

017

Baseball

nday

Birthday Bu

Blessed Event

Birthday Bonan

upb

PROMOTION (Bill Weaver, General Manager, KILT)

"Baseball"
In line with the Grid Iron Goldmine Contest, I would like to suggest that we run a similar type promotion for the baseball season.

To wit: Invite listeners to submit their guess for the correct standings at the end of baseball season for each big league for a cash prize of \$5,000. Only one entry per person, of course! Listeners must submit the standings for both leagues prior to the start of baseball in April. In case of ties, prize money will be split, etc.

###

CREATIVE SALES IDEA (Al Lurie, Sales Manager, KLIF)

Proposed that Reynolds Penland dress five sets of mannequins in father-and-son Easter outfits. People register indicating preference. Drawing held Thursday before Easter. Winner gets both outfits he has selected. Three-week paid schedule tied in with this promotion.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

The KABL Snake race will again be held on St. Patrick's Day this year. The third annual (actual) race, the fifth year we have promoted it. We get more talk about this every year; seems to me to be a natural gimmick for all stations. Even better for Top 40.

###

STATION BREAK (Bob White, Program Director, KILT)

"KILT...where there's always a BAT-tallion of prizes to be won..."

###

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STATION BREAK / Program Director, WJLB

This is WJLB, the station that...

STATION BREAK / Program Director, WJLB

WJLB College, with many people who...

STATION BREAK / Program Director, WJLB

Billiminator Contest - After Christmas...

Billiminator Contest - After Christmas...

Christmas Bill - 1990 - 1991...

STATION BREAK / Program Director, WJLB

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STATION BREAK (Rex Jones, Program Director, KLIF)

"This is KLIF... 1190 Mistletoe Row..."

###

STATION BREAK (Floyd Brown, Program Director, WYNR)

"WYNR Chicago... with more surprises than Santa Claus..."

###

PROMOTION IDEA (Johnny Borders, Program Director, KTSA)

"Billiminator Contest" -- After Christmas, deejays announce the amount of a Christmas "bill". The first listener who calls in and has a Christmas bill of identical amount gets that bill paid by the station.

###

SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

"Client just came out with new record album which is ideal for Christmas gift. Name of album is 'Sing Along With the Kingston Trio'. This particular album has no singing by the Trio, only the background music. People can either sing the regular words or make up their own lyrics. Capitol was presented the idea to furnish prizes for the best set of lyrics to the 'Tom Dooley' cut on this album. Contest runs, in their spot schedule, on the Jim Wood Show at night. Schedule runs for two weeks, plugging the contest, then Jim and Lee Trimble, the Capitol Manager, will judge the entries. Capitol bought the schedule and furnishes first prize money of \$50.00 and the second and third prizes each a set of Kingston Trio record albums, amounting to 19 albums."

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###

File

READ FROM
KABL MUSIC

9 November, 1962

BIRD

DO YOU WANT A "RACKET-TAILED DRONGO" IN YOUR HOUSE? THINK
TWICE, THEN WRITE KABL AND TELL US WHY. IF YOU WRITE THE BEST
LETTER IN 25-WORDS OR LESS TELLING US WHY YOU WANT A "RACKET-TAILED
DRONGO" IN YOUR HOUSE...KABL WILL GIVE YOU...THE BIRD.
SOUND: EFFECT: MUSIC STING

Bird

Birthday

Birthday Bucks

Blessed Event

Birthday Card

Birthday Bonan

File

apb KABL
"B KABL"

MEMORANDUM

BIRD PROMO
KABL MUSIC

ALL MANAGERS, ALL PR 9 November, 1962 TORS

DON KEYES

MUSIC

AUGUST 20, 1962

DO YOU WANT A "RACKET-TAILED DRONGO" IN YOUR HOUSE? THINK
TWICE, THEN WRITE KABL AND TELL US WHY. IF YOU WRITE THE BEST
LETTER IN 25-WORDS OR LESS TELLING US WHY YOU WANT A "RACKET-TAILED
DRONGO" IN YOUR HOUSE...KABL WILL GIVE YOU...THE BIRD.

SOUND: EFFECT: MUSIC STING

The winner of the "Racket-Tailed Drongo" Contest, I suggest you hold till Halloween. The
prize may be obtained by writing to: Aurora Plastics Corporation, 44
Cherry Valley Road, West Hempstead, L. I., New York.

If you produce these well, they'll get a lot of talk. If not, they'll be bland.
Use your imagination in production.

Don Keyes

ys

Enclosures

Birthday

Birthday Bucks

Blessed Event

Birthday Card

Birthday Bouquet

MEMORANDUM

rph
"B"

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: AUGUST 20, 1962

I am sending you copy for two off-beat little contests that GBM has come up with.

One is the "Big Ear" contest. "Big Ears", a parabolic receiver listening device, is available at your Sears Roebuck Store for about \$18.00.

The other, the "Monster" contest, I suggest you hold till Halloween. The prize may be obtained by writing to: Aurora Plastics Corporation, 44 Cherry Valley Road, West Hempstead, L. I., New York.

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Enclosures

Birthday
Birthday Bucks
Blessed Event
Birthday Card
Birthday Bouquet

KLIF BIG EAR CONTEST

1

Ann cr 1: "Do you have the biggest ears in Dallas?"

Ann cr 2: "No, you don't -- the biggest ears belong to..."

Ann cr 1: "The KLIF 'Big Ear'....."

Ann cr 2: "KLIF will award to 5 listeners genuine 'big brother' listening devices....."

Ann cr 1: "With this KLIF sensation, you can pick up voices over a block away -- and no one will know it --....."

Ann cr 2: "Win a KLIF 'Big Ear'....."

Ann cr 1: "Hear what your own family is saying about you... what evil your friends are plotting... the latest community gossip..."

Ann cr 2: "Aim the KLIF 'big ear' listening discovery at people far away and hear..."

Ann cr 1: "Every tingling word..."

Ann cr 2: "Just address 'KLIF 'Big Ear'... Dallas, sign your name and address we'll announce finalists each day,"

KLIF BIG EAR CONTEST

2

Ann cr 1: "You can have the biggest ears in history....,"

Ann cr 2: "It has been said that Washington could not hear
Cornwallis' surrender at Yorktown because the
wind was blowing in the wrong direction..."

Ann cr 2: "But you can hear everything blocks away....with
a KLIF 'Big Ear'....."

Ann cr 1: "Just aim the unseen KLIF 'Big Ear' at groups far
away and hear every word...every fiendish plan...
every insidious plot...."

Ann cr 2: "The KLIF 'Big Ear' is like secret police listening
devices....."

Ann cr 1: "Just address 'KLIF Big Ear'....Dallas. Sign your
name and address...we'll announce finalists each
day."

Birthday

Birthday Bucks

B

Blessed Event

Birthday Card

Birthday Bonan

MONSTER SPOTS

1

Annrcr 1: "Now, here's a KLIF Contest for kids only...

13 and under..."

Annrcr 2: "It's the KLIF 'Make Your Own Monster' contest...."

Annrcr 1: "Now, boys and girls, you can make your own monster
and frighten the entire family to death."

Annrcr 2: "KLIF will send 50 lucky boys and girls a ten-inch
Frankenstein kit... a do-it-yourself monster...."

Annrcr 1: "You can make your own horrifying Frankenstein...
it will paralyze your mother... with fright!"

Annrcr 2: "Get him now before he gets you...."

Annrcr 1: "Boys and Girls.... address a postcard to 'KLIF
Monster'... we'll draw out the 50 winning cards and..."

Annrcr 2: "You can create a monster in your own home..."

Annrcr 1: "Hold your own family in a grip of... FEAR!"

MONSTER SPOTS

2

Anncr 1: "There are 50 monsters loose in Dallas...."

Anncr 2: "They're at KLIF waiting to come to your home..."

Anncr 1: "For boys and girls under 13..."

Anncr 2: "It's the most horrifying, blood-curdling, terrifying
of all KLIF contests..."

Anncr 1: "The KLIF 'Make Your Own Monster' contest..."

Anncr 2: "Create Frankenstein in your own home...terrorize your
own family...seize leadership while you can..."

Anncr 1: "With a KLIF 'do-it-yourself' Frankenstein kit..."

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the names of 50 winning boys and girls and..."

Anncr 1: "You and your KLIF Monster will hold your home in an
icy reign of terror..."

Birthday

Birthday Bucks

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Birthday

Birthday Bucks

Blessed Event

Birthday Candles

Birthday Bonanza

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Birthday

Birthday Bucks

Blessed Event

Birthday Candi

Birthday Bonan



the FUTURA *line** / 1962



***PRECISION ELECTRONIC PRODUCTS
FOR THE ENTIRE FAMILY**

*All transistorized and portable

Birthday

Birthday Bucks

Blessed Event

Birthday Candi

Birthday Bonan



FUTURA

3 - SPEED PORTABLE PHONO

Take this compact beauty anywhere... no plug-in, no external power needed. Plays over 800 records on one set of 4 flashlight batteries. Youngsters, teen-agers, the whole family will enjoy its BIG-SET volume and crystal-clear high-fidelity sound. Built-in flip-over cartridge with sapphire needle plays 78, 45 and 33 $\frac{1}{3}$ R.P.M. records. FUTURA PHONO measures only 11" x 7" x 3 $\frac{3}{4}$ ", weighs less than 5 lbs.

Take this compact beauty anywhere... no plug-in, no external power needed. Plays over 800 records on one set of 4 flashlight batteries. Youngsters, teen-agers, the whole family will enjoy its BIG-SET

CATALOG NO.

162

FUTURA All-Transistor Portable Phono.

Corrugated packed 6 to shipping case.

Case weight 30 lb.

Suggested retail.....**\$42 50**
(batteries not included)



FUTURA

COMBINATION MODEL RADIO-PHONO

Now you can enjoy all the features of the FUTURA 3-SPEED PHONO plus a fine SEVEN TRANSISTOR SUPERHETERODYNE radio in one compact unit. The famous ALNICO FIVE speaker gives BIG-SET volume and crystal-clear high-fidelity sound. Built-in ferrite bar antenna. Change from radio to phono with a flip of the switch. Compact, easy-to-carry, just 11" x 7" x 3 $\frac{3}{4}$ ", weighs less than 5 lb. The beautiful moisture-pruf case is made of super high-impact plastic.

Now you can enjoy all the features of the FUTURA 3-SPEED PHONO plus a fine SEVEN TRANSISTOR SUPERHETERODYNE radio in one compact unit. The famous ALNICO FIVE speaker gives BIG-SET volume and crystal-clear high-fidelity sound.

CATALOG NO.

262

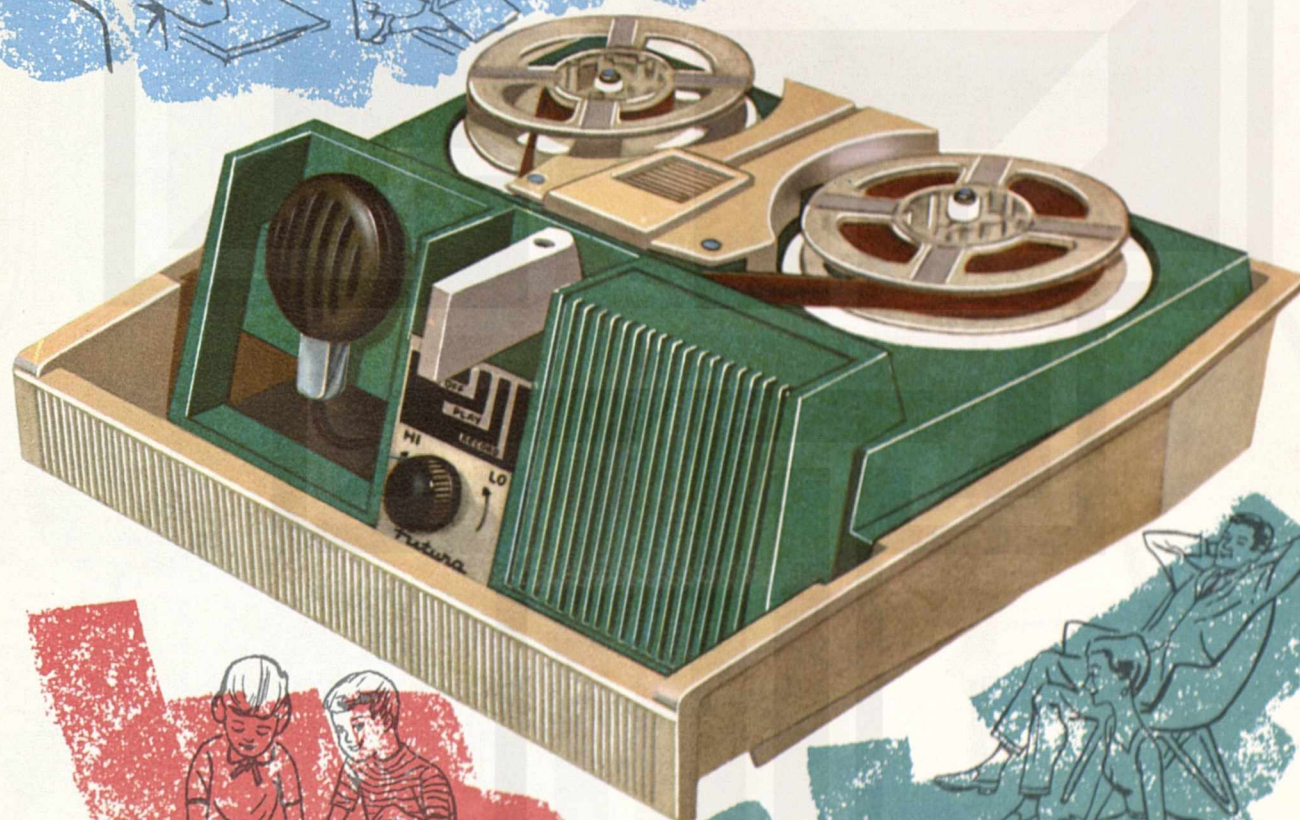
FUTURA 7-Transistor Combination Radio-Phonograph.

Corrugated packed 4 to shipping case.

Case weight 20 lbs.

Suggested retail.....**\$57 50**
(batteries not included)

**Fine Performance
GUARANTEED!**



FUTURA "EXECUTIVE"

PORTABLE TRANSISTOR TAPE RECORDER WITH VOLUME CONTROL

Take it everywhere, record anything... for business or fun. A single control switch operates play, record, rewind and off — no other knobs to turn nor buttons to push. Uses standard 150 ft. magnetic tape. New transistor circuit operates on standard batteries; sensitive crystal microphone and powerful built-in Alnico five speaker. Latest design motor and recording head. This completely self contained recorder measures only 8 1/4" x 9 1/4" x 3 1/8", weighs less than 2 lbs. Its high-impact plastic cabinet is truly an outstanding achievement of American engineering.

**CATALOG NO.
499**

FUTURA "EXECUTIVE"
Transistor Tape Recorder.

Corrugated packed 6 to shipping case.

Case weight 14 lbs.

Suggested retail..... **\$30 00**
(batteries not included)

Birthday

Birthday Bucks

Blessed Event

Birthday Candi

Birthday Bonanz



"THE BIG EAR"

POWERFUL NEW TRANSISTORIZED LISTENING DEVICE

the fabulous missile tracking antennas. Aim the "BIG EAR" disk reflector in the direction of high flying planes and hear the jets roar in your special earphones. Pick up voices too distant for you to hear. Aim it at a group of friends a block away and hear every word. The big 18" reflector disk concentrates sound waves into the transistor unit and amplifies inaudible sounds loud and clear. The "BIG EAR" is on a sturdy tripod with balanced aiming handle and is supplied with stethoscope-type earphones.

—A FUTURA ORIGINAL! Here is the latest electronic marvel right out of the space age. Works on the same principle as

CATALOG NO.
733

"THE BIG EAR," FUTURA
Transistor Listening Device.

Corrugated packed 6 to shipping case.

Case weight 25lbs.

Suggested retail..... **\$18⁰⁰**

(batteries not included)

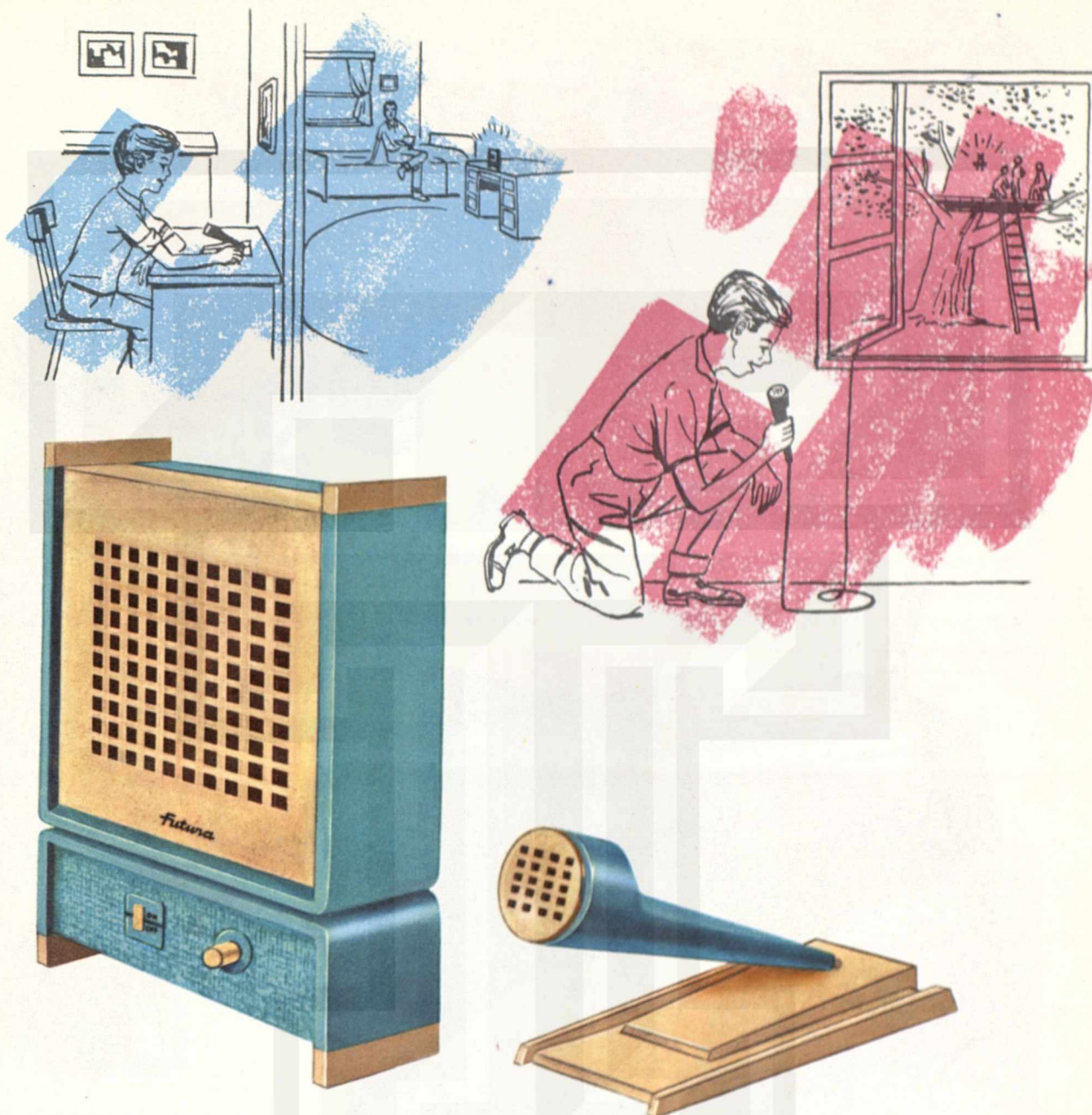
Birthday

Birthday Bucks

Blessed Event

Birthday Candi

Birthday Bonan



"THE BIG VOICE"

FUTURA PORTABLE 3-WAY PUBLIC ADDRESS SYSTEM

doors. Send your voice from room to room. Be a "disc jockey." Put its sensitive professional microphone near your radio or phonograph and amplify the music to another part of the house. Handsome speaker cabinet designed for desk use or wall mounting, complete with shoulder strap for portability. Desk-styled microphone stand. Microphone, with six feet of special cable and clip-on strap, is detachable from its swivel socket and can be worn around your neck. Operates on standard batteries. Speaker cabinet measures 5½" x 7½" x 2¾" and weighs only 1 lb.

Everyone in the family will use and have fun with this transistorized P.A. system. Completely portable, the "BIG VOICE" can be taken anywhere—indoors, out-

CATALOG NO.
510

"THE BIG VOICE," Futura Portable
3-Way Public Address System.

Corrugated packed 12 to shipping case.

Case weight 25 lbs.

Suggested retail..... **\$12 00**

(batteries not included)

Birthday

Birthday Bucks

B

Blessed Event

Birthday Candi

Birthday Bonan



"THE BIG BLAST"

FUTURA'S SELF CONTAINED PORTABLE TRANSISTORIZED MEGAPHONE

is completely transistorized. Ideal for playground, spectator sports, boating or just plain everyday fun. Lightweight (1½ lbs.), made of super high-impact plastic, features attached sling handle for easy carrying. Specially engineered for long and trouble-free service. Operates on standard flashlight batteries. Unit is 12" long with horn diameter of 6".

Just squeeze the trigger and send your voice booming over long distances, (average range 100 yds.) This advanced design horn amplifier

CATALOG NO.

620

"THE BIG BLAST" FUTURA
Portable Transistor Amplified
Megaphone.

Corrugated packed 12 to shipping case.

Case weight 18 lbs.

Suggested retail..... **\$10⁰⁰**
(batteries not included)

Birthday

Birthday Bucks

B

Blessed Event

Birthday Candi

Birthday Bonan



FUTURA MALIBU RADIO

THE HIGH PERFORMANCE TRANSISTOR RADIO

The "personal radio" with BIG-SET tone quality. Luxuriously styled in high-impact plastic the MALIBU has a built-in ferrite antenna and sensitive volume control. ALNICO FIVE speaker with separate magnetic earphone for private listening. Its 3 transistor circuit operates on standard 9-volt battery. Lightweight (only 11 oz.), pocket-sized ($4\frac{1}{2}$ " x $2\frac{1}{2}$ " x $1\frac{1}{4}$ ") the MALIBU is handsomely gift packaged and at a budget price.

CATALOG NO.
818

FUTURA MALIBU Transistor Radio
gift packed, 12 to shipping case.

Case weight 7 lbs.

Suggested retail..... **\$15⁰⁰**
(batteries not included)



BATTERIES

9 VOLT FOR TRANSISTOR CIRCUITS

Quality battery built for long life. Made especially for Bell Products Company under the most rigid specifications by one of the world's foremost battery manufacturers. Powerful metal cased cell is $2\frac{3}{4}$ " x 1" x $9/16$ ".

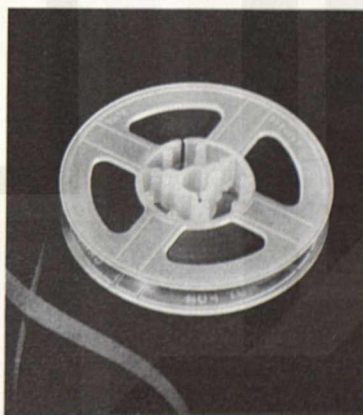
For use with Futura "EXECUTIVE" Tape Recorder, Futura MALIBU Radio, and any other transistorized products requiring a 9 volt battery.

CATALOG NO. **26**

(For use with #189, #818, #732)

9 Volt Transistor Battery.
Packed 72 to shipping case.
Case weight 5 lbs.

Suggested retail..... **\$⁶⁰**



TAPES

HIGH FIDELITY

Finest quality magnetic tape. 150 ft. on 3-inch reel. This long-life tape can be used over and over again.

CATALOG NO. **414**

(For use with #499)

MAGNETIC TAPE.
Packed 24 to shipping case.
Weight 3 lbs.

Suggested retail..... **\$1⁰⁰**



WIRE

PLASTIC COATED

25' coil of special 2 conductor parallel wire for the "BIG VOICE" where additional distance between microphone and speaker is desired. Comes equipped with plug-in jacks factory installed.

CATALOG NO. **519**

(For use with #510)

25' EXTENSION WIRE CORD.
Packed 12 to shipping case.
Case weight 10 lbs.

Suggested retail..... **\$2⁰⁰**

Birthday

Birthday Bucks

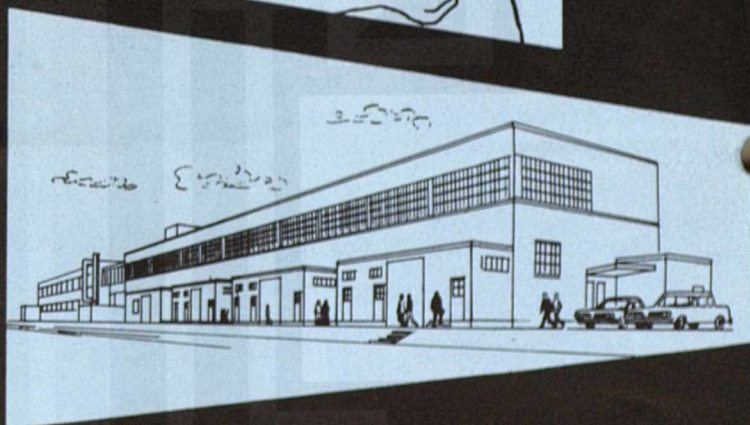
Blessed Event

Birthday Candy

Birthday Bonanza

about **FUTURA** manufacturing...

All FUTURA electronic products are manufactured under the most exacting engineering specifications. Components are assembled and precisely tested by skilled technicians. FUTURA'S continuing research, development and modern facilities assures reliable "years ahead" products.



BELL PRODUCTS COMPANY

4800 GOODFELLOW BLVD. • ST. LOUIS 20, MO. • DIVISION OF FUTURA MFG. CO.

"BUY BEST-BUY BELL"

NATIONAL SALES:

ABNER SCHWARTZ & COMPANY / 9641 Santa Monica Blvd., Beverly Hills, Calif.

PRINTED IN U.S.A.

Билдэ

Birthday Bucks

3

Dressed Event

Birthdays Candi

Birthday Bonan

February 25, 1961

TO: DEEJAYS, STAFF, POLICY BOOK

FROM: JACK SHARP

1. Teasers are now running on the air for our March Hooper promotion, BIRTHDAY BONANZA. Below is an explanation of the contest, and how everyone is to handle their job.
2. ADVANCE: ten teasers have been prepared; they run Saturday and Sunday, twice per hour, along with topical station breaks. Promos start Monday morning at 6AM, run thru Wednesday morning at 6AM. Contest itself runs from 7AM thru 6PM, once per hour. It will start at approximately 15 minutes past each hour. Cut off time for each contest each hour is the hour tone. Listeners have 45 minutes to register. 20 girls have been hired to work two shifts: ~~af~~ Morning from 7-12, and afternoon shift from 12-6PM. Girls will answer all contest calls, and any other calls received within the station should be referred to the contest number...RIVERSIDE 7-9411.
3. MECHANICS

At the start of each contest hour, the deejay on duty reads a month of the year, and urges all listeners who were born during this month to call and register their names, addresses, date and year of birth. Deejay keeps plugging the month, trying to get as many entries as possible for the hour.

After the hour tone, when the contest closes, I will collect the sheets from the telephone operators and give the deejay the two envelopes necessary to sustain suspense. The first envelope contains a day of the month, and that will be announced on the air. The deejay then goes on about his business until the "judges" have found the name in the entries of the first person born on that date to call in. The winner's name is announced, and the deejay opens the second envelope, which contains a year (1931, 1895, etc). If our initial winner was born during this year, he is then the winner of a \$200 Philco transistor portable television set. If not, the winner receives a \$60 transistor radio. There will be a winner each hour, either a TV set or a radio. Please understand that a Bonanza winner does not win both.

DEEJAYS: Success of the promotion depends on you and how hard you push the month while each contest is going on. The excitement stirred up when the envelopes are opened must be genuine.

Incidentally, I think it might be a good bit to refer to the radio winners as "Nugget winners"...and the people who win TV sets as "Bonanza winners".
4. The contest runs Wednesday, Thursday, Friday, Saturday Monday and Tuesday. During all hours when the contest is not running, play the taped promos and lay on the one-liners, to keep interest going until next day.
5. NEWS will again interview "Bonanza" winners of TV sets on beeper and run short interviews on news the remainder of the contest day.

Jack Sharp

February 25, 1961

TO: DEEJAYS, STAFF, POLICY BOOK

FROM: JACK SHARP

1. Teasers are now running on the air for our March Hooper promotion, BIRTHDAY BONANZA. Below is an explanation of the contest, and how everyone is to handle their job.
2. ADVANCE: ten teasers have been prepared; they run Saturday and Sunday, twice per hour, along with topical station breaks. Promos start Monday morning at 6AM, run thru Wednesday morning at 6AM. Contest itself runs from 7AM thru 6PM, once per hour. It will start at approximately 15 minutes past each hour. Cut off time for each contest each hour is the hour tone. Listeners have 45 minutes to register. 20 girls have been hired to work two shifts: ~~af~~ Morning from 7-12, and afternoon shift from 12-6PM. Girls will answer all contest calls, and any other calls received within the station should be referred to the contest number...RIVERSIDE 7-9411.
3. MECHANICS

At the start of each contest hour, the deejay on duty reads a month of the year, and urges all listeners who were born during this month to call and register their names, addresses, date and year of birth. Deejay keeps plugging the month, trying to get as many entries as possible for the hour.

After the hour tone, when the contest closes, I will collect the sheets from the telephone operators and give the deejay the two envelopes necessary to sustain suspense. The first envelope contains a day of the month, and that will be announced on the air. The deejay then goes on about his business until the "judges" have found the name in the entries of the first person born on that date to call in. The winner's name is announced, and the deejay opens the second envelope, which contains a year (1931, 1895, etc). If our initial winner was born during this year, he is then the winner of a \$200 Philco transistor portable television set. If not, the winner receives a \$60 transistor radio. There will be a winner each hour, either a TV set or a radio. Please understand that a Bonanza winner does not win both.

DEEJAYS: Success of the promotion depends on you and how hard you push the month while each contest is going on. The excitement stirred up when the envelopes are opened must be genuine.

Incidentally, I think it might be a good bit to refer to the radio winners as "Nugget winners"...and the people who win TV sets as "Bonanza winners".
4. The contest runs Wednesday, Thursday, Friday, Saturday Monday and Tuesday. During all hours when the contest is not running, play the taped promos and lay on the one-liners, to keep interest going until next day.
5. NEWS will again interview "Bonanza" winners of TV sets on beeper and run short interviews on news the remainder of the contest day.

Jack Sharp

BIRTHDAY BONANZA FORMAT

DAY: _____ HOUR: _____

DEEJAY: PLAY TAPE FORMAT INTRO... (TAG:... "HERE'S THE MONTH FOR THIS HOUR.")

DEEJAY: (LIVE) CALL RIVERSIDE 7-9411 NOW, IF YOU WERE BORN DURING THE
MONTH OF _____. THAT'S _____.

(INTO RECORDS FOR REMAINDER OF HOUR)

DEEJAY: (AFTER HOUR TONE AND NEWS)

HERE'S THE ENVELOPE FOR LAST HOUR'S CONTEST... LET'S SEE WHAT
THE DAY OF THE MONTH WAS.... (TEAR ENVELOPE) IT'S THE _____.
JUDGES, TELL ME THE NAME OF THE FIRST PERSON TO CALL WHO WAS
BORN ON THAT DAY?

DEEJAY: THE JUDGES TELL ME THAT _____ WAS THE FIRST
PERSON BORN ON _____ TO CALL AND REGISTER.

_____ HAS WON A \$60 TRANSISTOR RADIO.

NOW, I'LL OPEN THE SECOND ENVELOPE. SINCE _____
WAS BORN DURING THE YEAR _____ (HE) (SHE) WILL WIN A
PHILCO TRANSISTOR PORTABLE TELEVISION SET VALUED AT OVER \$200
IF THE YEAR IN THE SECOND ENVELOPE IS THE SAME. HERE GOES...

(TEAR ENVELOPE LOUDLY) THE YEAR IS _____...

(A) SO _____ DOES NOT WIN THE TELEVISION SET, BUT HAS
WON A \$60 TRANSISTOR RADIO!

(B) SO _____ WINS A PHILCO TRANSISTOR PORTABLE
TELEVISION SET, VALUED AT OVER \$200!

REMEMBER, THERE'S A WINNER EVERY IN CLIFF'S "BIRTHDAY BONANZA"!

Birthday

Birthday Bucks

Blessed Event

Birthday Candles

BIRTHDAY BONANZA FORMAT

DAY: _____ HOUR: _____

DEEJAY: PLAY TAPE FORMAT INTRO... (TAG:... "HERE'S THE MONTH FOR THIS HOUR.")

DEEJAY: (LIVE) CALL RIVERSIDE 7-9411 NOW, IF YOU WERE BORN DURING THE MONTH OF _____. THAT'S _____.

(INTO RECORDS FOR REMAINDER OF HOUR)

DEEJAY: (AFTER HOUR TONE AND NEWS)

HERE'S THE ENVELOPE FOR LAST HOUR'S CONTEST... LET'S SEE WHAT THE DAY OF THE MONTH WAS.... (TEAR ENVELOPE) IT'S THE _____. JUDGES, TELL ME THE NAME OF THE FIRST PERSON TO CALL WHO WAS BORN ON THAT DAY?

DEEJAY: THE JUDGES TELL ME THAT _____ WAS THE FIRST PERSON BORN ON _____ TO CALL AND REGISTER.

_____ HAS WON A \$60 TRANSISTOR RADIO.

NOW, I'LL OPEN THE SECOND ENVELOPE. SINCE _____ WAS BORN DURING THE YEAR _____ (HE) (SHE) WILL WIN A PHILCO TRANSISTOR PORTABLE TELEVISION SET VALUED AT OVER \$200 IF THE YEAR IN THE SECOND ENVELOPE IS THE SAME. HERE GOES...

(TEAR ENVELOPE LOUDLY) THE YEAR IS _____...

(A) SO _____ DOES NOT WIN THE TELEVISION SET, BUT HAS WON A \$60 TRANSISTOR RADIO!

(B) SO _____ WINS A PHILCO TRANSISTOR PORTABLE TELEVISION SET, VALUED AT OVER \$200!

REMEMBER, THERE'S A WINNER EVERY IN CLIFF'S "BIRTHDAY BONANZA"!

Birthday

Birthday Bucks

Blessed Event

Birthday Candles

TELETYPE BB TEASERS

SOUND: STINGER

ANNCR:

THAT WONDERFUL YEAR YOU WERE BORN CAN WIN FANTASTIC PRIZES FOR YOU, IN KLIF'S NEWEST CONTEST SENSATION, BIRTHDAY BONANZA! STAY TUNED FOR FULL DETAILS!

#2

SOUND: STINGER

ANNCR:

THROUGHOUT THE DAY, AT HOME OR AWAY, YOU CAN PLAY FOR GIGANTIC PRIZES IN CLIFF'S BIRTHDAY BONANZA GAME! IF ~~YOUR~~ YOU WERE BORN, THEN YOU CAN ENTER! DETAILS SOON!

#3

SOUND: STINGER

ANNCR: IT PAYS TO STAY! IT PAYS TO PLAY! IT PAYS TO STAY TUNED TO THE MIGHTY ELEVEN-NINETY. IT PAYS TO PLAY THE KLIF BIRTHDAY BONANZA CONTEST, STARTING SOON. DON'T GO AWAY!

#4

SOUND: STINGER

1. THERE WILL ALWAYS BE A FREE AMERICA!
2. THERE WILL ALWAYS BE CONTEST FUN ON KLIF, TOO. BIRTHDAY BONANZA STARTS SOON...IF NOT QUICKER.

Birthday

Birthday Bucks

B

Blessed Event

Birthday Candles

#5

SOUND: STINGER

1. A ROLLING STONE GATHERS NO MOSS!
2. A RADIO NOT TUNED TO KLIF GATHERS NO LOOT IN THE CLIFF BIRTHDAY BONANZA...STARTS SOON.

#6

SOUND: STINGER

1. A STITCH IN TIME SAVES NINE.
2. A DIAL SET ON 1190 CAN WIN FABULOUS PRIZES IN CLIFF'S BIRTHDAY BONANZA.COMING SOON

#7

SOUND: STINGER

1. HICKORY DICKORY DOCK...THE MOUSE RAN UP THE CLOCK RADIO.
2. SET THE DIAL AT 1190, SO HE COULD PLAY KLIF'S BIRTHDAY ~~XXXXX~~.BONANZA.
1. DO MICE HAVE BIRTHDAY'S?

#8

SOUND: STINGER

- 1.LITTLE MISS MUFFET SAT ON A TUFFET, AND LISTENED TO KLIF ON HER PORTABLE TRANSISTOR RADIO.
2. ALONG CAME A SPIDER AND SAT DOWN BESIDE HER, AND THEY BOTH PLAYED KLIF'S BIRTHDAY BONANZA CONTEST.
1. PRETTY SWINGING SPIDER.

Birthday

Birthday Bucks

B

Blessed Event

TEASERS

#9

SOUND: STINGER

LISTEN TO KLIF,

1. JACK AND JILL WENT UP THE HILL, TO ~~WYENXAVENILUKVATERV~~
2. JACK FELL DOWN AND BROKE HIS CROWN,
1. BUT JILL CLEANED UP IN KLIF'S BIRTHDAY BONANZA CONTEST.
2. SO CAN YOU...STAY TUNED.

#10

SOUND: STINGER

1. HI DIDDLE DIDDLE, THE CAT AND THE FIDDLE, THE COW JUMPED OVER THE MOON..
2. THE LITTLE DOG LAUGHED AND PLAYED THE KLIF BIRTHDAY BONANZA CONTEST!
1. WAIT A MINUTE,...HOW'D HE KNOW WHEN HIS BIRTHDAY WAS....
2. JUST READ HIS PEDIGREE.
1. OH.

Birthday

Birthday Bucks

B

Blessed Event

Birthday Candi

BB-1000 #1

SOUND: EXCITED CROWD SHOUTING, KKKK

VOICE: (ABOVE CROWD) IT'S A BONANZA!

SOUND: BRIGHT MUSIC (GOLDEN SLIPPERS FROM KKKK BANJO ALBUM)

1. A BONANZA COMES YOUR WAY EVERY DAY ON KLIF!
2. KLIF'S BIRTHDAY BONANZA: ALL YOU NEED TO WIN IS A BIRTHDAY!
1. ONCE AN HOUR, KLIF DEEJAYS WILL ANNOUNCE A MONTH OF THE YEAR.
2. IF YOU WERE BORN DURING THIS MONTH...CALL KLIF AND REGISTER ~~XX~~ THE DATE AND YEAR OF YOUR BIRTH ALONG WITH YOUR NAME!
1. WHEN THE CONTEST HOUR IS OVER...THE DEEJAY OPENS A SEALED ENVELOPE, CONTAINING A DAY OF THE CONTEST MONTH!
2. IF IT'S THE DAY OF YOUR BIRTH...YOU WIN A \$60 TRANSISTOR RADIO!
1. THEN THE DEEJAY OPENS A SECOND SEALED ENVELOPE, CONTAINING A YEAR! ^{THE}
2. IF YOU ~~XXX~~ WERE ALSO BORN ~~XXXX~~ DURING ~~THIS~~ YEAR...YOU WIN A PHILCO PORTABLE TRANSISTOR TELEVISION SET, VALUED AT OVER \$200!---
1. THERE'S A WINNER EVERY HOUR!
2. STANDBY FOR KLIF'S BIRTHDAY BONANZA CONTEST!
1. YOUR BIRTHDAY CAN BRING YOU A BONANZA OF PRIZES!

CURTAIN

Birthday

Birthday Bucks

B

Blessed Event

Birthday

Birthday Bucks

- Dressed Event

- Birthday Candles

1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 2402 2403 2404 2405 2406 2407 2408 2409 2410 2411 2412 2413 2414 2415 2416 2417 2418 2419 2420 2421 2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473 2474 2475 2476 2477 2478 2479 2480 2481 2482 2483 2484 2485 2486 2487 2488 2489 2490 2491 2492 2493 2494 2495 2496 2497 2498 2499 2500 2501 2502 2503 2504 2505 2506 2507 2508 2509 2510 2511 2512 2513 2514 2515 2516 2517 2518 2519 2520 2521 2522 2523 2524 2525 2526 2527 2528 2529 2530 2531 2532 2533 2534 2535 2536 2537 2538 2539 2540 2541 2542 2543 2544 2545 2546 2547 2548 2549 2550 2551 2552 2553 2554 2555 2556 2557 2558 2559 2560 2561 2562 2563 2564 2565 2566 2567 2568 2569 2570 2571 2572 2573 2574 2575 2576 2577 2578 2579 2580 2581 2582 2583 2584 2585 2586 2587 2588 2589 2590 2591 2592 2593 2594 2595 2596 2597 2598 2599 2600 2601 2602 2603 2604 2605 2606 2607 2608 2609 2610 2611 2612 2613 2614 2615 2616 2617 2618 2619 2620 2621 2622 2623 2624 2625 2626 2627 2628 2629 2630 2631 2632 2633 2634 2635 2636 2637 2638 2639 2640 2641 2642 2643 2644 2645 2646 2647 2648 2649 2650 2651 2652 2653 2654 2655 2656 2657 2658 2659 2660 2661 2662 2663 2664 2665 2666 2667 2668 2669 2670 2671 2672 2673 2674 2675 2676 2677 2678 2679 2680 2681 2682 2683 2684 2685 2686 2687 2688 2689 2690 2691 2692 2693 2694 2695 2696 2697 2698 2699 2700 2701 2702 2703 2704 2705 2706 2707 2708 2709 2710 2711 2712 2713 2714 2715 2716 2717 2718 2719 2720 2721 2722 2723 2724 2725 2726 2727 2728 2729 2730 2731 2732 2733 2734 2735 2736 2737 2738 2739 2740 2741 2742 2743 2744 2745 2746 2747 2748 2749 2750 2751 2752 2753 2754 2755 2756 2757 2758 2759 2760 2761 2762 2763 2764 2765 2766 2767 2768 2769 2770 2771 2772 2773 2774 2775 2776 2777 2778 2779 2780 2781 2782 2783 2784 2785 2786 2787 2788 2789 2790 2791 2792 2793 2794 2795 2796 2797 2798 2799 2800 2801 2802 2803 2804 2805 2806 2807 2808 2809 2810 2811 2812 2813 2814 2815

SECOND: NIGHT MUSIC... CALLED... IF NOT... I DON'T

FORMAT INTRO FOR BIRTHDAY BONANZA

SOUND: VOICE IN ECHO... "BONANZA..BONANZA..BONANZA.....INTO BRIGHT
OLE TIME JAZZY MUSIC "GOODBYE MY LADY LOVE" FROM ~~MAN~~ MINSTRIAL
ALBUM..

ANNCR1: A BONANZA OF PRIZES A GOLDMINE OF GOODIES...AS KLIF PLAYS...

ANNCR 2: (ECHO, SHALLOW) BIRTHDAY BONANZA!

ANN 1: THE DEEJAY IS ABOUT TO GIVE YOU A MONTH OF THE WEAR. IF YOU
WERE BORN DURING THIS MONTH, CALL KLIF AND REGISTER YOUR NAME
AND THE DATE OF YOUR BIRTH.

ANN 2: AFTER THE HOUR TONE, THE DEEJAY WILL OPEN AN ENVELOPE CONTAINING
A DAY OF THE MONTH, IF YOU ~~XXX~~ WERE THE FIRST PERSON BORN ON THAT
DAY TO CALL IN...YOU WIN A \$60 TRANSISTOR RADIO.

ANN 1: THE DEEJAY WILL THEN OPEN A SECOND ENVELOPE, CONTAINING A YEAR.
IF YOU WERE BORN IN THIS ~~XXXX~~ YEAR, YOU WIN A PHILCO TRANSISTOR
PORTABLE TELEVISION SET, VALUED AT OVER \$200!

ANN 2: GET READY TO WIN...HERE'S ^{The} THIS MONTH FOR THIS HOUR!

PAD

Birthday

Birthday Bucks

Blessed Event

Birthday Candles

TO:

JOE DOAKES

FROM:

IRVING SCRANSON

You were asking about a few program ideas the other day and since I was unable to locate any written material in the files, I thought a brief explanation would help along by what confusion might exist.

BIRTHDAY BUCKS

1. **ADJUTANT STREET:** This is a major promotion designed for Mayor's birthday and runs once an hour from 7:00 AM to 4:00 PM. It works this way:

At the start of the hour, the disc jockey calls off the name of a street in your city and encourages people who live on that street to call your contact telephone number and register their name, address and phone number. The first person who calls wins \$5.00. Therefore, your budget is guaranteed at least \$10.00 a day. The jockey keeps playing the name of the street throughout the hour and the people keep calling in registering. At the end of the hour, the disc jockey reads a sealed envelope which contains a house number and the number is checked against those people on that street who have called in and registered. If the person whose house number is the same as that in the envelope has indeed called in during the hour, he is declared the winner of the designated hourly prize.

I think that pretty well explains the operation of this program and for more may be written about this a plan.

2. **BIRTHDAY BUCKS:** This works in a similar manner to "Adjutant Street" with one slight change. At the start of the hour, the disc jockey calls off a random number and encourages people to call in and register their name, address and phone number. The first person who calls wins \$5.00. Therefore, your budget is guaranteed at least \$10.00 a day. The jockey keeps playing the number throughout the hour and the people keep calling in registering. At the end of the hour, the disc jockey reads a sealed envelope which contains a house number and the number is checked against those people who have called in and registered. If the person whose house number is the same as that in the envelope has indeed called in during the hour, he is declared the winner of the designated hourly prize.

3. **BIRTHDAY CANDLES:** This works in a similar manner to "Adjutant Street" with one slight change. At the start of the hour, the disc jockey calls off a random number and encourages people to call in and register their name, address and phone number. The first person who calls wins \$5.00. Therefore, your budget is guaranteed at least \$10.00 a day. The jockey keeps playing the number throughout the hour and the people keep calling in registering. At the end of the hour, the disc jockey reads a sealed envelope which contains a house number and the number is checked against those people who have called in and registered. If the person whose house number is the same as that in the envelope has indeed called in during the hour, he is declared the winner of the designated hourly prize.

The program is designed to be a major promotion for Mayor's birthday and runs once an hour from 7:00 AM to 4:00 PM. It works this way:

At the start of the hour, the disc jockey calls off the name of a street in your city and encourages people who live on that street to call your contact telephone number and register their name, address and phone number. The first person who calls wins \$5.00. Therefore, your budget is guaranteed at least \$10.00 a day. The jockey keeps playing the name of the street throughout the hour and the people keep calling in registering. At the end of the hour, the disc jockey reads a sealed envelope which contains a house number and the number is checked against those people on that street who have called in and registered. If the person whose house number is the same as that in the envelope has indeed called in during the hour, he is declared the winner of the designated hourly prize.

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At the start of the hour, the disc jockey calls off the name of a street in your city and encourages people who live on that street to call your contact telephone number and register their name, address and phone number. The first person who calls wins \$5.00. Therefore, your budget is guaranteed at least \$10.00 a day. The jockey keeps playing the name of the street throughout the hour and the people keep calling in registering. At the end of the hour, the disc jockey reads a sealed envelope which contains a house number and the number is checked against those people on that street who have called in and registered. If the person whose house number is the same as that in the envelope has indeed called in during the hour, he is declared the winner of the designated hourly prize.

Birthday
Sweepstakes

Birthday Bucks

B

Blessed Event

Birthday Candles

MEMORANDUM

TO: JOE DOAKES

FROM: IRVING SCRANSON

You were asking about a few program ideas the other day and since I was unable to locate any written material in the files, I thought a brief ad lib explanation would help clear up what confusion might exist.

1. MONEY STREET: This is a major promotion designed for Hooper periods and runs once an hour from 7:00 AM to 6:00 PM. It works this way:

At the start of the hour, the disc jockey calls off the name of a street in your city and encourages people who live on that street to call your contest telephone number and register their name, address and phone number. The first person who calls wins \$5.00. Therefore, your budget is guaranteed at least \$55.00 a day. The jockey keeps plugging the name of the street throughout the hour and the people keep calling in registering. At the end of the hour, the deejay opens a sealed envelope which contains a house number. Actually, he does this during the hourly newscast. Then, he announces that house number and the number is checked against those people on that street who have called in and registered. If the person whose house number is the same as that in the envelope has indeed called in during the hour, he is declared the winner of the designated hourly prize.

I think that pretty well explains the operation of this contest and formats may be written around this explanation.

2. BIRTHDAY BUCKS: This works in a similar manner to "Money Street" with one slight embellishment. At the start of the hour, the deejay calls off a month. Around the half hour, he calls off a date of the month (June 18th). Again, listeners whose birthdays are on June 18th are encouraged to call the contest number and register with not only the usual information but their year of birth as well. At the end of the hour, again the disc jockey opens the envelope containing the pre-selected year. This is checked against the list of names who have called in and if a person who was born in that year has called in and registered, he wins the prize for that hour. This can be changed around a little bit, as you can tell.

3. LUCKY TELEPHONE NUMBER: This is a little more complicated to run but it proved its worth a couple of years ago. To state it as simply as possible, we announce a phone number on the air and if the person at that phone number calls the station within three minutes or whatever time you designate, he wins the prize for that hour.

The procedure by which we obtain the telephone numbers, however, is a bit more involved than that. You record on a large acetate disc at 33 1/3 rpm the telephone exchanges such as DAVIS 7, EMERSON 1, RIVERSIDE 2, etc. When presented on the air, the disc is started off at 78 rpm, the gear shift on the turntable is turned into neutral and the turntable begins to lessen its speed. Within a few seconds, it has slowed down to 33 1/3 rpm. As soon as it has reached a speed where the voice on the disc sounds normal, the disc jockey flips his turntable pot key to neutral thereby taking that turntable off the air completely. The last exchange heard before he does this is the exchange that will be called off for that hour. This might be compared to an "audio wheel of chance" except you do not allow it to come to a complete stop because you would not understand the last words in those last few seconds. The next stop is to have the deejay spin a little

SALES IDEA (MAY - JUNE - JULY - AUGUST - SEPTEMBER)

BIRTHDAY CANDLES

Birthday
Sweepstakes

Boss

B

Blessed Event

Birthday Candles

SALES IDEA (Maury Levin - Del Markoff, WYNR)

WYNR on its first anniversary, obtained an 8 ft. high birthday candle and placed it in the show room of Crest Ford. People were invited to come by and see the giant birthday candle and send their guess on a postcard as to the exact day, hour and minute that they thought the candle would burn down to a "lucky line", which was on the candle.

If no one guesses the exact time, the \$1,000 prize will be reduced by \$50.00 for each hour the closest guess is off the actual time.

A very unusual sales promotion idea which resulted in a budget of \$3800.00 with costs around \$500.00.

#

WEEKLY REMINDERS

1.) How long has it been since you looked over your telephone bill in detail to determine if unauthorized L. D. calls are being made?

2.) How long since you, as Manager, have checked your play list against the national charts and made sure that you are playing virtually everything contained thereon?

#

ys
9/4/63

Birthday
Sweepstakes

Boss

B1

Blessed Event

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ys
9/4/63

Birthday
Sweepstakes

Boss

B1

Blessed Event

MEMO:

TO: ALL MANAGERS & ALL PROGRAM

BIRTHDAY SWEEPSTAKES

SUBJECT: WELLS BARNETT MEMO

FROM: DON KEYES

DATE: MARCH 4, 1959

I call your attention to a recent memo from Wells Barnett. This promotion sounds like a very good one to me, and certainly something different. It occurs to me that we have been running "Money Street" and "Three-To-Get-Rich" into the ground. I think this idea on "Birthday Sweepstakes" is certainly worth considering. In case some of you missed out on the mailing, here is what Wells has to say:

"I have recently run on to a variation of the old Lucky House Numbers type contest about which you may not have heard. As you recall, Lucky House Numbers involved a series of two 33 1/3 r.p.m. records, one of which contained a number of street names and the other, a number of house numbers. The street name record was started at high speed and gradually slowed down until one number came out completely intelligibly. Later, the number record was played in the same way so that finally the street address evolved; and if the person who lived at that address called the station within a time limit, he won a prize.

The variation I heard recently is called, "Birthday Sweepstakes". The same principle of using the two records started at a high speed is used except that in the "Birthday Sweepstakes", one record is composed of dates and the other of years. Again, after the two records are played at different points in time, the birth date emerges; and anyone whose birthday is on that date, who calls the station within the specified time limit, is awarded a small prize, whether cash or merchandise. One interesting suggestion is that the prize be in the amount of the year of birth - in other words, if the year is 1923, the prize would be \$19.23."

Don Keyes

cc: Gordon McLendon
B. R. McLendon

Birthday
Sweepstakes

Boss

IB

Blessed Event

RFB - contests

MEMO:

BLESSED EVENT

TO: ALL MANAGERS & ALL PROGRAM DIRECTORS

SUBJECT: WELLS BARNETT MEMO

FROM: DON KEYES

DATE: MARCH 4, 1959

I call your attention to a recent memo from Wells Barnett. This promotion sounds like a very good one to me, and certainly something different. It occurs to me that we have been running "Money Street" and "Three-To-Get-Rich" into the ground. I think this idea on "Birthday Sweepstakes" is certainly worth considering. In case some of you missed out on the mailing, here is what Wells has to say:

"I have recently run on to a variation of the old Lucky House Numbers type contest about which you may not have heard. As you recall, Lucky House Numbers involved a series of two 33 1/3 r.p.m. records, one of which contained a number of street names and the other, a number of house numbers. The street name record was started at high speed and gradually slowed down until one number came out completely intelligibly. Later, the number record was played in the same way so that finally the street address evolved; and if the person who lived at that address called the station within a time limit, he won a prize.

The variation I heard recently is called, "Birthday Sweepstakes". The same principle of using the two records started at a high speed is used except that in the "Birthday Sweepstakes", one record is composed of dates and the other of years. Again, after the two records are played at different points in time, the birth date emerges; and anyone whose birthday is on that date, who calls the station within the specified time limit, is awarded a small prize, whether cash or merchandise. One interesting suggestion is that the prize be in the amount of the year of birth - in other words, if the year is 1923, the prize would be \$19.23."

Don Keyes

cc: Gordon McLendon
B. R. McLendon

BLESSED EVENT

KLIF Radio believes that it has come up with one of the most novel contests in the annals of Dallas "giveaways".

The entire contest is limited to expectant mothers who plan to deliver during National Baby Week, April 27 to May 4.

These expectant mothers are being asked to notify KLIF of their "intentions" now. The winner will be the mother of the first

baby born in the Dallas area after midnight, April 27th. The

prize is a special gift package containing, among other things,

two cases of baby foods, a year's supply of cottage cheese, diapers and a special baby formula pitcher.

As usual, employees of KLIF are not eligible to enter the contest.

Boss

B1

Blessed Event

"BLESSED EVENT CONTEST!"

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As usual, employees of KLIF are not eligible to enter the contest!

SEYFANG LABORATORIES**BLIMPS**

Aeronautical Designers and Constructors Aerial Signcraft

AIRSHIPS, BALLOONS AND AERONAUTICAL EQUIPMENT

1200 MEDITERRANEAN AVENUE
ATLANTIC CITY, N. J.

August 16th, 1957.

Gordon McLendon,
Station KLLP,
Dallas, Texas.

Dear Sir:

We have been requested by Mr. James W. Evans of WSOB-TV
in Charlotte, N.C., to forward the following information to you.We are enclosing herewith a brochure of our Blimp
advertising Balloons, with complete description of each standard
model.Our Blimps are manufactured of neoprene-coated nylon
fabric, scientifically designed, streamlined in shape, custom-made
to order only. Each Blimp is painted silver which deflects the heat
of the solar rays and provides an excellent background for YOUR AD.We also include with each Blimp unit: two cans of our
special rubber paint compound. This paint is for use in painting
YOUR AD on each side of the Blimp.If you prefer to have our Art Department attend to the sign
work for you, there is an additional charge, based on the amount of
copy submitted to us. The shorter the AD, the more effective.

Prices are FOB Atlantic City, N.J.

Terms: $\frac{1}{2}$ with order, balance C.O.D.Trusting that the above will be of interest to you, we
remain

Very truly yours,

SEYFANG LABORATORIES

P.G. Seyfang

PJS/hm

Roomer

Boss

Blimp

PHONE 4-3347

PHONE 4-6930

SEYFANG LABORATORIES

Aeronautical Designers and Constructors Aerial Skycraft

AIRSHIPS, BALLOONS AND AERONAUTICAL EQUIPMENT

1300 MEDITERRANEAN AVENUE

ATLANTIC CITY, N. J.

August 16th, 1957.

Gordon McLendon,
Station KLIF,
Dallas, Texas.

Dear Sir:

We have been requested by Mr. James W. Evans of WSOC-TV in Charlotte, N.C., to forward the following information to you.

We are enclosing herewith a brochure of our Blimp Advertising Balloons, with complete description of each standard model.

Our Blimps are manufactured of neoprene-coated nylon fabric, scientifically designed, streamlined in shape, custom-made, to order only. Each Blimp is painted silver which deflects the heat of the solar rays and provides an excellent background for YOUR AD.

We also include with each Blimp unit: two cans of our special rubber paint compound. This paint is for use in painting YOUR AD on each side of the Blimp.

If you prefer to have our Art Department attend to the sign work for you, there is an additional charge, based on the amount of copy submitted to us. The shorter the AD, the more effective.

Prices are FOB Atlantic City, N.J..

Terms: $\frac{1}{2}$ with order, balance COD..

Trusting that the above will be of interest to you, we remain

Very truly yours,

SEYFANG LABORATORIES

F.G.Seyfang

FGS/hm

Our type S-1004 Blimp Balloon length 10' width 12' height 12' weight 12' capacity 2000 cubic feet. It is made of neoprene-coated nylon fabric, custom-made, to order only. Shipment is made approximately three weeks from our receipt of order. We also manufacture smaller or larger sizes to your specifications.

SEYFANG LABORATORIES
ATLANTIC CITY, N. J.

SEYFANG BLIMPS . . . BROCHURE OF STANDARD SIZES

Our type S-200 Blimp Balloon: length, 15 feet; diameter, approx. 6 ft.; gas capacity, 200 cubic feet; static lift at sea level, approx. 3 lbs. The complete unit includes:

- | | |
|-----------------------|-----------------------------|
| 1 S-200 Blimp Balloon | 1 balloon bag |
| 2 sandbags | 200 feet nylon holding rope |
| 1 groundcloth | Instructions |

Price \$300.00 FOB Atlantic City, N. J.

Our type S-400 Blimp Balloon: length, 18 feet; diameter, approx. 7 ft.; gas capacity, 400 cubic feet; static lift at sea level, approx. 6 lbs. The complete unit includes:

- | | |
|-----------------------|-----------------------------|
| 1 S-400 Blimp Balloon | 1 balloon bag |
| 4 sandbags | 350 feet nylon holding rope |
| 1 groundcloth | Instructions |

Price \$375.00 FOB Atlantic City, N. J.

Our type S-600 Blimp Balloon: length, 22 feet; diameter, approx. 8 ft.; gas capacity, 600 cubic feet; static lift at sea level, approx. 12 lbs. The complete unit includes:

- | | |
|-----------------------|-----------------------------|
| 1 S-600 Blimp Balloon | 1 balloon bag |
| 6 sandbags | 400 feet nylon holding rope |
| 1 groundcloth | Instructions |

Price \$475.00 FOB Atlantic City, N. J.

Our type S-870 Blimp Balloon: length, 26 feet; diameter, approx. 8 1/2 ft.; gas capacity, 870 cubic feet; static lift at sea level, approx. 20 lbs. The complete unit includes:

- | | |
|-----------------------|-----------------------------|
| 1 S-870 Blimp Balloon | 1 balloon bag |
| 8 sandbags | 450 feet nylon holding rope |
| 1 groundcloth | Instructions |

Price \$675.00 FOB Atlantic City, N. J.

Our type S-1004 Blimp Balloon: length, 30 feet; diameter, approx. 10 ft.; gas capacity, 1200 cubic feet; static lift at sea level, approx. 40 lbs. The complete unit includes:

- | | |
|------------------------|-----------------------------|
| 1 S-1004 Blimp Balloon | 1 balloon bag |
| 10 sandbags | 500 feet nylon holding rope |
| 1 groundcloth | Instructions |

Price \$775.00 FOB Atlantic City, N. J.

Our type S-1006 Blimp Balloon: length, 34 feet; diameter, approx. 11 ft.; gas capacity, 2000 cubic feet; static lift at sea level, approx. 50 lbs. The complete unit includes:

- | | |
|------------------------|-----------------------------|
| 1 S-1006 Blimp Balloon | 1 balloon bag |
| 12 sandbags | 550 feet nylon holding rope |
| 1 groundcloth | Instructions |

Price \$1550.00 FOB Atlantic City, N. J.

TERMS: 1/2 with order, balance COD..

The above prices at NET.

Seyfang Blimps, scientifically designed, are manufactured of neoprene-coated nylon fabric, custom-made, to order only.

Shipment is made approximately three weeks from our receipt of order.

We also manufacture smaller or larger sizes to your specifications.

SEYFANG LABORATORIES
ATLANTIC CITY, N. J.

It would be a sensation



Just picture
your ad on this balloon
over your city
It Would Be A Sensation !

Write, Wire, or Phone
Seyfang Laboratories
1300 Mediterranean Ave.
ATLANTIC CITY, N. J.

Boomerang

Pat Boone
Show

Boss

Born to
Win

TO: KLIF DEEJAYS

FROM: Gordon McLen PAT BOONE SHOW

DATE: October 11, 1967

I am sorry that I am unable to invite all the KLIF staff to the supper for Pat Boone but, of course, did want the jacks to be there. We would love to have you and your wife or date attend but I must ask that you bring only yourself and one other person. It will be at 6:30 PM at my house, 9300 Douglas, and we'll be looking for you.

GBM:bp

Roomerang

Pat Boone
Show

Boss

Born to
Win

PROMOTION FOR PAT BOONE SHOW

TO: KLIF DEEJAYS

FROM: Gordon McLendon

DATE: October 11, 1957

I am sorry that I am unable to invite all the KLIF staff to the supper for Pat Boone but, of course, did want the jocks to be there. We would love to have you and your wife or date attend but I must ask that you bring only yourself and one other person. It will be at 4:30 PM at my house, 9300 Douglas, and we'll be looking for you.

GBM:bp

Gordon McLendon

GBM:bp

TO: KLIF Employees
Charles Minter

PROMOTION FOR PAT BOONE SHOW

A meeting of all disc jockeys should be held Friday, September 27th, to acquaint them with every facet of the Boone promotion--ticket costs, how to get them by mail, distribution of fact sheets on the show, cost at gate, where to obtain tickets, time of performance, length of show, and every other detail.

The disc jockeys promoted this show on the air last year ad lib, in addition to Presley's own recorded promos and our production spots. This deejay ad lib is an integral and important part of the buildup.

This buildup should begin in earnest Saturday, September 28th, although announcements on how to get tickets by mail will have been underway before that time.

On September 28, we should begin one production spot per hour, plus Boone shorties if they have arrived, in addition to disc jockey ad libbed comment. On October 5, production spots should be increased to two an hour plus the addition of a variety of station breaks, such as, "KLIF in Dallas, where KLIF brings Pat Boone to the Cotton Bowl in just eight days," etc.

We think this can be as great or greater success than last year if everybody cooperates. One thing should be included in the fact sheet; that the performance will be over at eight-thirty. What with next day being a school day, the kids can use this fact persuasively at home. It means they can get home in time to study or get a good night's sleep.

Let's everybody get in there and pitch.

Gordon McLendon

GBM:bp

TO: KLIF Employees,
All KLIF Employees,
Charles Meeker

PROMOTION FOR PAT BOONE SHOW

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Let's everybody get in there and pitch.

Gordon McLendon

GBM:bp

TO:
All KLIF Employees,
Charles Meeker

PAT BOONE PROMO

(Hard, enthusiastic pitch)

Girls! How would you like a date with Pat Boone? That's right .. we're not fooling. KLIF is searching for a Teen Queen .. and the lucky girl selected will get a date with Pat Boone when he comes to Dallas to headline KLIF'S Cotton Bowl Show next October 13th. If you are in high school now .. anywhere in Dallas county .. you're eligible. Just send a photo (which cannot be returned) and your name and address to KLIF, Dallas. Your entry must be postmarked by midnight, May 26th. Decision of our judges is final. The winner will be announced June 1st. Don't wait .. enter KLIF'S Teen Queen Contest .. NOW!

PAT BOONE PROMO

(Hard, enthusiastic pitch)

Girls! How would you like a date with Pat Boone? That's right .. we're not fooling. KLIF is searching for a Teen Queen .. and the lucky girl selected will get a date with Pat Boone when he comes to Dallas to headline KLIF'S Cotton Bowl Show next October 13th. If you are in high school now .. anywhere in Dallas county .. you're eligible. Just send a photo (which cannot be returned) and your name and address to KLIF, Dallas. Your entry must be postmarked by midnight, May 26th. Decision of our judges is final. The winner will be announced June 1st. Don't wait .. enter KLIF'S Teen Queen Contest .. NOW!

Boomerang

Roughness

Boss

Born to Win

DATE: OCTOBER 2, 1957

DA

TO: ALL KLIF DISC JOCKEYS - TRAFFIC - COPY - PRODUCTION

FROM: Ken Knox

SUBJECT: Pat Boone Picture Contest

KLIF was able to get the original portrait of Pat Boone by photographer John Engstead. The picture was used recently as a cover photo for TV GUIDE.

We are going to give it as a prize (along with several other nice prizes) in a contest as described below:

C O N T E S T

The listener will be asked to make as many words as possible out of the letters P-A-T B-O-O-N-E. The person who has the greatest number of words wins. The contest closes midnight, October 10th. Send entries to PAT BOONE CONTEST, KLIF-DALLAS. The winner will be notified Friday, October 11th. Prizes will be:

Hugh original color portrait of PAT BOONE.

3 Long Playing Pat Boone albums

Two free passes to Pat Boone Show in Cotton Bowl, October 13th.

Entries will be judged as to originality, and anyone can enter. Send as many entries as you like.

DUTIES

Traffic: Please log these @ (1) an hour...PAT BOONE CONTEST (e.t.)

Production: Please make three cuts of contest rules on e.t.

Dee Jays: Support E.T. announcements with ad lib comment about contest.

Any questions:See Ken Knox.

DATE: OCTOBER 2, 1957

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Any questions:See Ken Knox.

FACT SHEET ON PAT BOONE PROGRAM FAIR PARK

DATE: Sunday, October 13, 1957

TIME: 7:00 P M - 830 PM

PLACE: In the Cotton Bowl

TICKETS: Order by mail from KLIF

Available at your handy SEVEN-ELEVEN STORE
(Starting October 1)

PRICE: \$1.25 if bought before the show--
\$1.75 at gate. (Enclose 10¢ with each
order to KLIF to cover handling).....

OTHER TALENT: Candy Candido and the Commodores... Hour and
a half Show!

NOTE TO DJs: Remember "KLIF is bringing Pat Boone to Dallas"--
we need lots of ad lib help on this one to make
it as good as last year.....There will be one pro-
duction spot per hour through September 30 and TWO
production spots per hour starting Oct. 1.
We hope to get some specials from Boone himself
but so far they are not here. However, if all the
DJs give it a real boost, we'll do well, so please
help all you can. Occasionally, when you are ad
libbing about tickets at SEVEN-ELEVEN, it will be
o.k. to toss in a remark about "all the good things
to eat carried by these handy SEVEN-ELEVEN Stores"....

Boomerang

Roughness

Boss

Born to Win

BOOMERANG CONTEST

RADIO POLICY BOOK

THE BOOMERANG CONTEST IS A TOPICAL CONTEST, BASED ON THE POPULAR MOVIE SONG "MY BOOMERANG WON'T COME BACK", BY CHARLIE DRAKE, ON UNITED ARTISTS RECORDS.

THE CONTEST IS DESIGNED MUCH LIKE A TREASURE HUNT, WITH THE EXCEPTION THAT CONTESTANTS DO NOT HAVE TO PHYSICALLY SEARCH FOR THE HIDDEN PRIZE. THE CONTEST IS STARTED WITH THE ASSUMPTION THAT ALL OF THE DEEJAYS HAVE LOST A BOOMERANG. START THE SEARCH FOR EACH BOOMERANG, USING CLUES, WITH AN ACTUAL LOCATION IN MIND. AS SOON AS A CONTESTANT HAS SENT THE CORRECT LOCATION, EITHER ON A TELEGRAM OR A POSTCARD, IMMEDIATELY ACKNOWLEDGE THE WINNER, AND START CLUES ON THE NEXT MISSING BOOMERANG. BY USING DEEJAYS NAMES IN ASSOCIATION WITH EACH CONTEST... THIS MISSING BOOMERANG BELONGS TO CHARLIE DRAKE, YOU HAVE THE ADDITIONAL HOOK OF ALL DAY PLUGS FOR EACH DEEJAY.

INTRODUCE AT LEAST ONE NEW CLUE EVERY HOUR UNTIL THE BOOMERANG IS FOUND, OTHERWISE THE LISTENER HOOK IS MISSING. EACH CONTEST SHOULD BE WORTH A COINTEL AMOUNT IF USING CASH, AND A WELL PRICED PRODUCT IS MERCHANDISE PRIZES ARE USED.

THERE ARE NO SPECIAL POINTS TO LOOK OUT FOR IN A CONTEST OF THIS NATURE. HOWEVER, IT SHOULD BE POINTED OUT THAT THE SEARCH IS NOT AN ACTUAL, PHYSICAL SEARCH...THE MISSING BOOMERANG IS IMAGINARY. IN ADDITION, THIS CONTEST IS NOT STRONG ENOUGH TO RUN DURING A HOOVER PERIOD. SINCE IT IS RATHER COMPLICATED, TAKE CARE TO SEND EXPLANATION SHEETS TO ALL CONCERNED WITH THE CONTEST, SO THEY FULLY UNDERSTAND THE MECHANICS OF OPERATION.

Boomerang

Boomerang

Boss

Born to Win

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BOOMERANG CONTEST

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Born to
Win

BOOMERANG CONTEST FROMO #1

SOUND: RECORD INSERT, THEN TO MUSIC

1. FROM MELBOURNE TO SIDNEY, EVERYBODY IS LOOKING FOR THE ^{KLIF} BOOMERANG THAT DIDN'T COME BACK.

2. YES, ^{FROM} ~~THE~~ SIDNEY ~~NEW~~ DRIVE IN FAR NORTH DALLAS, TO MELBOURNE AVENUE DOWN IN OAK CLIFF, EVERYBODY IS TRYING TO FIND THE MISSING BOOMERANGS OF THE KLIF DEEJAYS.

1. LISTEN TO THE CLUES...AS SOON AS YOU THINK YOU KNOW WHERE THE BOOMERANG LANDED, TELL US ON A POSTCARD OR TELEGRAM. EARLIEST CORRECT POSTMARKED ANSWER WINS \$25 CASH!

2. THEN ANOTHER CONTEST STARTS, FOR ANOTHER BOOMERANG, ANOTHER \$25!

1. HERE ~~THE~~ IS A CLUE OR TWO TO HELP YOU FIND THE BOOMERANG.....

PAD FOR TEN SECONDS

#2

SOUND: RECORD INSERT...IF YOU WANT BOOMERANG TO COME BACK...YOU GOT TO THROW IT MUSIC UP

1. THE KLIF DEEJAYS ~~DID~~ ^{BUT} THROW THEIR BOOMERANGS, ~~AND THEY DIDN'T~~ COME BACK... THEY'RE SOMEWHERE WITHIN THE CITY LIMITS OF DALLAS, WAITING TO BE LOCATED.

2. WE'LL GIVE CLUES AS TO THE LOCATION OF EACH BOOMERANG. AS SOON AS YOU THINK YOU KNOW WHERE THE BOOMERANG IS HIDDEN, SEND A POSTCARD OR TELEGRAM TO BOOMERANG CONTEST, KLIF DALLAS.

1. EARLIEST POSTMARKED CORRECT ENTRY WINS \$25 CASH....THEN CLUES WILL START FOR ANOTHER BOOMERANG.

2. HERE ARE CLUES TO HELP YOU....

PAD FOR 10 SECONDS

Born to Win

BOOMERANG CONTEST

BOUNCE

1. ALL THE DEEJAYS AT KLIF HAVE ONE BIG PROBLEM

SOUND: MY BOOMERANG WON'T COME BACK... (FROM RECORD) INTO BOUNCY MUSIC

2. YES, ALL 7 KLIF DEEJAYS WERE PRACTICING FOR THE ANNUAL BOOMERANG THROWING FINALS, AND ALL SEVEN BOOMERANGS FAILED TO RETURN.

1. THEY LANDED SOMEWHERE WITHIN THE CITY LIMITS OF DALLAS. WE KNOW WHERE, BUT IT'S UP TO YOU TO FIND THEM FOR US.

2. WE'LL GIVE CLUES ON EACH MISSING BOOMERANG. THE FIRST PERSON TO SEND A POSTCARD OR TELEGRAM, TELLING US WHERE THE BOOMERANG IS HIDDEN, WINS \$25 CASH!

1. ~~ABZCD EFGHI JKLMN OPQRS TUVWX YZ~~ YOU DON'T HAVE TO GO OUTSIDE FROM THE CLUES AND LOCK, SIMPLY FIGURE OUT WHERE THE BOOMERANG IS SUPPOSED TO BE.

2. ~~KBTZ LKJHGFEDCBA~~ SEND A TELEGRAM OR POSTCARD TELLING US WHERE YOU THINK THE BOOMERANG IS HIDDEN. ~~IKJHGFEDCBA~~

1. IF YOUR ENTRY IS THE EARLIEST CORRECT POSTMARKED ENTRY, THE \$25 REWARD IS YOURS.

2. THEN ANOTHER CONTEST WILL START, UNTIL ALL 7 ^{BOOMERANGS} HAVE BEEN FOUND.

1. CLUES START TOMORROW MORNING ON KLIF.

SOUND: RECORD INSERT

Born to Win

- SOUND: RECORD INSERT

Reactions

Bos

Born to
Win

BORN TO WIN

Born to Win

Born to Win

PROMOTION (Bob White, Program Director, KILT)

We will run the "Born to Win" promotion, with a little variation. Each hour we will call out three initials on the air. The first person to come to our studios with identification proving these are their initials will win. Their prize will be determined by the "Born to Win" wheel which has cash amounts varying from \$1.00 to \$100.00.

###

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

For Leasing Associates on KPRC -- A series of spots utilizing sound effect openings, i.e., heavy equipment, drilling rig, trucks, airplane taking off, car starting, etc. The sounds fade down, music up and under, announcer who explains each sound: "That's an Aero Commander with four building executives on board flying to Oklahoma City for an important conference; the plane is leased from Leasing Associates. That's the sound of drilling for oil in Saudi Arabia; the equipment is leased from Leasing Associates. That's a doctor headed for the Houston Medical Center on an emergency call; his car is leased from Leasing Associates. Men from different walks of life, engaged in different professions, agree that leasing whatever they need in their businesses frees operating capital and helps to insure their success. You, too, can lease whatever you may need from Leasing Associates."

###

SUNDAY REVENUE IDEAS (Dickie Rosenfeld, Sales Manager, KILT)

There is a tremendous interest now-a-days in antiques. We've found that thousands of Houstonians often spend all Sunday afternoon going through the "Trash and Treasure" type of antique shops. Due to this interest, we've decided to make a pitch at these small shops.

###

PROGRAM-SALES IDEA (Bruce Hathaway, Program Director, KTSA) *26*

In conjunction with the new Cinema I & II Theatre and North Star Mall Shopping Center, KTSA is going to give away a wedding. The Cinema I & II Theatre is located in the Mall so the Mall will donate the prizes. The couple selected will be married on the stage of the theatre, receive wardrobes, flowers, groceries, gifts, bridal gown, a trip to Mexico City, etc. from the Mall sponsors. Plus KTSA has a promotion and a sizeable time order from the theatre and the Mall.

###

ST PATRICK'S PROMOTION (Richard Wilcox, General Manager, KABL)

KABL is going to run its annual St. Patrick's Snake Race. Teasers are attached.

###

PROMOTION (Johnny Borders, Program Director, KLIF)

"Born To Win" Contest -- Telephone contest. In first half hour, announcer gives month -- "If you were born in February, you might be 'Born To Win'..." Then in second half hour, deejay solicits call from someone born in February. When listener on air, deejay opens sealed envelope on which is exact date in month announced. If listener's birthdate corresponds, he is "Born To Win". Prizes to be determined. Proof of birthdate required when listener picks up prize.

###

CREATIVE PROGRAM-SALES IDEA (Bob White, Program Director, KILT)

On April 1st, a store might have an "April Fool's Day Sale". Install some sort of buzzer and when a person comes through the door have the buzzer sound and declare them an April Fool and let them buy some pre-decided item at a ridiculously low price.

###

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

In conjunction with the new Cinema I & II Theatre and North Star Mall Shopping Center, KTSA is going to give away a wedding. The Cinema I & II Theatre is located in the Mall so the Mall will donate the prizes. The couple selected will be married on the stage of the theatre, receive wardrobes, flowers, groceries, gifts, bridal gown, a trip to Mexico City, etc. from the Mall sponsors. Plus KTSA has a promotion and a sizeable time order from the theatre and the Mall.

###

ST PATRICK'S PROMOTION (Richard Wilcox, General Manager, KABL)

KABL is going to run its annual St. Patrick's Snake Race. Teasers are attached.

###

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###

Bowthelon
Radio
Boss

COMPETITOR'S PROMOTION (Tyler Dunn, Program Director, WYSL)

zph

"Born to Win" -- Open to listeners whose birthday happens to be on given morning. At signal, first person who comes to the station and can prove today is his birthday gets free birthday dinner with cake, etc.

###

PROPOSED SALES IDEA (Art Holt, General Manager, WYSL)

WYSL is presenting a three-hour adult record hop (discotheque-like event) to local brewery for merchandising activity to local college organizations. Idea is that brewery picks up tab for event on Friday night, then follows it up with sponsorship of WYSL's Saturday evening show and a couple of on-the-spot tapes from the previous night's event are inserted each hour. So far, the brewery is liking the idea very much as it presents a new promotional opportunity.

###

PROMOTION (Johnny Borders, Program Director, KLIF)

"Nine out of ten people listen to KLIF" short comedy promos. I am asking Johnny to send dub to stations of this promotion.

###

HOT COMERS

KLIF

- 1.) "Ask The Lonely"
- 2.) "Ferry Across the Mersey"
- 3.) "At The Club"

Four Tops
Gerry and Pacemakers
The Drifers

Motown
Laurie
Atlantic

KILT

- 1.) "Goodnight"
- 2.) "I Will Wait For You"
- 3.) "Midnight Special"

Roy Orbison
Steve Lawrence
Johnny Rivers

Monument
Columbia
Imperial

KTSA

- 1.) "Little Things"
- 2.) "My Girl"
- 3.) "Can't You Hear My Heart Beat"

Bobby Goldsboro
Temptations
Herman's Hermits

UA
Gordy
MGM

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HOT COMERS

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KILT

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3.) "Midnight Special"	Johnny Rivers	Imperial

KTSA

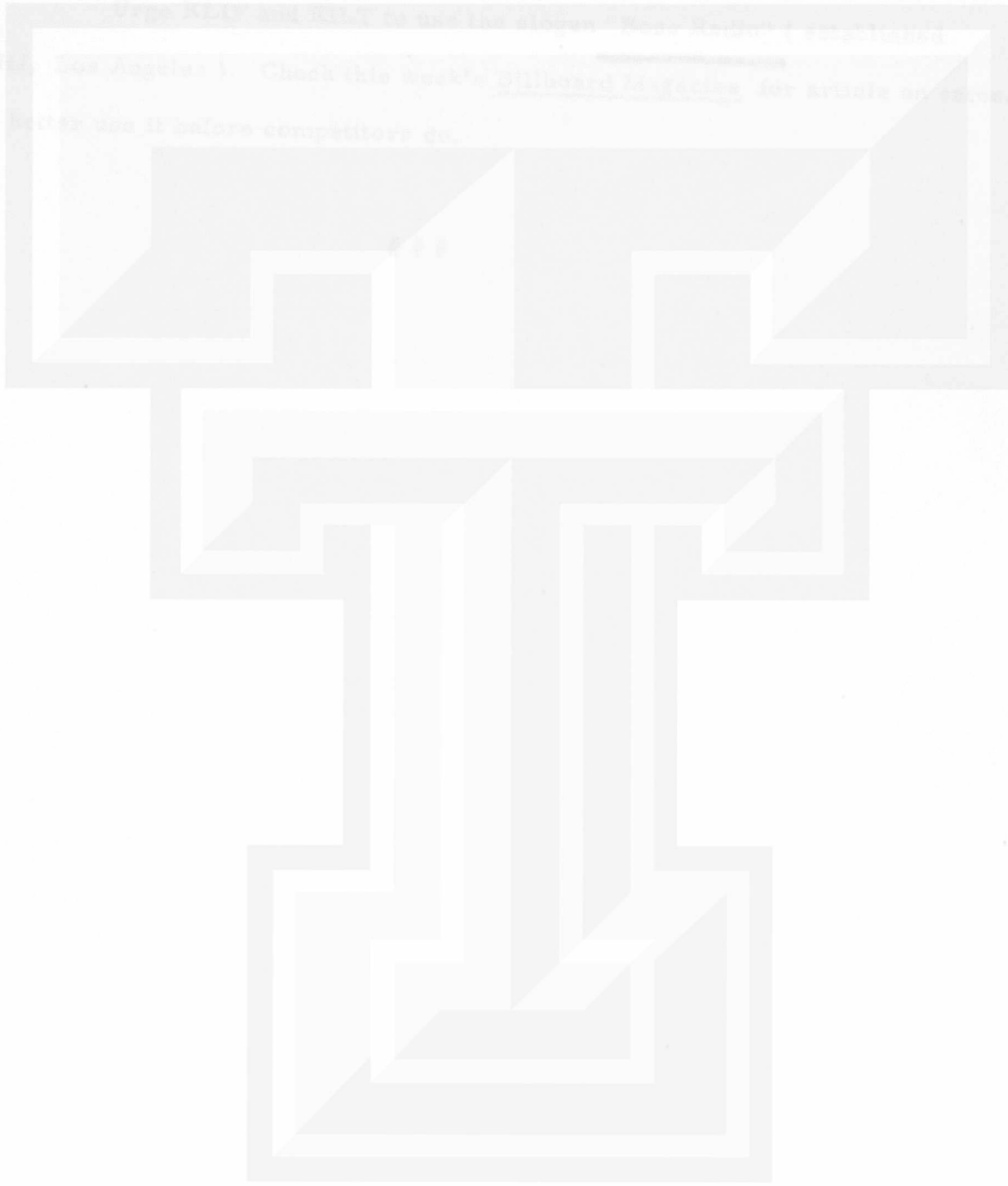
1.) "Little Things"	Bobby Goldsboro	UA
2.) "My Girl"	Temptations	Gordy
3.) "Can't You Hear My Heart Beat"	Herman's Hermits	MGM

APR

PROMOTION (Don Hayes, Morris Giffels, Dallas)

BOSS RADIO

Urge KLUW and KULT to use the slogan "We're Radio" (continued)
by KLUW, Los Angeles. Check this week's Billboard Magazine for article on radio.
We'd better use it before competitors do.



ON

Bowthelon

Boss
Radio

mph

PROMOTION (Don Keyes, Home Office, Dallas)

Urge KLIF and KILT to use the slogan "Boss Radio" (established
by KHJ, Los Angeles). Check this week's Billboard Magazine for article on same.
We'd better use it before competitors do.

###

Bowthelon
Contest

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#

Bowthelon
Contest

BOWLATHON CONTEST

MEMORANDUM

KNIF--DALLAS

DATE: May 10, 1961

TO: Don Keyes

FROM: Jack Sharp

SUBJECT: Contests and Promotions

Don:

Here are some explanations and attached copy of promotions we have been doing in the last couple of weeks. Our main Hopper gimmick for May was the Bowlathon Contest, explanation of which follows. Since we have been severely hampered on Volume contests due to the myopic tactics of the Southwestern Bell and Telephone Company, we restricted the contest to Postcard entries.

As you will note from the promo, we urged listeners to send in cards containing names, addresses and telephone numbers. We ran the contest two times per hour, and used the hot line number to make outside calls to our contestants. The deejays pulled a card from the entry file twice each hour, and called the party. Upon getting an answer, he briefly explained how the contest would work, and asked them to standby.

The deejay then played the tape intro for the contest (attached) and asked the contestant what number of pins they thought would be knocked down. Contestants guess, and subsequent reaction to winning or losing was put on the air via the hotline. After contestant guessed, deejay then gave the "pin disc" a twist, which stopped on a number between one and ten. Each number had an announcer's voice in echo, saying "The bowler took three pins",etc etc. If the contestant guessed the number of pins that were knocked down, then they won a \$240 General Electric Mobile maid dishwasher. If not, they were consoled briefly and the deejay went on to the class of the contest.

Listener reaction was generally good...there were no bad sports...all seemed to have fun with the contest, and putting the voices on the air is a definite recommendation. Control is sticky, but it came off smoothly and sounded exciting. Variations of this contest will work to good success. Postcard mail pull was excellent for Dallas...these people just don't like to send postcards. We had six winners of \$240 dishwashers, and only Hopper will tell how good the gimmick was in affect. If anybody can really tell from Hopper.

SION

TI

Bowlathon
Contest

GE. BOWLATHON #2

Promo #1

SOUND: STRANGE PULSING MUSIC

VOICE: (IN ECHO) OH WOE UNTO ME! WHAT TO BUY? WHAT TO DO? DECISIONS, DECISION
1. GOING SLOWLY OUT OF YOUR MIND TRYING TO...

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GE. BOWLATHON #2

Promo #1

SOUND: STRANGE PULSING MUSIC

VOICE: (IN ECHO) OH WOE UNTO ME! WHAT TO BUY? WHAT TO DO? DECISIONS, DECISIONS

1. GOING SLOWLY OUT OF YOUR MIND TRYING TO DECIDE ON A MOTHER'S DAY GIFT!
2. DON'T BUY YET! YOU MAY WIN MOM A \$240 GENERAL ELECTRIC MOBILE MAID PORTABLE DISHWASHER....COMPLETELY AUTOMATIC!

1. IT'S AS EASY AS WRITING YOUR NAME AND ADDRESS...
2. IT'S AS SIMPLE AS MAILING A POSTCARD TO CONTEST,...KLIF DALLAS.

1. THE GENERAL ELECTRIC BOWLATHON! \$240 DISHWASHERS OFFERED EVERY HOUR!
2. THE IDEAL MOTHER'S DAY GIFT...FREE...FROM KLIF!
1. IN CLIFF'S GENERAL ELECTRIC BOWLATHON...STARTS MONDAY, KXII MAY 1ST!

~~ENDTALK~~

2. TO ENTER, JUST SEND A POSTCARD TO KLIF CONTAINING YOUR NAME, ADDRESS AND TELEPHONE NUMBER...DO IT TODAY!

CURTAIN

GE. BOWLATHON: #3

Promo

SOUND: CROWD BUZZING....

VOICE: (HUSHED AND WHISPERY) THE CHAMPION NOW NEEDS ONLY A SPARE IN THIS
FRAME TO BEAT THE CHALLENGER. TENSION IS HIGH AMONG THE SPECTATORS
AS HE CONCENTRATES ON THE ALLEY AND THE PINS....

1. WHAT'S HE WHISPERING ABOUT?

GENERAL ELECTRIC

2. ~~WHY?~~ IT'S THE KLIF BOWLATHON, AND THIS VERY GAME CAN WIN A ~~\$240~~
\$240 GENERAL ELECTRIC PORTABLE DISHWASHER FOR SOMEONE!

1. HOW?

2. EASY, ~~HE~~ ALL YOU HAVE TO DO IS SEND A POSTCARD WITH YOUR NAME, A DDRESS AN
TELEPHONE NUMBER TO CONTEST...KLIF, DALLAS.

1. YOU DON'T HAVE TO BOWL? NO...IT'S EASIER THAN THAT...ALL YOU HAVE TO
DO IS LISTEN TO KLIF.

2. JUST SEND A CARD WITH MY NAME, ADDRESS AND PHONE NUMBER TO CONTEST, KLIF?

1. RIGHT! AND YOU MAY BE THE NEXT HOUR'S WINNER OF A \$240 GENERAL ELECTRIC
PORTABLE AND AUTOMATIC MOBILE MAID DISHWASHER!

2. WHEN DOES IT START?

1. MAY ~~Let~~...THAT'S WHY YOU SHOULD SEND YOUR CARD TO KLIF TODAY.

2. HEY! THAT'S JUST IN TIME FOR MOTHER'S DAY. IF I WIN...I CAN GIVE THE
DISHWASHER TO MOM!

1. RIGHT?

2. SAY...WHO'S THAT BOWLING?

1. MY MOTHER...IF SHE GETS A SPARE, SHE WINS THE BOWLING ALLEY.

CURTAIN

Bracketville
(Alamo)

Buck's for Blocks

Promo

WHISTLING WIND

VOICE: WE'LL MAKE CAMP TONIGHT AT 10,000 FEET, ON THE TEACUP PLATEAU,
AND TOMORROW NIGHT AT SILVERWARE SQUARE, 18,000 FEET...THEN...

MUSIC UP

1. MOM MAY SOMETIMES FEEL LIKE BI A MOUNTAIN CLIMBER WHEN IT COMES TO
TACKLING A MOUNTAIN OF DIRTY DISHES
2. NOW MOM CAN SWING IN A HAMMOCK IN THE SPRING BREEZE, WHILE ^{HER} ~~THE~~ GENERAL
ELECTRIC MOBILE MAID PORTABLE DISHWASHER CLEANS EVERY DISH IN THE HOUSE!
1. AND MOM CAN WIN A GENERAL ELECTRIC MOBILE MAID DISHWASHER, AS KLIF
SALUTES MOTHERS DAY WITH A MAY SPECTACULAR...
2. THE KLIF-GENERAL ELECTRIC ~~REKTAKKK~~ BOWLATHON!
1. TO ENTER, JUST SEND A POSTCARD TO CONTEST, KLIF DALLAS.
2. MAKE SURE THE CARD CONTAINS NAME, ADDRESS AND TELEPHONE NUMBER!
1. THE REST IS AS EASY AS LISTENING...AS KLIF KICKS OFF THE GENERAL ELECTRIC
BOWLATHON!
2. MAY FIRST...YOU CAN WIN!

CURTAIN

Bracketville
(Alamo)

BUCKLE UP! BUCKLE UP!

Promo

G.E. BOWLATHON # 1

SOUND: BOWLING BALL STRIKING TEN PINS...MUSIC UP AND UNDER

1. KLIF'S GENERAL ELECTRIC BOWLATHON IS COMING TO DALLAS!

2. ENTER TODAY...CONTEST STARTS MONDAY, MAY 1ST!

1. WHERE'S WHAT YOU CAN WIN!

SOUND: QUICK STAB

2. A GENERAL ELECTRIC ~~VERMEX~~ "MOBILE MAID" PORTABLE, AUTOMATIC DISHWASHER
COSTING \$240!

1. A GENERAL ELECTRIC MOBILE MAID DISHWASHER WILL BE OFFERED EVERY HOUR!

2. TO BE ELIGIBLE FOR THE G.E. BOWLATHON...JUST SEND A POSTCARD WITH
YOUR NAME, ADDRESS AND TELEPHONE NUMBER TO CONTEST, KLIF!

1. THE N STANDBY TO WIN THE NICEST MOTHER'S DAY GIFT IN YEARS!

2. SEND A POSTCARD, NO LETTERS, PLEASE, TO CONTEST, KLIF, DALLAS.

1. INCLUDE ONLY YOUR NAME, ADDRESS AND TELEPHONE NUMBER!

2. WIN A \$240 GENERAL ELECTRIC MOBILE MAID PORTABLE DISHWASHER!

1. IN CLIFF'S GENERAL ELECTRIC BOWLATHON!

CURTAIN

Bracketville
(Alamo)

Books-for-Blocks

TAPED INTRO BOWLATHON CONTEST

SOUND: BOWLING BALL DOWN ALLEY, CRASH INTO PINS...MUSIC UP AND UNDER

ANNCR: BOWLATHON TIME ON KLIF! THE ANNOUNCER HAS ANOTHER WINNER ON
THE TELEPHONE RIGHT NOW.....

TO LIVE FORMAT

TAPED CLOSE:

MUSIC UP AND HOLD UNDER

ANNCR: KLIF PLAYS BOWLATHON TWICE EVERY HOUR! NEXT HOUR, YOU MAY BE
THE WINNER OF A GENERAL ELECTRIC ~~KITKAT~~ MOBILE MAID DISH-
WASHER, IN CLIFF'S BOWLATHON CONTEST!

CURTAIN

Bracketville
(Alamo)

Bucks-for-Blocks

BOWLATHON CONTEST

DATE _____ HOUR _____

DEEJAY: PLAY TAPE INTRO

DEEJAY: (LIVE) WE HAVE ON THE TM LINE, MR/MRS. _____
OF _____. NOW, MR/MRS _____
WILL YOU GIVE ME A GUESS AS TO HOW MANY PINS WILL BE KNOCKED
DOWN DURING THIS CONTEST?

(CONTESTANT GUESSES)

YOU GUESS _____ PINS WILL BE KNOCKED DOWN. IF THE NUMBER OF
PINS KNOCKED DOWN THIS TIME ARE _____, THEN YOU WIN YOURSELF
A \$240 GENERAL ELECTRIC MOBILE MAID DISHWASHER. CROSS YOUR
FINGERS...HERE GOES THE BALL DOWN THE ALLEY....

DEEJAY: PLAY SOUND

DEEJAY: IF A WINNER, CONGRATULATE...
IF A LOSER...CONSOLE BRIEFLY AND GO ON... EXPLAIN THAT HERE CAR
CARD WILL BE PLACED BACK IN THE BOX...

DEEJAY: PLAY PART TWO OF TAPE INTRO

Bracketville
(Alamo)

Bricks-for-Shocks

BRACKETVILLE

PROMO #1

RFB

BRACKETVILLE (Alamo) PROMO

Control (appropriate music)

Announcer: The price of prizes!

Announcer: For two lucky Dallas youngsters

Announcer: You can win a free KLIF trip to Bracketville, Texas,
as the personal guest of John Wayne on the set of THE ALAMO.

Announcer: Simply send KLIFa postcard with your name and address.

Announcer: On _____ KLIF will know the names of the two winners.

Announcer: The two KLIF winners will receive an all-expense paid trip to
Bracketville, Texas, where KLIF and John Wayne will be
their personal hosts.

Announcer: They'll have meals with John Wayne, Roy Rogers, Richard
Wagner, Ken Curtis, Lorne Greene, Gail Patrick, Richard Boone,
Chill Wills and the many other stars of THE ALAMO.

Announcer: Send your card today to KLIF, Dallas.

Control (certain)

Bracketville
(Alamo)

"BRACKETTVILLE"

PROMO #1

RCP B

Control: (appropriate music)

Anncr 1: The prize of prizes!

Anncr 2: For two lucky Dallas youngsters

Anncr 1: You can win a free tKLIF trip to Brackettville, Texas,
as the personal guest of John Wayne on the set of THE ALAMO.

Anncr 2: Simply send KLIFa postcard with your name and address

Anncr 1: On _____ KLIF will know the names of the two winners

Anncr 1: The two KLIF winners will recieve an all-expense paid trip to
Brackettville, Texas, where KLIF and John Wayne will be
their personal hosts

Anncr 2: They'll have meals with John Wayne, Pat Wayne, Richard
Widmark, Ken Curtis, Laurena Harvey, Linda Cristal, Richard Boone
Chill Wills and the many other stars of THE ALAMO

Anncr 1: Send your card today to KLIF, Dallas

Control: (curtain)

BRACKETTVILLE

PROMO #1

Control: (appropriate music)

Annrcr 1: The prize of prizes!

Annrcr 2: For two lucky Dallas youngsters

Annrcr 1: You can win a free tKLIF trip to Brackettville, Texas,

Annrcr 2: You are going to have meals with and be escorted by

as the personal guest of John Wayne on the set of THE ALAMO.

Annrcr 2: Simply send KLIFa postcard with your name and address

Annrcr 1: On _____ KLIF will know the names of the two winners

Annrcr 1: The two KLIF winners will recieve an all-expense paid trip to

Annrcr 2: Brackettville, Texas, where KLIF and John Wayne will be

Annrcr #1: Laurence Harvey, Richard Boone, Linda Cristal

Annrcr 2: their personal hosts

Annrcr 2: To enter, just send a postcard to KLIF, Dallas, and we'll draw

Annrcr 2: the two lucky winners on

Annrcr 1: Widmark, Ken Curtis, Laurena Harvey, Linda Cristal, Richard Boone

Control: Another KLIF first.....very first....KLIF, ALAMO

Control: Chill Wills and the many other stars of THE ALAMO

Control: as the personal guest of John Wayne

Control: Send your card today to KLIF, Dallas

Control: (curtain)

Control: (curtain)

BRACKETTVILLE

PROMO #2

Control: (appropriate music)

Annrc 1: You are going to be the personal guest of Johy Wayne on the set of THE ALAMO in Brackettville, Texas

Annrc 2: You are going to have meals with and be escorted by not only John Wayne and Pat Wayne, but also

Annrc 1: Richard Widmark

Annrc 2: Chill Wills

Annrc 1: Ken Curtis

Annrc 2: Laurence Harvey, Richard Boone, Linda Cristal

Annrc #1: To enter, just send a postcard to KLIF, Dallas, and we'll draw the two lucky winners on _____

Annrc 2: Another KLIF first.....very first....KLIF's ALAMO trip as the personal guest of John Wayne.

Control: (curtain)

BRACKETTVILLE

PROMO #2

Control:

(appropriate music)

Annrc 1:

You are going to be the personal guest of John Wayne on the set of THE ALAMO in Brackettville, Texas

Annrc 2:

You are going to have meals with and be escorted by not only John Wayne and Pat Wayne, but also

Annrc 1:

Richard Widmark

Annrc 2:

Chill Wills

Annrc 1:

Ken Curtis

Annrc 2:

Laurence Harvey, Richard Boone, Linda Cristal

Annrc #1:

To enter, just send a postcard to KLIF, Dallas, and we'll draw the two lucky winners on

Annrc 2:

Another KLIF first....very first....KLIF's ALAMO trip as the personal guest of John Wayne.

Control:

(curtain)

Control : (curtain)

Control:

#1

KLIF (Aggrop. music)

Bracketville Promo #1

#2

The prize of prizes.

#1

In 2 lucky Dallas youngsters.
~~KLIF will send 2 Dallas youngsters under 20.~~
You can win a free trip KLIF trip to Bracketville, Texas, as the personal guest of John Wayne on the set of "The Alamo".

#2

~~KLIF offers 2 Dallasites under 20~~ Simply write KLIF a postcard with your name and address. On --, KLIF will draw the names of the 2 winners.

#1

The two KLIF winners will receive an all-expense paid trip to Bracketville, Texas, where KLIF ~~has~~ John Wayne will be their personal host. They'll have lunch with John Wayne, Pat Wayne, Richard Widmark, Ken Curtis, Chill Wills and the many other stars of "The Alamo".
Laurena Harvey, Linda Christal, Richard Boone

#1

Send your card today to KLIF, Dallas

~~Control:~~ (certain)

Control: (aggrop. music)

Bracketville Promo #2

#1

You are going to be the personal guest of John Wayne on the set of "The Alamo" in Bracketville, Tex.

#2

You are going to have meals with and host with, not only John Wayne and Pat Wayne, but also

#1

Richard Widmark

#2

Chill Wills

#1

Ken Curtis

#2

Laurena Harvey, Linda Christal

#1

To enter, just send a postcard to KLIF, Dallas,

#2

and we'll draw the 2 lucky winners on --

#1

Another KLIF first -- ~~KLIF~~ first -- KLIF's

#2

"Alamo" trip is the personal guest of John Wayne.

Control: (certain)

* INSERT DYNAMIC PIC TYPE MUSIC

IT'S HOLLYWOODSVILLE IN BRACKETVILLE TEXAS ! * RUGGED JOHN WAYNE
COMES TO BRACKETVILLE TO SHOOT A NEW MOTION PICTURE "THE ALAMO" !

LIKE TO SPEND AN ENTIRE DAY WITH JOHN WAYNE? IF YOU'RE A PRETTY

HIGH SCHOOL GIRL WITH AN URGE TO SPEND ALL DAY WITH JOHN WAYNE-

IF YOU'RE A SHARP LOOKING CHICK OVER 16, UNDER 20...YOU CAN WIN THIS

DAZZLING DAY WITH FILMLAND'S FLASH, JOHN WAYNE ! SEND YOUR MUG SHOT

(THAT'S PHOTOGRAPH) TO "JOHN WAYNE" K L I F, IN DALLAS....BE THE

BEAUTY OF BRACKETVILLE , SEND THAT PHOTO RIGHT NOW ! JOHN WAYNE . K L I F.

DALLAS : (CURTAIN CHORD)

E.T. # 2

(STRAIGHT PITCH)

VOICE: JOHN WAYNE IN TEXAS !

BROAD: JOHN WAYNE IN TEXAS !

BR.2: JOHN WAYNE IN TEXAS?!

BR. 3: JOHN WAYNE IN TEXAS???!

ANN: YES, JOHN WAYNE COMES TO BRACKETVILLE TEXAS TO ~~SHOOT~~ FILM A NEW
MOVIE...THE ALAMO .. IF YOU'RE A PRETTY HIGH SCHOOL GIRL BETWEEN
16. AND 20. YOU CAN SPEND A DAY WITH HANDSOME JOHN WAYNE, VETERAN
OF HUNDREDS OF HOLLYWOODS GREATEST FILM SPECTACULARS. WATCH WAYNE
AS THE CAMERAS WHIRL, LUNCH WITH WAYNE, DINNER WITH WAYNE, DO ALL
THE EXCITING THINGS THAT FILL A MOVIE PRODUCTION DAY. SEND THAT
PICTURE OF PRETTY YOU, TO "JOHN WAYNE, KLIF, DALLAS. HURRY !
SEND THAT PHOTO TODAY, AND BE THE BELLE OF THE BRACKETVILLE BAL !

BRAIN TWISTER

KILT BRAIN TWISTERS

WED. 2-1-61 THRU WED. 3-8-61

JOCK NOTES AND AD LIBS:

*****REMEMBER THAT EACH OF YOU HAVE A SPECIAL INTRO FOR THIS...DIFFERENT INTRO FOR EACH JOCK. IF YOU REPEAT TWISTER MORE THAN TWICE PER HOUR, DO NOT USE INTRO MORE THAN TWICE IN THE HOUR. BELIEVE TWICE PER HOUR FOR THE TWISTER IS SUFFICIENT, UNLESS YOU ARE LIGHT, COMMERCIALLY. BE SURE AND BILLBOARD AFTER THE TWISTER IS READ THAT YOU WILL READ IT AGAIN; STAY TUNED, ETC.

*****A NEW TWISTER ON EACH D.J. SHOW, EACH DAY. ENTER THEM ALL!! ENTRIES MUST BE POSTMARKED BY MIDNIGHT FOLLOWING THE TWISTER. I.E. THURSDAY'S TWISTER ENTRIES MUST BE IN MAIL BY MIDNIGHT THURSDAY. EARLIEST POSTMARKED ENTRY WINS. IN CASE OF TIE, CASH PRIZE WILL BE SPLIT."

*****DURING THE COURSE OF OUR CONTEST, YOU'LL HEAR BONUS TWISTERS WORTH \$25. AND \$50. KILT CASH."

KILT HOUSTON

"Brain Twister"
cont.

TO: Don Keyes

DATE:

FROM: Red Jones

SUBJECT:

Attached: Contest we used for Hooper Week this last go-round. Haven't seen the Hooper results yet; but—the response on the contest was excellent. Mail pull was great and the word-of-mouth comment was good. Contest created mucho excitement on the air and the jocks had a field day with it. Seemed to jazz us up on the air and the overall sound picked up considerably. See what you think. It could be a good one for other stations. In fact, we might use variation of it next period...due to listener reaction..."Why did you people take it off," etc.

The books used for the contest: Fun for the Family, and 101 Puzzles in Logic. Also, made up some myself and my dear wife contributed muchly. True, the books can be purchased in book stores. But, we made no mention of the books. And, even if a few people had them—the ratio is in the station's favor. Only thing I noticed after contest was over (that could improve it) was possibility of limiting it to the idea that "you can win only once." This will rule out duplicates in winners. We had two such cases—but only out of some 40 winners. So, wasn't too bad.

P.S. Se, yo hable espanol, senior! Quien Sabe, por San Diego y Mexico con muchos senoritas, cerveza, todas y todas!

2202 Henwick
New DAB-2597

KILT BRAIN TWISTERS

WED. 3-1-61 THRU WED. 3-8-61

JOCK NOTES AND AD LIBS:

*****REMEMBER THAT EACH OF YOU HAVE A SPECIAL INTRO FOR THIS...DIFFERENT INTRO FOR EACH JOCK. IF YOU REPEAT TWISTER MORE THAN TWICE PER HOUR, DO NOT USE INTRO MORE THAN TWICE IN THE HOUR. BELIEVE TWICE PER HOUR FOR THE TWISTER IS SUFFICIENT, UNLESS YOU ARE LIGHT, COMMERCIALY. BE SURE AND BILLBOARD AFTER THE TWISTER IS READ THAT YOU WILL READ IT AGAIN; STAY TUNED, ETC.

*****"A NEW TWISTER ON EACH D.J. SHOW, EACH DAY. ENTER THEM ALL!! ENTRIES MUST BE POSTMARKED BY MIDNIGHT FOLLOWING THE TWISTER. I.E. THURSDAY'S TWISTER ENTRIES MUST BE IN MAIL BY MIDNIGHT THURSDAY. EARLIEST POSTMARKED ENTRY WINS. IN CASE OF TIE, CASH PRIZE WILL BE SPLIT."

*****"DURING THE COURSE OF OUR CONTEST, YOU'LL HEAR BONUS TWISTERS WORTH \$25. AND \$50. KILT CASH."

REMEMBER, THIS IS OUR HOOPER WEEK CONTEST. YOU MUST BILLBOARD CONTEST WELL AND KEEP IT GOING. BUT CAUTION....DO NOT OVER DO IT SINCE TALK IS REQUIRED MORE THAN USUAL IN THIS ONE. WE COULD EASILY THROW IN TOO MUCH TALK, WHAT WITH READING THE TWISTER TWICE PER HOUR AND BILLBOARDING CONTEST BETWEEN READING, ALSO. TRY AND THROW IN THE READINGS WITH ONLY ONE SPOT.....DOUBLE SPOT ELSEWHERE. THIS WILL CUT DOWN ADJACENC YAK YAKS.

WED. JOHN TROTTER TWISTER #1....AIRED.
ROB McLEOD " #1.... " .
etc.

THURS. JOHN TROTTER TWISTER #2....AIRED; #1 SOLVED (SOLUTION READ).
ROB McLEOD " #2.... " ; #1 " " "
etc.

FRI. TROTTER TWISTER #3 AIRED. #2 SOLVED. WINNER OF #1 DECLARED.
and so on.

(WHEN YOU GET INTO THE THIRD DAY OF THE CONTEST AND HAVE TO CHECK OUT THREE THINGS ON THE AIR (MENTIONED ABOVE)——NEVER DO THEM TOGETHER. SPREAD THEM OUT WITHIN SHOW. I.E. READ NEW TWISTER AT, SAY—7:10; SOLUTION TO OLD ONE AROUND 7:35; ANNOUNCE WINNER OF PREVIOUS TWISTER AROUND 7:45; READ TWISTER (NEW ONE) AGAIN AROUND 7:55.....SOMETHIN TO THIS EFFECT.)

STUDY THE ABOVE CAREFULLY. BE SURE YOU KNOW EXACTLY HOW THE CONTEST WORKS AND IS TO BE AIRED. ALL SHEETS ARE IN FRONT OF THE COMMUNITY SERVICE BULLETIN BOARD BOOK. THERE IS A SEPERATE SHEET FOR EACH PHASE OF THE CONTEST——TWISTERS FOR EACH DAY, SOLUTIONS FOR EACH DAY, ETC. THE VERY FIRST PAGE IS THE FORMAT PAGE.

BRAIN TWISTER CONTEST FORMAT

TAPE INTRO (DIFFERENT ONE FOR EACH SHOW—PERSONALIZED) ***AROUND 10 PAST HOUR!

JOCK: NOW, HERE IS OUR _____ SHOW BRAIN TWISTER FOR TODAY. REMEMBER—WHEN YOU SEND IN YOUR ENTRY, BE SURE AND SPECIFY WHICH DAY'S TWISTER YOU ARE SOLVING...MON., TUESDAY'S, ETC. ONLY POSTCARDS AND TELEGRAMS WILL BE ACCEPTED...NO LETTERS, PLEASE. ENTRIES FOR TODAY'S TWISTER MUST BE POSTMARKED BY MIDNIGHT TONIGHT. (READ TWISTER) (SEPERATE PAGE)
THERE ~~XXXX~~ IT IS.....NOW IT'S UP TO YOU TO SOLVE IT. THIS TWISTER IS WORTH \$ _____. GET THOSE POSTCARDS OR TELEGRAMS TO KILT RIGHT NOW! AND PLEASE ADDRESS YOUR ENTRY ACCORDING TO THE SHOW YOU'RE LISTENING TO. FOR THIS TWISTER, SEND IT TO ME, _____, K.I.L.T., HOUSTON.

THEN, DURING REST OF HOUR, BILLBOARD FACT THAT TWISTER WILL BE REPEATED AGAIN.
" " " " BILLBOARD FACTS GIVEN ON SHEET TAPED TO WINDOW.
" " " " GIVE SOLUTION TO PREVIOUS ~~1~~ DAY'S TWISTER.
" " " " GIVE NAME OF WINNER OF TWISTER OF ~~THREEDAY~~ TWO DAY'S AGO.

KEEP SHEETS IN BOOK IN ORDER!

Many of the twisters were recorded —
two voice — with production & music!!

KILT BRAIN TWISTERS WED. 3-1-61: *****DO NOT GIVE NUMBERS ON AIR!

JOHN TROTTER SHOW: (No. 16) WORTH \$10.

"SALLY IS JUST $1/6$ th AS OLD AS HER MOTHER. SALLY'S MOTHER'S AGE, WHEN DIVIDED BY 2, 3, 4, 6, and 8 ALWAYS LEAVES ONE REMAINING YEAR, BUT WHEN DIVIDED BY 5, THERE IS NOTHING LEFT OVER. HOW OLD IS SALLY?"

ROB McLEOD SHOW: (No. 2) WORTH \$10.

"MR. I.M. NEVERWRONG GAVE ME A CHECK IN FULL PAYMENT FOR SOME WORK WHICH I HAD DONE FOR HIM. THE CHECK WAS IN THREE FIGURES AND FOR MUCH MORE THAN MY BILL, I WAS INFORMED, SO NATURALLY I WAS VERY PLEASED. AS A FURTHER GESTURE OF HIS GREAT GENEROSITY, MR. NEVERWRONG TOLD ME THAT IF I PROMISED NOT TO CASH THE CHECK (WHICH I HADN'T SEEN AS YET) HE WOULD GIVE ME THE DIFFERENCE BETWEEN THE PRODUCT OF THE THREE DIGITS AND THEIR SUM—AND HE ASSURED ME THAT THIS DIFFERENCE WOULD NOT BE A SMALL NUMBER. OF COURSE I JUMPED AT THIS BUT WHEN I SAW THE CHECK I REALIZED WHAT A FOOL I WAS. HOW MUCH WAS THE CHECK?"

BOB PRESLEY SHOW: (no. 23) WORTH \$20.—BONUS TWISTER.

"A WOMAN RECENTLY INVITED FIVE GUESTS TO A TEA. THE NAMES OF THE SIX WOMEN WHO SAT DOWN TO THE CIRCULAR TABLE WERE: MRS. MENDES, MRS. SIEGEL, MRS. MOORE, MRS. NEWMAN, MRS. JACOBS, AND MRS. DIX. ONE OF THESE WOMEN WAS DEAF, ONE WAS VERY FAT, ONE WAS QUITE TALKATIVE, ONE WAS A BROMIDIC SOUL, ONE ~~WAS~~ SIMPLY HATED MRS. DIX, AND ONE WAS THE HOSTESS. THE ~~WOMAN~~ WOMAN WHO HATED MRS. DIX SAT DIRECTLY OPPOSITE MRS. JACOBS. THE DEAF WOMAN SAT OPPOSITE MRS. SIEGEL, WHO SAT BETWEEN THE BROMIDIC SOUL AND THE WOMAN WHO HATED MRS. DIX. THE FAT WOMAN SAT OPPOSITE MRS. MOORE, NEXT TO THE DEAF WOMAN AND TO THE LEFT OF THE WOMAN WHO HATED MRS. DIX. THE BROMIDIC SOUL SAT BETWEEN MRS. SIEGEL AND THE WOMAN WHO SAT OPPOSITE THE WOMAN WHO HATED MRS. DIX. MRS. MENDES WHO WAS A GOOD FRIEND OF EVERYONE PARTICULARLY MRS. DIX, SAT NEXT TO THE FAT WOMAN AND OPPOSITE THE HOSTESS. CAN YOU IDENTIFY EACH OF THESE CHARMING WOMEN?"

RED JONES SHOW: (no. 21) WORTH \$10.

"A PARTY OF 10 CONSISTS OF 2 GRANDFATHERS, 2 GRANDMOTHERS, 3 FATHERS, 3 MOTHERS, 3 SONS, 3 DAUGHTERS, 2 MOTHERS IN LAW, 2 FATHERS IN LAW, 1 SON IN LAW, 1 DAUGHTER IN LAW, 2 BROTHERS, AND 2 SISTERS. HOW IS THIS POSSIBLE?"

KILT BRAIN TWISTERS CONTEST

THURSDAY, 3-2-61:

JOHN TROTTER SHOW: (NO. 24) WORTH \$10.

"IKE GAVE MIKE AS MANY DOLLARS AS MIKE ALREADY HAD. WHEN MIKE RECEIVED THIS MONEY, HE ASKED IKE HOW MUCH HE HAD LEFT...AND PROMPTLY GAVE THIS AMOUNT BACK TO IKE. IKE, NOT TO BE OUTDONE BY MIKE'S GENEROSITY, GAVE MIKE BACK AS MANY DOLLARS AS MIKE HAD LEFT, WHICH LEFT POOR IKE DEAD BROKE AND GAVE MIKE \$80. ALTOGETHER. HOW MUCH HAD EACH MAN IN THE BEGINNING?"

ROB McLEOD SHOW: (NO. 25) WORTH \$15.

"JOHNSON, BARRY, BREWSTER, EDWARDS, ADAMS, AND HUNTER ARE EACH SOPHOMORES IN ONE OF THE FOLLOWING COLLEGES: YALE, HARVARD, PRINCETON, DARTMOUTH, CORNELL, AND COLUMBIA. MISS SHORT IS BARRY'S GIRL. MISS PHILIPS IS BREWSTER'S GIRL. MISS KLAG IS HUNTER'S GIRL. MISS RICE IS JOHNSON'S GIRL. MISS WEST IS EDWARDS' GIRL. MISS PHILIPS DOESN'T KNOW ANY CORNELL MEN.....MISS KLAG NEVER MET ANY COLUMBIA MEN.....MISS WEST HATES HARVARD MEN.....MISS KENT ROOTS FOR PRINCETON.....BREWSTER KNOWS MISS WEST BUT SHE WON'T HAVE ANYTHING TO DO WITH HIM.....BARRY WEARS A BIG "Y" ON HIS SWEATER. TO WHICH COLLEGE DOES EACH MAN GO?"

BOB PRESLEY SHOW: (NO. 45) BONUS—WORTH \$25.

AN IRON BAR WEIGHS 40 POUNDS. INTO WHAT FOUR WEIGHTS MUST I BREAK THIS BAR TO ENABLE ME, WITH THE AID OF THESE FOUR PIECES, TO WEIGH 1,2,3,4,5, ETC. POUNDS ALL THE WAY UP TO 40 POUNDS, ON A BALANCE?? I MAY EITHER ADD TO OR SUBTRACT FROM, BUT I MUST BE ABLE TO PRODUCE ALL THE WEIGHTS FROM 1 POUND TO 40."

RED JONES SHOW: (NO. 26) WORTH \$10.

"IN A CERTAIN WORD OF EIGHT LETTERS K S T IS IN THE MIDDLE, IN THE BEGINNING AND AT THE END. THERE IS ONLY ONE K, ONE S, AND ONE T IN THE WORD. WHAT IS THE WORD?"

BRAIN TWISTER CONTEST

KILT

SOLUTIONS TO TWISTERS OF WED. 3-1-61;
TO BE GIVEN THURS. 3-2-61.

JOHN TROTTER SHOW:

SALLY'S MOTHER IS 25. SALLY IS 4 YEARS AND 2 MONTHS.

ROB McLEOD SHOW:

THE CHECK WAS FOR \$123. ONE TIMES TWO TIMES THREE EQUALS ONE PLUS TWO PLUS THREE
AND THEIR DIFFERENCE IS ZERO...WHICH IS NOT A SMALL NUMBER.

BOB PRESLEY SHOW:

MRS. MENDES—THE DEAF WOMAN.
MRS. SIEGEL—THE HOSTESS.
MRS. MOORE—THE BROMIDIC SOUL.
MRS. NEWMAN—THE WOMAN WHO HATES MRS. DIX.
MRS. JACOBS—THE TALKATIVE WOMAN.
MRS. DIX—THE FAT WOMAN.

RED JONES SHOW:

THE PARTY CONSISTS OF TWO LITTLE BOYS AND TWO LITTLE GIRLS, THEIR MOTHER AND FATHER,
AND BOTH THEIR MOTHER'S AND FATHER'S PARENTS (THEIR TWO GRANDFATHERS AND TWO GRAND-
MOTHERS.)

KILT BRAIN TWISTER CONTEST

FRI., 3-3-61:

(PAGES 105-106 GROUP 5)

JOHN TROTTER SHOW:

"TODAY, WE WILL ASK THREE QUESTIONS. TO ANSWER THEM TRUE OR FALSE. TO THE FIRST ENTRY WITH ALL THREE CORRECT, OUR CASH PRIZE."

1. IT IS IMPOSSIBLE TO GO IN THE OPPOSITE DIRECTION BY GOING IN THE SAME DIRECTION.
2. THE EARTHWORM HAS A NERVOUS SYSTEM.
3. MY WIFE'S SISTER'S HUSBAND IS MY MOTHER IN LAW'S SON.

WORTH \$10.

BOB McLEOD SHOW:

(USE SAME LEAD IN AS ABOVE)

1. THE FIVE CENT PIECE IS MOSTLY NICKEL.
2. THE RAINBOW CONTAINS ALL THE COLORS.
3. CAESAR WAS THE FIRST EMPEROR OF ROME.

WORTH \$10.

BOB PRESLEY SHOW:

(SAME LEAD IN AS ON TROTTER SHOW)

1. MARCONI DID NOT DISCOVER THE WIRELESS WAVES.
2. ST. PATRICK WAS NOT AN IRISHMAN.
3. MOLES ARE BLIND.

WORTH \$10.

RED JONES SHOW:

(SAME LEAD IN AS TROTTER SHOW)

1. THE COMPASS NEEDLE POINTS TO THE NORTH POLE.
2. TEXAS IS MORE THAN 50 MILES FROM COLORADO.
3. A CUTTLE FISH IS NOT A FISH.

WORTH \$10.

KILT BRAIN TWISTER CONTEST

SOLUTIONS FOR TWISTERS OF THURS. 3-2-61.
TO BE AIRED FRI. 3-3-61.

JOH TROTTER SHOW:

IKE HAD \$50. MIKE HAD \$30.

ROB McLEOD SHOW:

JOHNSON, DARTMOUTH
BARRY, YALE
BREWSTER, HARVARD
EDWARDS, COLUMBIA
ADAMS, PRINCETON
HUNTER, CORNELL

BOB PRESLEY SHOW:

1,3,9, AND 27 POUNDS WEIGHTS.

RED JONES SHOW:

THE WORD IS INKSTAND. K,S,T, IS IN THE MIDDLE. IN IS AT THE BEGINNING (IN THE BEGINNING,
AND AND IS AT THE END (AND ~~AND~~ AT THE END).

KILT BRAIN TWISTER CONTEST

SOLUTIONS OF TWISTERS OF FRI., 3-3-61

TO BE AIRED SAT. 3-4-61:

RED JONES SHOW:

1. FALSE. IT POINTS TO THE MAGNETIC POLE IN NORTHERN CANADA.
2. FALSE. ONE CAN GO FROM TEXAS TO COLORADO AND TRAVEL ONLY 40 MILES.
3. TRUE.

BOB PRESLEY SHOW:

1. TRUE.
2. TRUE.
3. FALSE.

TO BE AIRED MON. 3-6-61:

JOHN TROTTER SHOW:

1. FALSE. CROSS EITHER POLE OF THE EARTH AND YOU ACCOMPLISH THIS.
2. TRUE.
3. FALSE.

ROB McLEOD SHOW.

1. FALSE. IT IS ABOUT 75% COPPER.
2. FALSE. IT DOES NOT CONTAIN MAGENTA OR THE COMBINATION OF VIOLET AND RED.
3. FALSE.

KILT BRAIN TWISTER CONTEST

SAT. 3-4-61:

RED JONES SHOW: (NO. 20) WORTH \$20.

"LAST NIGHT, SAID JULIAN, I DINED WITH MY STEP BROTHER'S NEPHEW'S FATHER, MY FATHER'S MOTHER IN LAW'S HUSBAND, AND MY STEP MOTHER'S FATHER IN LAW....YET I DINED ALONE! JULIAN TOLD THE TRUTH. HOW IS THIS POSSIBLE?"

BOB PRESLEY SHOW: (NO. 20) WORTH \$20.

"MR. FRANKLIN AND MR. SMITH HAVE EXACTLY THE SAME AMOUNT OF MONEY. MR. FRANKLIN, HOWEVER, IS RICHER THAN MR. DOBBS, AND MR. DOBBS IS RICHER THAN MR. HILL. MR. BREWSTER, WHO IS POORER THAN MR. FRANKLIN, BUT RICHER THAN MR. HILL, IS NOT AS RICH AS MR. DOBBS. MR. SMITH IS POORER THAN MR. DICK.

IF, BY RICH OR POOR IS ALWAYS MEANT THE FIXED SUM OF \$1250, AND IF THE POOREST MAN HAS ONLY \$5. TO HIS NAME, HOW MUCH HAS EACH MAN?"

KILT BRAIN TWISTER CONTEST

SOLUTIONS OF TWISTERS OF SAT.
3-4-61

TO BE AIRED MON. 3-6-61

RED JONES SHOW:

Julian married the mother of his father's second wife and had a son. His stepmother also had a son. Julian is, therefore, the father of his stepbrother's nephew, the husband of his father's mother-in-law and the father-in-law of his stepmother. He is also his own grandfather.

BOB PRESLEY SHOW:

Dick has \$5005.
Both Smith and Franklin have \$3755.
Dobbs has \$2505.
Brewster has \$1255.
Hill has \$5.

KILT BRAIN TWISTERS MONDAY 3-6-61

JOCKS - See answer sheet and give small clue toward end of show. BILLBOARD this on earlier part of show.*****

JOHN TROTTER SHOW: (NO.20) WORTH \$15.

"WHAT IS WRONG WITH THIS:

'HE PROPOSED TO ME ON A BEAUTIFUL MOONLIGHT NIGHT.
THE NEXT DAY I WAS SO THRILLED THAT I COMPLETELY FORGOT
TO WATCH THE SUN ECLIPSE."

ROB McLEOD SHOW: (No.19) WORTH \$10.

"JOHNSON TRAVELS AS FAR AS THE AVERAGE COMMUTER EVERY DAY.
HE DOESN'T RIDE IN A TRAIN, AN AUTOMOBILE, A CARRIAGE, A
TROLLEY CAR OR ANYTHING THAT TRAVELS ON WHEELS. HE HAS
NEVER BEEN IN AN AIRPLANE AND WON'T TRAVEL ON BOATS OF ANY
DESCRIPTION. HE DOESN'T RIDE ON ANY ANIMAL AND HE DOESN'T
WALK OR RUN OR USE HIS LEGS IN HIS TRAVELS. HOW DOES
JOHNSON ACCOMPLISH THIS REMARKABLE FEAT?"

BOB PRESLEY SHOW: (No.18) WORTH \$15.

"THE COLD WATER TAP IN A BATHTUB CAN FILL THE TUB WITH
WATER IN 6 MINUTES AND 40 SECONDS. THE HOT TAP CAN FILL
THIS TUB IN EXACTLY 8 MINUTES. THE TUB, WHEN FILLED, WILL
EMPTY IN 13 MINUTES AND 20 SECONDS WHEN THE STOPPER IS RE-
MOVED.

HOW LONG WILL IT TAKE TO FILL THE TUB IF BOTH FAUCETS
ARE GOING FULL BLAST AND THE STOPPER IS OUT?"

RED JONES SHOW: (NO.47) WORTH \$50. - Bonus Twister**

"I DIVIDED \$16.00 AMONG MY CHILDREN YESTERDAY," SAID
UNCLE JACK.

"YES," SAID I. "HOW COME?"

"WELL, YOU SEE IT WAS THIS WAY: NO ONE GOT LESS THAN \$4.00
AND TWO OF THEM RECEIVED THE SAME AMOUNT."

"SO WHAT," SAID I, LOOKING BORED.

"JUST IN CASE YOU WANT TO FIGURE OUT HOW MANY CHILDREN I
HAVE AND HOW MUCH I GAVE TO EACH ONE," HE REPLIED.

"BUT HOW CAN I ON THAT FLIMSY INFORMATION?" I SAID, GROWING
MORE IMPATIENT.

"WELL, I SUPPOSE I OUGHT TO TELL YOU THAT THE PRODUCT OF
THE VARIOUS AMOUNTS I GAVE TO EACH OF THEM EQUALS THE NUM-
BER OF SQUARE INCHES IN A CERTAIN NUMBER OF SQUARE FEET.
THAT'S ENOUGH INFORMATION, ISN'T IT?"

CAN YOU FIGURE OUT HOW MANY CHILDREN UNCLE JACK HAS AND
HOW MUCH MONEY HE GAVE TO EACH ONE OF THEM?

KILT BRAIN TWISTER CONTEST

SOLUTIONS TO MONDAY TWISTERS
3-6-61

JOHN TROTTER SHOW:

"THIS IS IMPOSSIBLE. A SUN ECLIPSE CAN NEVER OCCUR THE DAY
AFTER A MOONLIGHT NIGHT."

ROB MCLEOD SHOW:

"JOHNSON IS AN ELEVATOR OPERATOR IN THE EMPIRE STATE BUILDING
IN NEW YORK."

BOB PRESLEY SHOW:

5 minutes

RED JONES SHOW:

The word "among" applies to "more than two". Hence:

a plus b plus c.....equals 16
a X b X c.....equals 144 n (multiples of 144)

One child received as much as another.

Uncle Jack must have only three children because it is im-
possible to have more than three numbers, the lowest of which
is 4, whose sum is 16, whose product is a multiple of 144 and
two of which are the same.

The only solution is, therefore 4, 6 and 6.

Uncle Jack, therefore, gave one child \$4.00 and the other
two children, each \$6.00.

Check: 4 plus 6 plus 6 equals 16

4 X 6 X 6 equals 144

Note, also, that 288, or any other multiple of 144, is too
large for three factors to add to 16.

KILT BRAIN TWISTER CONTEST

Tuesday 3-7-61

(True or False Questions)

JOHN TROTTER SHOW:

"TODAY, WE WILL ASK THREE QUESTIONS. ANSWER THEM 'TRUE OR FALSE'. TO THE FIRST ENTRY WITH ALL THREE CORRECT, OUR CASH PRIZE IS \$10.00)

1. NO PART OF CANADA IS SOUTH OF THE U.S.
2. THE BIBLE SAYS THAT JONAH WAS SWALLOWED BY A WHALE.
3. THE EARTH IS NEARER THE SUN IN SUMMER THAN IT IS IN WINTER.

ROB MCLEOD SHOW:

same lead in as Trotter Show***

1. THERE IS NO SNOW IN THE REGION OF THE EQUATOR.
2. MOTHER GOOSE WAS AN IMAGINARY CHARACTER.
3. A BLIND WORM IS A LITTLE BLIND CREATURE LIKE A MOLE.

BOB PRESLEY SHOW:

same lead in as Trotter Show**

1. A CORK BALL 6 FEET IN DIAMETER WEIGHS MORE THAN 1,000 lbs.
2. THE NORTH STAR IS DIRECTLY OVER THE NORTH POLE.
3. A KNOT IS A LITTLE MORE THAN A MILE.

RED JONES SHOW:

same lead in a Trotter Show**

1. THE MOST SOUTHERLY CITY IN THE U.S. IS BROWNSVILLE, TEXAS.
2. LEAD IS HEAVIER THAN GOLD.
3. LAPLAND IS IN NORTHERN GREENLAND.

KILT BRAIN TWISTER CONTEST

SOLUTIONS TO TUES. 3-7-61

TO BE AIRED WEDNSDAY 3-8-61

JOHN TROTTER SHOW:

1. False. The part near Detroit is South of the U.S.
2. False. The Bible says Jonah was swallowed by a big fish.
3. False.

ROB MCLEOD SHOW:

1. False. There is a great deal of snow on the tops of Central African mountains.

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

2. True.
3. True.

BOB PRESLEY SHOW:

1. True. It weighs about 1300 lbs.
2. False. It is about 1 degree off.
3. False. A knot is a measure of speed and not distance. It is 1 nautical mile per hour.

RED JONES SHOW:

1. False. It is Key West.
2. False.
3. False. It is in Northern Norway.

KILT BRAIN TWISTER CONTEST

WEDNSDAY 3-8-61

JOHN TROTTER SHOW: (No. 1) WORTH \$10.

"IN A CERTAIN BANK THE POSITIONS OF CASHIER, MANAGER, AND TELLER ARE HELD BY BROWN, JONES AND SMITH, THOUGH NOT NECESSARILY RESPECTIVELY.

THE TELLER, WHO WAS AN ONLY CHILD, EARNS THE LEAST.
SMITH, WHO MARRIED BROWN'S SISTER, EARNS MORE THAN
THE MANAGER."

WHAT POSITION DOES EACH MAN FILL?

ROB MCLEOD SHOW: (no. 2) WORTH \$10.

"CLARK, DAW AND FULLER MAKE THEIR LIVING AS CARPENTER, PAINTER AND PLUMBER, THOUGH NOT NECESSARILY RESPECTIVELY.

THE PAINTER RECENTLY TRIED TO GET THE CARPENTER TO DO SOME WORK FOR HIM, BUT WAS TOLD THAT THE CARPENTER WAS OUT DOING SOME REMODELING FOR THE PLUMBER.

THE PLUMBER MAKES MORE MONEY THAN THE PAINTER.

DAW MAKES MORE MONEY THAN CLARK.

FULLER HAS NEVER HEARD OF DAW."

WHAT IS EACH MAN'S OCCUPATION?

BOB PRESLEY SHOW: (no. 25) WORTH \$10.

"BILL, HANK, JOE, AND TOM WERE AMUSING THEMSELVES ONE DAY BY PLAYING TUG-OF-WAR. ALTHOUGH IT WAS HARD, HANK COULD JUST OUTPULL BILL AND JOE TOGETHER. HANK AND BILL TOGETHER COULD JUST HOLD TOM AND JOE, NEITHER PAIR BEING ABLE TO BUDGE THE OTHER. HOWEVER IF JOE AND BILL CHANGED PLACES, THEN TOM AND BILL WON RATHER EASILY."

OF THE FOUR FELLOWS, WHO WAS THE STRONGEST, NEXT STRONGEST, AND SO ON?

RED JONES SHOW: (no. 54) WORTH \$15.

"MR. & MRS. SMITH AND THEIR TWO CHILDREN FORM A TYPICAL AMERICAN FAMILY. ACCORDING TO ONE OF THEIR MORE TALKATIVE NEIGHBORS,

GEORGE & DOROTHY ARE BLOOD RELATIVES.

HOWARD IS OLDER THAN GEORGE.

VIRGINIA IS YOUNGER THAN HOWARD.

VIRGINIA IS OLDER THAN DOROTHY.

IF TWO AND ONLY TWO OF THESE STATEMENTS ARE TRUE....WHAT IS THE NAME OF EACH MEMBER OF THE FAMILY?

****GIVE CLUES HERE ONLY IF NECESSARY.

KILT BRAIN TWISTER CONTEST

SOLUTIONS TOWEDNS. 3-8-61

TO BE AIRED THURS. 3-9-61

JOHN TROTTER SHOW:

Brown is the manager, Jones the teller, and Smith the cashier.

ROB MCLEOD SHOW:

Clark is the carpenter, Daw the painter, and Fuller the plumber.

BOB PRESLEY SHOW:

Tom was the strongest, followed in order by Hank, Bill, and Joe.

RED JONES SHOW:

George and Virginia are the father and mother. Howard and Dorothy are the children.

Bubble Gum

Bucks-for-Blocks or
Blockbuster

copy all magazine
K L I F BUBBLE GUM PROMOTION

R.P.B.

DATE: SATURDAY, FEB. 9, 1963

TIME: 10:00 - 11:30

BUBBLE GUM

PLACE: PRESTON ROYAL THEATRE

RESUME: THE JOCKS AND CLIFFETTES WILL BE WORKING ON-STAGE...MILKING THE
AND JUDGING THE CONTEST. THERE WILL BE TWENTY (20) WINNERS; 10
CATEGORIES...BY AGE GROUPS...TWO (2) WINNERS IN EACH CATEGORY.
WINNERS IN EACH CATEGORY WILL BE PERSON BLOWING LARGEST BUBBLE,
AND PERSON BLOWING THE MOST UNUSUAL BUBBLE. THE GRAND CHAMPION
WINNER WILL BE THE PERSON BLOWING THE LARGEST BUBBLE OF ALL...THIS
WILL BE DETERMINED BY A FINAL CONTEST BETWEEN THE LARGEST BUBBLE
BLOWER IN EACH OF THE TEN CATEGORIES.

PRIZES: EACH PERSON ATTENDING THE CONTEST WILL RECEIVE 10 DEE JAY TRADING
STAMPS AND THREE PEICES OF BUBBLE GUM...THE GUM TO BE USED IN THE
CONTEST.

EACH CATEGORY WINNER WILL RECEIVE 2,000 PEICES OF BUBBLE GUM; A
TRANSISTOR RADIO; A BUCKET OF HONEY; AND, 500 DEE JAY TRADING STAMPS.
THE GRAND CHAMPION WINNER WILL RECEIVE, IN ADDITION TO THE ABOVE:
1,000 DEE JAY TRADING STAMPS; 10,000 PEICES OF BUBBLE GUM; AND
\$25.00 IN CASH.

Bubble Gum

Bucks-for-Bucks of
Blockbuster

copy all managers
K L I F BUBBLE GUM PROMOTION

THE JAMAC COMPANY, INC.

R.P.B.

DATE: SATURDAY, FEB. 9, 1963

TIME: 10:00 - 11:30

PLACE: PRESTON ROYAL THEATRE

RESUME: THE JOCKS AND CLIFFETTES WILL BE WORKING ON-STAGE...MILKING THE HOUSE AND JUDGING THE CONTEST. THERE WILL BE TWENTY (20) WINNERS; 10 CATAGORIES...BY AGE GROUPS...TWO (2) WINNERS IN EACH CATAGORY. WINNERS IN EACH CATAGORY WILL BE PERSON BLOWING LARGEST BUBBLE, AND PERSON BLOWING THE MOST UNUSUAL BUBBLE. THE GRAND CHAMPION WINNER WILL BE THE PERSON BLOWING THE LARGEST BUBBLE OF ALL...THIS WILL BE DETERMINED BY A FINAL CONTEST BETWEEN THE LARGEST BUBBLE BLOWER IN EACH OF THE TEN CATAGORIES.

PRIZES: EACH PERSON ATTENDING THE CONTEST WILL RECEIVE 10 DEE JAY TRADING STAMPS AND THREE PEICES OF BUBBLE GUM...THE GUM TO BE USED IN THE CONTEST.

EACH CATAGORY WINNER WILL RECEIVE 2,000 PEICES OF BUBBLE GUM; A TRANSISTOR RADIO; A BUCKET OF HONEY; AND, 500 DEE JAY TRADING STAMPS. THE GRAND CHAMPION WINNER WILL RECEIVE, IN ADDITION TO THE ABOVE: 1,000 DEE JAY TRADING STAMPS; 10,000 PEICES OF BUBBLE GUM; AND \$25.00 IN CASH.

R.P.B.(?)

THE JAMAC COMPANY, INC.

P. O. BOX 10123
DALLAS 7, TEXAS

November 15, 1962

GADZOOKS

100,000 pieces of Bubble Gum.

50,000 pieces of Bubble Gum given to the Bubble Gum Queen or King. 30,000 pieces given to the Princess or Prince. 20,000 given to the Court Jester.

Some school in Houston will be the Bubble Gum Headquarters for 1962. Win enough gum for every student in your school for a month.

We will ship 3 fiber barrels of bubble gum to any point within the state of Texas that you designate, prepaid freight. These will be shipped in quantities of 50,000, 30,000 and 20,000. Your entire cost will be \$325.00.

In the event that you would like to break this down into smaller shipments we will be glad to handle this for you and bill you only with the additional delivery charges. We have allowed \$20.00 trucking charges on the 3 shipments and we will bill you for only charges ^{over} and above this allowance.

Very truly yours,

Jack B. Morris
Jack B. Morris

PHONE LA 6-5912

Bailer Works

THE JAMAC COMPANY, INC.

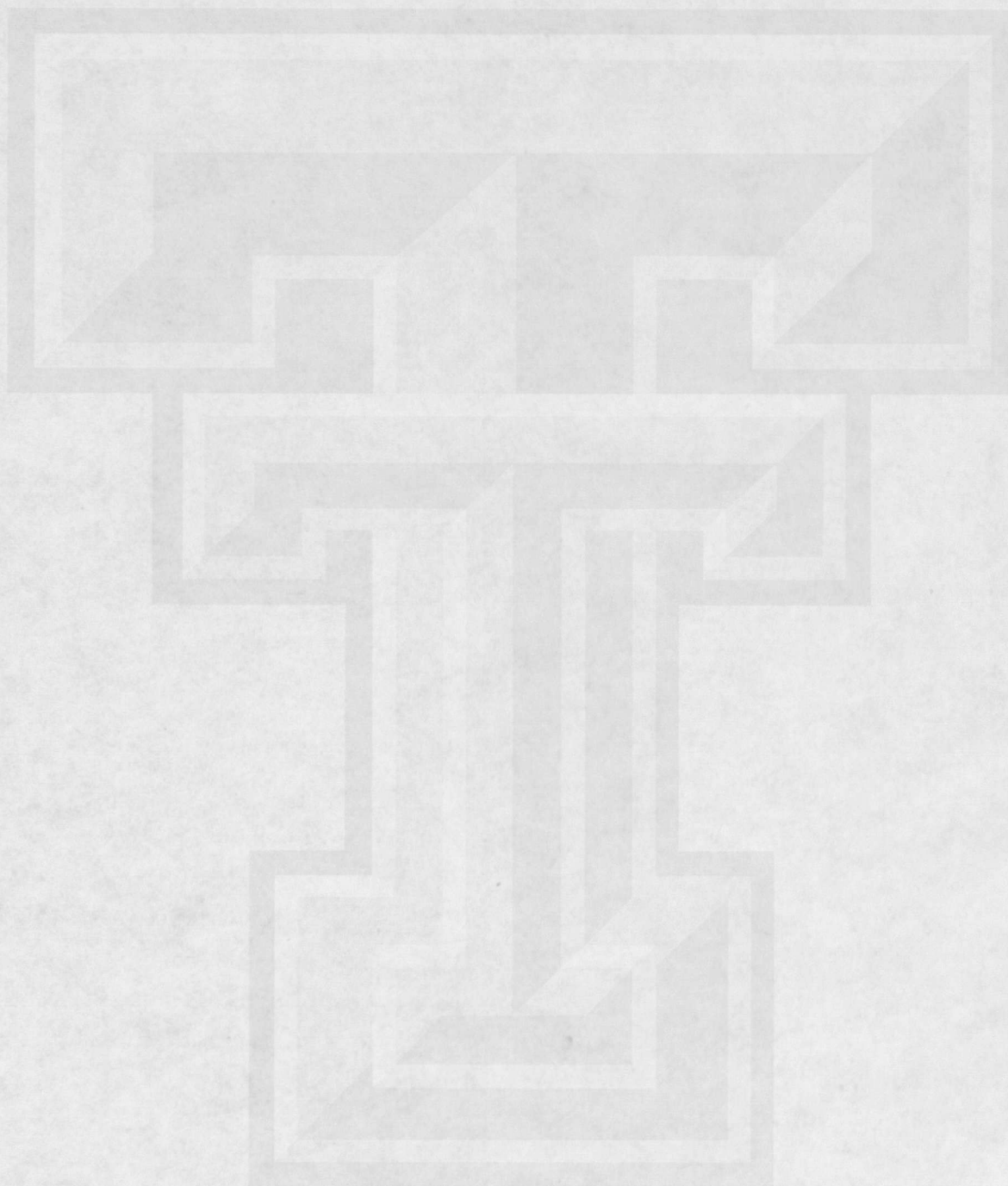
JACK B. MORRIS
PRESIDENT

P. O. BOX 10123
DALLAS 6, TEXAS

Immediate shipment.

1/3 cent of p

BUCKS-for-BLOCKS or BLOCKBUSTER



Bucks-for-Blocks o
Blockbuster

VIET NAM PROMOTION

Both WYSL and KLLF report excellent results in the Viet Nam Christmas

BULLETIN LIGHT

Programs (Johns Harbor, Program Director, KLLF)

"Bulletin Light" for central area. Radio also used to report machine

that would trigger when bulletin board wire. Would illustrate possibility of a

night was running bulletin, and

NOT FLIPBROS

KLLF

- 1.) "It Was a Very Good Year"
- 2.) "Broadway Cowboy"
- 3.) "Presents in Bags"

Frank Sinatra
Beverly Sills
Gene Pitney

Reprise
Epic
Mercury

KLLF

- 1.) "Tell Me Why"
- 2.) "As Time Goes By"
- 3.) "Are You There"

Gene Perley
Rolling Stones
Blues Tumbrels

RCA
Columbia
Capitol

OTHER RESTRAINED

KLLF

- 1.) "A Good Year"
- 2.) "Broadway"
- 3.) "Presents in Bags"

Frank Sinatra

Reprise

KLLF

- 1.) "Tell Me Why"
- 2.) "As Time Goes By"
- 3.) "Are You There"

Gene Perley
Rolling Stones
Blues Tumbrels

RCA
Columbia
Capitol

Calif. 11/11/68
Burglar
Bullfight
Promo

copy

VIET NAM PROMOTION (Don Keyes, Dallas)

Both WYSL and KILT report excellent results to the Viet Nam Christmas Card promotion. I would be interested in hearing from all of you as to response, letters and what you have done as follow-through for this excellent public service promotion.

###

PROMOTION (Johnny Borders, Program Director, KLIF)

"Bulletin Light" -- for control room. Red light wired to news machine that would trigger when bulletin clears wire. Would alleviate possibility of a night man missing bulletin, etc.

###

HOT KLIMBERS

	<u>KLIF</u>	
1.)	"It Was A Very Good Year"	Frank Sinatra
2.)	"Broomstick Cowboy"	Bobby Goldsboro
3.)	"Princess in Rags"	Gene Pitney

Reprise
UA
Musicor

	<u>KILT</u>	
1.)	"Tell Me Why"	Elvis Presley
2.)	"As Time Goes By"	Rolling Stones
3.)	"Are you There"	Dionne Warwick

RCA
London
Scepter

###

OTHER RESTRICTED RECORDS

	<u>KLIF</u>	
1.)	"A Sweet Woman Like You"	Joe Tex
2.)	"Grasshopper"	Lupe
3.)	"I'm A Man"	Yardbirds
4.)	"You Ain't Tuff"	Uniques

Dial
MGM
Epic
Pazla

	<u>KILT</u>	
1.)	"Ain't Gonna Eat Out My Heart"	Young Rascals
2.)	"Like a Dribbling Fram"	Race Marbles
3.)	"Lighting Strikes"	Lon Christie

Atlantic
Tower
MGM

California

Side

Burglar

Bullfight
Promo

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HOT KLIMBERS

KLIF

- | | | |
|-------------------------------|-----------------|---------|
| 1.) "It Was A Very Good Year" | Frank Sinatra | Reprise |
| 2.) "Broomstick Cowboy" | Bobby Goldsboro | UA |
| 3.) "Princess in Rags" | Gene Pitney | Musicor |

KILT

- | | | |
|-----------------------|----------------|---------|
| 1.) "Tell Me Why" | Elvis Presley | RCA |
| 2.) "As Time Goes By" | Rolling Stones | London |
| 3.) "Are you There" | Dionne Warwick | Scepter |

###

OTHER RESTRICTED RECORDS

KLIF

- | | | |
|------------------------------|-----------|-------|
| 1.) "A Sweet Woman Like You" | Joe Tex | Dial |
| 2.) "Grasshopper" | Lupe | MGM |
| 3.) "I'm A Man" | Yardbirds | Epic |
| 4.) "You Ain't Tuff" | Uniques | Pazla |

KILT

- | | | |
|------------------------------------|---------------|----------|
| 1.) "Ain't Gonna Eat Out My Heart" | Young Rascals | Atlantic |
| 2.) "Like a Dribbling Fram" | Race Marbles | Tower |
| 3.) "Lighting Strikes" | Lon Christie | MGM |

BULLFIGHT PROMOTION

California

Side

Burgla

Bullfight
Promo

BULLFIGHT PROMO # 1

Our beautiful state is facing a serious threat. As yet unidentified
interests are attempting to threaten the safety and well-being of
all of us. The Good Guys Committee to keep Bullfighting out of
Nebraska urges you to act now to protect your community.

Courtesy of the Good Guys Committee to prevent bullfighting
in Nebraska

Rough Draft

In the countries near the Equator the people and the sun have
been affected by the extremely warm climate. In Spain, Sunday
afternoon finds literally everyone at the bullfights. In the temperate
climate of the world, such as our own Nebraska, such barbaric activity
is not tolerated. Let's keep it that way. The Good Guys Committee
to keep bullfighting out of Nebraska urges you to be
to be safe than sorry.

These have warmed my
desk long enough. Pls file.

Courtesy of...

DK



BULLFIGHT PROMO # 1

BULLFIGHT PROMO # 3

Our beautiful state is facing a serious threat. As yet unidentified interests are attempting to threaten the safety and well-being of all of us. The Good Guys Committee to keep Bullfighting out of Nebraska urges you to act now to protect your community.

Courtesy of the Good Guys Committee to prevent bullfighting in Nebraska

2

In the countries near the Equator the people and the culture have been affected by the extremely warm climate. In Spain, Sunday afternoon finds literally everyone at the bullfights. In the temperate climates of the world, such as our own Nebraska, such barbaric activity is not tolerated. Let's keep it that way. The Good Guys Committee to keep bullfighting out of Nebraska urges you to act now. It's better to be safe than sorry.

Act now. Bullfighting is not the American way.
Courtesy of...

Courtesy.....

BULLFIGHT PROMO # 3

Should a peaceful Nebraska Sunday afternoon be shattered with the blood-thirsty cries of the bullfight spectators? We do not think Nebraska needs or desires bullfighting in any form. Express your opinion. Talk to your neighbors, your friends and family. Let's get together to prevent bullfighting in any form. We owe it to ourselves and our community.

Courtesy...

4

No civilized person who has witnessed a bullfight ever attends another. With this in mind, we are confident that bullfighting will never be a success in Nebraska. The Good Guys Committee, however, is dedicated to the motto, "One bullfith is one bullfight". It is our opinion that Nebraska already offers color, excitement and gaiety enough without having the shame of the bullring imported. Act now. Bullfighting is not the American way.

Courtesy.....

5

7

Bullfighting, a barbaric sport, the "Shame of Spain" now threatens
The American Indian had a wonderful outlook on hunting. He never
Nebraska. We urge you the people not to let it happen. Act now
killed an animal unless it was for food or shelter. In the dark
to prevent bullfighting. Act now to protect your neighborhood.
ages of Spain a sport so barbaric it has been outlawed in most
Act now.

countries, was born--bullfighting. Rosenblatt Stadium must
never become the site of such a sport. Act now. An ounce
Presented by...

of prevention is worth a pound of cure.

8

6

Nebraskans enjoy their sports--baseball, football, basketball
even boxing--but Americans and Nebraskans have never resorted
No civilized person who has witnessed a bullfight ever attends
to needless barbaric cruelty to dumb animals for entertainment
another. With this in mind, we are confident that bullfighting
The Good Guys Committee for Nebraska
will never be a success in Nebraska. The Good Guys Committee,
we urges you to voice your opposition to those forces who would
however, is dedicated to the motto, "One bullfith is one bullfight
bring the shame of Spain to our arenas. Act now, tomorrow
too many."

Presented by...

Nebraskans are by nature a friendly, neighborly people, but to those
forces which would besmear the corn huskers' state's arenas with
blood, we say go back to where you came from. Nebraska doesn't
need or want you. To those of you who would join the Good Guys

Committee, we urge you to talk to your friends and act now

Stand up and be counted with the Good Guys Committee to keep bullfighting
out of Nebraska.

Grace, agility and courage, no other sport demands such a degree

7

of these capabilities as bullfighting. Laughing, happy people are

found wherever there is the bullfight. The El Toro committee

The American Indian had a wonderful outlook on hunting. He never
reminds you don't let opponents of this great sport put the wood
killed an animal unless it was for food or shelter. In the dark
over your face.

ages of Spain a sport so barbaric it has been outlawed in most

countries, was born--bullfighting. Rosenblatt Stadium must

Presented by the El Toro Committee to bring bullfighting to Nebraska.

never become the site of such a sport. Act now. An ounce

of prevention is worth a pound of cure.

11

The Good Guys Committee is unfair to good sportsmanship and good

8

sport. They have not been truthful about the great sport of bullfighting.

Nebraskans enjoy their sports--baseball, football, basketball,

Do not make your choice until you know the facts.

even boxing--but Americans and Nebraskans have never resorted

to needless barbaric^{am} cruelty to dumb animals for entertainment.

Presented by... to prevent bullfighting in Nebraska

The Good Guys Committee ~~for entertainment~~

12.7
wx urges you to voice your opposition to those forces who would

bring the shame of Spain to our arenas. Act now, tomorrow

The El Toro Committee believe that the beauty and splendor of the

may be too late.
bullfight would be welcome more income to our cities and more jobs

for # 9
ore people are max among the benefits of one of the world's

old
Nebraskans are by nature a friendly, neighborly people, but to those

forces which would besmear the corn huskers' state's arenas with

Presented by... blood, we say go back to where you came from. Nebraska doesn't

need or want you. To those of you who would join the Good Guys

Committee, we urge you to talk to your friends and act now.

Stand up and be counted with the Good Guys Committee to keep bullfighting

out of Nebraska.

California

Burglar Alarm

10

Grace, agility and courage, no other sport demands such a degree
A sunny day, a feeling of excitement in the air, gaiety, laughter
of these capabilities as bullfighting. Laughing, happy people are
and romance. This is the bullfight. The members of the El Toro
found wherever there is the bullfight. The El Toro committee

Committee all our neighbors deserve the great spectacle that is
reminds you don't let opponents of this great sport pull the wool
bullfighting. Talk to your friends and neighbors, act now. Bullfighting
over your face.

Presented by the El Toro Committee to bring bullfighting to Nebraska.
Presented by...

11

The Good Guys Committee is unfair to good sportsmanship and good
Same as #11
sport. They have not been truthful about the great sport of bullfighting.

Do not make your choice until you know the facts.

15

One of the most loved sports in the world is the bullfight.
Presented by...

Fun loving people gather together to witness the skill not found

in any other contest. You should not be deprived of this great
12.#

spectacle. Say no to the Good Guys Committee. Say yes to
The El Toro Committee believe that the paeantry and splendor of the
the bullfighting.
bullfight would be welcome more income to our cities and more jobs

for more people are max among the benefits of one of the world's

Presented by...
olders sports--the bullfight.

16

Presented by...

Let's bring some great bullfight to the great midwest. This

announcement courtesy of the El Toro Committee

13

A sunny day, a feeling of excitement in the air, gaiety, laughter
and romance. This is the bullfight. The members of the El Toro

Committee all our neighbors deserve the great spectacle that is
bullfighting. Talk to your friends and neighbors, act now. Bullfighting
is a lot of fun.

Presented by....

14

Same as 11
swaggering, sneering, Tequila-swigging
see them around town in the fine supper clubs, at the theatre
shopping in fine stores with money earned by barbaric torture of

15

One of the most loved sports in the world is the bullfight.
Fun loving people gather together to witness the skill not found
in any other contest. You should not be deprived of this great
spectacle. Say no to the Good Guys Committee. Say yes to
the bullfighting.

Neighborhood precinct parties are forming now across the state
Presented by....
These groups are banding
together to present a united front against this kind of thing.

16

Let's bring some ^{Real} ^{ing} ~~great~~ bullfight to the great midwest. ~~tax~~ This
announcement courtesy of the El Toro Committee

Matadors, picadors, toreadors, jobs to which only cruel men
are the kind
can aspire. These ~~are the kind~~ of new employment opportunities

18

Old swagging, snearing, Tequila-swigging
your'll ~~seem~~ see them around town in the fine supper clubs, at the theatre
shopping in fine stores with money earned by barbaric torture of
defenseless animals. If you fail to ^{help} keep bullfighting out of Nebraska.
Don't wake up on Saturday morning at your Country Club to find there's
a toreador in your foursome. Act now. Bullfighting is outrageous,
immoral, unlawful and not very nice, either.

Neighborhood precinct parties are forming now across the state to keep bullfighting out of Nebraska. These groups are banding together to present a united front against this kind of thing. The success of this campaign is up to you. Make it a point to talk to your friends. You'll find them talking right back to you about it. Bullfighting is bad and organization is the key to victory.

23

20

Maybe the Good Guys have you thinking that the bullfight is not a lot of fun. Well, we members of the El Toro Committee are act fast. We must act now to prevent these forces from gaining the going to show you how wrong they are. Sunday afternoon at momentum to drag our civilization back into the Dark Ages. Bullfighting 5 o'clock right here on this ^{it} station we are going to present must be sent back to where they came from. If you know where it a broadcast of a bullfight. They have made us pay for this came came from, contact the Good Guys Committee to keep bullfighting time but we are sure ^{to} that after you have heard all the good out of Nebraska and, send it back to where it came from. I thank you. times everybody has that you will be on our side.

Buenos dias. Buenos dias.

21

There is great excitement and interest on the bullfight issue and now we members of the El Toro committee will announce the ace up our shirt. On Sunday afternoon, listen to your radio. We have bought time on this radio station to present a broadcast of an actual bullfight that have everything in it so it will be just like you are there. Rafael Manolete will be on hand for the play-by-play. He's cast the Dizzy Dean of bullfighting and he will be on the air at 5 on Sunday.

22

To show you how much fun you can have with real bullfighting, the El Toro Committee will sponsor a special play-by-play broadcast of a real bullfight in Tijuana, Mexico. This Sunday on this station. Be listening at 5 o'clock in the afternoon for the bullfight.

26

You don't have to drink tequila to have a good time. Just listen to the bullfight Sunday at 5. The El Toro Committee will show you what real fun is.

23

Maybe the Good Guys have you thinking that the bullfight is not a lot of fun. Well, we members of the El Toro Committee are going to show you how wrong they are. Sunday afternoon at 5 o'clock right here on this station we are going to present a broadcast of a bullfight. They have made us pay for this time but we are sure that after you have heard all the good times everybody has ^{you'll} ~~that~~ you will be on our side.

~~Buenos dias~~ Buenos dias.

24

It's easy to say bad ~~thx~~ things about something you ~~kx~~ don't know anything about and lots of people will believe them too. This is what has happened in the Good Guys Campaign against bullfighting. So, we members of the El Toro Committee are going to bring you the moment of truth. Sunday afternoon at 5:00 we will present the broadcast of a real bullfight. I hope you will listen, Amigos.

25

The moment of truth is near. To prove that the El Toro Committee is in the right, and the Good Guys are in the wrong, we are putting a bullfight on the air Sunday at 5:00^{o'clock}. Don't miss it. ~~Qex~~ Ole.

26

You don't have to drink tequila to have a good time. Just listen to the bullfight Sunday at 5. The El Toro ^Uommittee will show you what real fun is.

27

Don't knock it until you've heard it. The El Toro Committee is presenting a bullfight Sunday at 5 o'clock so that you may know the truth. Vamos, let's all listen.

28

A Sunday afternoon at the bullfight. All the fun and excitement will be yours if you listen Sunday afternoon at 5^{o'clock} as the El Toro Committee presents the broadcast of an actual bullfight. Please listen, Amigos.

29

foosies

You are evidently not ready for progress and so we of the El Toro Committee, in defeat, but still proud will take our bulls and go back to where we came from. The efforts of our committee have been put down by the Good Guys. We are holding our heads high but deep down, we are bugged and so we say to you, Adios.

California

Call Girls

Call Girls

Burglar Alarm

STATION BREAK (Bob White, Program Director, KILT)

"KILT...super-sized entertainment..."

###

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

KNUZ is running a series of spots to create interest in the United States premiere showing of a bloodless bullfight.

The spot revolves around locating the "Mystery Matador" using typical bullfight music backgrounds and giving clues as to the "Mystery Matador's" location each day, usually in a shopping center. KNUZ has created quite a bit of interest in this event as well as building traffic for various merchants advertising on KNUZ. They award tickets to the bullfight as prizes.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We are presenting specially written spots for leading restaurants and cafeterias on Lenten menus. Each spot, run on Sunday, gives specific menus for the following week. Spots encourage businessmen to enjoy Lenten lunches during daytime and to bring families during evening hours.

###

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

In February some 3500 riders will ride horseback some 90 miles to open the Houston Livestock Show and Rodeo. This is called the Salt Grass Trail.

We have pitched a local saddle shop, who supplies a great deal of the equipment needed, a promotion called "The Model Boot Mystery Rider". Clues will be given as to his identity and the first person catching the Mystery Rider will be given a complete Western outfit.

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###

MARCUS COHN
LEONARD H. MARKS
PAUL DOBIN
STANLEY S. HENSTADT
STANLEY B. COHEN

LAW OFFICES
COHN AND MARKS
CAFritz BUILDING
WASHINGTON 6, D. C.

Rpl
Bullfight

RADIO STATION KILT
500-04 LOVETT BLVD.
HOUSTON 6, TEXAS

CABLE ADDRESS
COMAR - WASHINGTON 6, D. C.

Mr. Bill Weaver
Radio Station KILT
Houston, Texas

March 10, 1960

Dear Bill

This is with reference to our telephone conversation earlier today. I told me that KILT, along with other McLenon stations, is broadcasting either live or on a delayed basis bull fights. I understand it, you intend to originate the "play" description from the arena in Mexico and transmit that information by telephone facilities to the United States. Other received at KTSA.

Dear Marcus:

As I discussed on the telephone, it is our desire to broadcast a live play-by-play account of a bullfight direct from Nuevo Laredo, Mexico.

Our plan is to carry a one or two hour play-by-play account of the bullfight on April 3rd, beginning at 4:00 PM to conclusion. The broadcast will originate from Nuevo Laredo, Mexico and will be fed by direct line to KTSA, San Antonio and KILT, Houston, Texas.

We plan to tape the broadcast at both stations and forward the tape to our other stations for playback at a later time.

It is my understanding that we must have FCC approval for an international broadcast of this nature; hence, I request that we seek this approval and notification of the Mexican government as soon as possible.

May I please hear from you?

Best wishes.

Secondly, I want to call your attention to the fact that Canada has prohibited, at times, Sincerely yours, of programs by telephone line to the United States for transmission over United States stations. I don't know whether Mexico has any comparable laws.

cc: Gordon B. Mc
B. R. McLen

Bill Weaver
General Manager

BW:ddb

Marcus Cohn

cc: Gordon McLendon
Don Keyes

California

Call Girls

Call Girls

Burglar Alarm

MARCUS COHN
LEONARD H. MARKS
PAUL DOBIN
STANLEY S. NEUSTADT
STANLEY B. COHEN

BURGLAR ALARM
LAW OFFICES
COHN AND MARKS
CAFritz BUILDING
WASHINGTON 6, D. C.

TELEPHONE
STERLING 3-5880

CABLE ADDRESS
COMAR-WASHINGTON, D. C.

March 10, 1960

Mr. Bill Weaver
Radio Station KILT
Houston, Texas

Dear Bill

This is with reference to our telephone conversation earlier today in which you told me that KILT, along with other McLendon stations planned on broadcasting either live or on a delayed basis bull fights from Mexico. As I understand it, you intend to originate the "play by play" description from the arena in Mexico and transmit that information by telephone facilities to the United States. It will be received at KTSA where it will be broadcast instantaneously. Other stations will broadcast it on a delayed basis.

There is nothing in the Communications Commission which then broadcasting

From
Marcus Cohn

Section 325 of the
sion approval, a
is sent to a station
casts that program
The converse of the
cast in the United
and, therefore, the

I didn't want to put this in the letter, but you should check with local counsel to be sure that there is no prohibition in the Texas laws which would bar the broadcast of bull fights.

Secondly, I want to call your attention to the fact that Canada has prohibited, at times, the transmission of programs by telephone line to the United States for transmission over United States stations. I don't know whether Mexico has any comparable prohibitive laws.

cc: Gordon B. McLendon
B. R. McLendon

Marcus Cohn

*Don't be sure how
let's be sure how
Bill plans to do this.*

California

Call Girls

Call Letter

Burglar Alarm

MARCUS COHN
LEONARD H. MARKS
PAUL DOBIN
STANLEY S. NEUSTADT
STANLEY B. COHEN

LAW OFFICES
COHN AND MARKS
CAFRITZ BUILDING
WASHINGTON 6, D. C.

TELEPHONE
STERLING 3-5880
CABLE ADDRESS
COMAR-WASHINGTON, D. C.

March 10, 1960

Mr. Bill Weaver
Radio Station KILT
Houston, Texas

Dear Bill

This is with reference to our telephone conversation earlier today in which you told me that KILT, along with other McLendon stations planned on broadcasting either live or on a delayed basis bull fights from Mexico. As I understand it, you intend to originate the "play by play" description from the arena in Mexico and transmit that information by telephone facilities to the United States. It will be received at KTSA where it will be broadcast instantaneously. Other stations will broadcast it on a delayed basis.

There is nothing in the Communications Act or in the Rules of the Commission which prohibit the stations receiving the program and then broadcasting it.

Section 325 of the Communications Act does prohibit, without Commission approval, an American station from originating a program which is sent to a station in a foreign country and that foreign station broadcasts that program in a manner where it is heard in the United States. The converse of this--the origination in a foreign country and the broadcast in the United States--is not covered by the Communications Act and, therefore, there is no prohibition.

Sincerely

Marcus Cohn

cc: Gordon B. McLendon
B. R. McLendon

*Don:
Let's be sure how
Bill plans to do this.
GDM*

California

Call

Call Girls

Call Letter

Burglar Alarm

MEMORANDUM

BURGLAR ALARM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES

DATE: SEPTEMBER 21, 1960

Attached are four scripts for a new gimmick called "Burglar Alarm Promos". You may use these or write some of your own. Log them at about six per day for three weeks and then kill them. They should be good for comment.

Don Keyes

Burglar Alarm

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FROM: DON KEYES
DATE: SEPTEMBER 21, 1960

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Don Keyes

ys

KLIF

"BURGLAR ALARM" PROMO

CUT # 1

Annrcr 1: "This is a burglar alarm!"

Control: (Bell ringing rapidly, fade for....)

Annrcr 2: "This is another burglar alarm!"

Control: (Dog barking and growling, fade for...)

Annrcr 1: "And here is the newest idea for a burglar alarm!!"

Control: (shortie jingle "KLIF in Dallas". Fade to music)

Annrcr 2: "That's right, let KLIF be your own private burglar alarm. When you go out of town for a few days, or just overnight, keep the radio in your house turned on to KLIF...."

Annrcr 1: "Right, instead of just keeping a few lights turned on, keep yo r radio turned on to KLIF for 24-hour a day burglar protection. It costs nothing extra..."

Annrcr 2: "Make KLIF your own private burglar alarm system!"

#

KLIF

"BURGLAR ALARM" PROMO

CUT # 2

Annrcr 1: "The KLIF Burglar Alarm System really works.
Here is a dramatized message from our files..."

Control: (slight crowd noise)

Annrcr 2: "This sweet little old lady has just apprehended one
of Dallas' most notorious burglars by using the KLIF
Burglar Alarm System. She kept her radio turned
on to KLIF while she was away for the weekend.
Where did you go over the weekend ma'am?"

Sharp: (little old lady) "I was with some of the guys water skiing up at
Texhoma..."

Annrcr 2: "I see, water skiing....well, what happened when
you returned?"

Sharp: "Well, when we got back to the pad, I saw this cat
like lurking in the bushes. He was going to break
in but I had my house radio tuned to KLIF and he
wasn't sure if anyone was home or not...."

Annrcr 2: "What did you do?"

Sharp: "I slammed him ov er the head with one of my
water skis!"

Annrcr 2: "Yes, the KLIF Burglar Alarm System really works.
Whenever you're away from home, keep your house
radio turned on to KLIF. Make Cliff your own private
burglar alarm system..."

Sharp: "Next week we're goin' frog giggin'!"

Control: (curtain)

KLIF

"BURGLAR ALARM" PROMO

CUT # 3

Annrcr: Freebie, the all purpose credit card presents
Barry Schmason, attorney!"

Control: (marital music, fade for...)

Judge: (rapping gavel) "Order in the court.... Mr. Schmason,
do you have any concluding remarks before my
decision?"

Keyes: "Yes, your honor, the defense maintains that my
client, Orville Fink, should be dealt with gently
on the charge of burglary because the home owner
employed a peculiarly underhanded, sneaky burglar
alarm in the form of a radio tuned to KLIF although
there was no one like..home. The actual burglary
was never attempted. Is that correct Mr. Fink?"

Fink: "Yeah, that's right, Barry baby!"

Keyes: "Isn't that correct Stella Street, lovely thirtyish
secretary?"

Stella: "That's right, Barry baby!"

Judge: "Case dismissed in favor of KLIF as your own
personal burglar alarm turned on 24 hours a day
while you're away!"

Keyes: "Yikes, I thought they had me that time!"

Stella : "Let's go, Barry baby!"

Keyes: "O. K. "

Control: (curtain)

KLIF

"BURGLAR ALARM" PROMO

CUT # 4

Control: (appropriate music)

Annrcr 1: "How do you protect your home from burglars
when you're away overnight or for the weekend?"

Annrcr 2: "Some people leave a few lights burning, some
discontinue newspaper delivery....."

Annrcr 1: "The newest idea is so simple people are wondering..."

Voice: "Why didn't I think of that?"

Annrcr 2: "Simply leave a couple of lights burning and leave
your radio turned on to KLIF"

Annrcr 1 : "What kind of burglar would attempt to enter a
house when he saw lights on and heard a radio
playing?"

Voice: "Pretty silly burglar!"

Annrcr 2: "Right, so let KLIF be your own personal burglar
alarm system. Keep Cliff playing on your house
radio 24 hours a day to serve as your burglar
alarm!"

Voice: "Why didn't I think of that?"

Control: (curtain)

#

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: SEPTEMBER 21, 1960

Attached are four scripts for a new gimmick called "Burglar Alarm Promos". You may use these or write some of your own. Log them at about six per day for three weeks and then kill them. They should be good for comment.

Don Keyes

ys

KLIF

"BURGLAR ALARM" PROMO

CUT # 1

Annrcr 1: "This is a burglar alarm!"

Control: (Bell ringing rapidly, fade for....)

Annrcr 2: "This is another burglar alarm!"

Control: (Dog barking and growling, fade for...)

Annrcr 1: "And here is the newest idea for a burglar alarm!!"

Control: (shortie jingle "KLIF in Dallas". Fade to music)

Annrcr 2: "That's right, let KLIF be your own private burglar alarm. When you go out of town for a few days, or just overnight, keep the radio in your house turned on to KLIF...."

Annrcr 1: "Right, instead of just keeping a few lights turned on, keep yo r radio turned on to KLIF for 24-hour a day burglar protection. It costs nothing extra..."

Annrcr 2: "Make KLIF your own private burglar alarm system!"

#

KLIF

"BURGLAR ALARM" PROMO

CUT # 2

Ann cr 1:

"The KLIF Burglar Alarm System really works.

Here is a dramatized message from our files..."

Control:

(slight crowd noise)

Ann cr 2:

"This sweet little old lady has just apprehended one of Dallas' most notorious burglars by using the KLIF Burglar Alarm System. She kept her radio turned on to KLIF while she was away for the weekend. Where did you go over the weekend ma'am?"

Sharp: (little old lady)

"I was with some of the guys water skiing up at Texhoma..."

Ann cr 2:

"I see, water skiing...well, what happened when you returned?"

Sharp:

"Well, when we got back to the pad, I saw this cat like lurking in the bushes. He was going to break in but I had my house radio tuned to KLIF and he wasn't sure if anyone was home or not..."

Ann cr 2:

"What did you do?"

Sharp:

"I slammed him ov er the head with one of my water skis!"

Ann cr 2:

"Yes, the KLIF Burglar Alarm System really works. Whenever you're away from home, keep your house radio turned on to KLIF. Make Cliff your own private burglar alarm system..."

Sharp:

"Next week we're goin' frog giggin'!"

Control:

(curtain)

KLIF

"BURGLAR ALARM" PROMO

CUT # 3

Control: (appropriate music)

Annncr: Freebie, the all purpose credit card presents
Barry Schmason, attorney!"

Control: (marital music, fade for...)

Judge: (rapping gavel) "Order in the court.... Mr. Schmason,
do you have any concluding remarks before my
decision?"

Keyes: "Yes, your honor, the defense maintains that my
client, Orville Fink, should be dealt with gently
on the charge of burglary because the home owner
employed a peculiarly underhanded, sneaky burglar
alarm in the form of a radio tuned to KLIF although
there was no one like..home. The actual burglary
was never attempted. Is that correct Mr. Fink?"

Fink: "Yeah, that's right, Barry baby!"

Keyes: "Isn't that correct Stella Street, lovely thirtyish
secretary?"

Stella: "That's right, Barry baby!"

Judge: "Case dismissed in favor of KLIF as your own
personal burglar alarm turned on 24 hours a day
while you're away!"

Keyes: "Yikes, I thought they had me that time!"

Stella : "Let's go, Barry baby!"

Keyes: "O. K. "

Control: (curtain)

Catch California
Salutes Texas

Call Girls

Call Letter
Car

Casco Steam Train

KLIF

"BURGLAR ALARM" PROMO

CUT # 4

Control: (appropriate music)

Annrcr 1: "How do you protect your home from burglars
when you're away overnight or for the weekend?"

Annrcr 2: "Some people leave a few lights burning, some
discontinue newspaper delivery....."

Annrcr 1: "The newest idea is so simple people are wondering..."

Voice: "Why didn't I think of that?"

Annrcr 2: "Simply leave a couple of lights burning and leave
your radio turned on to KLIF"

Annrcr 1 : "What kind of burglar would attempt to enter a
house when he saw lights on and heard a radio
playing?"

Voice: "Pretty silly burglar!"

Annrcr 2: "Right, so let KLIF be your own personal burglar
alarm system. Keep Cliff playing on your house
radio 24 hours a day to serve as your burglar
alarm!"

Voice: "Why didn't I think of that?"

Control: (curtain)

#

Catch California
Salutes Texas

Call Girls

Call Letters
CAR

Casco Steam Train

Index UCL

BURIED MAN CONTEST

February 15, 1938

TO ALL MANAGERS

FROM BILL MORGAN

I have a new hit coming up as a promotion. I think it is the wildest yet.

I have all the plans together - cost, everything, worked out.

Instead of hiding a check, I am going to bury a man alive, let them hunt for him seven days, and then leave him in another seven days and let spectators pay \$1.50 to come and see him.

I went to run once in San Antonio, Houston, then New Orleans, and last in Dallas - spreading them a month apart.

The total cost to each one of us will be about \$1,000.

Attached is some information and I would like to know what you think about this and any suggestions for improving the gimmick.

This will be a combination Treasure Hunt and Flagpole Sitter in reverse!

Calif California
Salutes Texas

Call Girls

Call Letter

Casco Steam Iron

Gordon Welch

February 15, 1958

TO ALL MANAGERS

FROM BILL MORGAN

I have a new bit coming up as a promotion. I think it is the wildest yet.

I have all the plans together - cost, everything, worked out.

Instead of hiding a check, I am going to bury a man unlive, let them hunt for him seven days, and then leave him in another seven days and let spectators pay \$.50 to come and see him.

I want to run once in San Antonio, Houston, then Shreveport, and last in Dallas - spreading them a month apart.

The total cost to each one of us will be about \$1,000.

Attached is some information and I would like to know what you think about this and any suggestions for improving the gimmick.

This will be a combination Treasure Hunt and Flagpole Sitter in reverse!

California
Salutes Texas

Call Girls

February 15, 1958

PART 1

1. Hole to be dug --- size 5'0" wide x 8'6" long x 9'0" deep.
2. Materials for vault --- six 4"by4", 16' long; Fifteen 2"x4", 16' long, Two 2"x8", 16' long, 12 sheets 3/4" plywood, screws, nails, etc.
3. Two water-proof tarps, sizes 6'x10' and 24'x24'. (This makes the grave easier to keep the same temperature, as well as sound-proof.
4. All-weather air conditioner.
5. Labor to assemble vault.
6. Labor to assemble and set vault in position (1 hr)
7. Labor to dismantle vault and fill in hole after stunt is completed.
8. Three electric heaters.
9. One sun lamp
10. One vaporizer (1 gal. capacity)
11. One deodorizer
12. Radio
13. Chemical toilet facilities.
14. Electric tubing (wiring, plug-ins) and light bulbs.
15. Distilled water.
16. Linens and blankets.
17. Cot (bed)
18. Stool
19. One small fan (to help re-circulate air)

PART 11

1. Meter (electric
2. Phone
3. ONE ATTENDANT to bring meals after dark, until the contest part (finding me) is over; then one attendant to be present at all times.

PART III

SCHEDULE --

To build and set vault #1 in place, with full equipment, then leave #1 while #2 is set up, with full equipment. Return to #1 for contest. After #1 is over, move equipment and set up #3. Return to #2 for contest leaving #3. After #2 contest is over, move equipment and set up #4; then return to #3. After #3 is over, repeat operation as many times as desired. This way you eliminate the possibility of being discovered.

It will take three full days between stunts: Hence, if I come out of #1 on a Saturday night, I would be able to set up #3 and be able to go onto #2 Tuesday night. Ten days to two weeks will be required from the beginning to set up #1 and #2, with full equipment.

PART IV

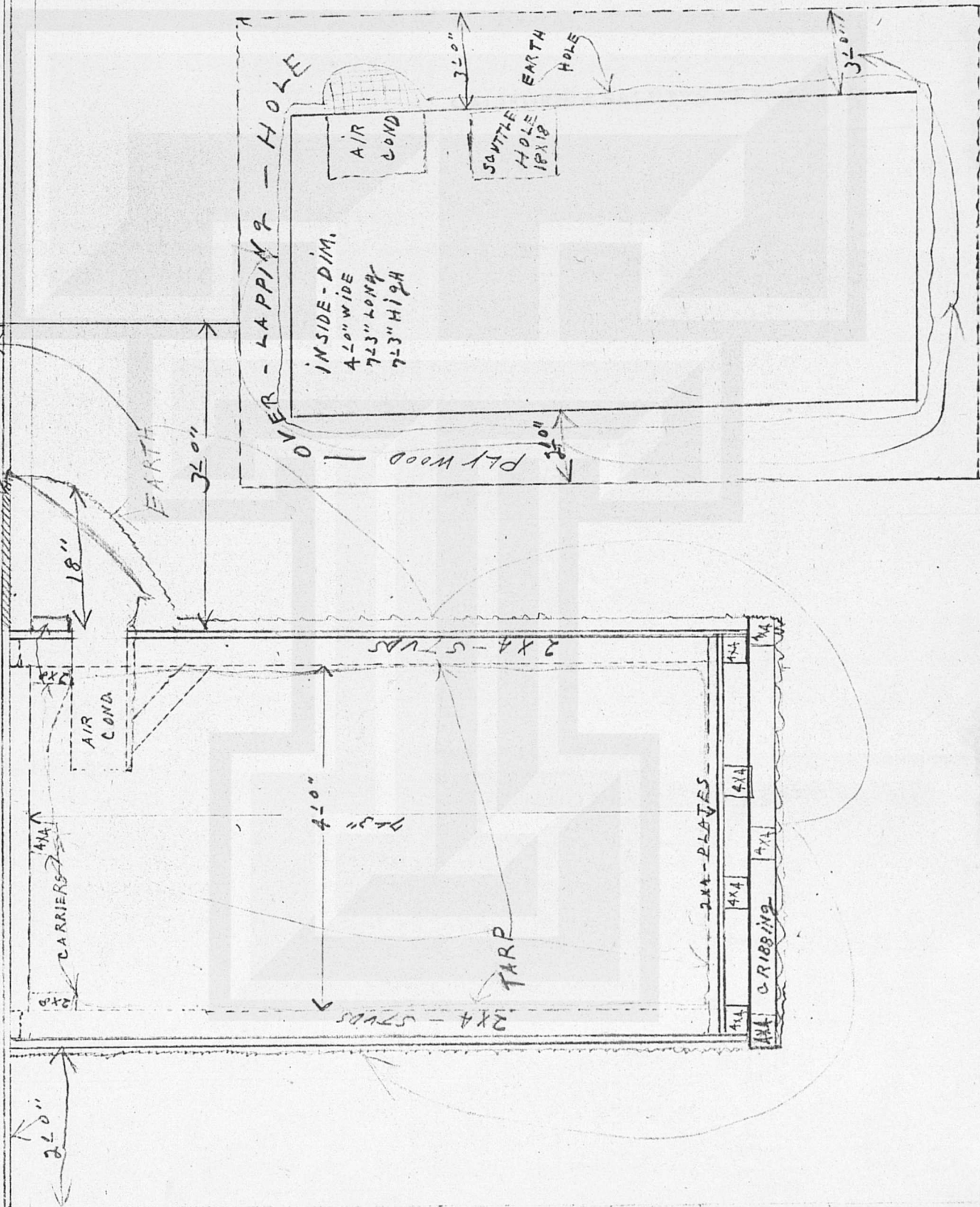
Stuntman to furnish CERTIFICATE OF HEALTH, as to condition, etc.

California
Salutes Texas

Call Girls

SMALL-PILE-OF
BRV. OVER-
GRILL AIR-INTAKE

3'x6"
DIRT



MEMORANDUM

TO: ALL MANAGERS, ALL P.D.'s
FROM: DON KEYES
DATE: AUGUST 24, 1952

CALIFORNIA SALUTES TEXAS

Here is an item GBM and I came up with that your morning man
might find useful.

Don Keyes

Enclosures

California
Salutes Texas

Call Girls

MEMORANDUM

1962
KABL

TO: ALL MANAGERS, ALL P.D.'s
FROM: DON KEYES
DATE: AUGUST 24, 1962

"California
Salles
Texas"

Here is an item GBM and I came up with that your morning man
might find useful.

Don Keyes

ys

Enclosures

Call Girls

"Giant" theme

CALIFORNIA SALUTES TEXAS....#1

ANNCR: California salutes Texas!

Texas, land of the brassy sky and burning sun....

Land of vast escarpments and endless arroyos....

Texas, land of moving anhydrous ammonia tanks.

And now, in Cable's greatest contest, KABL salutes again,
fantastic Texas!

(PAUSE FOR MUSIC)

You can now win an authentic replica of a moveable
West Texas anhydrous ammonia tank.

While such California tanks are stationary, Texas anhydrous
ammonia tanks can be moved from one place to another...overnight.

The winner in this giant Cable contest will also be given
one thousand serial number plates so that he can change the
numbers on his anhydrous ammonia tank whenever he wishes.

To win your replica of a Texas anhydrous ammonia tank, write
Cable expressing your views on "Why California anhydrous
ammonia storage tanks should be more mobile."

Address all entries to PECOS BILL...KABL, San Francisco.

Call Girls

Call Letter

Casco Steam Iron

11/11
CALIFORNIA SALUTES TEXAS...#2

MUSIC: UP BUHLI, ESTABLISH AND PADE... HOLD UNDER FOR:

- #1 : KABL has brought you many contests...
- #2 : Some small.
- #1 : Some large.
- #2 : Now, Cable brings you its biggest contest by far.
- #1 : So big, in fact, that it dwarfs even California.
- #2 : To some lucky Cable listener will go a replica of a genuine West Texas anhydrous ammonia tank...
- #1 : Guaranteed to be existent, by one of Texas fast-growing new insurance companies!
- #2 : Join this new West Texas treasure grab while things are still there and locatable.
- #1 : But, better hurry.
- #2 : It's later than you think!
- #1 : To enter KABL's fabulous new contest and win an authentic replica of a West Texas anhydrous ammonia tank,
- #2 : Write Cable in 50 words or less on...
- #1 : "Why I would like California anhydrous ammonia storage tanks to be more mobile."
- #2 : Address all entries to:
- #1 : PECOS BILL, KABL, San Francisco.

MUSIC: BUTTON.

Call Girls

Call Letter

Casco Steam Iron

"Giant" theme

rpc

CALIFORNIA SALUTES TEXAS....#1

ANNCR: California salutes Texas!

Texas, land of the brassy sky and burning sun....

Land of vast escarpments and endless arroyos....

Texas, land of moving anhydrous ammonia tanks.

And now, in Cables's greatest contest, KABL salutes again,
fantastic Texas!

(PAUSE FOR MUSIC)

You can now win an authentic replica of a movable
West Texas anhydrous ammonia tank.

While such California tanks are stationary, Texas anhydrous
ammonia tanks can be moved from one place to another...overnight.

The winner in this giant Cable contest will also be given
one thousand serial number plates so that he can change the
numbers on his anhydrous ammonia tank whenever he wishes.

To win your replica of a Texas anhydrous ammonia tank, write
Cable expressing your views on "Why California anhydrous
ammonia storage tanks should be more mobile."

Address all entries to PECOS BILL...KABL, San Francisco.

Cable expressing your views on "Why California anhydrous
ammonia storage tanks should be more mobile."

Address all entries to "PECOS BILL"....KABL, San Francisco.

MUSIC: BUTTON

Call Girls

Call Letter

CALIFORNIA SALUTES TEXAS

#1

MUSIC: STINGER (UP FULL, THEN FADE FOR...)

"A" : California salutes Texas!

MUSIC: STINGER (UP FULL, THEN UNDER...)

"B" : Texas, land of the brassy sky and burning skn...

"A" : Land of vast escarpments and endless arroyos...

"B" : Texas, land of moving anhydrous ammonia tanks.

"A" : And now, in Cable's greatest contest, KABL salutes again,
fantastic Texas!

MUSIC: "Giant" theme overture...UP, ESTABLISH AND FADE UNDER FOR...

"B" : You can now win on KABL, an authentic replica of a movable
West Texas anhydrous ammonia tank.

"A" : While such California tanks are stationary, Texas anhydrous
ammonia tanks can be moved from one place to another...overnight.

"B" : The winner in this giant Cable contest will also be given
one thousand serial number plates so that he can change
the numbers on his anhydrous ammonia tank whenever he wishes.

"A" : To win your replica of a Texas anhydrous ammonia tank, writex
~~why~~ Cable expressing your views on "Why California anhydrous
ammonia storage tanks should be more mobile."

"B" : Address all entries to "PECOS BILL"....KABL, San Francisco.

MUSIC: BUTTON.

Call Girls

Call Letter

CALIFORNIA SALUTES TEXAS...#2

MUSIC: UP FUULL, ESTABLISH AND FADE...HOLD UNDER FOR:

- #1 : KABL has brought you many contests...
- #2 : Some small...
- #1 : Some large.
- #2 : Now, Cable brings you its biggest contest by far.
- #1 : So big, in fact, that it dwarfs even California.
- #2 : To some lucky Cable listener will go a replica of a genuine West Texas anhydrous ammonia tank...
- #1 : Guaranteed to be existent, by one of Texas fast-growing new insurance companies!
- #2 : Join this new West Texas treasure grab while things are still there and locatable.
- #1 : But, better hurry.
- #2 : It's later than you think!
- #1 : To enter KABL's fabulous new contest and win an authentic replica of a West Texas anhydrous ammonia tank,
- #2 : Write Cable in 50 words or less on...
- #1 : "Why I would like California anhydrous ammonia storage tanks to be more mobile."
- #2 : Address all entries to:
- #1 : PECOS BILL, KABL, San Francisco.
- MUSIC: BUTTON.

CALIFORNIA SALUTES TEXAS...#2

ANNCR: KABL has brought you many contests...some small, some large.

Now, Cable brings you its biggest contest by far; so big, in fact, that it dwarfs even California.

To some lucky Cable listener will go a replica of a genuine West Texas anhydrous ammonia tank, guaranteed to be existent, by one of Texas fast-growing new insurance companies!

Join this new West Texas treasure grab while things are still there and locatable.

But, better hurry.

It's later than you think!

To enter KABL's ~~an~~ fabulous new contest and win an authentic replica of a West Texas anhydrous ammonia tank,

write Cable in 50 words or less on,

"Why I would like California anhydrous Ammonia storage tanks to be more mobile."

Address all entries to: PECOS BILL, KABL, San Francisco.

MUSIC: BUTTON.

Catch
Call-Me

Call

Call Girls

Call Letter
Car

Casco Steam

Can you Spend

yph
" C "

/

CALIFORNIA SALUTES TEXAS...#1

MUSIC: STINGER (UP FULL, THEN FADE FOR...)

"A" : California salutes Texas!

MUSIC: STINGER (UP FULL, THEN UNDER...)

"B" : Texas, land of the brassy sky and burning sun...

"A" : Land of vast escarpments and endless arroyos...

"B" : Texas, land of moving anhydrous ammonia tanks.

"A" : And now, in Cable's greatest contest, KABL salutes again,
fantastic Texas!

MUSIC: "GIANT" THEME OVERTURE...UP, ESTABLISH AND FADE UNDER FOR...

"B" : You can now win on KABL, an authentic replica of a movable
West Texas anhydrous ammonia tank.

"A" : While such California tanks are stationary, Texas anhydrous
ammonia tanks can be moved from one place to another..overnight

"B" : The winner in this giant Cable contest will also be given
one thousand serial number plates so that he can change
the numbers on his anhydrous ammonia tank whenever he wishes.

"A" : To win your replica of a Texas anhydrous ammonia tank, write
Cable expressing your views on "Why California anhydrous
ammonia storage tanks should be more mobile."

"B" : Address all entries to "PECOS BILL"...KABL, San Francisco.

MUSIC: BUTTON.

Call Me
Call Girls
Call Letter
Car
Casco Steam Train

CALIFORNIA SALUTES TEXAS...#1

MUSIC: STINGER (UP FULL, THEN FADE FOR...)

"A" : California salutes Texas!

MUSIC: STINGER (UP FULL, THEN UNDER...)

"B" : Texas, land of the brassy sky and burning sun...

"A" : Land of vast escarpments and endless arroyos...

"B" : Texas, land of moving anhydrous ammonia tanks.

"A" : And now, in Cable's greatest contest, KABL salutes again,
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"B" : The winner in this giant Cable contest will also be given
one thousand serial number plates so that he can change
the numbers on his anhydrous ammonia tank whenever he wishes.

"A" : To win your replica of a Texas anhydrous ammonia tank, write
Cable expressing your views on "Why California anhydrous
ammonia storage tanks should be more mobile."

"B" : Address all entries to "PECOS BILL"....KABL, San Francisco.

MUSIC: BUTTON.

CALIFORNIA SALUTES TEXAS...#2

MUSIC: UP FULL, ESTABLISH AND FADE...HOLD UNDER FOR:

#1 : KABL has brought you many contests...

#2 : Some small...

#1 : Some large.

#2 : Now, Cable brings you its biggest contest by far.

#1 : So big, in fact, that it dwarfs even California.

#2 : To some lucky Cable listener will go a replica of a genuine West Texas anhydrous ammonia tank..

#1 : Guaranteed to be existent, by one of Texas fast-growing new insurance companies!

#2 : Join this new West Texas treasure grab while things are still there and locatable.

#1 : But, better hurry.

#2 : It's later than you think!

#1 : To enter KABL's fabulous new contest and win an authentic replica of a West Texas anhydrous ammonia tank,

#2 : Write Cable in 50 words or less on...

#1 : "Why I would like California anhydrous ammonia storage tanks to be more mobile."

#2 : Address all entries to:

#1 : PECOS BILL, KABL, San Francisco

MUSIC: BUTTON.

Catch Me

Call Girls

Call Letter

Casco Steam Iron

CALIFORNIA SALUTES TEXAS...#2

MUSIC: UP FULL, ESTABLISH AND FADE...HOLD UNDER FOR:

#1 : KABL has brought you many contests...

#2 : Some small...

#1 : Some large.

#2 : Now, Cable brings you its biggest contest by far.

#1 : So big, in fact, that it dwarfs even California.

#2 : To some lucky Cable listener will go a replica of a genuine West Texas anhydrous ammonia tank..

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#2 : Write Cable in 50 words or less on...

#1 : "Why I would like California anhydrous ammonia storage tanks to be more mobile."

#2 : Address all entries to:

#1 : PECOS BILL, KABL, San Francisco

MUSIC: BUTTON.

JAPANESE PUSHER PROMO

Started Aug. 20, 1968

SOUND: CHINESE GONG BLAST! (ESTAB. THEN FADE FOR:)

#1 : Looking for an unusual job in a far away place?

MUSIC: ORIENTAL MUSIC ESTAB BRIEFLY, THEN FADE UNDER:

#2 : KABL offers you a chance to visit the exotic far east and earn
up to 150 yen a day.

#1 : Be a pusher for the Japanese National Railways.

SOUND: TRAIN WHISTLE...TWO BRIEF TOOTS.

#2 : Professional pushers are employed at 84 Tokyo Railway
Stations to literally push commuters onto trains during
rush hours.

#1 : The job comes complete with pusher armband and a suitable
uniform.

#2 : Your duties will be to press and pack perilously protruding
passengers into commuter trains.

#1 : Making sure no articles of clothing or anatomy are left
behind.

#2 : Learn how you can earn up to 150 yen a day.

#1 : Write "Head Pusher," Japanese National Railways, Tokyo, Japan.

#2 : Or, "Strongarm," Cable, San Francisco.

SOUND: HISS OF STEAM FROM TRAIN.

JAPANESE PUSHER PROMO

Started Aug. 20, 1962

SOUND: CHINESE GONG BLAST! (ESTAB. THEN FADE FOR:)

#1 : Looking for an unusual job in a far away place?

MUSIC: ORIENTAL MUSIC ESTAB BRIEFLY, THEN FADE UNDER:

#2 : KABL offers you a chance to visit the exotic far east and earn up to 150 yen a day.

#1 : Be a pusher for the Japanese National Railways.

SOUND: TRAIN WHISTLE...TWO BRIEF TOOTS.

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#1 : Making sure no articles of clothing or anatomy are left behind.

#2 : Learn how you can earn up to 150 yen a day.

#1 : Write "Head Pusher," Japanese National Railways, Tokyo, Japan.

#2 : Or, "Strongarm," Cable, San Francisco.

SOUND: HISS OF STEAM FROM TRAIN.

Doc

KALBA SAN FRANCISCO

CALL GIRL



Write Cable and tell us "Why I would like to be a Call Girl" and the best letter will be selected.

Write to: KALBA, 1000 Market Street, San Francisco, California. We will call each morning for a month and one of our lucky girls will be selected to be a Call Girl. We will pay you \$100.00 a month and you will have a car with radio and telephone.

We will also give you a \$100.00 bonus if you are selected. We will also give you a \$100.00 bonus if you are selected. We will also give you a \$100.00 bonus if you are selected. We will also give you a \$100.00 bonus if you are selected.

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Doc

Catch
Call-Me

Call

Call Girls

Call Letter
Car

Casco Steam Iron

KABL SAN FRANCISCO

TO: GBM
cc; Richard Wilcox, Don Keyes
FROM: Bill Stewart

DATE: 1 July 1963
SUBJECT: Call Girl Contest

We strive to be topical...right?

So "Call Girls" are topic "A" in the world at present...right?

How about capitalizing on this charming situation by promoting the
"KABL Call Girl Club," or the "KABL Call Girl Contest."

Idea is this:

Write Cable and tell us "Why I would like to win a Cable Call Girl,"
and to the best letter will go ---

Prize:

A 'Wake Up' call each morning for a month from one of our lovely
Cable Telephone-Call Girls...guaranteed to start your day right.
Trade out with some answering service.

Do you think we can get by with this?

The mind reels at the promo possibilities.

A wild idea, but then San Francisco might be the place where you could
get by with it.

Would start immediately if you think it OK.

Al

Catch
Call-Me
Call
Letter
Car
Cannot Tell
Call Letter
Car
Casco Steam
Can you Spend

MEMORANDUM

TO: ALL TEXAS TRIANGLE STATION MANAGERS

cc: All Program Directors

FROM: DON KEYES

CALL LETTERS

DATE: FEBRUARY 14, 1955

The following has got to be the original promotional idea of all stations and for some strange reason, I don't think we have ever done it at any of our stations.

We set up a simple little contest in which you ask the question what do our call letters stand for. Make up a slogan out of our call letters. The person submitting the most slogans should get a prize and the person submitting the best slogan should get a prize.

KLIF, for example, could be "Keep listening, it's fun."

Don Keyes

Catch
Call-Me

Call
Letter

Car

Cannot Tell

Call Letter
Car

Casco Steam

Can you Spend

MEMORANDUM

ryb
Call letters

TO: ALL TEXAS TRIANGLE STATION MANAGERS

cc: All Program Directors

FROM: DON KEYES

DATE: FEBRUARY 23, 1965

The following has got to be the original promotional idea of all broadcasting, and for some strange reason, I don't think we have ever done it at any of our stations.

Why not run a simple little contest in which you ask the question what do our call letters stand for. Make up a slogan out of our call letters. The person submitting the most slogans should get a prize and the person submitting the best slogan should get a prize.

KLIF, for example, could be "Keep Listening, It's Fun . . .!"

Don Keyes

ys

Catch
Call-Me
Car
Cannot Tell
Call Letter
Car
Casco Steam
Can you Spend
\$1000

M E M O R A N D U M

TO: ALL TEXAS TRIANGLE STATION MANAGERS

cc: All Program Directors

FROM: DON KEYES

DATE: FEBRUARY 23, 1965

The following has got to be the original promotional idea of all broadcasting, and for some strange reason, I don't think we have ever done it at any of our stations.

Why not run a simple little contest in which you ask the question what do our call letters stand for. Make up a slogan out of our call letters. The person submitting the most slogans should get a prize and the person submitting the best slogan should get a prize.

KLIF, for example, could be "Keep Listening, It's Fun . . !"

Don Keyes

ys

Catch
Call-Me
Car
Cannot Tell
Call Letter
Car
Casco Steam Iron
Can you Spend
\$1000

PROMOTION (Dave McKinney, Program Director, KABL)

"KABL Weather Kite" -- This will report station helicopter traffic reports. We will actually fly a large box kite from transmitter site and broadcast simulated reports that are so garbled and static-filled that no one can understand them. Later, we will stage a contest and award the kite to the listener who can (1) translate the actual garbled report or (2) guess how long the KABL Weather Kite will stay aloft.

PROMOTION (Dave McKinney, Program Director, KABL)

"Boxcar Promo" -- Southern Pacific Railroad has been complaining for a long time about not being able to get their box cars back after sending them East. There's an actual shortage of box cars on the West Coast. The Federal Government is actually passing a law concerning returning box cars. KABL will point out this deplorable condition and ask listeners to report any box cars that belong to California and ask them to return them.

PROMOTION (Johnny Barger, Program Director, WYSL)

"WYSL Call Letter Car" -- WYSL purchased a '57 Chevrolet in perfect running condition and painted it white. Then with various colors of enamel, "WYSL" call letters were stenciled all over the car. Actually in the neighborhood of 1,000 names. Car is appearing at High Schools (across the street), downtown, and in shopping centers. This is a mail-type contest and the car goes to the individual whose postcard guess is nearest to the actual number of times the WYSL call letters appear on the car.

Catch
Call-Me

Car
Cannot Tell

Call Letter
Car

Casco Steam Train
Can You Spend
\$1000

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"WYSL Call Letter Car" -- WYSL purchased a '57 Chevrolet in perfect running condition and painted it White. Then with various colors of enamel, WYSL call letters were stroked all over the auto. Actually in the neighborhood of 1,400 times. Car is appearing at High Schools (across the street), downtown, and in shopping centers. This is a mail type contest and the car goes to the individual whose postcard guess is nearest to the actual number of times the WYSL call letters appear on the car.

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#

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Call-Me

Car
Cannot Tell

Casco Steam
Can you Spend
\$1000

"CALL-ME" CONTEST

CAN YOU SPEND \$1000 IN TWO HOURS

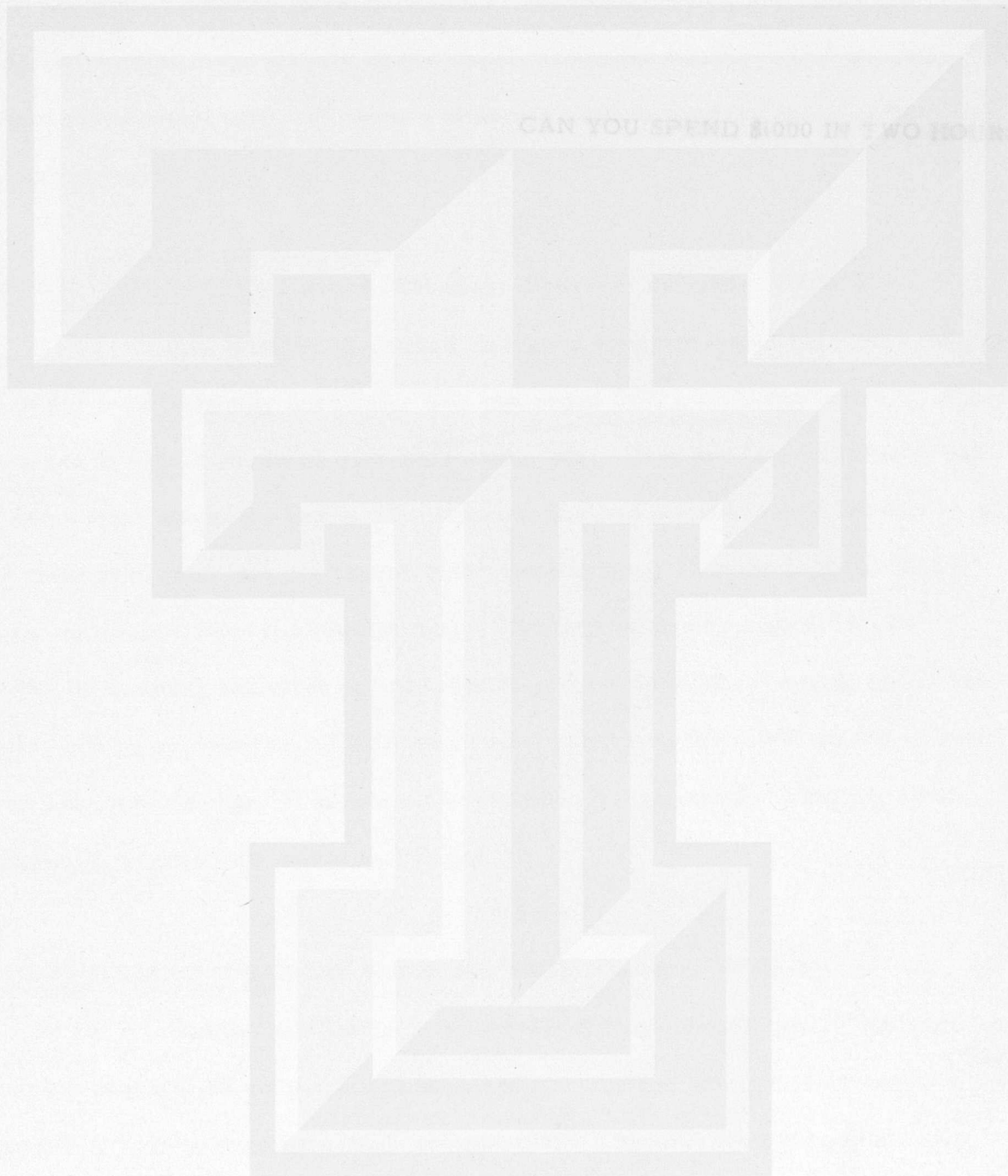
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Call-Me

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Casco Steam

Can you Spend
\$1000

"CALL-ME" CONTEST



CAN YOU SPEND \$1000 IN TWO HOURS

Call-Me

Car
Cannot Tell

Casco Steam

Can you Spend
\$1000

apb

PROGRAM DIRECTOR, KTSB

An association with local amusement parks would like to have one of our dealers at a fair wheel marathon. The dealer would set up and turn in broadcast reports from his car on the wheel throughout the day. The jack will remain on the wheel until a "x" number of people have been interviewed.

CAN YOU SPEND \$1000 IN TWO HOURS

PROGRAM SALES IDEA (Bruce Hathaway, Program Director, KTSB)

Mr. Hathaway has worked up a good program called "Can you spend \$1000 in two hours?" one of our local shopping centers. "Can you spend \$1000 in two hours?" Customers are urged to send a postcard with their name, etc. Once per hour the host calls the name from one of the cards. That person has one minute to call in with \$1.00 plus their change into the "spend-a-thon" finalist box. Taken on Sept. 15, 1954, draws car winner from the finalist box. This winner must spend \$1000.00 at \$50.00 a store, and must use at least 20 stores within the shopping city. The winner will be escorted by a KTSB jock who will give her a \$50.00 bill at each store and a policeman. The winner would wear a sign stating "I am the KTSB spend-a-thon, please wait on me in a hurry."

CREATIVE SALES IDEA (Ted Van Brown, Sales Manager, KTSB)

Cable Car Clothiers is interested in a schedule which will feature a contest wherein the customer will be asked to count the number of calls from the store that will be used to purchase their merchandise. The number of calls received each day will win the prize, which will be a cash prize of \$1000.00.

Catch

Can you spend \$1000

Casco Steam

Can you spend \$1000

nyb

PROMOTION (Bruce Hathaway, Program Director, KTSA)

In conjunction with local amusement parks, would like to have one of our deejays do a ferris wheel marathon. The deejay would eat, sleep and turn in broadcast reports from his car on the wheel throughout the day. The jock will remain on the wheel until "x" number of people pass through the gates of the amusement park.

###

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

Jim Hamby has worked up a good program-sales idea to be sold to one of our local shopping centers. "Can you spend \$1000.00 in two hours." Listeners are urged to send a postcard with their name, etc. Once per hour the deejay calls the name from one of the cards. That person has one minute to call and win \$1.00, plus their card goes into the "spendthrift" finalist box. Then on Sept 15, KTSA draws one winner from the finalist box. This winner must spend \$1000.00 at \$50.00 a store, and must use at least 20 stores within the shopping city. The winner will be escorted by a KTSA jock (who would give her a \$50.00 bill at each store) and a policeman. The winner would wear a sign stating "I am the KTSA spendthrift, please wait on me in a hurry."

###

CREATIVE SALES IDEA (Tad Van Brunt, Sales Manager, KABL)

Cable Car Clothiers is interested in a schedule which will feature a contest wherein the audience will be asked to count the number of cable car clangs that will be used to punctuate their commercial. The first person to their sale with the proper count each day will win the prize, which would be merchandise from their store.

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In conjunction with local amusement parks, would like to have one of our deejays do a ferris wheel marathon. The deejay would eat, sleep and turn in broadcast reports from his car on the wheel throughout the day. The jock will remain on the wheel until "x" number of people pass through the gates of the amusement park.

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#

CANNOT TELL A LIE



specials only during this festive period at all stores.



CREATIVE SALES IDEA - Debbie Rowland, Sales Manager

KIT has produced for the Al Parker Bulb Company a series of spots

called "What's in a Street". KIT has found in the historical section of the Houston

Library a workbook containing facts about Houston streets and how they got their

names. With Houston's rapid growth, there have been many new streets in recent

years due to annexations, etc. Customers are invited to come to KIT to find out

about participating in street naming.

For more information, contact KIT.

Kit is a service of the National Association of Broadcasters.

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

The "Cannot Tell A Lie" Contest -- This was sold to the Jingle Jump Company to help promote their new game toy. Throughout the Bob Sinclair Show, Bob will tell a well known fib, such as you are listening to the Bruce Hathaway Show, and the first listener to catch this fib and calls KTSA receives a Jungle Jump.

###

CREATIVE PROGRAM-SALES IDEA (Bob White, Program Director, KILT)

Since the Mardi Gras starts in March, a store might have a Mardi Gras Sales and have employees dress in Mardi Gras costumes and build spots around the fun of our own Mardi Gras, with great Mardi Gras specials. Spots to plug specials only during this festive mood at X store.

###

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

KILT has produced for the Al Parker Buick Company a series of spots called "What's in a Street". KILT has found in the historical section of the Houston Library a workbook containing facts about Houston streets and how they got their name. With Houston's rapid growth, there have been many mix-ups in street naming due to annexations, etc. Listeners are invited to send in stories they know about pertaining to street naming.

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###

EDITORIAL (Richard Dobbins, Managing Editor, KLLF)

Attention all Texas Triangle Stations:

The Texas Wholesale Beer Distributors Association is against a beer bill presently before the legislature, proposing taxes on a barrel of beer from 4.30 to 5.50. The editorial gives good support to our prime advertisers.

CAR-TUNES

PRODUCTION (Johnny Borders, Program Director, KLLF)

"Car-Tunes" -- Ballyhooing the fact that several models (car-tunes) have been stationed at various intersections (pre-arranged and changing often).

As the car stops at light at intersection, model proceeds coast if radio is on KLLF. If must be to win \$11.90. If listener names the car-tune playing on the radio, he wins additional \$11.90. Each model is supplied with transistor radio and asks question while record is playing.

Johnny feels that a production like this, or variations, has good visual advantage and would lend itself to interesting promotional announcements and just could help influence in-car tune-in.

SPEC SPOT (Doug McCall, Sales Manager, KTSA)

Centeno's is a single outlet independent supermarket that appeals mainly to Latin Americans. KTSA got a nearly \$10,000 order from him with the idea "Centeno's is the biggest single grocery store in Texas. If you don't know why, it's worth a trip to _____ to find out."

Car
Tunes

Casco Steam Iron

rych

EDITORIAL (Richard Dobbyn, Managing Editor, KILT)

Attention all Texas Triangle stations.

The Texas Wholesale Beer Distributors Association is against a house bill presently before the legislature, proposing increasing the taxes on a barrell of beer from 4.30 to 8.60. The editorial gives good support to our prime advertisers.

###

PROMOTION (Johnny Borders, Program Director, KLIF)

"Car-Tunes" -- Ballyhooing the fact that shapely models (car-tune kuties) are stationed at various intersections (pre-arranged and changing often). As the car stops at light at intersection, model proceeds to ask if radio is on KLIF. It must be to win \$11.90. If listener names the car-tune playing on the radio, he wins additional \$11.90. Each model is supplied with transistor radio and asks question while record is playing.

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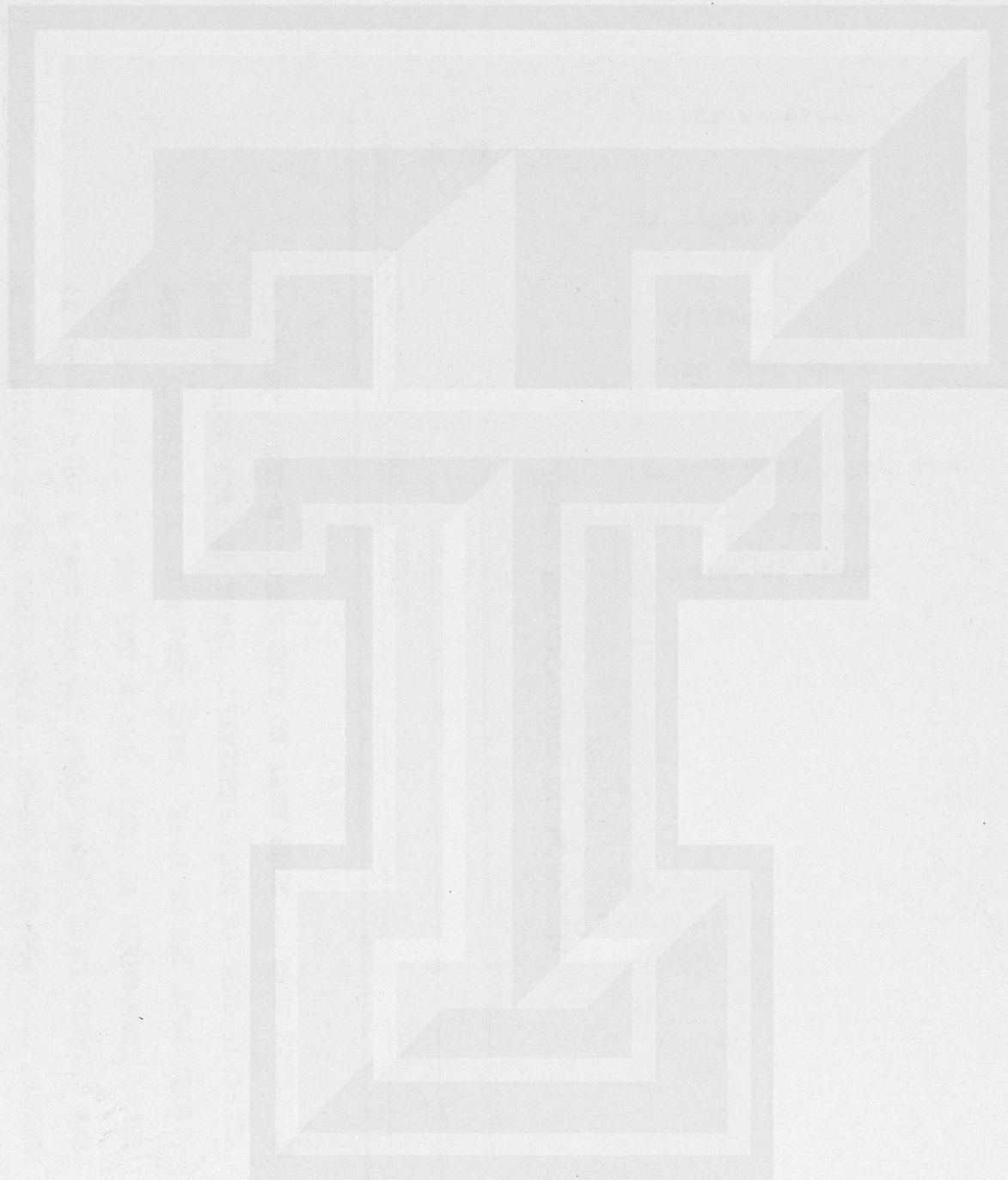
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###

CASCO STEAM IRON CONTEST



Casco Steam Iron

CASCO STEAM IRON
APRIL 2, 1956

30-SECOND COMMERCIAL
FACT SHEET

FACT SHEET

The Super Casco steam & Dry Iron uses plain tap water...
even in hard water area.

Designed to make ironing easier...the Casco is light as a
feather.

Steam will last up to 1 1/2 hours on a single filling

The Casco steams in an upright position

TRINITY BROADCASTING CORPORATION

FROM

DATE

TO

SUBJECT CASCO STEAM IRON CONTEST

THE FACT SHEET WAS USED ONCE ON EACH SHOW -- THEN SCHEDULED
ONE AN HOUR FOR ONE WEEK. LISTENERS WERE TO SEND IN THEIR
NAME, ADDRESS ETC ON A POST CARD. EACH DJ HAD FOUR IRONS
TO GIVE AWAY. AT THE END OF THE WEEK, 24 CARDS WERE DRAWN
(4 for each DJ except the all night man) THEN WINNERS NAME
WERE ANNOUNCED FOR THREE DAYS...AS SHOW ON COPY...4 WINNERS
ANNOUNCED ON EACH SHOW

CASCO STEAM IRON
APRIL 2, 1956

30-SECOND COMMERCIAL
FACT SHEET

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drapes without taking them down.

Casco has the miracle thermo-control and fabric ~~and~~ dial...you just
turn the dial to the fabric you are ironing and ~~the~~ you
automatically get the temperature and correct amount of steam
you need.

CASCO STEAM IRONS
APRIL 2, 1956

30-SECOND COMMERCIAL
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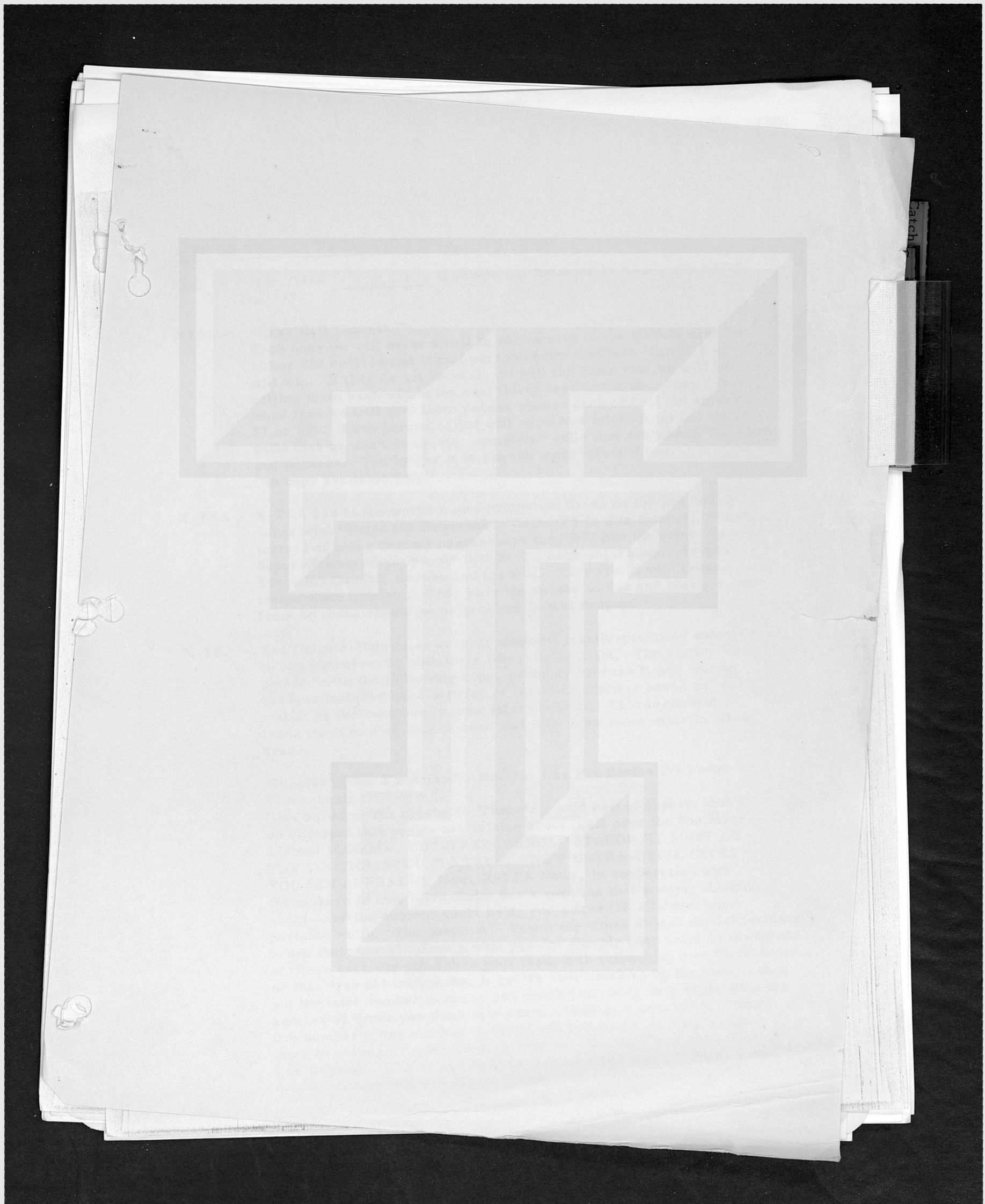
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Casco has the miracle thermo-control and fabric dial...you just
~~turn the~~ turn the dial to the fabric you are ironing and you
automatically get the temperature and correct amount of steam
you need.



BEST ON THE AIR PROMOTION IDEA

✓ KLIF - "Mr. /Mrs. _____, if you're not listening to KLIF, you should be!!!"

✓ WYSL - "Cash Call Contest."

Each hour we will make a call to somewhere in the Buffalo area for either \$14 or \$114 and if that person knows the "Cash Word" they will win. If they do not know it, we will tell them that we will be calling them back within the next thirty days and if they know the word then we will give them second chance cash or half the amount. \$7 or \$57. Each person called will receive a letter from the station... calls that we don't complete, completed calls that don't know the word, and winners. The longer it is run the more effect it has.
(No copy available yet.)

X-TRA - X-TRA has in the works a new promotion based on the previously successful "Name the Newsmaker Contest"; in this contest, though, instead of using current newsmakers they will use the voices of Super-Newsmakers; people like P. T. Barnum, Thomas Edison, Einstein, Gandhi, Caruso and the like. They feel it will create tremendous interest. They have the voices on file and plenty to draw from so there should be no problem in that respect.

X-TRA - The Colgate-Palmolive account wanted a locally-produced contest to run concurrently with their Ultra-Brite flight. The agency was pleased with the (following copy, probably because it was wordy, but it is included here because of selecting winners based on statistics the contestants themselves submit. This technique lends itself to a variety of uses that may have some value in other areas.

"Hippies of San Francisco", No. 16, Cap Pro Series IV: Under Throughout.

Give boredom the brushoff! There's a wild new toothpaste that's so different that people are talking about it all over the Southland-- Listen! (COMML. OUT-TAKE: ARNOLD STANG: 'IT MUST BE THE TOOTHPASTE! ITS TRUE...NEW ULTRA-BRITE GIVES YOU SEX APPEAL!') Now, X-TRA News, in cooperation with the makers of new Ultra-Brite has a question that's worth thinking about--and the answer could bring you a free GE all-transistor portable radio. The question? How many times a week do Californians brush their teeth? Here's what you do: Simply keep track of the number of times each day you brush your teeth with refreshing new Ultra-Brite, or that drab old toothpaste, if you're still finishing up the tube... then put the total number of times you brush your teeth in a week, plus the number of times you think is average, down on a post card. That's two numbers: the number of times you brush and the number you think is average. Address your card to: X-TRA News, Lee Tower, Los Angeles 90036. The first ten persons who come closest to the actual average will win GE transistor portable radios! Why not

BEST ON THE AIR PROMOTION IDEA

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CASH FOR WORDS

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 9, 1961

Since anyone can use this promotion due to its lack of cost, I suggest you get it on as soon as possible before someone uses it against you.

The gist of it is simply this: It's the biggest radio cash give-away in history in reverse. "You send KJLH \$150,000.00 in cash and we'll send you 25 words or less". (This was done recently by some small station and the prize of 25 words went to a girl who sent in the prescribed amount in play money).

Use produced promos as well as station break coverage on this and it should get much comment from your listeners. WYSL in Buffalo is ahead of me on this one and they report good results.

Don Keyes

Catch
Cash-for- Words
Cassius Clay

"Cash Give-
Away in
Reverse"

M E M O R A N D U M

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FROM: DON KEYES
DATE: JANUARY 9, 1961

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The gist of it is simply this: It's the biggest radio cash give-away in history in reverse, "You send KLIF \$150,000.00 in cash and we'll send you 25 words or less". (This was done recently by some small station and the prize of 25 words went to a girl who sent in the prescribed amount in play money).

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Catch a Falling Star

Cassius Clay

M E M O R A N D U M

CASSIUS CLAY

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FROM: DON KEYES
DATE: JANUARY 9, 1961

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Catch a Falling Star

Cassius Clay

CASSIUS CLAY

Catch a Falling Star

Cassius Clay

*ypb
Clay*

CASSIUS CLAY PROMO
M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES *on getting ball, crowd noise, ...*

DATE: JULY 12, 1963 *Monday, you'd have negative reports*

As mentioned earlier, here are three promos for you to produce for the Cassius Clay promotion. When you write your own or freshen these, keep the following in mind.

The promotional idea we are pushing here is not the Patterson-Liston fight, not cuteness, but the fact that...

CASSIUS CLAY IS PART OF YOUR STAFF.

Write your station breaks to accompany promos and be prepared, too, for some classic comments from Clay on the 23rd, after the fight. "What will that loud-mouth Cassius Clay have to say about that?" will be the question in your listeners minds.

Exploit it.

Don Keyes

ys

Enclosures - 4

Catch a Falling Star

CASSIUS CLAY PROMO

CUT # 1

ALL STATIONS

Annncr 1: (echo) "Cassius Clay comes to CLIFF!"

Control: (2 rings on boxing ball, crowd noise....)

Annncr 2: 'Starting Thursday, you'll hear exclusive reports from Las Vegas, the scene of the Patterson-Liston fight.'

Annncr 1: 'And KLIF's exclusive reporter is none other than the Louisville Lip, Cassius Clay.'

Annncr 2: "Be listening Thursday and all through the week for reports on the Patterson-Liston fight by the most colorful boxer since Gentleman Jim Corbett, Cassius Clay."

Annncr 1: "Cassius Clay, the poet laureate of pugilism, reporting exclusively on Big CLIFF."

Control: (bell ringing, fade out or curtain)

#

Catch a Falling Star

CASSIUS CLAY PROMO

CUT # 2

ALL STATIONS

Annecr 1: "You've heard about him, you've read about

him...."

Annecr 2: "Now, hear him on KLIF starting Thursday."

Annecr 1: "Who are we talking about?"

Control: (2 rings on bell, crowd noise...)

Annecr 2: "The Louisville Lip, Cassius Clay!"

Annecr 1: "Right. Cassius Clay has signed with the

McLendon Stations to be their exclusive correspondent
at the Patterson-Liston fight in Las Vegas."

Annecr 2: "KLIF will take you behind the scenes at the
training camps with our own reporter, Cassius
Clay, the most colorful fighter in 50 years."

Annecr 1: "Listen to the Kentucky Rooster, Cassius Clay,
starting Thursday on Big CLIFF."

Control: (bell ringing, fade out or curtain)

#

Catch a Falling Star

CASSIUS CLAY PROMO

CUT # 3

ALL STATIONS

Annecr 1: 'Cassius Clay, who calls himself the uncrowned
world's champion, will be on CLIFF starting Thursday!'

Annecr 2: 'That's right. The McLendon Stations have signed up
Cassius Clay to be their exclusive correspondent for
the Patterson-Liston fight in Las Vegas.'

Annecr 1: 'Cassius Clay, the bard of boxing, will
present his rhyming reports from ringland starting
Thursday and all through the week.'

Annecr 2: 'It's another first for KLIF--Gaseous Cassius Clay
as exclusive correspondent.'

Annecr 1: 'Be listening for the Louisville Lip, Cassius Clay,
Thursday on Big CLIFF.'

Control: (curtain)

#

Catch a Falling Star

Annecr 1: 'The man who calls the round is now calling

the shots!"

Annecr 2: 'Cassius Clay, the Louisville Lip, who predicts when

he'll floor his opponents, is now KLIF's exclusive

correspondent in Las Vegas."

Annecr 1: "Starting Thursday, hear reports by Cassius Clay on

the Patterson-Liston fight."

Annecr 2: "All day, all week, the Kentucky Rooster, Cassius

Clay, will be reporting news from the training camps

in his own, ah, peculiar style."

Annecr 1: 'Turning Cassius Clay loose with a KLIF microphone

may turn out to be broadcasting's most tragic moment,

but we're taking a chance."

Annecr 2: "Cassius Clay comes to CLIFF on Thursday."

Annecr 1: "Listen.....if you dare!"

Control: (curtain)

#

CASSIUS CLAY PROMOS
M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JULY 12, 1963

As mentioned earlier, here are three promos for you to produce for the Cassius Clay promotion. When you write your own or freshen these, keep the following in mind.

The promotional idea we are pushing here is not the Patterson-Liston fight, not cuteness, but the fact that...

CASSIUS CLAY IS PART OF YOUR STAFF.

Write your station breaks to accompany promos and be prepared, too, for some classic comments from Clay on the 23rd, after the fight. "What will that loud-mouth Cassius Clay have to say about that?" will be the question in your listeners minds.

Exploit it.

Don Keyes

ys

Enclosures - 4

Catch a Falling Star

CASSIUS CLAY PROMO

CUT # 1

ALL STATIONS

Annecr 1: (echo) "Cassius Clay comes to CLIFF!"

Control: (2 rings on boxing bell, crowd noise....)

Annecr 2: 'Starting Thursday, you'll hear exclusive reports from Las Vegas, the scene of the Patterson-Liston fight.'

Annecr 1: 'And KLIF's exclusive reporter is none other than the Louisville Lip, Cassius Clay.'

Annecr 2: "Be listening Thursday and all through the week for reports on the Patterson-Liston fight by the most colorful boxer since Gentleman Jim Corbett, Cassius Clay."

Annecr 1: "Cassius Clay, the poet laureate of pugilism, reporting exclusively on Big CLIFF."

Control: (bell ringing, fade out or curtain)

#

Catch a Falling Star

Annecr 1: "You've heard about him, you've read about
him...."

Annecr 2: "Now, hear him on KLIF starting Thursday."

Annecr 1: "Who are we talking about?"

Control: (2 rings on bell, crowd noise...)

Annecr 2: "The Louisville Lip, Cassius Clay!"

Annecr 1: "Right. Cassius Clay has signed with the
McLendon Stations to be their exclusive correspondent
at the Patterson-Liston fight in Las Vegas."

Annecr 2: "KLIF will take you behind the scenes at the
training camps with our own reporter, Cassius
Clay, the most colorful fighter in 50 years."

Annecr 1: "Listen to the Kentucky Rooster, Cassius Clay,
starting Thursday on Big CLIFF."

Control: (bell ringing, fade out or curtain)

#

Annecr 1: 'Cassius Clay, who calls himself the uncrowned
world's champion, will be on CLIFF starting Thursday!'

Annecr 2: 'That's right. The McLendon Stations have signed up
Cassius Clay to be their exclusive correspondent for
the Patterson-Liston fight in Las Vegas.'

Annecr 1: 'Cassius Clay, the bard of boxing, will
present his rhyming reports from ringland starting
Thursday and all through the week.'

Annecr 2: 'It's another first for KLIF--Gaseous Cassius Clay
as exclusive correspondent.'

Annecr 1: 'Be listening for the Louisville Lip, Cassius Clay,
Thursday on Big CLIFF.'

Control: (curtain)

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