme." Bill Young is reviewing entries and has a list of  
invitations. One is from a winner and a runner-up.

KILT asked -- They are investigating the possibility of starting a  
contest. It is possible this could be done on a national basis and  
country. This contest has been a success and has been a  
success. KILT would apply for foreign aid. There will be a  
contest will be a success of them declared depressed states, etc.

### WHAT IS THE BEST "OUTSIDE" PROMOTION IDEA YOU CAME UP WITH THIS WEEK? (Include copy of promo spots)

KILT will be sponsoring the sale of each individual high school and of various  
activity. Get a lot of research is involved, but they should help get them off  
on the right foot this summer.

The State Pigeon Patrol (see note 1). KILT has been set down by license plates  
of antique drivers they might see during the week. The State has their names,  
which they can use to, and send them a note the day.

### FOR COMPETITIVE "ON THE AIR" PROMOTION THIS WEEK

The radio show station is having a "any dumb thing" contest. The people with  
"any dumb thing" is 25 words or less on a piece of paper. The winner will be  
"any dumb thing" he wins.

"ANY DUMB THING" CONTEST

Note:

This digest does not include anything from the Program Director, WYSL, the Program Director of KABL, Manager of X-TRA, Manager of K-ADS, and the Managing Editor of W-NUS.

Bill Stewart

WHAT IS THE BEST "ON THE AIR" PROMOTION IDEA YOU CAME UP WITH THIS WEEK?

KILT took Ray Coniff's version of "Love Me Tender" and had one of the local singers record the names of schools in place of the lyrics. This is very simple to write and it has caused considerable comment.

"Senior Souvenirs." Bill Young is reviewing seniors who send in their graduation invitations. One is drawn and winner is sent a current hit record as a souvenir.

KILT Island -- They are investigating the possibility of claiming our own island ( it is possible this could be done on a mythical basis ) and establish our own country. This tongue-in-cheek promotion lends itself to hundreds of various ideas. KILT Country could apply for foreign aid, jocks could have their own cities with certain of them declared depressed areas, etc.

# # #

WHAT IS THE BEST "OUTSIDE" PROMOTION IDEA YOU CAME UP WITH THIS WEEK? ( Include copy of promo spots )

KILT will be announcing the date of each individual high school's end of school activity. Quite a bit of research is involved, but this should help get them off on the right foot this summer.

The Stool Pigeon Patrol ( to be sold ). KILT Employees jot down the license plates of courteous drivers they might see during the week. We find out their names, salute them on the air, and send them a check for \$5.00.

# # #

BEST COMPETITIVE "ON THE AIR" PROMOTION THIS WEEK.

A Detroit rock station is having a "any dumb thing" contest. The people write "any dumb thing" in 25 words or less on a postcard. The winner gets the "dumb thing he wrote about."

# # #



Note:

This digest does not include anything from the Program Director, WYSL, the Program Director of KABL, Manager of X-TRA, Manager of K-ADS, and the Managing Editor of W-NUS.

Bill Stewart

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KILT Island -- They are investigating the possibility of claiming our own island ( it is possible this could be done on a mythical basis ) and establish our own country. This tongue-in-cheek promotion lends itself to hundreds of various ideas. KILT Country could apply for foreign aid, jocks could have their own cities with certain of them declared depressed areas, etc.

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KILT will be announcing the date of each individual high school's end of school activity. Quite a bit of research is involved, but this should help get them off on the right foot this summer.

The Stool Pigeon Patrol ( to be sold ). KILT Employees jot down the license plates of courteous drivers they might see during the week. We find out their names, salute them on the air, and send them a check for \$5.00.

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BEST COMPETITIVE "ON THE AIR" PROMOTION THIS WEEK.

A Detroit rock station is having a "any dumb thing" contest. The people write "any dumb thing" in 25 words or less on a postcard. The winner gets the "dumb thing he wrote about."

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Appreciation Days

Wanda Sykes - "Lava" - KLF

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Wanda Sykes

SALES APPROACH (Al Lurie, Sales Manager, KLF)

Harold Polster, which is a new account for KLF, has been presented a commercial which depicts a mother and daughter engaged in conversation about making back-to-school clothing rather than buying it.

PROMOTIONAL IDEA (Stan Richards, Program Director, KLF)

APPRECIATION DAYS

"KLF Appreciation Days". These are four Saturdays during the month of September. Stan proposes that KLF present a hop with recording stars and plan the day's activities, such as swimming, dancing, etc. I reserve the locations as to talking of one to City Parks.

Personally, I like the idea of it but the execution tends to be awfully cumbersome.

PUBLIC SERVICE IDEA (Stan Richards, Program Director, KLF)

A commercial service alerting youngsters to return to school this Fall. Obviously, this is to decrease the number of dropouts each year.

COMMERCIAL APPROACH (Jack Polster, Manager, KLF)

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PUBLIC SERVICE IDEA (Stan Richards, Program Director, KLF)

A commercial service alert urging youngsters to return to school this Fall. Obviously, this is to decrease the number of dropouts each year.

COMMERCIAL APPROACH (Jack Fisher, Manager, KLF)

rph

STATION BREAK ( Gordon McLendon )

"This is KLIF.... Like Sonny Liston.... the big hit in Dallas...."

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SALES APPROACH ( Al Lurie, Sales Manager, KLIF )

Hancock Fabrics, which is a new account for KLIF, has been presented a commercial which depicts a mother and daughter engaged in conversation about making back-to-school clothing rather than buying it.

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PUBLIC SERVICE IDEA ( Stan Richards, Program Director, KLIF )

A concentrated Public Service effort urging youngsters to return to school this Fall. Obviously, this is to decrease the number of drop-outs each year.

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COMMERCIAL APPROACH ( Jack Fiedler, Manager, KTSA )

The use of a child's voice concerning back-to-school accounts.

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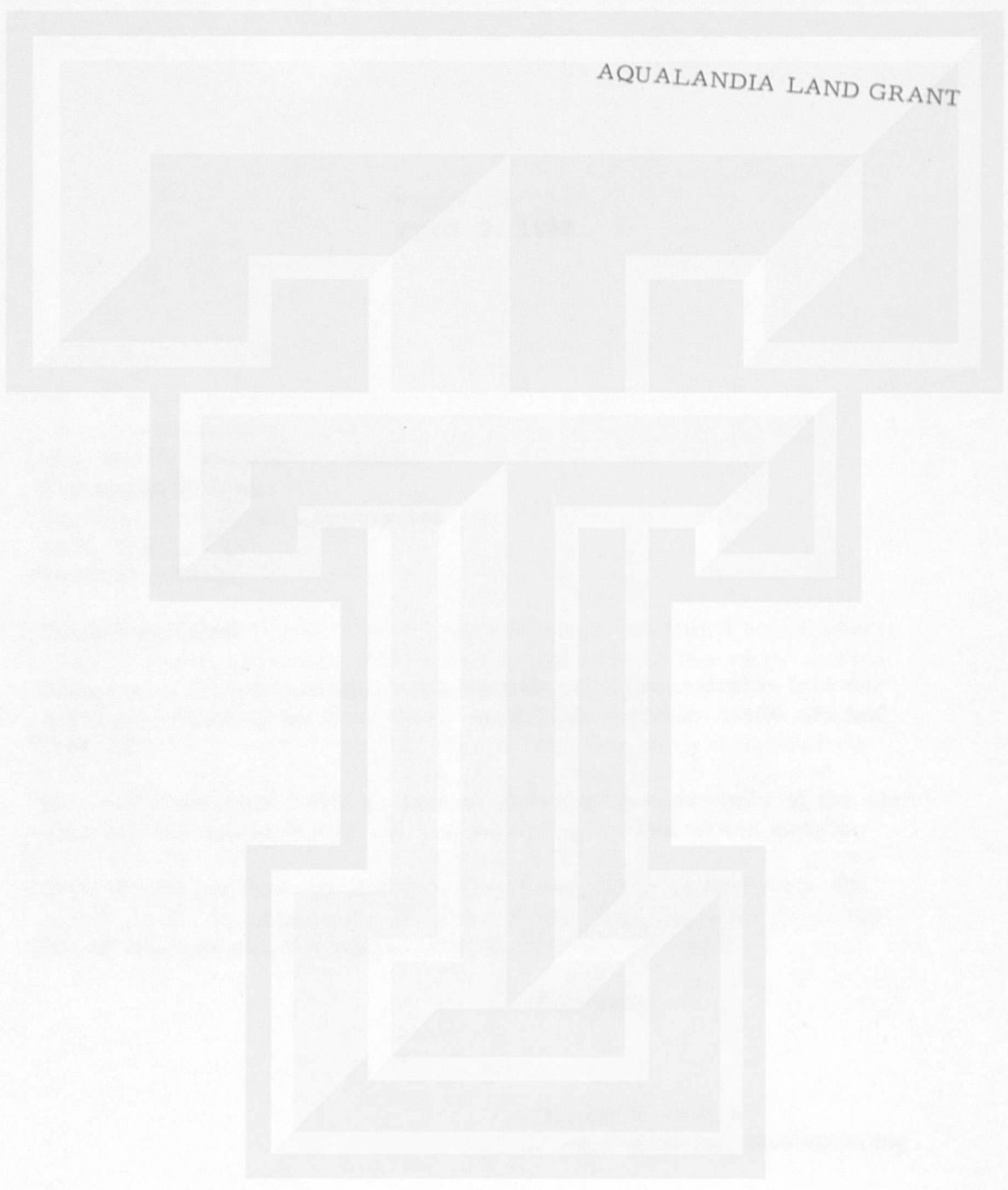
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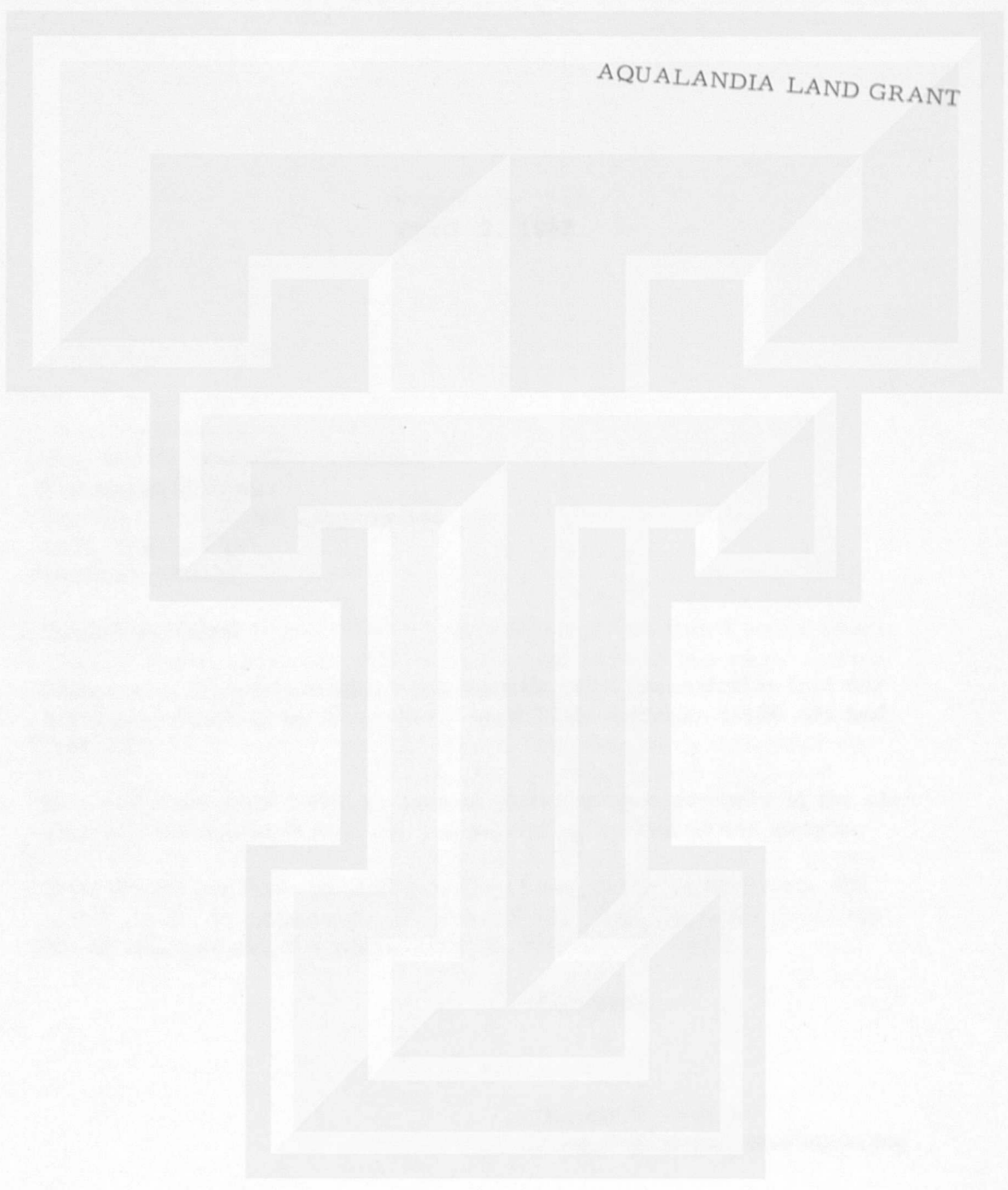
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AQUALANDIA LAND GRANT



AQUALANDIA LAND GRANT





Marine-Land Grant  
CORPORATION

March 22, 1962

April 2, 1962

Mr. Donald C. Keyes  
Vice President, Programming

Mr. W. P. Royce  
Executive Director

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Executive Director

Marine-Land Grant Corporation  
1611 Avenue "M"  
Lubbock, Texas

Dear Mr. Royce: to our offices I mentioned to you that I would like to have you explain your fantastic promotional idea to our radio station. I have now determined that I can best fit your presentation into our Managers Meeting on Thursday, April 12th, between 10:00 AM and 11:00 PM. is to inform you that the meeting has been scheduled for April 11th, 12th and 13th at Cielo, our motion picture studios at Lubbock. It is not likely that I will be able to pick you up personally at the airport but I'll see to it that you are picked up by one of our people. If you will be able to join us during the meeting, I'm sure all of our people will be glad to see you. If you'll let me know what day and/or time you'll be arriving, I'll make all the arrangements for you. I say "day" because it occurs to me that you might wish to come in Wednesday night.

Sincerely,

Donald C. Keyes  
Vice President, Programming

DCK/ys

Marine-Land Grant  
CORPORATION

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12/

# Marine-Land Grant CORPORATION

11 A-2

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V. L. TEAVEN, JR., PRES.  
C. A. McLAUGHLIN, VICE PRES.  
W. P. ROYE, SEC. TREAS.

130 Whiteside Bldg.

SUITE 104  
1611 AVENUE "M"  
LUBBOCK, TEXAS

AREA CODE 806  
PORTER 2-3966

March 22, 1962

March 23, 1962

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This letter is to inform you that the meeting has been scheduled for April 11th, 12th and 13th at Cielo, our motion picture studios at Lake Dallas, Texas.

If you will be able to join us during the meeting, I'm sure all of our people would like to hear your story.

May I hear from you on this matter?

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The McLendon Corporation  
2008 Jackson Street  
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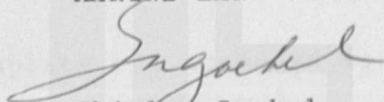
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Yours very truly,

MARINE-LAND GRANT CORPORATION



Shirley Goebel  
Secretary to Mr. Roye



*Marine-Land Grant*  
CORPORATION

A-2

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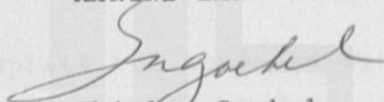
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WANT A FEW DOLLARS ?

Your friends will love this -  
share with them your laughs, intrigue, fascinations and  
hallucinations! Be front stage and center at every  
gathering of 2 or more people.

S P E C I A L I N T R O D U C T O R Y

\$9.50  
Cash

P R O G R A M

\$10.25  
C.O.D.

T H I S M O N T H

NATIONAL KICK-OFF

Have Fun

Make Mon

Just have your friends complete the attached applica-  
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to lower left corner, and the Marine-Land Grant Corp.  
will issue to you a check for \$2.00 for every applica-  
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W. P. Roye,  
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# A TRUE STORY

## DYNAMIC! EXPLOSIVE! FACTUAL!

# "KINGDOM OF AQUALANDIA"

## PROCLAIMED AUGUST 10, 1961

# NEW KINGDOM? FREE LAND GRANTS?

PAID  
ADVERTISING

### INTRODUCTION

On these two pages is related, and documented, one of the most exciting true stories ever told. Published for the first time in an accurate account, in chronological order, of certain events which have transpired since August 10, 1961. Time and the turn of events will determine whether these activities are the work of a genius or a mere dreamer. Throughout history, and certainly in recent times, the following has been reported often:

"A problem or an opportunity exists—a dreamer, an artist, or an inventor spends considerable time and money in seeking a solution—people with less vision, imagination, and intelligence can offer nothing but ridicule, contempt, and criticism—later, the dreamer comes forward with a solution and overnight he is acclaimed as a Genius and a Celebrity."

After reading this narrative, ask yourself if it is a fantastic dream or a reality. Challenge your own vision, intelligence, and imagination. Regardless of your reaction, you will surely be spellbound by this tremendously fascinating but controversial episode which continues to unfold each day. Share this story with your friends! Evaluate one Man's challenge to the entire world!

### I

## FOREWORD

Many scientists have long suspected that tremendous mineral resources exist on the lands beneath the oceans, and recent explorations have proven many suspicions to be true. On October 15, 1961, a leading publication carried an article by Jacques Piccard, a man acknowledged by many as the world's greatest undersea explorer. Mr. Piccard has revealed that explorations already made indicate that millions of dollars worth of cobalt, copper, nickel and rich phosphates await recovery; and that some areas as large as continents are strewn with large nuggets of nearly pure manganese.

Activities conducted during the International Geophysical Year further confirmed the existence of vast mineral wealth.

A major newspaper published an article, on November 23, 1961, which stated that a commercial firm had contracted with a South African Country to invest \$5.6 million in mining diamonds within the 3 mile limit of the country concerned.

And, many people are familiar with the existence of great petroleum reserves within a few miles of the shore of the United States. Reportedly, California collects approximately \$20 million in oil royalties from tidelands production each year.

IN 1955, TO THE AVERAGE PERSON, WHAT WOULD HAVE APPEARED MORE EXPENSIVE AND MORE DIFFICULT—RETRIEVING RESOURCES FROM OCEAN LANDS OR SAFELY ORBITING A MAN IN SPACE?

## II BACKGROUND

A certain retired business man, an avid student of history, government and current events, spent many hours thinking about present world conditions. This man long pondered the thought that the vast wealth of the ocean lands could someday cause great controversy among the peoples/nations of the world. He was convinced that these lands and wealth should be utilized and developed for the benefit of all mankind; but past events indicated to him that one or two world powers might exploit this great frontier to the exclusion of the many small nations which have meager finances and little scientific knowledge.

In what possible way might those fabulous mineral resources be given "free and proportionately" to all peoples and/or nations of the world?

After a great amount of research to confirm to his satisfaction that the lands under the oceans were unclaimed and un-governed, much thought and study was made on the type of claim to be filed and the type of government most suitable for establishing a claim. Recognizing immediate and universal opposition to his claim if filed as an individual American Citizen or as a Dictatorship, and lack of Control and ownership if filed as a new Republic, a decision was made to establish a Kingdom. A kingdom was chosen as being the most workable and acceptable form of government to expedite the free and equal distribution of lands by Grant.

## "THE KINGDOM OF AQUALANDIA"

As Related and Documented to Marine-Land Grant Corporation

### Proclamation

The Royal Majesty King Marion I, below, emphasizes the following: "The establishment of a new nation—the claiming of all the unclaimed lands of the world—that these lands comprise a large percentage of the earth's surface—seeks recognition and expresses the desire to establish diplomatic relations with the Nations of the World."

His Majesty takes the position that it is legal to make and file a claim on lands that are unclaimed; that it is legal, but odd, to establish a Kingdom; that International Law is primarily based upon precedents and the events recorded by History. He simply states that he is following the procedures used in the establishment of many Nations in the History of the World.

In addition His Majesty cites examples to support his claim, such as Columbus seeking and discovering America and claiming America in the name of the Kingdom of Spain. The claim made by Columbus was first and prior and subsequently recognized as valid among the Nations of the World of 1492.

Aug. 10, 1961  
New nation announced among nations of world?

Claimed all unclaimed lands.

Aug. 22, 1961  
King Marion I, Prime Minister to United Nations.

Subsequent to the Proclamation, King Marion I, appointed his cabinet members. On August 22, 1961, the Lord Prime Minister appeared in person at the office of the Secretary-General, United Nations, representing his Majesty. Publicity, by design, has been carefully avoided until this time with one exception. And, the article below, from a Los Angeles newspaper vividly portrays the Prime Minister at the United Nations.

On August 28, 1961, the letter on next page was sent through proper channels to the United Nations. This letter presented the New Kingdom's request for Membership.

"AQUALANDIA—NEW U.N. WOE"

The United Nations got the shock of its life one day last week when a dapper man in a bowler hat and a Brooks Bros. suit walked in and demanded recognition of Aqualandia.

Nobody had ever heard of Aqualandia, but Michael H. Austin, 46, its handsome prime minister, irritably flashed impressive credentials that got him past the guards.

"I wish to speak to Dag Hammarskjöld," he commanded. Heels clicked and he was ushered to an inner sanctum.

"Mr. Hammarskjöld is in an important meeting," a secretary said. "But if you will file your claim with us, we'll see he gets it right away."

"It was no gag," he says indignantly, when someone suggests the whole thing is a publicity stunt.

"The king and I have filed a legitimate claim on all the land under all the salt-water oceans of the world."

"For peaceful purposes, of course."

IV

## CABINET FORMED—PRIME-MINISTER TO U.N.

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CAN A THINKING MAN READ ONLY PART OF THIS?





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In what possible way might those fabulous mineral resources be given "free and proportionately" to all peoples and/or nations of the world?

After a great amount of research to confirm to his satisfaction that the lands under the oceans were unclaimed and un-governed, much thought and study was made on the type of claim to be filed and the type of government most suitable for establishing a claim. Recognizing immediate and universal opposition to his claim if filed as an individual American Citizen or as a Dictatorship, and lack of Control and ownership if filed as a new Republic, a decision was made to establish a Kingdom. A kingdom was chosen as being the most workable and acceptable form of government to expedite the free and equal distribution of lands by Grant.

## "THE KINGDOM OF AQUALANDIA"

As Related and Documented to Marine-Land Grant Corporation

### Proclamation

The Royal Majesty King Marion I, below, emphasizes the following: "The establishment of a new nation—the claiming of all the unclaimed lands of the world—that these lands comprise a large percentage of the earth's surface—seeks recognition and expresses the desire to establish diplomatic relations with the Nations of the World."

His Majesty takes the position that it is legal to make and file a claim on lands that are unclaimed; that it is legal, but odd, to establish a Kingdom; that International Law is primarily based upon precedents and the events recorded by History. He simply states that he is following the procedures used in the establishment of many Nations in the History of the World.

In addition His Majesty cites examples to support his claim, such as Columbus seeking and discovering America and claiming America in the name of the Kingdom of Spain. The claim made by Columbus was first and prior and subsequently recognized as valid among the Nations of the World of 1492.

Aug. 10, 1961  
new nation  
among  
nations  
of world?

Claimed  
all unclaimed  
lands.

Aug. 22, 1961  
King  
Marion I,  
Prime  
Minister  
to United  
Nations.

Subsequent to the Proclamation, King Marion I, appointed his cabinet members. On August 22, 1961, the Lord Prime Minister appeared in person at the office of the Secretary-General, United Nations, representing his Majesty. Publicity, by design, has been carefully avoided until this time with one exception. And, the article below, from a Los Angeles newspaper vividly portrays the Prime Minister at the United Nations.

On August 28, 1961, the letter on next page was sent through proper channels to the United Nations. This letter presented the New Kingdom's request for Membership.

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Nobody had ever heard of Aqualandia, but Michael H. Austin, 46, its handsome prime minister, irritably flashed impressive credentials that got him past the guards.

"I wish to speak to Dag Hammarskjöld," he commanded. Heels clicked and he was ushered to an inner sanctum.

"Mr. Hammarskjöld is in an important meeting," a secretary said. "But if you will file your claim with us, we'll see he gets it right away."

"It was no gag," he says indignantly, when someone suggests the whole thing is a publicity stunt.

"The king and I have filed a legitimate claim on all the land under all the salt-water oceans of the world."

"For peaceful purposes, of course."

IV

## CABINET FORMED—PRIME-MINISTER TO U.N.

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CAN A THINKING MAN READ ONLY PART OF THIS?









Aug. 28, 1961  
formal letter





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### National Affairs Study

## Politics Flavor Conference

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The evidence came from Junior Village, a small town in the District of Columbia Department of Public Welfare.

The Public Health Service said interest was stimulated in the relation of this virus to children's diseases when scientists reported last June they had been able to isolate the virus and to associate it with respiratory illnesses.

The linking of the RS-respiratory syncytial-to pneumonia is described in an article in the current issue of the Journal of the American Medical Association.

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The health service's announcement of the findings said: "Involvement of the respiratory syncytial virus in an outbreak of pneumonia affecting ages from 8 months to about 4 years, supplies further evidence that the virus plays a significant role in causing pneumonia in the very young."

A striking feature of this outbreak was the extremely high proportion of children it affected. During a four-week period, 25 per cent of 60 children residing in Eisenhower Cottage, a separate building provided for the group, and 80 per cent of the 25 children residing in the infant-maternity contracted pneumonia.

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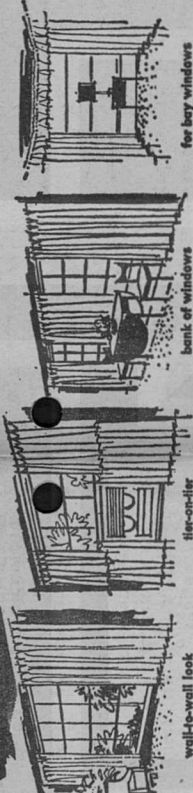
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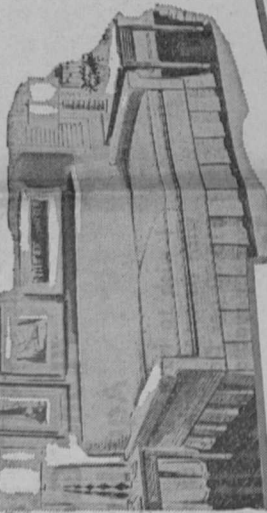


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36"	\$3.98	\$4.98	\$3.98	\$5.98	\$8.98	\$6.69	\$9.98	\$11.98	\$9.98	\$15.98	—	—	\$13.98	\$18.98	—	—	—	—
45"	4.98	5.98	4.49	6.98	9.98	7.49	11.98	13.49	10.98	17.98	—	—	15.98	20.98	—	—	—	—
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90"	6.98	8.98	6.49	11.49	14.98	10.98	16.98	20.98	15.98	26.98	—	—	25.98	31.98	22.98	37.98	41.98	36.98
95"	7.98	9.98	—	11.98	15.98	—	17.98	21.98	—	28.98	—	—	27.98	33.98	—	39.98	45.98	—
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## Advanced Atom Sub Launched

PORTSMOUTH, N.H. (AP) — The Navy Saturday launched the nuclear-powered USS Thresher, the second of America's most advanced submarines.

Because of her unusual hull shape, the submarine entered the water bow first after the sponsor, Mrs. Samuel S. Stratton of Schenectady, N.Y., smashed the circular hatch cover against the ship's stern.

Mrs. Stratton is the wife of U.S. Rep. Stratton, D-N.Y.

Speaking at the launching ceremony, Rear Adm. Lawrence R. Daspit, deputy commander of the Atlantic Fleet submarine force, said:

"The potential enemy will not be deterred merely by the number of missile ships and planes but by the knowledge that these submarines are on the alert and ready to use them if ordered."

"Many ships of war are built and never fire a shot in anger, but they serve by their very existence to keep the peace."

The USS Thresher, like the USS Thresher, may be considered one of the world's most advanced submarines, capable of operating at high speed and other type.

The 4,300-ton ship will carry advanced sonar equipment and carry torpedoes as her main armament. She will carry eight officers and 80 men under the command of Cmdr. Robert R. Brumby, a native of Milwaukee, Wis.

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"In the early months of life infections of the lower respiratory tract are a leading cause of death," said Dr. W. H. W. Rogers, chief of the Division of Bacteriology, National Institute of Health.

The Public Health Service said the virus was isolated from children's blood and sputum, and was found in the blood of children in the District of Columbia Department of Public Welfare.

Interest was stimulated in the relation of this virus to children's diseases when scientists reported last June they had been able to isolate the virus and to associate it with respiratory illnesses.

The finding of the RS-respiratory syncytial-to pneumonia is described in an article in the current issue of the Journal of the American Medical Association.

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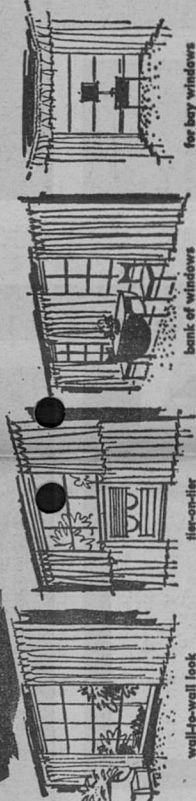
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## Farmers and Ranchmen Are Slowed by Weather

COLLEGE STATION (AP) — per Gulf Coastal counties but additional rain would be helpful in holding up the grazing of small grains. Some late rust damage to wheat has been reported from Foard and Wilbarger Counties. Early rains are furnishing good grazing and native pastures and limited acreage of wheat yet to be planted, Simmons said.

Surface moisture remains adequate in the Panhandle but wheat is growing rather slowly, said W. W. Grisham, Jr., from Amarillo. He added that the grain in the Panhandle is in good condition but wet fields have slowed land preparation, he said. Texas, pastures are excellent; livestock are in average condition; marketing is normal but more calves are being fed, reported R. J. Hodges from Nacogdoches. Only a very small amount of cotton and corn are yet to be harvested and some fencing, and planting and fertilizing winter wheat is being done, Hodges said.

Joe Rodde from Weslaco said that the weather during the week and high winds had delayed rain. "We need a general rain over the entire district," he said. Most of the district has had no frost; land is being prepared for spring crops and the vegetables and citrus harvests are in full swing, he said.

To the north, Joe Glover from Gonzales reported that ranges and pastures in his South Central district are average to above except in the southwestern counties. He said oats are reported to be the best in six years and livestock generally are in good condition. "I am not sure of anything," he added. "I am not sure of anything," he added. "I am not sure of anything," he added.

Moisture is adequate in all upland areas, he said. The per acre yield of Texas' 1961 cotton crop jumped 19 pounds over the 329 per acre yield in 1960 and stood at 88 pounds more than average, the Texas Crop and Livestock Reporting Service said Saturday.

The service said this year's crop is cent fluted of last year and 21 per cent above the annual average.

The crop is turning out at 47,700,000 bales, unchanged from a month ago, the service said.

By Dec. 1, 3,248,941 bales had been ginned, only about 68 per cent of the estimated production. This is the lowest Dec. 1 percentage of crop ginned on record except for 1957, the service said.

An early November freeze and cold cloudy weather with snow and rain kept most strippers out of northwest fields until after Thanksgiving. From Lubbock southward, harvest is three to four weeks behind normal. Cold weather also delayed opening of late bolls.

Harvested acreage set at 6,500,000 acres for the state is 4 per cent above last year, the service said. The state's cotton acres permitted under allotments totaled 7,557,000 acres this year. Acres planted totaled 7,073,000 or about 42,000 less than allotments.

The English mascot is said to be a direct descendant of an ancient Asian dog depicted on Assyrian, Babylonian, Egyptian and Greek artifacts.

## Negro Found Innocent In 'Rider' Rape Trial

By Associated Press

DALLAS (AP) — Negro Hotel-busman innocent (Trey) Davis was acquitted today in a rape trial. The jury found him not guilty after a five-day trial. Davis was arrested after a woman was raped on a bus. The jury was instructed by Judge Henry King that they must find Davis innocent unless they were sure beyond a reasonable doubt that he was guilty.

Davis was accused by the prettily, sharply accented of forcing his attentions on her in an all Negro hotel he operated. He admitted sexual intimacies with the woman but denied that they were without her consent.

The slim, 115-pound girl testified during the two-week trial that Davis never threatened her with bodily harm.

The 215-pound ex-jockey testified for hours in his own defense.

The 31-year-old woman jury in Judge Henry King's Criminal District Court here received the case Friday night at 8:30 p.m. and began its deliberations at 9:30 a.m. King read its verdict at 9:27 a.m.

Davis immediately turned to the jury and said: "Thank you, ladies and gentlemen of the jury. This has reaffirmed my faith in justice in Texas."

The jury, which deliberated on its own Friday night after the judge had ordered them put to bed by the court building, told the jury that they were sure beyond a reasonable doubt that Davis was innocent.

Judge King's officers of his court and the attorneys for both sides finally gathered in the courtroom at 9:15 a.m. Seven minutes later, the judge read the jury's verdict.

The case was one of the most widely publicized in recent Dallas court annals. Dallas, like most Texas cities, is largely racially segregated. The spectacle of a interracial rape trial without a permit.

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## United Fund Drive Big Push Gains Speed

Results of the fall all-out push Fund agency board members who raised for the 38 approved health campaign over the top Saturday with Maurice Seers, United Fund president, and Miles. "If all workers engaged in this final all-out effort successfully complete their assignments, the drive will be a complete success," declared Miles.

The federated drive's second phase, which began Dec. 15, will be to get the drive into the homes of the people. Miles said that the drive will be a complete success if all workers engaged in this final all-out effort successfully complete their assignments, the drive will be a complete success, declared Miles.

Persons who have been over-looked during the campaign which was kicked off Oct. 9 were again urged by Miles to join the drive. Miles said that the drive will be a complete success if all workers engaged in this final all-out effort successfully complete their assignments, the drive will be a complete success, declared Miles.

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## Exes Are Named

MEXICO CITY (AP) — President Adolfo Lopez Mateos named seven living former presidents to federal jobs in a precedent-making move this week. The posts range from the Foreign Ministry to the Ministry of the Interior. The appointments are seen as a move to stabilize the government and to satisfy the tastes of the Mexican people.

Long before the Christian era, the Chinese were cultivating oysters and the Romans successfully used artificial methods of growing them to satisfy the tastes of the Roman people.

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4225 GUADALUPE ST.

**SAGE—Austin Opens Membership to Everyone!**

**Important Announcement! By popular demand**

Since more members mean better purchasing power for SAGE — which means more savings for SAGE members — SAGE has decided to admit to membership everyone in the Austin area who wants to join. This is a sweeping policy change, but one SAGE feels is justified.

Membership fee will remain \$2.00 for an entire family, renewable annually at a cost of \$1.00. If at any time within 60 days after you join, you are not completely satisfied with your membership, your \$2.00 will be cheerfully refunded.

If you did not have a chance to visit the beautiful new SAGE store during its Open House, come out tomorrow. Inspect SAGE for yourself, make up your own mind. You'll never find the selections greater, the prices lower! Whatever you're thinking of buying, check SAGE before you buy! Doors open 10 a.m. weekdays, remain open for your shopping convenience to 9 p.m. Saturdays, 9:30 a.m. to 7 p.m.

Sincerely yours,  
SHERWIN NEWAR  
SAGE General Manager

**SAGE—6500 AIRPORT BLVD.—CLOSED SUNDAYS**

It's unprecedented! Never before has a SAGE store gone beyond its established eligibility categories and made membership in this exclusive new concept of membership savings available to everyone.

But never before has demand for membership been so great! Since SAGE opened its doors in Austin, offering thousands upon thousands of items of first-quality merchandise, the impact of SAGE's lowest possible prices upon the people of Austin has resulted in a deluge of membership requests. And SAGE prices have caused all other merchandise prices in Austin to come down.

We can't guarantee that other prices will continue to come down. But we can guarantee that SAGE prices will continue to remain the lowest in Austin—in the huge new SAGE store at 6500 Airport Boulevard.

That's why we continue to be besieged by hundreds of families who want to get in on these lower prices. They want to join SAGE so they can make their Christmas giving budgets go farther now, and their paychecks last longer all the rest of the year. So what to do?



EXCERPTS FROM RECENT

NEWS ARTICLES !

What Others Have To Say!

Lubbock Avalanche Journal-Dec. 17, 1961  
--- "New Kingdom Proclaimed" -- "There is something new under the sun ----- Aqualandia! His Majesty King Marion I, Sovereign of Aqualandia, established the Kingdom, and on Aug. 28, 1961, formally presented his claim to the late Dag Hammarskjold, then Secretary-General of the United Nations."

Austin Statesman - Dec. 3, 1961 --  
"Austinite owns Sea Tract---" "Crazy man. It's not crazy at all according to King of Aqualandia who presented his credentials to U.N."

Los Angeles Times - Sept., 1961 --  
"Aqualandia--New U.N. Woe" --- "The United Nations got the shock of its life one day last week when a dapper man in a bowler hat and a Brooks Bros. suit walked in and demanded recognition of Aqualandia. Nobody had ever heard of Aqualandia, but Michael H. Austin, 46, its handsome prime minister, irritably flashed impressive credentials that got him past the guards. 'I wish to speak to Dag Hammarskjold,' he commanded. Heels clicked and he was ushered to an inner sanctum. 'Mr. Hammarskjold is in an important meeting,' a secretary said. 'But if you will file your claim with us, we'll see he gets it right away.' "

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--A commercial firm has contracted with a South African Country to invest \$5.6 million in mining diamonds within the 3 mile limit of the country concerned---

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--Jacques Piccard, noted by many as the world's greatest undersea explorer, has stated "cracking the undersea depth barrier will mean to you"  
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"Imagine you are with me on..... the voyage.....we are now cruising over an ocean floor free of seaweed and vegetation at 800 feet.....we settle down to a comfortable speed, observing carefully....detail of this wonderful seascape.....we continue, plunging deep beside a cliff that towers 1000 feet in the sea above us.."

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--First major oil company negotiating for lease on part of lands.

--Renowned investment firm holds talk with King Marion I.

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COPIES OF FIRST THREE ACKNOWLEDGEMENTS THAT NOTICE

LEGATION de MONACO  
No. 2191

Berne, October 23, 1961

Your Excellency,

I have the honour to acknowledge receipt of your packet of the 16th and to inform you that it has been forwarded to:

H.E. Mr. Emile Pelletier  
Ministre d'Etat  
Direction des Relations Exterieures  
Ministere de l'Etat  
Principaute de Monaco

Respectfully

Henry Soum  
Minister of Monaco

AMBASSADE DU ROYAUME DU MAROC  
Em Suisse  
BM/LZ-A 1601

Berne, le 6 no

A Son Excellence  
Monsieur le Premier  
du Royaume d'Aquit  
Overseas P.O. box 1

LOS ANGELES 4

Excellence,

Nous avons l'honneur d'accuser recepti  
lettre en date du 16 octobre 1961, accompagn  
ments relatifs a une demande d'establissem  
tions diplomatiques entre nos deux Pays.

Nous vous signalons que nous avons tr  
demande a Son Excellence Monsieur le Mini  
fares Etrangeres a Rabat.

Veillez agreer, Excellence, les assuran  
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Ambassa  
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Minister of Monaco

AMBASSADE DU ROYAUME DU MAROC  
Em Suisse  
BM/LZ - A 1601

Berne, le 6 novembre 1961

A Son Excellence  
Monsieur le Premier Ministre  
du Royaume d'Australie  
Overseas P.O. box 74791

LOS ANGELES 4

Excellence,

Nous avons l'honneur d'accuser reception de votre lettre en date du 16 octobre 1961, accompagnes des documents relatifs a une demande d'etablissement de relations diplomatiques entre nos deux Pays.

Nous vous signalons que nous avons transmis votre demande a Son Excellence Monsieur le Ministre des Affaires Etrangeres a Rabat.

Vous agreer, Excellence, les assurances de notre tres haute consideration.

Ambassade du  
Royaume du Maroc

CONSULADO GENERAL DE BOLIVIA

Mirumont 13 Dis - Ginebra  
No. 175/61

Ginebra 3 de noviembre de 1961

Excelencia:

En respuesta a su comunicacion del 16 de Octubre pasado, tengo el agrado de informarle que en la fecha, he enviado al Ministerio de Relaciones Exteriores y Culto los documentos que me solicita sean remitidos a la autoridad competente en my pais.

Con este motivo, reitero a usted las seguridades de mi alta consideracion.

Hugo Moreno Cordova  
Consul General  
de Bolivia

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Ambassade du  
Royaume du Maroc

CONSULADO GENERAL DE BOLIVIA

Mirumont 13 Dis - Ginebra  
No. 175/61

Ginebra 3 de noviembre de 1961

Excelencia:

En respuesta a su comunicacion del 16 de Octubre pasado, tengo el agrado de informarle que en la fecha, he enviado al Ministerio de Relaciones Exteriores y Culto los documentos que me solicita sean remitidos a la autoridad competente en my pais.

Con este motivo, reitero a usted las seguridades de mi alta consideracion.

Hugo Moreno Cordova  
Consul General  
de Bolivia



\$9.50  
SPECIAL INTRODUCTORY  
OFFER THIS MONTH  
(Established Price - \$15.00)

A P P L I C A T I O N

Please send \_\_\_\_\_ (amount or number) Grant Deeds, issued in the stated name to:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_

At the rate of \$9.50 per Grant Deed, attached is check for \$ \_\_\_\_\_

or

Send same C.O.D. at the rate of \$10.25 per Grant Deed

I M P O R T A N T    I N S T R U C T I O N S

- (1) Each prepaid application must be accompanied by a check or money order made payable to the MARINE-LAND GRANT CORPORATION.
- (2) A copy of this completed application must be left with each applicant.
- (3) AFTER RECEIVING AND STUDYING GRANT DEEDS AND ASSORTED PAPERS, APPLICANT MAY RETURN SAME WITHIN FIVE (5) DAYS TO SENDER AND MONEY WILL BE PROMPTLY REFUNDED UNLESS COMPLETELY SATISFIED.
- (4) In the event your order has not been received within ten (10) days from the date of this application, please write to: Shipping Dept., Marine-Land Grant Corporation, 1611 Avenue M, Lubbock, Texas.
- (5) A complete documented account of the history of THE CLAIM plus copies of original documents involved are forwarded with each Grant Deed. Orally, no one can enhance nor detract from the status or validity of the documented account of this story, or the title of the Grant Deeds. Thus, no title representation can be made except by the Grantor. In case of any deviation from this principle, please report same, and return Grant Deeds for refund of money to Marine-Land Grant Corporation, 1611 Avenue M, Lubbock, Texas, Attention, PRESIDENT.

Having read the foregoing, Applicant herewith tenders his check in the amount of \$ \_\_\_\_\_ for such Grant Deeds, the receipt of which is acknowledged by the person whose signature appears at lower left of this page.

Date: \_\_\_\_\_

\_\_\_\_\_  
"Friendly Relator and  
Master Story Teller"

\_\_\_\_\_  
Applicant

Address: \_\_\_\_\_

Address: \_\_\_\_\_

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WHO WOULD HAVE A BETTER CLAIM?  
The world's greatest novelty!!

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THE WORLD'S GREATEST NOVELTY!!

YOU AND I. . . . .

INTO THE LAST FRONTIER

Grant Deed	X	640 Acres	X
	X	of	X
Map, Chart	X	Virgin Land !!..	X
	X	*****	X
\$15.00??	X	Fabulous Minerals	X

\*\*\*\* Thought Provokers:

- (1) For years Texas and the U.S. argued as to who owned the ocean lands from a point 3 miles to a point 12 miles off the Gulf Coast. Texas won (of course) and great oil reserves have been discovered -- who owns the land at point 13 miles offshore? If there is oil at 12 miles, is there oil at 13 miles?
- (2) On September 21, 1961, an AP news article stated that an American Corporation had contracted to invest \$5 million to mine diamonds within the 3 mile continental limit of an African country. Are there diamonds at 4 miles and if so, who owns same?

As Related and Documented To, And Prepared By

MARINE-LAND GRANT CORPORATION  
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## YOU AND I. . . . .

### INTO THE LAST FRONTIER

#### Foreword

Intriguing! Dynamic! Fabulous! Mentally tantalizing! The following is all of this and much, much more--an original thought is now racing around the world. And, in our lives, how many completely new ideas have we seen? The Hoola-Hoop was a rain-barrel hoop refined and made from plastic--Hadacol was a modern version of the old medicine show--rockets and space travel were projected in Buck Rogers comic books years ago--and on and on--new concepts of old ideas.

But, herein is revealed a startling new idea that is exciting and stimulating people of different nationalities in many walks of life--a prairie fire reaction has set in and you too will probably be caught up and enthralled by this new venture into a virgin horizon.

#### Introduction

Recall, for a moment, a situation which has been all too common.

. . "A problem (or an opportunity) exists; a dreamer, inventor, or artist spends considerable time and money in seeking a solution; people with less vision, imagination and intelligence can offer nothing but ridicule, contempt and criticism; later the dreamer comes forward with a solution (product or idea) that is eagerly accepted by the people; the ridiculed dreamer becomes a genius and celebrity overnight"--Was this the early story of Franklin, Edison and Ford?

Now, for the first time, is published one of the most amazing true stories ever related and documented. Having read (and probably re-read) the following pages, challenge your own intelligence, imagination and vision. Become a part of this fast-moving, ever-changing, continually expanding brand-new program. Send for your Grant Deed! A section of land--(640 acres)--for only \$15.00? What? (Call your friends before you read further).

#### Chapter I The Meat of the Coconut

For the first time ever, claim has been laid to certain virgin lands and notice of the claim has been publicized around the world in an effective, unique manner. Extensive research and explorations have revealed incalculable mineral wealth. The Marine-Land Grant Corporation, chartered to handle ideas, items and novelties, thought this was the greatest novelty idea ever, and acquired by deed all right, title and interest, in and to certain 640 acre tracts, which can be derived from the claim. Grant Deeds, granting irrevocable rights and privileges and describing a specific tract of 640 acres, are being distributed for a total fee of \$15.00. This small fee covers (1) preparation of deeds, maps, charts and sub-dividing; (2) mailing, distribution and administration; (3) filing fees and

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record maintenance. In return for your investment you receive:

1. An artistic Grant Deed, precisely describing a specific 640-acre tract and granting irrevocable rights and privileges, a quit claim instrument which conveys all right, title and interest which can be derived from the base claim.
2. Map and chart showing the exact location of the described tract.
3. A complete, factual account of the history of THE CLAIM and the events which have occurred plus copies of some original documents involved.

Interested? Certainly--A Grant Deed to 640 acres for a total investment of \$15.00! Well, read carefully the next paragraph.

XUnless you are completely satisfied, return your X  
XGrant Deed within 5 days from date of postmark andX  
Xyour money will be promptly refunded. X

#### Chapter II Recent Events

- August 10, 1961 . . . For the first time ever, a Claim was laid on certain virgin lands.
- August 22, 1961 . . . United Nations notified of THE CLAIM.
- October 15, 1961. . . Notice of THE CLAIM delivered to International Court of Justice at the Hague.
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The Grant Deeds being distributed are keyed to this Claim--a Claim that is first and prior--a Claim publicized around the world. Based on this claim, your Grant Deed may or may not have value--fact # 1. Apparently your Grant Deed may convey to you a better claim to your specific 640 acre tract than anyone else has--fact #2. Who has a better claim than you?

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### Chapter III

#### THE GREAT STORY

##### A. Title I

###### Background of The Claim

For years mankind has been fascinated by the lands beneath the oceans. In recent years numerous scientific studies and explorations have been made relative to these lands. The results of the vast research, and the knowledge gained, has prompted some prominent authorities to conclude that much of the earth was once ocean land. Additionally, many statements as to the possible mineral wealth of the ocean lands, once mere predictions, have been substantiated by solid facts; and, underwater television and deep sea photography have enabled land-lubbers to see for themselves parts of this vast new frontier. Still, except for the continental limits of different nations, no claim was ever made to these fabulous lands, which comprise the Last True Frontier, prior to August 10, 1961.

Question: Just 5 years ago, what would have appeared more feasible to many people--exploiting minerals from ocean lands or placing a man in orbit?

Yesterday's incredible future is today's reality!

##### B. Title II

###### Chain of Events

###### 1. Claim Made--August 10, 1961

On August 10, 1961, King Marion I laid claim to a great portion of the ocean lands! But he claimed only those lands that had been forever unclaimed and ungoverned; and, he specifically recognized that all ocean waters, as a medium of transportation, had long been controlled by international law.

Note: Avoiding opposition, he explicitly restricted his claim to unclaimed lands and specifically recognized all existing continental limits.

The establishment of the claim was predicted on this basis:

The claiming of lands which had never been claimed, regulated or governed is simply the common procedure which has been used throughout history--indeed, Columbus sought and discovered America and claimed America in the name of the Queen of Spain. Was the claim made by

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Columbus first and prior and subsequently recognized as valid among the nations of the world of 1492?

## 2. Publicizing The Claim

August 22, 1961--Prime Minister Michael H. Austin appeared in the office of the Secretary-General of the United Nations and delivered notice of the first claim made to previously disregarded ocean lands.

August 28, 1961--A formal letter regarding THE CLAIM was forwarded to the United Nations, as a matter of proper protocol.

October 15, 1961--By Diplomatic letter officials of the 119 nations of the world which maintain diplomatic relations were notified of THE CLAIM.

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Note: October 23 -- November 3, 1961 -- officials of various nations commenced acknowledging that notice of THE CLAIM had been received (New Zealand, Bolivia, Monaco, etc.)

THE CLAIM had now been proclaimed around the world!

## C. Title III

### Land Grant Act--Part of Lands to all Nations

The Land Grant Act of November 6, 1961, provides that out of the unclaimed lands, each Nation of the world can receive a designated pro-rata part thereof. The size of the quota allocated to a given nation was determined by the size and population of the nation. And, in addition to granting the lands, the grants would convey all mineral interests, subject to cited restrictions, which can be conveyed a quit claim conveyance.

This poses an interesting situation.

Prior to this time, a small inland nation, with little scientific knowledge and meager finances, probably had never even hoped to share directly in any wealth which could be taken from ocean lands. And, now, here was an opportunity to accept a Grant to certain ocean lands!

This idea might prevent one or two world powers from grabbing the fabulous wealth to the exclusion of the weaker nations; as matters stood prior to August 10, 1961, could such wealth have caused great controversies among the nations of the world? Lesser thoughts have

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resulted in conflicts.

The citizens of some nations cannot own lands outside national boundaries. In that event, under the Land Grant Act, the quota Grant would issue directly to the individual Governments. Otherwise, Grants are available to individual citizens who wish to apply.

Question: Are you, too, completely fascinated by now?

#### D. Title IV

##### A Shocker!

How good is THE CLAIM?

Prior to August 10, 1961, the following general statements were basically sound:

1. An uncharted, unclaimed, ungoverned island belonged to the first person or country who claimed it.
2. For years, any salvage found on the ocean lands belonged to the finder.
3. The various nations claimed ocean lands for a certain distance beyond the shore lines; beyond that point, no claim was exerted.
4. Apparently, the United States for instance, could have extended, arbitrarily and without question, its continental limits out to, say, 50 miles from shore.

If these statements are sound, is it easy to fault a claim laid to previously disregarded ocean lands?

For a small investment (in the future?) total fee of \$15.00--an applicant can secure a Grant Deed to a Section of the claimed lands. How acute is your vision, foresight and imagination? For such a small investment who can afford to be without a Grant Deed? Just think of the novelty appeal alone!

##### Conclusion

The foregoing events were related and documented to the Marine-Land Grant Corporation by King Marion I. As exclusive distributor, and an independent contractor, said corporation firmly represents that the events did occur when and how presented. Title to Grant Deeds, issued by King Marion I, is derived from the Grantor. The Distributor can neither enhance nor detract from the merit of THE CLAIM or the title of the Grant Deeds; thus no title representations are made by the Marine-Land Grant Corporation, its officers, or its independent contract distributors. Who has a better claim?

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"Up to and including this date THE CLAIM of the Kingdom of Aqualandia has met no opposition or resistance of any nature, although its existence is known to officials around the world. Great progress has been made and we are pushing ahead daily."

"We are now ready for the distribution of land grants and I believe nations and individuals will just clamor for these grants to ocean lands. The mineral wealth potential is almost unbelievable. Our program should enjoy rapid success."

(Signature)  
(Seal)

King Marion I

#### Summary

The Marine-Land Grant Corporation has taken the position that this is the greatest novelty in history; do you not agree? By virtue of a Grant Deed, you receive, in and to a specifically located 640 acre tract, all right, title and interest which can be derived from the base claim via a quit claim conveyance. Novelty? This is fabulous in its entirety!!

THIS IDEA IS INDEED RACING THROUGH AN EVER INCREASING NUMBER OF MINDS. THE CURRENT AMOUNT OF GRANT DEED DISTRIBUTION IS HARD FOR SOME TO BELIEVE.

COMPLETE AND MAIL YOUR APPLICATION TODAY FOR ANOTHER GRANT DEED. LET A FRIEND IN ON THIS GREAT NEW VENTURE NOW!

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# *Marine-Land Grant* CORPORATION

TERRIFIC, NOVEL IDEA!!  
NOVELTY GRANT DEEDS

SUITE 104  
1611 AVENUE M  
LUBBOCK, TEXAS

Dear Grant Holder:

Congratulations to You! With pleasure we forward your Grant Deed. We hope that you enjoy the contents of this packet for a long time to come; and, most certainly you can now arouse the sleeping minds of your friends and neighbors with this terrific novelty.

## IMPORTANT INSTRUCTIONS

Your records can be perpetuated properly only if you immediately complete, detach and mail (in the enclosed envelope) the identification card attached to the Grant Deed.

Also, in the event you transfer or assign your Grant Deed, please carefully study and comply with the instructions on the back of the Grant Deed.

Should you wish additional Grant Deeds, please notify this Company at the above designated address.

Sincerely yours,

MARINE-LAND GRANT CORPORATION  
1611 Avenue M  
Lubbock, Texas

This Grant Deed is sent to you through the courtesy of

\_\_\_\_\_ of \_\_\_\_\_.

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COPIES OF FIRST THREE ACKNOWLEDGEMENTS THAT NOTICE OF CLAIM HAD BEEN RECEIVED.

LEGATION de MONACO  
No. 2191

Berne, October 23, 1961

Your Excellency,

I have the honour to acknowledge receipt of your packet of the 16th and to inform you that it has been forwarded to:

H.E. Mr. Emile Pelletier  
Ministre d'Etat  
Direction des Relations Exterieures  
Ministere de l'Etat  
Principaute de Monaco

Respectfully

Henry Soum

Minister of Monaco

AMBASSADE DU ROYAUME DU MAROC  
Em Suisse  
BM/LZ-A 1601

Berne, le 6 novembre 1961

A Son Excellence  
Monsieur le Premier Ministre  
du Royaume d'Aqualandia  
Overseas P.O. box 74791

LOS ANGELES 4

Excellence,

Nous avons l'honneur d'acuser reception de votre lettre en date du 16 octobre 1961, accompagnes des documents relatifs a une demande d'establissement de relations diplomatiques entre nos deux Pays.

Nous vous signalons que nous avons transmis votre demande a Son Excellence Monsieur le Ministre des Affaires Etrangeres a Rabat.

Vous priez agreer, Excellence, les assurances de notre tres haute consideration.

Ambassade du  
Royaume du Maroc

CONSULADO GENERAL DE BOLIVIA

Miremont 13 Dis - Ginebra  
No. 175/61

Ginebra 3 de noviembre de 1961

Excelencia:

En respuesta a su comunicacion del 16 de Octubre pasado, tengo el agrado de informarle que en la fecha, he enviado al Ministerio de Relaciones Exteriores y Culto los documentos que me solicita sean remitidos a la autoridad competente en my pais.

Con este motivo, reitero a usted las seguridades de mi alta consideracion.

Hugo Moreno Cordova  
Consul General  
de Bolivia

COPIES OF FIRST THREE ACKNOWLEDGEMENTS THAT NOTICE OF CLAIM HAD BEEN RECEIVED.

LEGATION de MONACO  
No. 2191

Berne, October 23, 1961

Your Excellency,

I have the honour to acknowledge receipt of your packet of the 16th and to inform you that it has been forwarded to:

H.E. Mr. Emile Pelletier  
Ministre d'Etat  
Direction des Relations Exterieures  
Ministere de l'Etat  
Principaute de Monaco

Respectfully

Henry Soum

Minister of Monaco

AMBASSADE DU ROYAUME DU MAROC  
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SUMMARY OF RECENT LOCAL EVENTS

San Antonio, Texas

Paul Thompson -- "BY-LINE" - Jan. 12, 1962

Live TV interview with W. P. Roye, Lubbock attorney and a Director of Marine-Land Grant Corporation --- "The terrific interest in this novelty - Grant Deeds specifically describing 640 acre tracts of ocean lands - is resulting in a prairie-fire reaction which threatens to eclipse the economic saga of the Hoola-Hoop" --- "People purchase for various reasons - because of laughs, intrigue, vision, imagination, etc. - I suppose; Paul, if you choose to believe the claim is good and that 640 acres of ocean lands are of great value, I certainly won't attempt to dictate as to what you wish to think --"

KONO Newscast, Jan. 12, 1962

Commentator covered a considerable part of the Better Business Bureau release which is paraphrased below:

San Antonio Better Business Bureau, Jan. 5, 1962

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# EXCERPTS FROM RECENT

## NEWS ARTICLES !

### What Others Have To Say!

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 --- "New Kingdom Proclaimed" -- "There is something new under the sun ----- Aqualandia! His Majesty King Marion I, Sovereign of Aqualandia, established the Kingdom, and on Aug. 28, 1961, formally presented his claim to the late Dag Hammarskjold, then Secretary-General of the United Nations."

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 "Austinite owns Sea Tract---" "Crazy man. It's not crazy at all according to King of Aqualandia who presented his credentials to U.N."

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 "Aqualandia--New U.N. Woe" --- "The United Nations got the shock of its life one day last week when a dapper man in a bowler hat and a Brooks Bros. suit walked in and demanded recognition of Aqualandia. Nobody had ever heard of Aqualandia, but Michael H. Austin, 46, its handsome prime minister, irritably flashed impressive credentials that got him past the guards. 'I wish to speak to Dag Hammarskjold,' he commanded. Heels clicked and he was ushered to an inner sanctum. 'Mr. Hammarskjold is in an important meeting,' a secretary said. 'But if you will file your claim with us, we'll see he gets it right away.' "

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 --A commercial firm has contracted with a South African Country to invest \$5.6 million in mining diamonds within the 3 mile limit of the country concerned---

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 --Jacques Piccard, noted by many as the world's greatest undersea explorer, has stated "cracking the undersea depth barrier will mean to you"  
 -- First, untold new sources of mineral wealth. Exploration already made indicates that millions of dollars of rich phosphates, nickel, copper and cobalt await recovery -- tremendous petroleum resources lie in the shelter of great underwater cliffs -- huge areas as large as continents are strewn with large nuggets of nearly pure manganese--."  
 "Imagine you are with me on..... the voyage.....we are now cruising over an ocean floor free of seaweed and vegetation at 800 feet.....we settle down to a comfortable speed, observing carefully....detail of this wonderful seascape.....we continue, plunging deep beside a cliff that towers 1000 feet in the sea above us.."

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### New Chapters Being Added Daily -

--First major oil company negotiating for lease on part of lands.

--Renowned investment firm holds talk with King Marion I.

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# PROCLAMATION

---

His Majesty King Marion I, Sovereign of Aqualandia, does, by this Proclamation, hereby make it known to the entire world that as of noon, August 10, in the Year of Our Lord Nineteen Hundred Sixty-One, a new Nation exists among the nations of the world.

His Majesty King Marion I, in the name of Aqualandia, claims all the lands of the world that exist beneath the oceans and other salt water bodies of the world, except that portion of ocean bottom or other salt water bodies bottom lands which are now claimed as the property of any of the various governments in the world, and where such claim is, as of this date recognized as valid by International Law.

Aqualandia also claims any and all other portions of the world that extend above the surface of the salt water areas of the world which have not, prior to this date, been claimed and as of this date recognized as the territory of any other government in the world.

Aqualandia does not claim any right to the waters existing above its lands. Aqualandia does not claim any right to govern, regulate or interfere with the present or future use of the waters above its lands.

His Majesty King Marion I, has established a Government for Aqualandia patterned after that of England, insofar as practicable.

Aqualandia is a neutral Nation and does not propose to establish military, semi-military or other defensive forces, except insofar as is necessary to police and regulate its internal problems.

Aqualandia, as a neutral Nation, shall seek the settlement of external problems through media other than military force, and desires to exist among the nations of the world relying on the integrity of the various governments of the existing and future countries of the world to recognize its rights.

Aqualandia prays for recognition by all the governments in the world, and desires to establish diplomatic relationships with all the governments in the world.

Aqualandia will present its application requesting acceptance as a member of the United Nations. Aqualandia shall seek, and hopes to obtain, the right to participate in all other media of recognized authority dealing with matters which are international in nature, wherever and whenever the opinion of the representative of Aqualandia shall be of value in dealing with the question under consideration.

Aqualandia, as a member of the family of Nations of the World, will fully adhere to, recognize and respect all laws, rules, regulations, agreements, treaties, pacts and any other media concerning the affairs of two or more nations, insofar as there exists any relationship of the Government of Aqualandia to the matter.

Aqualandia shall, with the utmost expediency, seek a location for a permanent capital, build the necessary quarters and establish the necessary branches of Government essential to its external and internal administration. Aqualandia shall recruit its citizenry from the peoples of the world without discrimination, exercising the necessary discretion to insure a good and moral population.

Aqualandia shall utilize the various mediums of exchange of the various countries of the world, until an acceptable standard of monetary exchange for Aqualandia is established and such monetary standard is acceptable to the nations of the world.

Aqualandia prays for the right to present its international problems which may in the future arise, before the International Court of Justice or other judicial authority as may be delegated by the nations of the world to deal with matters of such nature.

And, so be it known to the peoples of all the world that a new Nation exists, "Aqualandia," among the family of nations that comprise the Earth.

Be it further known that His Majesty Marion I, King of Aqualandia, with the help of God, shall govern this new Nation in such a manner that its whole purpose of existence shall be for the betterment of humanity, spiritually, morally, physically and materially.

Aqualandia is a huge Nation comprising more than one half the surface of the earth. Its tremendous resources lie fallow awaiting use by the peoples of the world. The Government of Aqualandia shall, to the best of its ability, develop these resources. Aqualandia shall offer its fullest cooperation to any government or other entity desiring to develop these resources.

The lands of Aqualandia were unclaimed and ungoverned, and in creating this new Nation, His Majesty King Marion I, has merely followed the precedent which has been the procedure involved in the establishment of many nations throughout the history of the world.

His Majesty King Marion I, by this Proclamation, makes it known that since noon of August 10, in the Year of Our Lord Nineteen Hundred Sixty-One, Aqualandia has been a Nation under his protection and governed by his Sovereign Authority.

*Marion I*

(Signed) \_\_\_\_\_

H. M. KING MARION I,  
SOVEREIGN OF AQUALANDIA

At-The-Hop Athlete-of-Year  
Aeolipile  
April-Shower-Sing

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At-The-Hop Athlete-of-Year  
Aeolipile  
April-Shower-Sing



# *Marine-Land Grant* CORPORATION

SUITE 104  
1611 AVENUE M  
LUBBOCK, TEXAS

## COPY OF FORMAL LETTER TO UNITED NATIONS

August 28, 1961

The Hon. Dag Hammarskjöld, Secretary-General  
THE UNITED NATIONS  
United Nations Headquarters  
New York, New York

Dear Sir:

Complying with the instructions which Lord Prime Minister Michael H. Austin, of Aqualandia, received when he appeared in your office on August 22, 1961, the Kingdom of Aqualandia is herewith presenting its request for membership in the United Nations.

The Kingdom of Aqualandia whose territorial domain is described in the attached Proclamation, which is a part of this communication, is the largest Country in the world, in area. The vast potential of Aqualandia's resources wait the attention of the entire world, and their future development will greatly enhance the material wealth of the peoples of the world.

His Royal Majesty, King Marion I of Aqualandia, is devoted to the principle that his government should and will encourage and assist to the fullest extent of its ability, any government, scientific or commercial group, or any other entity interested in the development of Aqualandia's natural resources, whenever and/or wherever such development will, to any degree, prove beneficial to humanity in general or in part.

His Royal Majesty, King Marion I of Aqualandia, is familiar with the Charter of the United Nations, in its entirety, and does herewith agree that, when admitted as a member Nation, the Kingdom of Aqualandia will abide by said Charter.

His Royal Majesty, King Marion I of Aqualandia, is devoted to the principle that the Nations of the World and the peoples thereof should live in peace with one another and shall, as head of his Kingdom, work diligently toward this end.

His Royal Majesty, King Marion I of Aqualandia, having adopted a form of government patterned after that of England, in lieu of a written Constitution, has decreed that the powers of this government shall be distributed among the King, a Parliament (consisting of a House of Lords and a House of Commons), and a proper Judicial Authority, and, with the aid of his Cabinet shall create and establish all other branches and departments of government necessary for the proper administration of all internal and external affairs of the Kingdom of Aqualandia. In addition to the foregoing branches, divisions and offices of government, the King shall appoint a Lord Prime Minister whose powers in the Executive branch of the Government shall be superseded only by the King himself, or by the Prince Regent when acting in the King's stead.

The Government of Aqualandia will offer to the peoples of the world an opportunity to become citizens of Aqualandia, and in addition will offer dual citizenship status to those who do not wish to relinquish their existing citizenship. Inasmuch as Aqualandia is a neutral Nation, those requesting dual citizenship will not be required to violate their current citizenship obligations to any other country.

His Royal Majesty, King Marion I of Aqualandia, having read and approved the contents of this Document, does herewith instruct Lord Prime Minister Michael H. Austin of Aqualandia to immediately forward said Document to your office.

His Royal Majesty Marion I  
KING OF AQUALANDIA

Temporary Address:  
KINGDOM OF AQUALANDIA  
P.O. Box 1292  
Los Angeles 28, California

At-The-Hop Athlete-of-Year  
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# Marine-Land Grant CORPORATION

## A QUIT CLAIM DEED FOR YOU

SUITE 104  
1611 AVENUE M  
LUBBOCK, TEXAS

### 640 ACRES OF OCEAN BOTTOM LANDS

Nutshell: A claim has been laid to previously unclaimed ocean lands. Even though the claim may or may not be of practical value, the Marine-Land Grant Corporation acquired a quit claim deed to a certain part of the claimed lands (all right, title and interest which can be derived from the claim was conveyed.) The Corporation in turn could convey by quit claim deed to other parties. The Corporation was chartered to handle ideas, items and novelties and this is the most novel idea in years. The deed has great intrinsic value, from the standpoint of novelty appeal alone, for many people and an intriguing question is inherent--who has a better claim to my specific 640 acre tract than I?

Intriguing! Mentally Tantalizing! Dynamic! Fabulous! The following is all of this and much, much more. The first original thought, an entirely new idea, to appear in many years is now racing around the world.

A claim has been made to virgin lands and notice of the claim has been publicized in an effective, unique manner. These famous virgin lands comprise a portion of our one remaining True Frontier. Extensive research and exploration have revealed the existence of inestimable mineral wealth; and, Grant Deeds to certain sections (640 acres each) of the claimed lands are now being distributed. For a small investment - (in the future?) - a total filing fee of \$15 -- you, too, can be granted irrevocable rights, interests, and appurtenances to a 640 acre tract of the subject lands. Interested? Certainly! And now, let's crack the shell of this nugget--

- Aug. 10, 1961 -- First known claim ever laid on certain virgin lands.
- Aug. 22, 1961 -- United Nations notified of the claim.
- Oct. 15, 1961 -- Notice of the claim delivered to the International Court of Justice at The Hague.
- Oct. 16, 1961 -- Notice of the claim delivered to the proper officials of 119 nations of the world.
- Oct. 23-
- Nov. 3, 1961 -- Officials of several nations start acknowledging the notice of the claim had been received (Monaco, New Zealand, Bolivia, Du Maroc, etc.).

Based on the claim of August 10, 1961, and subsequent events which have occurred, Grant Deeds (specifically describing and exactly locating certain 640-acre tracts of the claimed lands) are now being distributed for a total investment of \$15--a fee to cover (1) preparation of deeds, maps and charts, (2) mailing-distribution-administration, (3) filing fees and record maintenance. In return for your investment, you receive:

- (a) an artistic Grant Deed, granting all rights, title and interest which can be derived from the claim; stated reservations excepted.
- (b) map and chart showing exact location of the tract described.
- (c) a complete, factual account of the fascinating history of the claim of Aug. 10, 1961, plus copies of original documents involved.

At-The-Hop  
Athlete-of-Year  
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April-Shower-Sing

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- Oct. 16, 1961 -- Notice of the claim delivered to the proper officials of 119 nations of the world.
- Oct. 23-
- Nov. 3, 1961 -- Officials of several nations start acknowledging the notice of the claim had been received (Monaco, New Zealand, Bolivia, Du Maroc, etc.).

Based on the claim of August 10, 1961, and subsequent events which have occurred, Grant Deeds (specifically describing and exactly locating certain 640-acre tracts of the claimed lands) are now being distributed for a total investment of \$15--a fee to cover (1) preparation of deeds, maps and charts, (2) mailing-distribution-administration, (3) filing fees and record maintenance. In return for your investment, you receive:

- (a) an artistic Grant Deed, granting all rights, title and interest which can be derived from the claim; stated reservations excepted.
- (b) map and chart showing exact location of the tract described.
- (c) a complete, factual account of the fascinating history of the claim of Aug. 10, 1961, plus copies of original documents involved.



(Page 2)

The subject claimed lands are located Southeast of Hawaii, beyond all continental limits; and were never claimed prior to August 10, 1961. Can the total amount of mineral wealth on ocean lands ever be calculated? Your deed may or may not be of any value, but who would have a better claim than you?

\*\*\*\*Thought Provokers:

- (1) For years Texas and the U. S. argued as to who owned the ocean lands from a point 3 miles to a point 12 miles off the Gulf Coast. Texas won (of course) and great oil reserves have been discovered- who owns the land at point 13 miles offshore? If there is oil at 12 miles, is there oil at 13 miles?
- (2) On September 21, 1961, an AP news article stated that an American Corporation had contracted to invest \$5 million to mine diamonds within the 3 mile continental limit of an African country. Are there diamonds at 4 miles and if so, who owns same?

Marine-Land Grant Corporation, Distributor, represents ONLY that the cited events did occur; title validity or invalidity keyed to claim of August 10, 1961, by Grantor only.

At-The-Hop  
Athlete-of-Year  
Aeolipile  
April-Shower-Sing

(Page 2)

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At-The-Hop  
Athlete-of-Year  
Aeolipile  
April-Shower-Sing



# Marine-Land Grant CORPORATION

SUITE 104  
1611 AVENUE M  
LUBBOCK, TEXAS

APPLICATION  
NOVELTY DEEDS  
\*\*\*\*\*

I hereby make application to the Marine-Land Grant Corporation, 1611 Avenue M, Lubbock, Texas, for one Grant Deed which specifically describes a certain 640 acre tract of ocean land, together with other information and documents relative to recent events and the history of the claim of August 10, 1961.

Please issue the Grant Deed in the name of:

FULL NAME (Print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

\*\*\*\*\*

I certify that I have read the foregoing and that the Grant Deed applied for has been given to me as an item designed solely for amusement, intrigue, and novelty; no representations have been made to me as to title validity or invalidity relative to the Grant Deed.

Signature: \_\_\_\_\_

Witness: \_\_\_\_\_

Firm: \_\_\_\_\_

City: \_\_\_\_\_

(Form XX)

ARROWHEAD

At-The-Hop

Athlete-of-Year

Aeolipile

April-Shower-Sing

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(Form XX)

ARROWHEAD

At-The-Hop

Athlete-of-Year

Aeolipile

April-Shower-Sing



# *Marine-Land Grant*

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TERRIFIC, NOVEL IDEA!!  
NOVELTY GRANT DEEDS

SUITE 104  
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Dear Grant Holder:

Congratulations to You! With pleasure we forward your Grant Deed. We hope that you enjoy the contents of this packet for a long time to come; and, most certainly you can now arouse the sleeping minds of your friends and neighbors with this terrific novelty.

### IMPORTANT INSTRUCTIONS

Your records can be perpetuated properly only if you immediately complete, detach and mail (in the enclosed envelope) the identification card attached to the Grant Deed.

Also, in the event you transfer or assign your Grant Deed, please carefully study and comply with the instructions on the back of the Grant Deed.

Should you wish additional Grant Deeds, please notify this Company at the above designated address.

Sincerely yours,

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ARROWHEAD

At-The-Hop Athlete-of-Year

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April-Shower-Sing





BEST ON THE AIR PROMO

✓ KLIF - The advent of Dr. Grace "Sisters", a spin-off from Dr. Joyce Brothers, and "Ask the Answer Lady"... a promo relating to the KLIF-J. K. Wilson Batchelor of the Year Contest.

KABL - Below are two exotics which will be running on the Good Music stations this week (Arrowhead and Locomotive). Also, the promotion for KABL on the Pancake race. Winner who will be sent to Liberal will also be reporting directly to W/4 and KOST on the outcome of the race for an exclusive.

Arrowhead Promo

✓ I'll bet you thought those old arrowheads you've been collecting all these years are just so much junk. Well, listen to this! A gentleman up in Oregon has been collecting Columbia River arrowheads for over sixty years. He has about 1200 choice specimens, enough to start another Indian war! They were all hacked out by some Indian hundreds of years ago, and used for who knows what? Get this... fifty-five thousand dollars!! Did you know that arrowheads were worth that? Better dust off your collection and start looking for more! Meanwhile, if you're interested in that many arrowheads, contact "Heap Big Chief", Daily Commercial News, San Francisco, California.

Locomotive Promo

✓ Of course, you've outgrown model electric trains and all that, but imagine the fun you can have with two full sized diesel-electric locomotives in your backyard! Now, KABL has found a brace of real locomotives that would ordinarily cost sixty-thousand dollars, but can be yours for very little if you make the best bid during a forthcoming department of defense auction. These iron horses weigh-in at eighty-thousand tons each. And even though they do need a few minor repairs, they're on rails at least. All that's missing are a few minor things. One of them has a broken axle, another an engine without any parts... but you can fix that! Write your bid today for this pair of genuine diesel-electric locomotives. Address: Defense Surplus Sales Office.

Pancake Race (1)

✓ How do you like your pancakes? Thin and crisp? Thick and soggy? Running with syrup or drowned in ice cream? If you're a pancake fan, you've probably invented new ways to prepare

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AT THE HOP

KLIF proudly announces the biggest and best dance in KLIF history  
the first time in all the history of Radio Station KLIF...  
all KLIF disc jockies in one week big, long record hop.

One week all the KLIF disc jockies together in one hop! And that's  
KLIF's 10-anniversary and it's the longest record hop in history...  
from noon to midnight on Monday, Labor Day.

Remember those big name guest stars by the score and top disc  
prizes, among them KGO KLIF kookie hats...

Remember don't miss this biggest event in the history of KLIF...  
big free, back-to-school KLIF record hop with all KLIF disc jockies.

Monday from noon to midnight at the Dallas Memorial Auditorium.

Every KLIF disc jockey will be there. That's never happened before.

That's never happened before.

This great hop is free.

It's KLIF's 10-anniversary and KLIF's party and you're invited--free.

From noon to midnight Monday at the Memorial Auditorium...

AT THE HOP

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One week all the KLIF disc jockies together in one hop...  
that's 16-20-30 and it's the longest record hop in history...  
from noon to midnight on Monday, Labor Day.

Remember those big name guest stars by the score and top disc  
prizes, among them 200 KLIF kookie hats...

Remember don't miss this biggest event in the history of KLIF...  
big free, back-to-school KLIF record hop with all KLIF disc jockies.

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That's never happened before.

This great hop is free.

It's KLIF's party and you're invited--free.

From noon to midnight Monday at the Memorial Auditorium...

At-The-Hop

Athlete-of-Year

Aeolipile

April-Shower-Sing



DANNY AND THE JUNIORS "AT THE HOP"

KLIF proudly announces the biggest musical event in KLIF history

#2 For the first time in all the history of Radio Station KLIF...

#1 All KLIF disc jockies in one ~~week~~ big, free record hop.

#2 Did you say all the KLIF disc jockies together in one hop? And free?

#3 That's it--~~them~~ and it's the longest record hop in history--12 hours--from noon to midnight on Monday, Labor Day.

#2 ~~When~~ Big name guest stars by the score and top door prizes, among them 200 KLIF kookie hats...

#2 ~~That~~ Don't miss this biggest event in the history of KLIF--~~tye~~ big free, back-to-school KLIF record hop with all KLIF disc jockies--Monday from noon to midnight at the Dallas Memorial Auditorium. ~~It~~

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#1 That's never happened before.

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#3 It's ~~the last chance before~~ the KLIF's party and you're invited--free.

#2 From noon to midnight Monday at the Memorial Auditorium....

Auditorium

Athlete-of-Year

Aeolipile

April-Shower-Sing

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Auditorium

Athlete-of-Year

Aeolipile

April-Shower-Sing



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Auditorium

Athlete-of-Year

Aeolipile

April-Shower-Sing



"at The Hop" Promo.

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111111

n history!

- cord hop--  
b.c. long (1/2) Kookie  
from noon to 1/2  
Kend

Athlete-of-Yea

Aeolipile

April-Snowing

"at The Hop" Promo.

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Aeolipile

April-Snowing





## THE McLENDON STATION



# Top Forty

### Hits of the week

USEFUL...

*PICK HIT OF THE WEEK:*



### Hits of the week

USEFUL...

PICK HIT OF THE WEEK:



Rec. Hop Promo

Radio Policy Book

"at The Hop" Promo

- #1: It's our party and you're invited.
- #2: One last fling before school starts.
- #1: The gigantic KCIF marathon back to school record hop this Monday night at the Memorial Auditorium
- #2: Big name record acts !!
- #1: Free door prizes !!
- #2: Free KCIF Kookie Hats
- #1: An all day marathon record hop. <sup>Doors open at</sup> ~~Starts at~~ twelve noon and will swing 'til midnight.
- #2: All the Clift dee jays will be there in person to m.c. this gigantic singin' swingin' affair.
- #1: This Monday, Memorial Auditorium, the gigantic Free KCIF Marathon Back To School Record Hop

Rec. Hop Promo

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## ATHLETE OF THE YEAR

### ATHLETE OF THE YEAR - SCHOLAR OF THE YEAR

It seems to me that some good-will could be generated by your designation of an Athlete of the Year and a Scholar of the Year among all the high schools of your city. The Athlete should be fairly easy to determine from a standpoint of not only all 'round athletic ability, but any outstanding displays of sportsmanship as well.

I would think that the designation of a Scholar of the Year would be determined by the scholastic rank of all students in the 9th through 12th grades in high school, or the unusual contribution of some teenager who have uncovered in their studies something revolutionary to the betterment of society. For example, I recently saw in a newspaper pictures of a boy and a girl who are high school students and who had come across an extremely reliable theory on, I believe, the cause and cure of spinal meningitis. Talents of this nature are quite rare, however, and you will probably want to go the highest scholastic average route.

Sound the Word

Antism

Athlete-of-Year

Aeolipile

April-Shower-Sing

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Autumn

Aeolipile April-Shower-Sing

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Autumn

Aeolipile April-Shower-Sing



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Pruned

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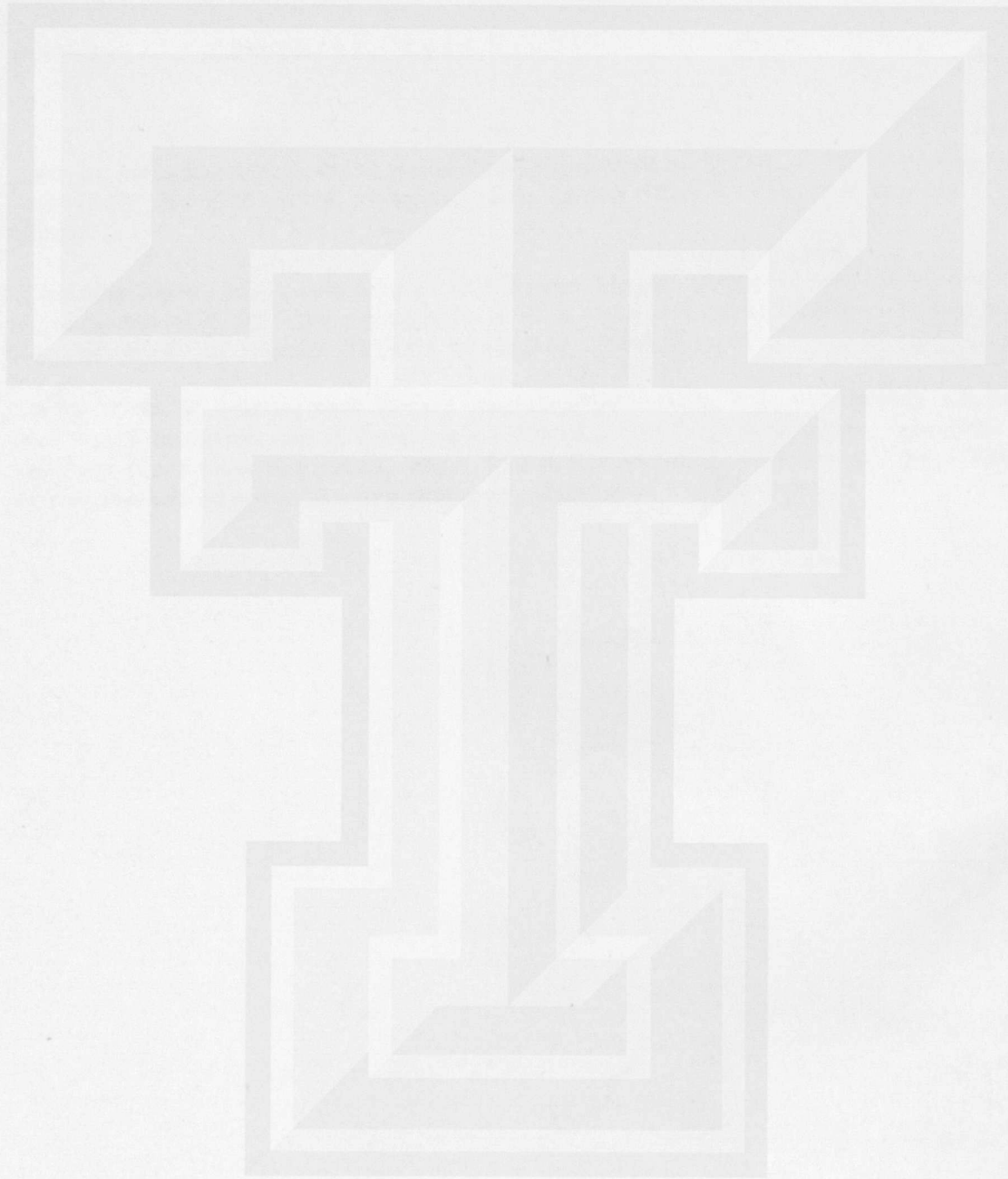
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Aeolipile April-Shower-Sing



AEOLIPILE Promotion



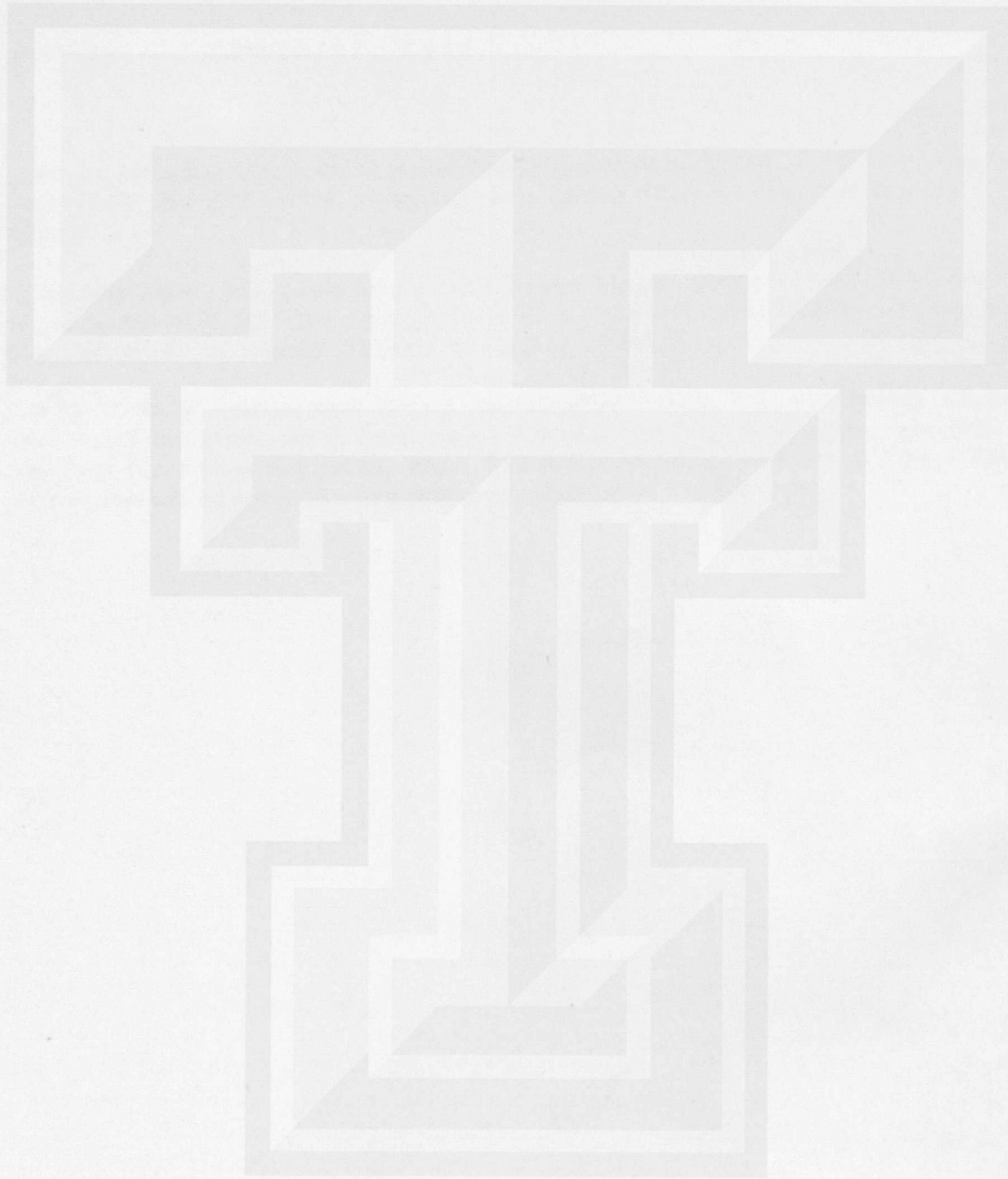
round the World

Autumn

Aeolipile

April-Shower-Sing

AEOLIPILE Promotion



ound the World

Autumn

Aeolipile

April-Shower-Sing



MEMORANDUM

APRIL SHOWER SINGER

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: APRIL 10, 1961

This is an inexpensive little promotion submitted by KTSA which is clever and timely for this month of April. It is called "The KTSA April Shower Singer". It is a part of a record by a well-known singer of the last 20 years and is a play on the word "shower" (bathroom type) over it. The record is, of course, what he is singing in the shower.

While KTSA is running this hourly via telephone calls, I am sure that you will find it very interesting and if I were you, I would not be a part of it. The prize is a shower of merchandise that you might have the chance to win.

Don Keyes

April-Shower-Singer

April-Shower-Sing



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FROM: DON KEYES  
DATE: APRIL 10, 1961

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You take a part of a record by a well-known singer of the last 20 years and make a dub of it with the sound effects of a shower ( bathroom type ) over it. The effect is, of course, that he is singing in the shower.

While KTSA is running this hourly via telephone calls, I do not think it deserves that much attention and if I were you, I would run it by postcards--earliest correct entry wins the prize, etc. The prize could be something inexpensive like a shower of merchandise that you might have traded-out.

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While KTSA is running this hourly via telephone calls, I do not think it deserves that much attention and if I were you, I would run it by postcards--earliest correct entry wins the prize, etc. The prize could be something inexpensive like a shower of merchandise that you might have traded-out.

Don Keyes

ys

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
FROM: DON KEYES  
DATE: APRIL 10, 1961

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Rpl

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
FROM: DON KEYES  
DATE: FEBRUARY 20, 1961

Here's a small promotion that will reach you well in advance of springtime. It comes from KTSA and they call it "The Mystery Shower Singer" contest. This is tied in with "April Showers", etc. and anything else appropriate.

You make a recording of a well-known person singing in the shower. First person to send card identifying him wins a year's supply of soap or some such inexpensive prize or prizes.

I would think a City Councilman or some equally well-known person would be a good name to use.

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Around the World

Autumn

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Around the World

Autumn



## AROUND THE WORLD

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Journal compilation © 2006 Blackwell Publishing Ltd

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CREATIVE SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT ) yph

The following spot was proposed and sold to Planter's Lake Fishing Resort and Subdivision.

Two fish talk. Underwater gurgles are heard. #1: "Gee, Charlie, ain't it great... beautiful Planter's Lake all to ourselves... no fishermen... tune your transistor radio to KILT... let's live it up!" #2: "OK, Leroy" ( SWITCH to ANNCR: "There ain't no better place to fish than Planter's Lake, etc..." ) #1: "Well, Charlie, looks like this is the end of our tale!" #2: "Yeah, Leroy, someday a guy can't make a fin!"

###

COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KILT )

Levitt's Jewelers on KPRC -- Spot starts with Christmas music. AnnCR says, "Say, it's not Christmas." Voice off mike, like recording engineer, says, "Gee, that's right. I know it's some kind of holiday, let's try this one." Then "Easter Parade" fades up... AnnCR says, "No, no, it's not Easter either." Engineer says, "Okey, how about this one?" and plays "Old Lang Syne". AnnCR says, "Nope, still wrong... say, who is this commercial for anyway?" Engineer says, "Levitt's Jewelers, 1020 Main." AnnCR: "I'll bet he wants to celebrate graduation. As a matter of fact, Levitt's is perfect for any kind of occasion-- Christmas, Graduation, June Brides, you name it. When it's time to give a gift, think of Levitt's." Spot ends with "Old Lang Syne".

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PROMOTION ( Bob White, Acting Program Director, KILT )

I quote from Bob's Weekly Report:

"KILT/AROUND THE WORLD CONTEST: This will be our June Hooper contest. It works on a similar scale as the Mystery Voices which has proved time and time again very successful. We have sent a fictitious Mr & Mrs KILT on a trip

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"Entries will be by telegram only so we can be absolutely sure of the winner. This will give the deejays much ad lib material and will be promoted to the fullest."

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Again I quote from Bob's report:

"BEATLE TOP TWENTY SURVEY: We will be the first radio station in America to institute a weekly Beatle Top Twenty Survey. This survey will be official and handled just like our regular Fun Forty Survey. The twenty Beatle records listed will be the ones that are selling best and receive the most votes at our Survey Shop conducted nightly.

" Since many of the songs listed will be album cuts, request action will figure heavily in the standing. The top record will always be their best selling single available. It will change weekly and we intend to promote this to its fullest since it will be exclusively on KILT in the Houston market. It will be printed on the back of our regular survey sent to the shops. We will only play Beatle records on the survey. "

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PROMOTION: ( Richard Wilcox, Manager, KABL )

KABL plans to give away a "Dream Vacation". This vacation is a packet of authentic maps of the moon.

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STATION BREAKS ( Rex Jones, Program Director, KLIF )

"KLIF... filled to 1190 with Fall fun..."

"KLIF... Alibiater of Polkton..."

AUTO WASH

"KLIF... featuring new Polkashinas in fun..."

"KLIF... playing more words than a free joke book..."

\*\*\*

STATION BREAK ( Floyd Pryce, Program Director, KLIF )

"WYNR... as bouncy as a cheerleader..."

\*\*\*

COMPETITOR'S COMMERCIAL ( Del Markoff, Sales Manager, WYNR )

Get Del's Auto Wash on WJJD -- Take-off on Walter K. Brown's

"Untouchables" narration. Concerns itself with undercover work, a dirty job ahead, car looks untouchable, etc.

\*\*\*

SPEC SPOT ( Del Markoff, Sales Manager, WYNR )

Del sold Scar Ponder with this approach and I would think any client who had the word "scar" in his business name would find this useful.

Commercial utilizes voice of various movie stars. Each character's voice comes in and says, "There are all famous stars in Hollywood, but in Chicago the famous star is Scar Ponder." "at the"

Scar Ponder is a good attention-getter. Scar Ponder is a

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Autumn Leaves

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Del sold Star Ponder with this approach and I would think any client who had the word "star" in his business name would find this useful.

Commercial utilizes voice of various movie stars. Each customer's voice comes in and says, "There are all famous stars in Hollywood, but in Chicago the famous star is Star Ponder." "Star Ponder."

Deliver from a good attention-getting commercial.

\*\*\*

Auto Wash

Autumn Leaves



ryh

STATION BREAKS ( Rex Jones, Program Director, KLIF )

"KLIF...filled to 1190 with Fall fun..."

"KLIF...filibuster of Fall fun..."

"KLIF...featuring new Fall fashions in fun..."

"KLIF...playing more music than a free juke box..."

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STATION BREAK ( Floyd Brown, Program Director, KLIF )

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Del sold Star Pontiac with this approach and I would think any client who had the word "star" in his business name would find this useful.

Commercial utilizes voice of various movie stars, then announcer's voice comes in and says, "These are all famous stars in Hollywood, but in Chicago the famous star is Star Pontiac..." etc. etc.

Sounds like a good attention-getting commercial.

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Autumn  
Leaves

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## AUTUMN LEAVES

By J. J. Jones, District Program Director, KISS

"Autumn Leaves" is a type of program which is designed to help the members of the district to learn more about the district. It is a type of program which is designed to help the members of the district to learn more about the district. It is a type of program which is designed to help the members of the district to learn more about the district.

By J. J. Jones, District Program Director, KISS

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Autumn  
Leaves



INCREASED EFFICIENCY ( Charlie Payne, General Manager, KLIF )

ypb

Be sure receptionist or phone operator has a complete rundown of events, ticket locations, and other data concerning your station. No need to disturb Program Director with needless calls she can answer.

###

PROMOTION ( Johnny Borders, Program Director, KLIF )

"Autumn Leaves" -- Exotic type promotion with listener sending biggest bundle of autumn leaves the winner. First prize is luncheon date with Roger Williams, second prize five autographed Roger Williams albums, and third prize is a rake.

###

SUNDAY REVENUE ( Dickie Rosenfeld, Sales Manager, KILT )

We have proposed to a local florist that they select a civic or women's club each week and salute them and their work with a Sunday series of spots. The florist will then send flowers to the next club meeting. This is not only a good way for the florist to directly reach large groups, but it is also an excellent image builder.

###

FIRST PERSON BEEPERS ( Richard Dobbyn, Managing Editor, KILT )

Out of a total of 106 taped reports, 75 were first person. One of our best came from newsman Jim Carola, who telephoned a grocery store that was being robbed last night. When the victim answered, he said, "Why, he's still here, there he goes through the door... it just happened, how in the hell did you guys know so fast?" Needless to say, we ran that tape three times!

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PROMOTION ( Johnny Borders, Program Director, KLIF )

"Autumn Leaves" -- Exotic type promotion with listener sending biggest bundle of autumn leaves the winner. First prize is luncheon date with Roger Williams, second prize five autographed Roger Williams albums, and third prize is a rake.

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SUNDAY REVENUE ( Dickie Rosenfeld, Sales Manager, KILT )

We have proposed to a local florist that they select a civic or women's club each week and salute them and their work with a Sunday series of spots. The florist will then send flowers to the next club meeting. This is not only a good way for the florist to directly reach large groups, but it is also an excellent image builder.

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FIRST PERSON BEEPERS ( Richard Dobbyn, Managing Editor, KILT )

Out of a total of 106 taped reports, 75 were first person. One of our best came from newsman Jim Carola, who telephoned a grocery store that was being robbed last night. When the victim answered, he said, "Why, he's still here, there he goes through the door... it just happened, how in the hell did you guys know so fast?" Needless to say, we ran that tape three times!

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