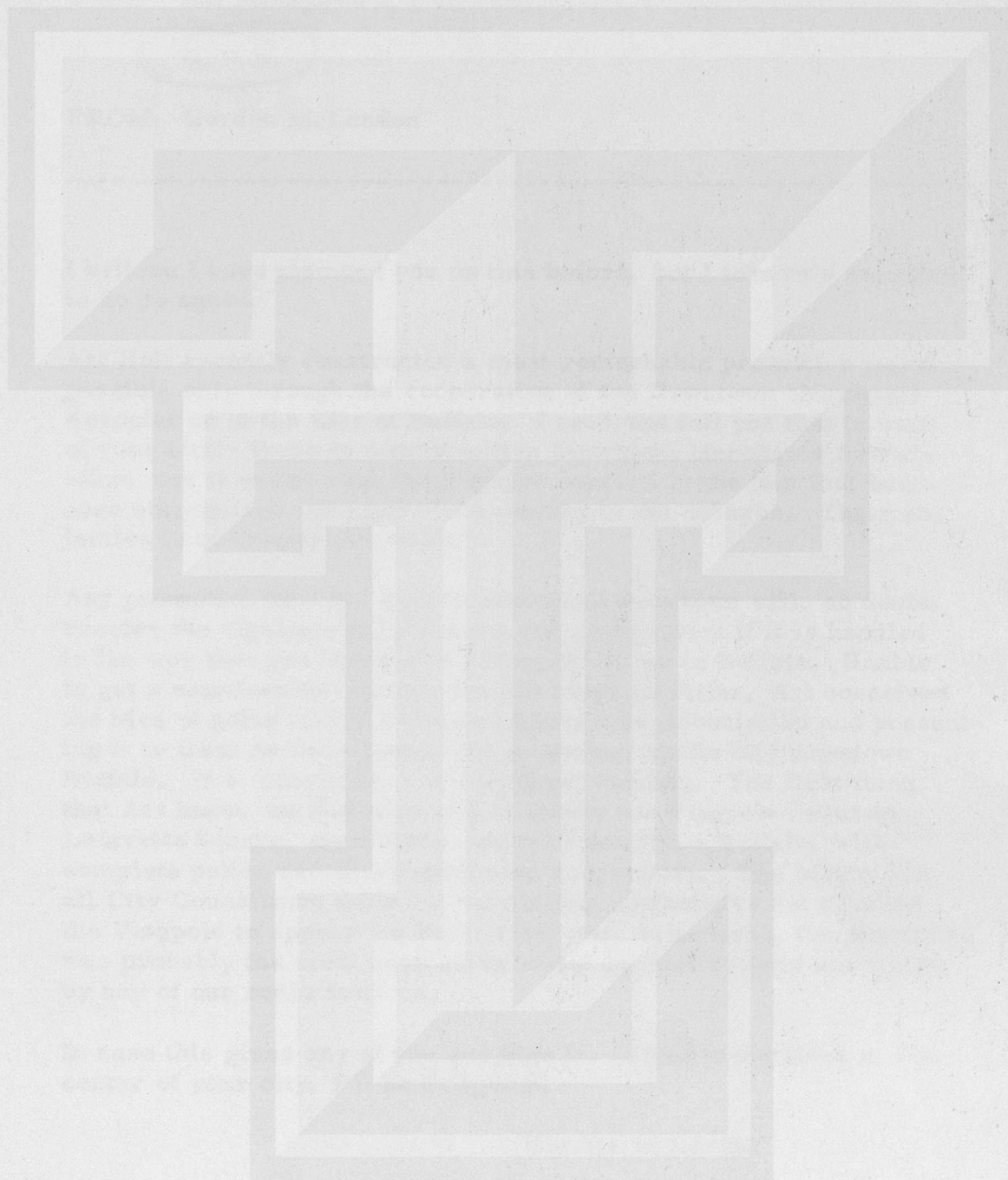


040



Lincoln & Washington
Birthdays

Valentine

Promus - g'e

MEMORANDUM

October 4, 1962

TO: All Managers
Don Keyes
R. P. E.

FROM: Gordon McLendon

I believe I have memoed you on this before, but I take this occasion to do so again.

Art Holt recently constructed a most remarkable promotion made possible only through the cooperation of the Downtown Merchants Association in the City of Buffalo. I need not tell you that in each of your cities there is a most active Downtown Merchants Association, and in every case their major concern is the fact that business enterprises and traffic are moving to the suburbs. Their objective is to keep it downtown.

Any promotion that you care to undertake downtown will, no doubt, receive the vigorous endorsement and cooperation if it is handled in the way that Art handled his Flagpole Sitter in Buffalo. Unable to get a satisfactory location for his Flagpole Sitter, Art conceived the idea of going to the Downtown Merchants Association and presenting it to them as their promotion to attract traffic into downtown Buffalo. In a nonce, they were off and running. The first thing that Art knew, we had authority to locate our Flagpole Sitter in Lafayette Square, the sacred center of downtown Buffalo, with complete police and fire department cooperation. The Mayor and all City Councilmen were not only highly cooperative but climbed the Flagpole to appear for broadcasts and, in general, the promotion was probably the most outstanding visual promotion ever conducted by any of our radio stations.

In case this gives any of you any idea for visual promotions in the center of your city, I'll be delighted.

Gordon McLendon

GBM:us

Valentine

2/26

WASHINGTON'S BIRTHDAY PROMOTIONS (continued)

Merchandising -- Several years ago, Ron Baxley and Mike Edwards at WYSL did the following. Mike and Ron hit downtown Buffalo at 11:00 AM in a boat mounted on top of a pickup truck. They were dressed like George Washington with wigs, etc. Ron says he never expected it to hit with such impact. People immediately went along with the gag and shouted and waved. They would stop every now and then for pictures and to give away whistles. Each stop brought a mob of people and they got some great shots.

After lunch at a downtown hotel, they met two models and hit the agencies. They dropped off cherry pies and cherry trees. The agencies were completely gassed, saying things like this has never been done before, etc. They finished the day at a huge department store. All day, promos ran on the air giving their downtown location.

###

"Cherry Pie Contest" -- The idea is that on George Washington's birthday we invite listeners to bake a cherry pie and bring it to the studios. Each person bringing a cherry pie receives \$1.00 and the pie is entered in a contest to determine the best one. A local gourmet is the judge and prizes are awarded the best three or four pies of the lot. After the judging, the pies should be donated to a charitable organization such as an orphanage, etc.

###

"Cherry Tree Contest" -- Since KTSA couldn't find a cherry tree, Ricci Ware nevertheless will cut down a cherry-painted tree with a steak knife. Listeners are asked to guess in minutes the time it will take him to cut it down. Winner gets 52 cherry pies--one every week for a year.

###

WASHINGTON'S BIRTHDAY PROMOTIONS (continued)

Merchandising -- Several years ago, Ron Baxley and Mike Edwards at WYSL did the following. Mike and Ron hit downtown Buffalo at 11:00 AM in a boat mounted on top of a pickup truck. They were dressed like George Washington with wigs, etc. Ron says he never expected it to hit with such impact. People immediately went along with the gag and shouted and waved. They would stop every now and then for pictures and to give away whistles. Each stop brought a mob of people and they got some great shots.

After lunch at a downtown hotel, they met two models and hit the agencies. They dropped off cherry pies and cherry trees. The agencies were completely gassed, saying things like this has never been done before, etc. They finished the day at a huge department store. All day, promos ran on the air giving their downtown location.

###

"Cherry Pie Contest" -- The idea is that on George Washington's birthday we invite listeners to bake a cherry pie and bring it to the studios. Each person bringing a cherry pie receives \$1.00 and the pie is entered in a contest to determine the best one. A local gourmet is the judge and prizes are awarded the best three or four pies of the lot. After the judging, the pies should be donated to a charitable organization such as an orphanage, etc.

###

"Cherry Tree Contest" -- Since KTSA couldn't find a cherry tree, Ricci Ware nevertheless will cut down a cherry-painted tree with a steak knife. Listeners are asked to guess in minutes the time it will take him to cut it down. Winner gets 52 cherry pies -- one every week for a year.

###

BEST ON THE AIR PROMO

✓ KLIF - Forty-eight straight hours of the "Oldies but Goodies" this past weekend. They used excerpts from those to be played (1953 - 1963) as promos all week. Great response and it was all free. Aimed directly at the greatest populace, the war babies... who remember these best.

✓ KLIT - Tournament of Talent initiated by Houston is going over like gangbusters here. All office phones ring constantly at night, 800 phone calls taken in one hour one night.

KLIF - Jimi Hendricks Show ticket buyers were outside ticket booths at 5 AM Saturday, at least five hours before sales began. Show is now sold out.

✓ KILT - "Mission Impossible" - A very exotic sounding contest in connection with Dot Records. The "Mission" is actually a scavenger hunt - each jock calls out a small item-after week, listener with the complete list wins Honda.

WWW - Foreign language promos for "Beautiful W/4 Music" (Copy)

✓ In French they call it magnifique, in Spanish it's magnifico
In Detroit it's beautiful W/4 music... 24 hours a day over the Motor City at 106.7 stereo megacycles.

Italian --- Bellezza

German --- Schon

Dutch---Pracht

Latin---Pulcher

Add as many languages as possible.

WWW - Three ideas for Valentines Day, one for Washington's Birthday.

(Copy) - George Washington's Day

✓ We know why Ben Franklin was out flying a kite... Why Paul Revere went out on his midnight ride... but do we know why George Washington cut down that Cherry tree? We do not! To fill this vital gap in history... W/4 is searching for the best answer to the question...

Why did Washington cut down the Cherry tree? W/4 will award the winner one week's supply of frozen cherries and an axe. Just send your entry in 25 words or less along with your name and address to "I Cannot Tell a Lie"... W/4, 2930 East Jefferson, Detroit 48207.

BEST ON THE AIR PROMO

✓ KLIF - Forty-eight straight hours of the "Oldies but Goodies" this past weekend. They used excerpts from those to be played (1953 - 1963) as promos all week. Great response and it was all free. Aimed directly at the greatest populace, the war babies... who remember these best.

✓ KLIT - Tournament of Talent initiated by Houston is going over like gangbusters here. All office phones ring constantly at night. 800 phone calls taken in one hour one night.

KLIF - Jimi Hendricks Show ticket buyers were outside ticket booths at 5 AM Saturday, at least five hours before sales began. Show is now sold out.

✓ KILT - "Mission Impossible" - A very exotic sounding contest in connection with Dot Records. The "Mission" is actually a scavenger hunt - each jock calls out a small item-after week, listener with the complete list wins Honda.

WWW- Foreign language promos for "Beautiful W/4 Music"
(Copy)

✓ In French they call it magnifique, in Spanish it's magnifico
In Detroit it's beautiful W/4 music... 24 hours a day over the Motor City at 106.7 stereo megacycles.

Italian --- Bellezza

German --- Schon

Dutch---Pracht

Latin---Pulcher

Add as many languages as possible.

WWW- Three ideas for Valentines Day, one for Washington's Birthday.

(Copy) - George Washington's Day

✓ We know why Ben Franklin was out flying a kite... Why Paul Revere went out on his midnight ride... but do we know why George Washington cut down that Cherry tree? We do not! To fill this vital gap in history... W/4 is searching for the best answer to the question... Why did Washington cut down the Cherry tree? W/4 will award the winner one week's supply of frozen cherries and an axe. Just send your entry in 25 words or less along with your name and address to "I Cannot Tell a Lie"... W/4, 2930 East Jefferson, Detroit 48207.

BEST ON THE AIR PROMOTION

KABL - McLendon Good Music Stations are running two promotions, George Washington and the W/4 music forms. On February 22nd, we honor George Washington, the father of our country. He also talked a lot! (Effect) Washington was always talking, and always with those wooden false teeth. How did he do it? Well, for one thing, with those wooden false teeth, it was difficult for him to keep his mouth shut. So, he became famous. But which speech or address made him most famous? Was it the pep-talk at Valley Forge? His farewell address? The time he read Martha off for hiding his teeth? Or what? For the letter containing the best argument for Washington's most famous speech, KABL will award a genuine, simulated replica of George Washington's famous false teeth. (sound effect). Send your entry today to "Chatterbox", KABL, 632 Commercial Street, San Francisco.

Ladies and gentlemen, there seems to be some confusion in Detroit about the W-4 forms recently received in offices throughout the city. The W-4 form your employer has given you to fill out was issued by your government and is for listing deductions, only. Please, when you finish filling out your W-4 form, do not return it to W-4 Music. Give it to your employer. We can't help it if the government decided to name their tax form after our Radio Station.

BEST COMPETITIVE ON THE AIR PROMO

KABL - KDIA is running a job finder feature. The R'n B Station is giving out available jobs from the state employment center.

KFRC begins the "Black Box" promotion this week. Each of the Bill Drake stations have a large black box in front of their studios with a 24-hour guard and each hour a listener guesses what is in the black box. KHJ had two round trip plane tickets to an exotic island plus some spending loot.

WWWW - WJBK -- "If you turn us on, and then turn us off-that's our fault. But if you don't turn us on--that's your fault."

BEST ON THE AIR PROMOTION

KABL - McLendon Good Music Stations are running two promotions, George Washington and the W/4 music forms. On February 22nd, we honor George Washington, the father of our country. He also talked a lot! (Effect) Washington was always talking, and always with those wooden false teeth. How did he do it? Well, for one thing, with those wooden false teeth, it was difficult for him to keep his mouth shut. So, he became famous. But which speech or address made him most famous? Was it the pep-talk at Valley Forge? His farewell address? The time he read Martha off for hiding his teeth? Or what? For the letter containing the best argument for Washington's most famous speech, KABL will award a genuine, simulated replica of George Washington's famous false teeth. (sound effect). Send your entry today to "Chatterbox", KABL, 632 Commercial Street, San Francisco.

Ladies and gentlemen, there seems to be some confusion in Detroit about the W-4 forms recently received in offices throughout the city. The W-4 form your employer has given you to fill out was issued by your government and is for listing deductions, only. Please, when you finish filling out your W-4 form, do not return it to W-4 Music. Give it to your employer. We can't help it if the government decided to name their tax form after our Radio Station.

BEST COMPETITIVE ON THE AIR PROMO

KABL - KOIA is running a job finder feature. The R'n B Station is giving out available jobs from the state employment center.

KFRC begins the "Black Box" promotion this week. Each of the Bill Drake stations have a large black box in front of their studios with a 24-hour guard and each hour a listener guesses what is in the black box. KHJ had two round trip plane tickets to an exotic island plus some spending loot.

WWW - WJBK -- "If you turn us on, and then turn us off-that's our fault. But if you don't turn us on--that's your fault."

Continued.....

(Copy)
continued

This is _____ aboard U.S.S. HANCOCK, somewhere at sea. We're proud of our ship and of every man aboard. Your loved ones here are serving their country in the best traditions of the Navy, and they'll bring the old fighting Hanna back home again. I thank radio station KABL for making it possible to send our love back across the sea to all of you at home.

This is _____ aboard U.S.S. HANCOCK, somewhere at sea. The old Hanna is a fighting aircraft carrier and we're proud of her. More than that, every man aboard shows an enthusiasm for the Navy and the United States that makes our ship one of the most efficient in the fleet. Thanks to radio station KABL for giving us the opportunity to say hello to our folks back home. We'll see you soon.

###

SALES IDEA (Bill Stewart)

Here's an excellent Washington's Birthday promotion that KOIL is pitching.

KOIL in conjunction with the Crossroads merchants will erect a Washington Cherry Tree - - - (display type) - - - in the Crossroads Mall. The branches of the Chrrry Tree will be adorned with Washington Cherries (ping pong balls appropriately wrapped in red foil and hung from branches.) This will be the central display and the center of hourly drawings.

Male and Female contestants will be invited to draw from Honest George's cherry basket - - - slips of paper appropriately marked:

George
Martha
Cherry

If the male contestant draws a slip of paper marked "George" he is entitled to select a cherry from the Washington Cherry Tree (Cherry is redeemed for prize as outlined later).

If a female contestant draws a slip of paper marked "Martha", she will be invited to make her selection from the Cherry Tree.

Valentine

All who draw win - - - those who are not fortunate enough to match the slip with their gender will draw a "cherry" which will win them a small box of chocolate covered cherries.

Drawings will be held hourly from Noon until 4:00 PM on Washington's Birthday, February 22nd. It is suggested that drawing time be limited to 22 minutes of each hour. Approximately 6 major prizes will be awarded in each hourly drawing - - according to normal control procedures.

Drawing will be administered by KOIL's own Honest George (complete with costume) Bob Wilson - - and a 1967 model Martha Washington (in costume. . . . perhaps not authentically as with George). During the 30 minute period between drawings - - - KOIL will schedule two remote cut - ins "live" from the Crossroads - - inviting Honest Omaha listeners to come to the Crossroads and participate in the sales bonanza.

The Crossroads will provide:

Display Cherry Tree -- any tree
will work here

12 major prizes (approximately
\$20.00 retail) 8 male - 4 female

KOIL Radio will provide:

25 portraits of George Washington
(one dollar bills)

100 miniature portraits of George
Washington (25 ¢ pieces)

100 boxes of Chocolate cherries

Personal appearance of
Bob Wilson in costume.

Necessary collateral materials:
Washington Cherries
Slips of paper
Drawing box

This promotion will be effectively
outlined with on the air announcements,
scheduled the week of Washington's
Birthday. In addition the day of the
promotion, there will be in effect,
four hours of remote cut-ins.

Commercial schedule to run the
week of Washington's Birthday.... 40 - 30 seconds
(8 with remote)

Promotion announcements scheduled
to run for 2 days (February 21 and 22
... 30 promotion
announcements)

This package includes:

Talent

Line Charges

Prizes

Commercial announcements

Promotion announcements

Collateral materials

Reel
Special Holiday
February

CHERRY PIT PROMO
KABL MUSIC

W/O FEB 22, 1963 AH/DLM

COLD OPEN

ONE: KABL MUSIC ANNOUNCES THE FIRST ANNUAL...

TWO: CHERRY PIT PORTRAIT PAGEANT!

MUSIC: UP BIG, UNDER

ONE: K A B L, CONSTANTLY SEARCHING FOR THE UNIQUE IN MUSIC
AND THE ARTS, HAS CHOSEN THE WEEK OF WASHINGTON'S BIRTHDAY
TO BRING TO BAY AREA ARTISTS A CHANCE TO COMPETE IN A
COMPLETELY NEW MEDIUM OF ARTISTIC EXPRESSION.

TWO: THE...CHERRY PIT.

MUSIC: UP, WRY, UNDER

ONE: IF/YOU, OILS ARE ORDINARY AND PASTELS PASSE...CREATE A
PORTRAIT OF WASHINGTON ENTIRELY FROM CHERRY PITS...

TWO: AND WIN A DO-IT-YOURSELF...CHERRY PIT KIT...CONSISTING OF
A CHERRY-TREE SEEDLING...

ONE: PLUS INSTRUCTIONS FOR TRANSPLANTING.

TWO: SEND ALL ENTRIES TO...

ONE: "CHERRY PIT PORTRAIT PAGEANT"...

TWO: KABL, SAN FRANCISCO.

MUSIC: UP STING, OUT

PROMOTION (Bob White, Program Director, KILT)

George Washington could never tell a lie but WOULD YOU BELIEVE
an exaggeration? Everyone is saying, "Would you believe..." The KILT WOULD

CHERRY PIT PROMO
KABL MUSIC

W/O FEB 22, 1963 AH/DLM

COLD OPEN

ONE: KABL MUSIC ANNOUNCES THE FIRST ANNUAL...

TWO: CHERRY PIT PORTRAIT PAGEANT!

MUSIC: UP BIG, UNDER

ONE: K A B L, CONSTANTLY SEARCHING FOR THE UNIQUE IN MUSIC
AND THE ARTS, HAS CHOSEN THE WEEK OF WASHINGTON'S BIRTHDAY
TO BRING TO BAY AREA ARTISTS A CHANCE TO COMPETE IN A
COMPLETELY NEW MEDIUM OF ARTISTIC EXPRESSION.

TWO: THE...CHERRY PIT.

MUSIC: UP, WRY, UNDER

ONE: IF/YOU, OILS ARE ORDINARY AND PASTELS PASSE...CREATE A
PORTRAIT OF WASHINGTON ENTIRELY FROM CHERRY PITS...

TWO: AND WIN A DO-IT-YOURSELF...CHERRY PIT KIT...CONSISTING OF
A CHERRY-TREE SEEDLING...

ONE: PLUS INSTRUCTIONS FOR TRANSPLANTING.

TWO: SEND ALL ENTRIES TO...

ONE: "CHERRY PIT PORTRAIT PAGEANT"...

TWO: KABL, SAN FRANCISCO.

MUSIC: UP STING, OUT

Because of the success of our "Sneaky Santa" promotion for Western
Auto Stores, we have proposed, and we believe sold, a "Mystery Bunny" contest for
Easter. Guess will be broadcast to the identity of the "Mystery Bunny" and listeners
will be told that he can be found in one of the Western Auto Stores. The listener
who locates and identifies the Mystery Bunny will receive a prize awarded by the
store.

PROMOTION (Bob White, Program Director, KILT)

George Washington could never tell a lie but WOULD YOU BELIEVE an exaggeration. Everyone is saying, "Would you believe..." The KILT WOULD YOU BELIEVE CONTEST searches for the biggest lie our listeners know. For the biggest lie we are sent, we will award 6.1 cherry pies or 6.1 dollars cash. All entries by mail.

###

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

Laufman's Jewelers -- There is "Bride of Month" and prospective brides are invited in via KILT to register for chance to become "Bride of Month". Then a drawing is held and winner receives the gift for that given month. For example one month the prize could be a watch, the next a place setting in her silver, or a wedding ring, etc

###

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

Due to the nature of the Dan Lovett Viet Nam reports, we felt they would be a terrific image builder for some sponsor. We sold them to Jim Sanders Ford. There will be no commercial content. Jim Sanders himself will introduce the reports.

###

EASTER PROMOTION (Dickie Rosenfeld, Sales Manager, KILT)

Because of the success of our "Sneaky Santa" promotion for Western Auto Stores, we have proposed, and we believe sold, a "Mystery Bunny" contest for Easter. Clues will be broadcast to the identity of the "Mystery Bunny" and listeners will be told that he can be found in one of the Western Auto Stores. The listener who locates and identifies the Mystery Bunny will receive a prize awarded by the store.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

ryh

George Washington Promotion -- For next year.

Cut # 1

KABL reveals the truth behind the Geo. Washington cherry tree legend!

(MUSIC:UP STING, TO FIFES)

Mason Locke Weems, an itinerant parson and book seller, originated the Geo. Washington cherry tree legend in the 5th edition of his book The life and Memorable Actions of Geo. Washington, published in 1806. A KABL educational reminder.

Cut # 2

KABL reveals the truth behind the Geo. Washington dollar-throwing legend!

(MUSIC:UP STING, UNDER)

Mason Locke Weems, a revolutionary war parson, first wrote about Washington throwing a dollar across the Potomac in his book, The Life and Memorable Actions of Geo. Washington, which sold over a million copies and encouraged patriotism and moral behavior in young America.

(MUSIC : OUT)

Cut # 3

KABL reveals the truth behind the Geo. Washington "Never tell a lie" legend!

(MUSIC: UP STING, UNDER)

Parson Mason Locke Weems, who lived from 1759 to 1825, first credited Washington with never telling a lie in his book, The Life and Memorable actions of Geo. Washington. He was also first to popularize the phrase, "Washington, Father of our Country..." in 1806.

(MUSIC : OUT)

###

PROMOTION (Dave McKinsey, Program Director, KABL) : Office, Dallas

"Pie George Washington Promotion -- For next year. Washington Birthday

Sale, a pie (Cut # 1 (course) throwing contest, the living targets being a couple

of the jocks. KABL reveals the truth behind the Geo. Washington cherry tree legend!

(MUSIC:UP STING, TO FIFES)

Mason Locke Weems, an itinerant parson and book seller, originated the Geo. Washington cherry tree legend in the 5th edition of his book The life and Memorable Actions of Geo. Washington, published in 1806. A KABL educational reminder.

Cut # 2

"CROSSING OF THE " -- To commemorate Washington's Birthday, KABL reveals the truth behind the Geo. Washington dollar-throwing legend!

(MUSIC:UP STING, UNDER)

Mason Locke Weems, a revolutionary war parson, first wrote about Washington throwing a dollar across the Potomac in his book, The Life and Memorable Actions of Geo. Washington, which sold over a million copies and encouraged patriotism and moral behavior in young America. Charles & Harriet could

(MUSIC : OUT)

load up with provisions for their unprecedented crossing of White Rock Lake or

Cut # 3

the serpentine, mysterious Trinity River. WYSL, of course, has Niagara Falls...

KABL reveals the truth behind the Geo. Washington "Never tell a lie" legend!

(MUSIC: UP STING, UNDER)

"Geo. Parson Mason Locke Weems, who lived from 1759 to 1825,ington

first credited Washington with never telling a lie in his book,

Scavenger Hunt The Life and Memorable actions of Geo. Washington. He as

a picture of wa also first to popularize the phrase, "Washington, Father of our Country..." in 1806. tree, a cherry, a silver dollar, a hatchet,

(MUSIC : OUT)

a powdered wig, a silver shoe buckle, a rowboat, a revolutionary war weapon, a

###

cherry pie, a picture of Martha Washington, a white horse, a flag, a tri-cornered

hat, etc., etc.

Listener Promo -- A check in the phone book actually revealed a

George Washington in San Antonio. With the Mohawk, we have a promo that says

"This is George Washington, 322 Census Street. I cannot tell a lie. This is KTLA,

Radio Park, San Antonio." Backed with a little "Yankee Doodle" music.

WASHINGTON'S BIRTHDAY PROMOTIONS (Don Keyes, Home Office, Dallas)

"Pie Throwing Contest" -- For Thruway Plaza's Washington Birthday Sale, a pie (cherry, of course) throwing contest, the living targets being a couple of the jocks. The winner to receive such dandy things as a complete cherry orchard for their home (a whole bunch of little cherry trees to plant come Spring). The winner, as declared by the judges, is the one scoring the best hit. Pitchers can be selected by drawing every half-hour during the afternoon.

#

"CROSSING OF THE _____" -- To commemorate Washington's Birthday, have your morning team (or any other deejay) cross a nearby body of water which you can liken to the Delaware. KTSA's George Lester will attempt to cross the treacherous, swirling San Antonio River. KILT's James Bond will brave the unseen dangers and murky depths of Buffalo Bayou. Charlie & Harrigan could load up with provisions for their unprecedented crossing of White Rock Lake or the serpentine, mysterious Trinity River. WYSL, of course, has Niagara Falls...

#

"George Washington Scavenger Hunt" -- Why not a George Washington Scavenger Hunt on G. W. 's birthday? Ask listeners to bring in such things as: a picture of George Washington, a cherry tree, a cherry, a silver dollar, a hatchet, a powdered wig, a silver shoe buckle, a rowboat, a revolutionary war weapon, a cherry pie, a picture of Martha Washington, a white horse, a fife, a tri-cornered hat, etc., etc.

#

Listener Promo -- A check in the phone book actually revealed a George Washington in San Antonio. With the Mohawk, we have a promo that says, "This is George Washington, 322 Cactus Street. I cannot tell a lie. This is KTSA, Radio Park, San Antonio." Backed with a little "Yankee Doodle" music.

WASHINGTON'S BIRTHDAY PROMOTIONS (Don Keyes, Home Office, Dallas)

"Pie Throwing Contest" -- For Thruway Plaza's Washington Birthday Sale, a pie (cherry, of course) throwing contest, the living targets being a couple of the jocks. The winner to receive such dandy things as a complete cherry orchard for their home (a whole bunch of little cherry trees to plant come Spring). The winner, as declared by the judges, is the one scoring the best hit. Pitchers can be selected by drawing every half-hour during the afternoon.

###

"CROSSING OF THE _____" -- To commemorate Washington's Birthday, have your morning team (or any other deejay) cross a nearby body of water which you can liken to the Delaware. KTSA's George Lester will attempt to cross the treacherous, swirling San Antonio River. KILT's James Bond will brave the unseen dangers and murky depths of Buffalo Bayou. Charlie & Harrigan could load up with provisions for their unprecedented crossing of White Rock Lake or the serpentine, mysterious Trinity River. WYSL, of course, has Niagara Falls...

###

"George Washington Scavenger Hunt" -- Why not a George Washington Scavenger Hunt on G. W. 's birthday? Ask listeners to bring in such things as: a picture of George Washington, a cherry tree, a cherry, a silver dollar, a hatchet, a powdered wig, a silver shoe buckle, a rowboat, a revolutionary war weapon, a cherry pie, a picture of Martha Washington, a white horse, a fife, a tri-cornered hat, etc., etc.

###

Listener Promo -- A check in the phone book actually revealed a George Washington in San Antonio. With the Mohawk, we have a promo that says, "This is George Washington, 322 Cactus Street. I cannot tell a lie. This is KTSA, Radio Park, San Antonio." Backed with a little "Yankee Doodle" music.

PROMOTION (J. Tyler Dunn, Program Director, WYSL)

apl

"Washington's Birthday" -- Scavenger Hunt Idea: Listeners are invited to bring anything up to the studios pertinent to George Washington, i. e., cherry pie, hatchet, 1776 hat, etc.

###

NEWS SCOOP (Jerry Moon, Managing Editor, KTSA)

I quote from Jerry's Weekly Report:

"Newsbeat 55 got what we believe was a nationwide soop. As far as we can determine we were the only news media to interview South Viet Nam casualties ABC, CBS, NBC and the wire services had tried and failed at Travis Air Force Base, California. Our friends at Brooks Army Medical Center set up the interview for us. We fed it to CBS radio in New York and parts were aired nationwide several times."

###

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

In Buffalo, as well as San Francisco and Chicago, Lent is an important selling season for certain food lines. A few minutes of thought should bring to mind about twenty or thirty accounts whose products should be offered special during Lent in packages built around the station's general BTA rate for the forty day period. Restaurant business for such places as are named "The Rib Room" or "The Prime Rib" are usually down during Lent and thus are prospects for spot schedules pushing their seafood menu to compensate for the lost beef business.

###

PROMOTION (J. Tyler Dunn, Program Director, WYSL)

"Washington's Birthday" -- Scavenger Hunt Idea: Listeners are invited to bring anything up to the studios pertinent to George Washington, i. e., cherry pie, hatchet, 1776 hat, etc.

###

NEWS SCOOP (Jerry Moon, Managing Editor, KTSA)

I quote from Jerry's Weekly Report:

"Newsbeat 55 got what we believe was a nationwide scoop. As far as we can determine we were the only news media to interview South Viet Nam casualties ABC, CBS, NBC and the wire services had tried and failed at Travis Air Force Base, California. Our friends at Brooks Army Medical Center set up the interview for us. We fed it to CBS radio in New York and parts were aired nationwide several times."

###

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

In Buffalo, as well as San Francisco and Chicago, Lent is an important selling season for certain food lines. A few minutes of thought should bring to mind about twenty or thirty accounts whose products should be offered special during Lent in packages built around the station's general BTA rate for the forty day period. Restaurant business for such places as are named "The Rib Room" or "The Prime Rib" are usually down during Lent and thus are prospects for spot schedules pushing their seafood menu to compensate for the lost beef business.

###

PROMOTION (Don Keyes, Home Office, Dallas)

To commemorate Washington's Birthday, have your morning team (or any other deejay) cross a nearby body of water which you can liken to the Delaware. KTSA's George Lester will attempt to cross the treacherous, swirling San Antonio River. KILT's Ken & Charlie will brave the unseen dangers and murky depths of Buffalo Bayou, Charlie & Harrigan could load up with provisions for their unprecedented crossing of White Rock Lake or the serpentine, mysterious Trinity River. WYSL, of course, has Niagara Falls...

###

PUBLIC SERVICE IDEA (Johnny Borders, Program Director, KLIF)

I quote from Johnny's report:

"Often, we lack for Community Billboard material, though we promote the feature on the air. Why not send a printed letter of invitation for churches and other charitable groups to avail themselves of our service? Good PR as well as public service."

###

PROMOTION (Don Keyes, Home Office, Dallas)

REMINDER "Valentine Name Promos" -- Just the germ of an idea as we print the Digest this week...

"KLIF loves everybody but today, Valentine's Day, we really love Arthur Love, 3916 Munger" or "Today, one of KLIF's Valentine Hearts is Sylvia Hart of 3700 Abrams Road." These should be produced with music and sprinkled throughout the format on Valentine's Day.

###

I have every reason to believe that this was a success because it was simple and that the prizes were guaranteed. The only thing required of the participants was speed in getting to the station.

#

PROMOTION (Don Keyes, Home Office, Dallas)

As I dictated the above, the following just now strikes me. Why not a George Washington Scavenger Hunt on G. W. 's birthday? Ask listeners to bring in such things as: a picture of George Washington, a cherry tree, a cherry, a silver dollar, a hatchet, a powdered wig, a silver shoe buckle, a rowboat, a revolutionary war weapon, a cherry pie, a picture of Martha Washington, a white horse, a fife, a tri-cornered hat, etc., etc.,

#

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

"Nutty Nuptials" on KONO -- This, too, is appropriate for Valentine's Day.

Ask listeners to send in combined names of well-known people, the combination of which would result in a nutty nuptial. For example, if Lesley Gore married Elvis Presley, it would be a nutty nuptial because then her name would be "Lesley Presley". Offer one dollar for each one used on the air.

#

REMINDER

- 1.) How long since you've checked the volume of your hourly time tone to make sure it is at its peak and has not slipped to an anemic peak that it tends to do?
- 2.) How long since you've spot-checked your deejays on the hour and 1/2 hour to make sure the proper station i. d. is being given? You need call letters and city.

#

I have every reason to believe that this was a success because it was simple and that the prizes were guaranteed. The only thing required of the participants was speed in getting to the station.

###

PROMOTION (Don Keyes, Home Office, Dallas)

As I dictated the above, the following just now strikes me. Why not a George Washington Scavenger Hunt on G. W. 's birthday? Ask listeners to bring in such things as: a picture of George Washington, a cherry tree, a cherry, a silver dollar, a hatchet, a powdered wig, a silver shoe buckle, a rowboat, a revolutionary war weapon, a cherry pie, a picture of Martha Washington, a white horse, a fife, a tri-cornered hat, etc., etc.,

###

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

"Nutty Nuptials" on KONO -- This, too, is appropriate for Valentine's Day. Ask listeners to send in combined names of well-known people, the combination of which would result in a nutty nuptial. For example, if Lesley Gore married Elvis Presley, it would be a nutty nuptial because then her name would be "Lesley Presley". Offer one dollar for each one used on the air.

###

REMINDER

- 1.) How long since you've checked the volume of your hourly time tone to make sure it is at its peak and has not slipped to an anemic peak that it tends to do?
- 2.) How long since you've spot-checked your deejays on the hour and 1/2 hour to make sure the proper station i. d. is being given? You need call letters and city.

###

Valentine

SPEC SPOT SOLD (Earl Hawthorne, Sales Manager, KTSA)

ryb

Piggly Wiggly was looking for something to give a "shot in the arm" to their Carol Ann French bread and pastries. I am sending a dub of the spec spot prepared by KTSA.

#

PROMOTION (Earl Hawthorne, Sales Manager, KTSA)

"George Washington and the Cherry Tree" -- Sell package to advertiser with idea of station airing hourly contest of how many chops it will take to fell the cherry tree. Several chops are recorded on tape cartridge and deejay plays tape after contestant guesses the number of chops it will take.

Sponsor furnishes winners' prizes and theatre tickets could go to the losers.

#

PROMOTION (Johnny Borders, Program Director, KLIF)

"Beatle Wig Give-away" -- scheduled during teen times--afternoon drive, evening and early morning. At the "Beatle Tone" (created from excerpt from Beatle record), the first person to call contest number wins a Beatle wig.

#

OBJECTIONABLE RECORD (Johnny Borders, Program Director, KLIF)

Johnny thinks that perhaps Dion's "Hootchie-Cootchie Man" might be considered to be objectionable or suggestive to some listeners.

#

SPEC SPOT SOLD (Earl Hawthorne, Sales Manager, KTSA)

Piggly Wiggly was looking for something to give a "shot in the arm" to their Carol Ann French bread and pastries. I am sending a dub of the spec spot prepared by KTSA.

#

PROMOTION (Earl Hawthorne, Sales Manager, KTSA)

"George Washington and the Cherry Tree" -- Sell package to advertiser with idea of station airing hourly contest of how many chops it will take to fell the cherry tree. Several chops are recorded on tape cartridge and deejay plays tape after contestant guesses the number of chops it will take.

Sponsor furnishes winners' prizes and theatre tickets could go to the losers.

#

PROMOTION (Johnny Borders, Program Director, KLIF)

"Beatle Wig Give-away" -- scheduled during teen times--afternoon drive, evening and early morning. At the "Beatle Tone" (created from excerpt from Beatle record), the first person to call contest number wins a Beatle wig.

#

OBJECTIONABLE RECORD (Johnny Borders, Program Director, KLIF)

Johnny thinks that perhaps Dicn's "Hootchie-Cootchie Man" might be considered to be objectionable or suggestive to some listeners.

#

MEMORANDUM

Rph
Pmms

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 7, 1963

~~To the best of my memory, we have never done anything in particular with George Washington's birthday and I have run across a promotion which not only ties in with that day but should create a certain amount of interest with the housewife audience.~~

The idea is that on George Washington's birthday we invite listeners to bake a cherry pie and bring it to the studios. Each person bringing a cherry pie receives \$1.00 and the pie is entered in a contest to determine the best one. A local gourmet is the judge and prizes are awarded the best three or four pies of the lot. After the judging, the pies should be donated to a charitable organization such as an orphanage, etc.

The station in Virginia which did this offered as first prize a set of "name brand baking and serving china", an electric skillet as second prize, etc.

This is not a big promotion, but a timely one and inexpensive as well.

Other promotions which you'll recall from past years which are applicable in February are:

"George Washington Lie" contest
"List of famous lovers" (Valentine's)
"Cupid Contest" (Valentine's)
"Valentine Girl" (")
Paying for a marriage license issued on that day (Valentine's)
Paying for an L. D. call to a loved one the farthest distance from the city

Don Keyes

ys

Valentine

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JANUARY 7, 1963

To the best of my memory, we have never done anything in particular with George Washington's birthday and I have run across a promotion which not only ties in with that day but should create a certain amount of interest with the housewife audience.

The idea is that on George Washington's birthday we invite listeners to bake a cherry pie and bring it to the studios. Each person bringing a cherry pie receives \$1.00 and the pie is entered in a contest to determine the best one. A local gourmet is the judge and prizes are awarded the best three or four pies of the lot. After the judging, the pies should be donated to a charitable organization such as an orphanage, etc.

The station in Virginia which did this offered as first prize a set of "name brand baking and serving china", an electric skillet as second prize, etc.

This is not a big promotion, but a timely one and inexpensive as well.

Other promotions which you'll recall from past years which are applicable in February are:

"George Washington Lie" contest

"List of famous lovers" (Valentine's)

"Cupid Contest" (Valentine's)

"Valentine Girl" (")

Paying for a marriage license issued on that day (Valentine's)

Paying for an L. D. call to a loved one the farthest distance from the city

Don Keyes

ys

Valentine

rych

MEMORANDUM

To: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: FEBRUARY 16, 1961

This may reach you too late but you can always save it till next year. These are a few new promotions for Washington's birthday.

From KTSA, George Washington Promo: A check of the phone book actually revealed a George Washington in San Antonio. With the Mohawk, we have a promo that says: "This is George Washington, 322 Cactus Street. I cannot tell a lie, this is KTSA, Radio Park-San Antonio". Backed with a little "Yankee Doodle" music, it grabs you.

From KTSA, Cherry Tree Contest: Since we couldn't find a cherry tree, Ricci Ware nevertheless will cut down a cherry-painted tree with a steak knife. Listeners are asked to guess in minutes the time it will take him to cut it down. Winner gets 52 cherry pies--one every week for a year.

From KABL: I don't know what name CABLE has given this but they are inviting listeners to throw a dollar across the Bay. The prize is a picture of Washington in retreat at Brandywine. KTSA could do this with the San Antonio River, KILT the Buffalo Bayou, KEEL the Red River, KLIF the swirling Trinity, etc.


Don Keyes

ns

Valentine

MEMORANDUM

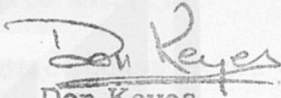
To: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: FEBRUARY 16, 1961

This may reach you too late but you can always save it till next year. These are a few new promotions for Washington's birthday.

From KTSA, George Washington Promo: A check of the phone book actually revealed a George Washington in San Antonio. With the Mohawk, we have a promo that says: "This is George Washington, 322 Cactus Street. I cannot tell a lie, this is KTSA, Radio Park-San Antonio". Backed with a little "Yankee Doodle" music, it grabs you.

From KTSA, Cherry Tree Contest: Since we couldn't find a cherry tree, Ricci Ware nevertheless will cut down a cherry-painted tree with a steak knife. Listeners are asked to guess in minutes the time it will take him to cut it down. Winner gets 52 cherry pies--one every week for a year.

From KABL: I don't know what name CABLE has given this but they are inviting listeners to throw a dollar across the Bay. The prize is a picture of Washington in retreat at Brandywine. KTSA could do this with the San Antonio River, KILT the Buffalo Bayou, KEEL the Red River, KLIF the swirling Trinity, etc.


Don Keyes

ns

Valentine

rph

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 31, 1961

We have never done much by way of special promotions for George Washington's birthday and I think it might be worth observing in one way or another. I wouldn't necessarily plan on something every year but since we've never done anything for this day, it might give you a fresh, new sound for this year. You will probably wish to enlarge upon these things and add some of your own.

A small contest might be started a week before the holiday with a postmark deadline midnight, Tuesday, February 21st., the winner to be announced at noon on Washington's birthday, the 22nd. You can call it the "George Washington Lie" contest or something similar. Washington had a reputation for never telling alie and KLIF wants to know the biggest lie you've ever told. Send your lie regardless of length to George Washington, KLIF, Dallas. The winner, the person who submits the biggest whooper, wins the prize which is a cherry pie. The runner-up can win a hatchet or even a cherry tree. As you can see, this is not an expensive promotion but just a little something that is topical and timely.

Also suggest you supplement with station breaks like these for a few days around the holiday.

"This is KILT in Houston, and with George Washington's birthday just around the corner, we cannot tell a lie. KILT is far and away the number one station in Houston."

As you can see, nothing changes but the tag line...to wit.....

".....John Trotter is the funniest disc jockey in the world."

"....KTSA plays more music than any other San Antonio station."

Obviously, you can dream up any number of these.

Don Keyes

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 31, 1961

We have never done much by way of special promotions for George Washington's birthday and I think it might be worth observing in one way or another. I wouldn't necessarily plan on something every year but since we've never done anything for this day, it might give you a fresh, new sound for this year. You will probably wish to enlarge upon these things and add some of your own.

A small contest might be started a week before the holiday with a postmark deadline midnight, Tuesday, February 21st., the winner to be announced at noon on Washington's birthday, the 22nd. You can call it the "George Washington Lie" contest or something similar. Washington had a reputation for never telling alie and KLIF wants to know the biggest lie you've ever told. Send your lie regardless of length to George Washington, KLIF, Dallas. The winner, the person who submits the biggest whooper, wins the prize which is a cherry pie. The runner-up can win a hatchet or even a cherry tree. As you can see, this is not an expensive promotion but just a little something that is topical and timely.

Also suggest you supplement with station breaks like these for a few days around the holiday.

"This is KILT in Houston, and with George Washington's birthday just around the corner, we cannot tell a lie. KILT is far and away the number one station in Houston."

As you can see, nothing changes but the tag line...to wit.....

".....John Trotter is the funniest disc jockey in the world."

".....KTSA plays more music than any other San Antonio station."

Obviously, you can dream up any number of these.

Don Keyes

WASHINGTON'S BIRTHDAY PROMOTIONS (continued)

"Throw a dollar across the....." -- KABL did this contest and I don't know what they called it. They are inviting listeners to throw a dollar across the Bay. The prize is a picture of Washington in retreat at Brandywine. KILT could do this with the Buffalo Bayou, KLIF the swirling Trinity, etc.

#

"George Washington Lie" -- This should be started a week before the holiday with a postmark deadline midnight, February 21st, the winner to be announced at noon on Washington's birthday. You can call it the "Geo. Washington Lie" or something similar. Washington had a reputation for never telling a lie and KLIF wants to know the biggest lie you've ever told. Send your lie regardless of length to George Washington, KLIF, Dallas. The winner, the person who submits the biggest whooper, wins the prize which is a cherry pie (or whatever). The runner-up can win a hatchet (or whatever).

#

Station Breaks -- "This is KILT in Houston, and with George Washington's birthday just around the corner, we cannot tell a lie. KILT is far and away the number one station in Houston."

Nothing would change except the tag line: "...Johnny Dark is the funniest disc jockey in the world." "...KILT plays more music than any other Houston station." etc., etc.

#

WASHINGTON'S BIRTHDAY PROMOTIONS (continued)

"Throw a dollar across the....." -- KABL did this contest and I don't know what they called it. They are inviting listeners to throw a dollar across the Bay. The prize is a picture of Washington in retreat at Brandywine. KILT could do this with the Buffalo Bayou, KLIF the swirling Trinity, etc.

#

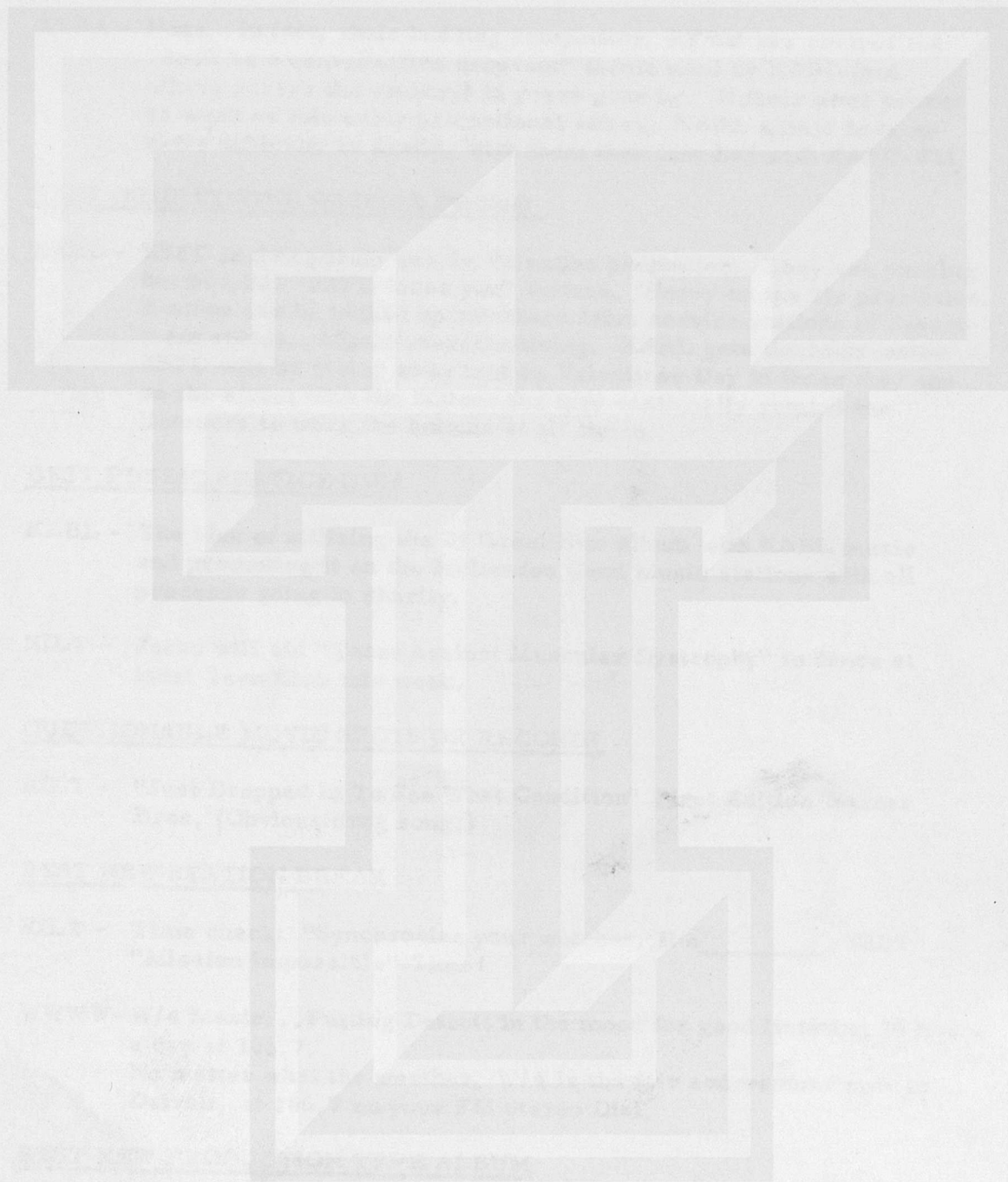
"George Washington Lie" -- This should be started a week before the holiday with a postmark deadline midnight, February 21st, the winner to be announced at noon on Washington's birthday. You can call it the "Geo. Washington Lie" or something similar. Washington had a reputation for never telling a lie and KLIF wants to know the biggest lie you've ever told. Send your lie regardless of length to George Washington, KLIF, Dallas. The winner, the person who submits the biggest whooper, wins the prize which is a cherry pie (or whatever). The runner-up can win a hatchet (or whatever).

#

Station Breaks -- "This is KILT in Houston, and with George Washington's birthday just around the corner, we cannot tell a lie. KILT is far and away the number one station in Houston."

Nothing would change except the tag line: "...Johnny Dark is the funniest disc jockey in the world." "...KILT plays more music than any other Houston station." etc., etc.

#



Valentine

XTRA - None. In fact, their budding competitor, KFWB has revived the "don't be a conversation drop-out" theme used by KABL (and others across the country) in years gone by. If their news proves as weak as this early promotional effort, KABL should have no more difficulty in dealing with them than they had with KABC-FM.

BEST COMPETITIVE OUTSIDE PROMO

KABL - KSFO is doing their yearly Valentine promotion. They are passing out 500,000 "KSFO loves you" buttons. Heavy on the air promotion. Buttons can be picked up anywhere from service stations to department stores. Mucho merchandising. KABL gets the impression KSFO will be giving away loot on Valentines Day to those they see on the street with the buttons for they continually remind the listeners to wear the buttons at all times.

BEST PUBLIC SERVICE IDEA

KABL - The idea of utilizing the 21 Great Hits album with KABL music and promoting it on the McLendon Good Music stations with all proceeds going to charity.

KILT - Jocks will aid "Teens against Muscular Dystrophy" in dance at local Teen Club this week.

QUESTIONABLE MOVIE SPOTS OR RECORDS

KILT - "Just Dropped In To See What Condition" First Edition Warner Bros. (Obvious drug song.)

BEST NEW STATION BREAK

KILT - Time check: "Synchronize your watches, it's _____, KILT "Mission Impossible" Time!

WWWW- W/4 Music... Putting Detroit in the mood for good listening 24 hours a day at 106.7.

No matter what the weather, W/4 is the fair and warmer spot in Detroit, at 106.7 on your FM Stereo Dial.

BEST NEW PRODUCTION TYPE ALBUM

KLIF - "Trains" - Billy Strange - U.A.

SHORT CRITIQUE

KLIF - News jumped in with all fours to cover the tense Korean situation. Jocks are doing an excellent job mid-day following a modified MOR format, and coupling news with information and jock patter.

XTRA - None. In fact, their budding competitor, KFWB has revived the "don't be a conversation drop-out" theme used by KABL (and others across the country) in years gone by. If their news proves as weak as this early promotional effort, KABL should have no more difficulty in dealing with them than they had with KABC-FM.

BEST COMPETITIVE OUTSIDE PROMO

KABL - KSFO is doing their yearly Valentine promotion. They are passing out 500,000 "KSFO loves you" buttons. Heavy on the air promotion. Buttons can be picked up anywhere from service stations to department stores. Mucho merchandising. KABL gets the impression KSFO will be giving away loot on Valentines Day to those they see on the street with the buttons for they continually remind the listeners to wear the buttons at all times.

BEST PUBLIC SERVICE IDEA

KABL - The idea of utilizing the 21 Great Hits album with KABL music and promoting it on the McLendon Good Music stations with all proceeds going to charity.

KILT - Jocks will aid "Teens against Muscular Dystrophy" in dance at local Teen Club this week.

QUESTIONABLE MOVIE SPOTS OR RECORDS

KILT - "Just Dropped In To See What Condition" First Edition Warner Bros. (Obvious drug song.)

BEST NEW STATION BREAK

KILT - Time check: "Synchronize your watches, it's _____, KILT "Mission Impossible" Time!

WWWW- W/4 Music... Putting Detroit in the mood for good listening 24 hours a day at 106.7.

No matter what the weather, W/4 is the fair and warmer spot in Detroit, at 106.7 on your FM Stereo Dial.

BEST NEW PRODUCTION TYPE ALBUM

KLIF - "Trains" - Billy Strange - U.A.

SHORT CRITIQUE

KLIF - News jumped in with all fours to cover the tense Korean situation. Jocks are doing an excellent job mid-day following a modified MOR format, and coupling news with information and jock patter.

(Copy) - Valentine ideas

Are those empty old Valentine candy boxes just lying around your house? Like to get a refill this year? Well, if you're not counting on last year's Valentine... Enter W/4's Valentine contest. W/4 is offering three pounds of traditional Valentine candy for the best answer to the question... Why I like gooey caramels? Send your entry in 25 words or less, plus your name and address to... Valentine... W/4 2930 E. Jefferson, Detroit 48207.

Since time immemorial... the rights of love have been sung by desperate, star crossed lovers... moved by the rituals of St. Valentine's Day... W/4 revives the age-old custom of writing your own Valentines... with the W/4 Valentine Write-in Contest. Just jot down on a piece of paper 3 short lines of poetry to follow the phrase "roses are red." Yours might go something like... "roses are red, forsythia yellow... Valentines make me like cheddar... all mellow." Or "roses are red, cupids are pink... not having a Valentine, may drive me to drink." Send your funniest Valentine poem plus your name and address to "Cupid" W/4 2930 E. Jefferson Detroit 48207. Winner will receive (?)

Have trouble putting your Valentine feelings into words? Like some help this February 14th. Well, send for W/4's Instant Valentine Kit. The computer age has come to the rescue. On an 8 1/2 by 11 beautifully decorated sheet you'll find W/4's 1968 selected sentiments for Valentine's Day. Just check one and send it out. To get your Instant Valentine Kit... Send your name and address to "Cupid" W/4 2930 E. Jefferson Detroit 48207.

KABL - During the newspaper strike in San Francisco they are utilizing their code-a-phone to give hourly stock exchange averages. They have expanded their news coverage on KABL AM to every quarter hour with headlines during the strike

XTRA - The "Thinking Man's Newscast" -- a voluntary tie-in with the Coffee Council's promotion on television of coffee as the "think drink!"

(Copy)

(Music to approximate "Think Drink" comml theme: Side #1, Cut #5, Great Pickin'-CHL 5008. Establish and under for:)

Have you ever noticed the commercial on television about coffee? You know, the ones about coffee being the "think drink?" Most of the commercials involve lively conversations between people about everything from buying a dress to "what shall we name the baby."

(Copy) - Valentine ideas

Are those empty old Valentine candy boxes just lying around your house? Like to get a refill this year? Well, if you're not counting on last year's Valentine... Enter W/4's Valentine contest. W/4 is offering three pounds of traditional Valentine candy for the best answer to the question... Why I like gooey caramels? Send your entry in 25 words or less, plus your name and address to... Valentine... W/4 2930 E. Jefferson, Detroit 48207.

Since time immemorial... the rights of love have been sung by desperate, star crossed lovers... moved by the rituals of St. Valentine's Day... W/4 revives the age-old custom of writing your own Valentines... with the W/4 Valentine Write-in Contest. Just jot down on a piece of paper 3 short lines of poetry to follow the phrase "roses are red." Yours might go something like... "roses are red, forsythia yellow... Valentines make me like cheddar... all mellow." Or "roses are red, cupids are pink... not having a Valentine, may drive me to drink." Send your funniest Valentine poem plus your name and address to "Cupid" W/4 2930 E. Jefferson Detroit 48207. Winner will receive (?)

Have trouble putting your Valentine feelings into words? Like some help this February 14th. Well, send for W/4's Instant Valentine Kit. The computer age has come to the rescue. On an 8 1/2 by 11 beautifully decorated sheet you'll find W/4's 1968 selected sentiments for Valentine's Day. Just check one and send it out. To get your Instant Valentine Kit... Send your name and address to "Cupid" W/4 2930 E. Jefferson Detroit 48207.

KABL - During the newspaper strike in San Francisco they are utilizing their code-a-phone to give hourly stock exchange averages. They have expanded their news coverage on KABL AM to every quarter hour with headlines during the strike

XTRA - The "Thinking Man's Newscast" -- a voluntary tie-in with the Coffee Council's promotion on television of coffee as the "think drink!"

(Copy)

(Music to approximate "Think Drink" comml theme: Side #1, Cut #5, Great Pickin"-CHL 5008. Establish and under for:)

Have you ever noticed the commercial on television about coffee? You know, the ones about coffee being the "think drink?" Most of the commercials involve lively conversations between people about everything from buying a dress to "what shall we name the baby."

###

QUESTIONABLE MOVIE SPOTS YOU CAME ACROSS DURING THE WEEK.

Venetian Affair. Spots stressed the "affair" between the two stars just a little too much. (W-NUS)

Rape of the Sabine Women. (KILT)

###

SOMETHING FOR WHICH I NEED A PROMOTION IDEA.

Business College head wants to develop a prospect list. Says previous ties with spot schedules failed. Needs a promotional idea that will really bring in names. (KILT)

I need a promotion to acquaint our listeners with the importance of the role played by WDTM advertisers. Example-- We have five top-drawer restaurants on the air; our listeners would like to meet our staff (as indicated in numerous letters). How about monthly subscription gourmet dinners at our restaurants? (WDTM)

###

BEST COMPETITIVE "ON THE AIR" PROMOTION THIS WEEK

KSFO -- Valentine Promo. Send in a card. The radio station then sends listener a bumper sticker. If a spotter sees it and the number is announced on the air a prize is awarded. Grand prize is an hour show by station personality to be given at any non-profit benefit. Tag line is KSFO -- the world's most lovable radio station. (KABL)

###

BEST NEW STATION BREAK

KNEW -- Portable Radio for San Francisco.
KSFO -- The world's most lovable radio station.
KABL -- Potable Radio for San Francisco.

KLIF -- In the business, just for fun.

###

BEST NEW PRODUCTION TYPE ALBUM FOUND DURING WEEK -- LABEL AND NUMBER (KABL)

"The Controversy" -- Warren Report Some good lifts from this et. CAPITOL

"You Won't Believe Your Ears" -- Wes Harrison -- classic - excellent sound effects. PHILLIPS PHM-200-103

###

QUESTIONABLE MOVIE SPOTS YOU CAME ACROSS DURING THE WEEK.

Venetian Affair. Spots stressed the "affair" between the two stars just a little too much. (W-NUS)

Rape of the Sabine Women. (KILT)

###

SOMETHING FOR WHICH I NEED A PROMOTION IDEA.

Business College head wants to develop a prospect list. Says previous ties with spot schedules failed. Needs a promotional idea that will really bring in names. (KILT)

I need a promotion to acquaint our listeners with the importance of the role played by WDTM advertisers. Example--We have five top-drawer restaurants on the air; our listeners would like to meet our staff (as indicated in numerous letters). How about monthly subscription gourmet dinners at our restaurants? (WDTM)

###

BEST COMPETITIVE "ON THE AIR" PROMOTION THIS WEEK

KSFO -- Valentine Promo. Send in a card. The radio station then sends listener a bumper sticker. If a spotter sees it and the number is announced on the air a prize is awarded. Grand prize is an hour show by station personality to be given at any non-profit benefit. Tag line is KSFO -- the world's most lovable radio station. (KABL)

###

BEST NEW STATION BREAK

KNEW -- Portable Radio for San Francisco.
KSFO -- The world's most lovable radio station.
KABL -- Potable Radio for San Francisco.

KLIF -- In the business, just for fun.

###

BEST NEW PRODUCTION TYPE ALBUM FOUND DURING WEEK -- LABEL AND NUMBER (KABL)

"The Controversy" -- Warren Report Some good lifts from this et. CAPITOL

"You Won't Believe Your Ears" -- Wes Harrison -- classic - excellent sound effects. PHILLIPS PHM-200-103

PUBLIC SERVICE IDEA (Ron Ruth, Sales Manager, W-NUS)

apl

During Chicago's current sub zero weather, there have been many cases of fires that begin as a result of refueling oil space heaters. W-NUS will do a series of PSA's calling attention to safety factors necessary in this process.

###

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

Ken Knox, a new member of the KILT Sales Staff, came up with an idea pitched to the eight major Chinese Restaurants to celebrate the Chinese New Year on February 15th. The spots contain facts about the Chinese New Year and interesting bits about the Houston Chinese Colony along with interviews from leading Chinese merchants.

KILT is giving free dinners to listeners who participate in a brief telephone contest.

###

VALENTINE'S PROMOTION (Bob White, Program Director, KILT)

"KILT has lost its Valentine Heart" -- and they're asking their listeners to find it for them. On a billboard near a freeway, they have printed the word "heart" in bold letters. Clues as to the location of the lost Valentine Heart will be given.

The first person to find KILT's missing heart wins \$25.00 cash and the next 10 get a box of Valentine Candy. Entries by mail only.

###

SALES IDEA (Tad Van Brunt, Sales Manager, KABL)

In cooperation with Kaiser foil -- each roll of Kaiser Foil has a serial number on the box.

Winning number each week gets a full supply for one year. Contest to run 13 weeks.

- 1 -

PUBLIC SERVICE IDEA (Ron Ruth, Sales Manager, W-NUS)

During Chicago's current sub zero weather, there have been many cases of fires that begin as a result of refueling oil space heaters. W-NUS will do a series of PSA's calling attention to safety factors necessary in this process.

###

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

Ken Knox, a new member of the KILT Sales Staff, came up with an idea pitched to the eight major Chinese Restaurants to celebrate the Chinese New Year on February 15th. The spots contain facts about the Chinese New Year and interesting bits about the Houston Chinese Colony along with interviews from leading Chinese merchants.

KILT is giving free dinners to listeners who participate in a brief telephone contest.

###

VALENTINE'S PROMOTION (Bob White, Program Director, KILT)

"KILT has lost its Valentine Heart" -- and they're asking their listeners to find it for them. On a billboard near a freeway, they have printed the word "heart" in bold letters. Clues as to the location of the lost Valentine Heart will be given.

The first person to find KILT's missing heart wins \$25.00 cash and the next 10 get a box of Valentine Candy. Entries by mail only.

###

SALES IDEA (Tad Van Brunt, Sales Manager, KABL)

In cooperation with Kaiser foil -- each roll of Kaiser Foil has a serial number on the box.

Winning number each week gets a full supply for one year. Contest to run 13 weeks.

###

- 1 -

PROMOTION (Don Keyes, Home Office, Dallas)

To commemorate Washington's Birthday, have your morning team (or any other deejay) cross a nearby body of water which you can liken to the Delaware. KTSA's George Lester will attempt to cross the treacherous, swirling San Antonio River. KILT's Ken & Charlie will brave the unseen dangers and murky depths of Buffalo Bayou, Charlie & Harrigan could load up with provisions for their unprecedented crossing of White Rock Lake or the serpentine, mysterious Trinity River. WYSL, of course, has Niagara Falls...

#

PUBLIC SERVICE IDEA (Johnny Borders, Program Director, KLIF)

I quote from Johnny's report:

"Often, we lack for Community Billboard material, though we promote the feature on the air. Why not send a printed letter of invitation for churches and other charitable groups to avail themselves of our service? Good PR as well as public service. "

#

PROMOTION (Don Keyes, Home Office, Dallas)

"Valentine Name Promos" -- Just the germ of an idea as we print the Digest this week...

"KLIF loves everybody but today, Valentine's Day, we really love Arthur Love, 3916 Munger" or "Today, one of KLIF's Valentine Hearts is Sylvia Hart of 3700 Abrams Road." These should be produced with music and sprinkled throughout the format on Valentine's Day.

#

PROMOTION (Don Keyes, Home Office, Dallas)

To commemorate Washington's Birthday, have your morning team (or any other deejay) cross a nearby body of water which you can liken to the Delaware. KTSA's George Lester will attempt to cross the treacherous, swirling San Antonio River. KILT's Ken & Charlie will brave the unseen dangers and murky depths of Buffalo Bayou, Charlie & Harrigan could load up with provisions for their unprecedented crossing of White Rock Lake or the serpentine, mysterious Trinity River. WYSL, of course, has Niagara Falls...

###

PUBLIC SERVICE IDEA (Johnny Borders, Program Director, KLIF)

I quote from Johnny's report:

"Often, we lack for Community Billboard material, though we promote the feature on the air. Why not send a printed letter of invitation for churches and other charitable groups to avail themselves of our service? Good PR as well as public service. "

###

PROMOTION (Don Keyes, Home Office, Dallas)

"Valentine Name Promos" -- Just the germ of an idea as we print the Digest this week...

"KLIF loves everybody but today, Valentine's Day, we really love Arthur Love, 3916 Munger" or "Today, one of KLIF's Valentine Hearts is Sylvia Hart of 3700 Abrams Road." These should be produced with music and sprinkled throughout the format on Valentine's Day.

###

VALENTINE PROMOTION (J. Tyler Dunn, Program Director, WYSL) *Yrle*

WYSL listeners are invited to send a valentine to their favorite WYSL announcer. Announcer who receives the most valentines selects one of his at random and treats that family to an evening on the town.

###

SPEC SPOT (Art Holt, General Manager, WYSL)

Interview-type sequence of commercials in which announcer follows couple from pickup of home remodeling booklet through in-home discussion, back to loan officer at bank, and through successful completion of the home improvement.

###

PROMOTION (Art Holt, General Manager, WYSL)

Art reports that the winner of WYSL's "Stamp Out WYSL" (Digest of 1/20/65) had produced letters approximately fifty feet high and two hundred feet in width. A successful promotion in every way.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Our Apologies" -- Enclosed you will find a copy of an article that ran in all three San Antonio newspapers at the same time. On the air during the days the article appeared in the papers, KTSA ran this statement: "Appearing in all three San Antonio papers today, is our apology for what has happened. We hope you will understand our position. Thank you." This statement not only ran once per hour on the days of the article, but KTSA also had several T. V. spots using the same statement. The phone response was fantastic, along with on the street comment.

###

VALENTINE PROMOTION (J. Tyler Dunn, Program Director, WYSL)

WYSL listeners are invited to send a valentine to their favorite WYSL announcer. Announcer who receives the most valentines selects one of his at random and treats that family to an evening on the town.

###

SPEC SPOT (Art Holt, General Manager, WYSL)

Interview-type sequence of commercials in which announcer follows couple from pickup of home remodeling booklet through in-home discussion, back to loan officer at bank, and through successful completion of the home improvement.

###

PROMOTION (Art Holt, General Manager, WYSL)

Art reports that the winner of WYSL's "Stamp Out WYSL" (Digest of 1/20/65) had produced letters approximately fifty feet high and two hundred feet in width. A successful promotion in every way.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Our Apologies" -- Enclosed you will find a copy of an article that ran in all three San Antonio newspapers at the same time. On the air during the days the article appeared in the papers, KTSA ran this statement: "Appearing in all three San Antonio papers today, is our apology for what has happened. We hope you will understand our position. Thank you." This statement not only ran once per hour on the days of the article, but KTSA also had several T. V. spots using the same statement. The phone response was fantastic, along with on the street comment.

###

THESE SELECTIONS ARE ALL TO REPLACE #3's.....and are to run 2 per hour...

Thank you all very much,

Love,
Jeanne

KABL

SAN FRANCISCO

TO: ALL ANNOUNCERS

DATE:

FROM: Jeanne

SUBJECT: Music for St. Valentine's Day

TIME	#	TITLE	ARTIST
5-6A	1820	LOVE IS A MANY SPLENDORED THING	MAERAE
	1822	NO OTHER LOVE	JOHNSON BROS
6-7A	2758	FALLING IN LOVE WITH LOVE	JUBIE ANDREWS
	2931	SO IN LOVE	WRIGHTSON/HUNT
7-8A	1826	LOVE IS THE SWEETEST THING	CONNIFF
	2927	LOVE MAKES THE WORLD GO ROUND	JANE MORGAN
8-9A	2757	FOR THE FIRST TIME (I'VE FALLEN IN LOVE)	PETE KING
	2595	A LITTLE BIT IN LOVE	JUNIE ANDREWS
9-10A	2158	HAWAIIAN WEDDING SONG	PETE KING
	3013	I LOVE YOU/HERE I'LL STAY	SY RADY
10-11A	2878	PORTRAIT OF MY LOVE	STEVE LAWRENCE
	1899	WHEN I FALL IN LOVE	ERIN O'BRIEN
11-12N	2610	I LOVED YOU ONCE IN SILENCE	JULIE ANDREWS
		Im FALLING IN LOVE WITH SOMEONE	ROGER WAGNER
12-1P	1906	YOU ARE LOVE	S. JONES/CASSIDY
	2430	MY FUNNY VALENTINE	RALPH HUNTER
1-2P	2979	I LOVE YOU	PETE KING
	2955	LET ME CALL YOU SWEETHEART	STEVE LAWRENCE
2-3P	2433	OUR LANGUAGE OF LOVEQ	WRIGHTSON
	2465	LOVE IS A MANY SPLENDORED THING	VOICES IN MOTIC
3-4PM		Love is Here TO STAY	NORMAN LUBOFF
	1425	WHY DO I LOVE YOU	WRIGHTSON/HUNT
4-5PM	2148	THE HE NIGHT WAS MADE FOR LOVE	VELVET VOICES
	2840	AND THIS IS MY BELOVED	ROBERT GOULET
5-6PM	2999	MY ROMANCE	EILEEN FARRELL
	2585	DOR LOVE IS HERE TO STAY	LIVING VOICES
6-7PM	2319	TELL ME THAT YOU LOVE ME	VIC DAMONE
	2110	SONG OF LOVE	WRIGHTSON/HUNT
7-8PM	2421	TONIGHT WE LOVE	NELSON EDDY
	1832	SPEAK TO ME OF LOVE	WALTER SCHUMAN
9-10PM	1895	LOVE WALKED IN	GOGI GRANT
	2439	I LOVE THEE	MACRAE
11-12M	3020	FALLING IN LOVE WITH LOVE	NORMAN LUBOFF
	2428	LOVE ME TONIGHT	WRIGHTSON/HUNT

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 26, 1962

A couple of years ago we had a few little contests running that tied themselves in with records. If you'll recall, one was by Paul Evans concerning seven little girls in the back seat kissing and hugging with Fred. Another was something about a baby wherein the word "baby" was lifted from different records and mixed up on one disc. The object was to identify the recording artist who sang the word on the disc.

Comes now from KTSA another such promotion which is quite timely for Valentine's Day. They are ~~xxx~~ calling it the "KTSA Cupid Contest" and they're mixing up the word "Heart" from various records of the day. You may wish to do this with some other word. It really doesn't make any difference, providing it has something to do with Valentine's Day. You can determine what your prize will be.

I would like to hear from you specifically as to what your ideas are concerning station breaks or promotions for Valentine's Day. If you will write me as soon as possible, I will send your ideas out to all stations.

Don Keyes

ys

MEMORANDUM
MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
TO: M: DON KEYS ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: FEBRUARY, 1962 DON KEYES
DATE: JANUARY 26, 1962

Here is a new Valentine's Day promotion that is the brainchild of Vern Stierman, Program Director of KEEL. Clever idea. This quote
A couple of years ago we had a few little contests running that tied themselves in with records. If you'll recall, one was by Paul Evans concerning seven little girls in the back seat kissing and hugging with Fred. Another was something about a baby wherein the word "baby" was lifted from different records and mixed up on one disc. The object was to identify the recording artist who sang the word on the disc. ~~the~~ Mansfield and Mickey Hargitay.

Comes now from KTSA another such promotion which is quite timely for Valentine's Day. They are ~~xxx~~ calling it the "KTSA Cupid Contest" and they're mixing up the word "Heart" from various records of the day. You may wish to do this with some other word. It really doesn't make any difference, providing it has something to do with Valentine's Day. You can determine what your prize will be.

I would like to hear from you specifically as to what your ideas are concerning station breaks or promotions for Valentine's Day. If you will write me as soon as possible, I will send your ideas out to all stations.

Don Keyes

ys

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: FEBRUARY 8, 1961

Here is a new Valentine's Day promotion that is the brainchild of Vern Stierman, Program Director of KEEL. Clever idea. This quote from his memo should get the message across:

"We make up a list of famous lovers. Each hour we announce the name of one of the pair and the first listener to supply the other name gets a box of Valentine chocolates. We're using names all the way from Adam & Eve to Jayne Mansfield and Mickey Hargitay.

It's not a blockbuster, but it does fit the day and the listeners seem to have fun displaying their knowledge."

Don Keyes

ys

yzb No. 4
(7/16)

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: FEBRUARY 8, 1961

Here is a new Valentine's Day promotion that is the brainchild of Vern Stierman, Program Director of KEEL. Clever idea. This quote from his memo should get the message across:

"We make up a list of famous lovers. Each hour we announce the name of one of the pair and the first listener to supply the other name gets a box of Valentine chocolates. We're using names all the way from Adam & Eve to Jayne Mansfield and Micky Hargitay.

It's not a blockbuster, but it does fit the day and the listeners seem to have fun displaying their knowledge."

Don Keyes

ys

rpb

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 26, 1961

A couple of years ago we had a few little contests running that tied themselves in with records. If you'll recall, one was by Paul Evans concerning seven little girls in the back seat kissing and hugging with Fred. Another was something about a baby wherein the word "baby" was lifted from different records and mixed up on one disc. The object was to identify the recording artist who sang the word on the disc.

Comes now from KTSA another such promotion which is quite timely for Valentine's Day. They are calling it the "KTSA Cupid Contest" and they're mixing up the word "Heart" from various records of the day. You may wish to do this with some other word. It really doesn't make any difference, providing it has something to do with Valentine's Day. You can determine what your prize will be.

I would like to hear from you specifically as to what your ideas are concerning station breaks or promotions for Valentine's Day. If you will write me as soon as possible, I will send your ideas out to all stations.

Don Keyes

ys

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JANUARY 26, 1961

A couple of years ago we had a few little contests running that tied themselves in with records. If you'll recall, one was by Paul Evans concerning seven little girls in the back seat kissing and hugging with Fred. Another was something about a baby wherein the word "baby" was lifted from different records and mixed up on one disc. The object was to identify the recording artist who sang the word on the disc.

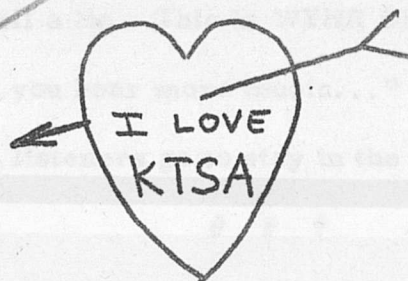
Comes now from KTSA another such promotion which is quite timely for Valentine's Day. They are calling it the "KTSA Cupid Contest" and they're mixing up the word "Heart" from various records of the day. You may wish to do this with some other word. It really doesn't make any difference, providing it has something to do with Valentine's Day. You can determine what your prize will be.

I would like to hear from you specifically as to what your ideas are concerning station breaks or promotions for Valentine's Day. If you will write me as soon as possible, I will send your ideas out to all stations.

Don Keyes

ys

Put in
policy book



KTSA VALENTINE GIRL

.....With the Most Kissable Lips

Starting February 8 thru February 14, KTSA will conduct an intensive search for the KTSA Valentine Girl with the Most Kissable Lips!

Girl contestants will be invited, via heavy KTSA air promotion (minimum of once an hour 6AM - 9PM) to place lipstick imprints of lips on postcard with 25 words or less why they love KTSA. Entries will be mailed to KTSA in care of Dan Cupid.

Winner will receive telephone call to any place in the world FREE from KTSA.

This special KTSA package promotion is for sale to any sponsor placing 35 announcement schedule (2 drive time, 3 9-4 announcements per day) at complete package cost of \$275.

Tie-in plugs for sponsor will be made on all KTSA promotion announcements (minimum of one per hour 6AM - 9PM) and cross plugs will be made at end of all sponsor commercial announcements.

zpl

STATION BREAKS (Floyd Brown, Program Director, WYNR)

"We cannot tell a lie. This is WYNR Chicago where...

(1) ...you hear more music..."

(2) ...listeners go to stay in the know..."

#

SALES IDEA (Al Lurie, Sales Manager, KLIF)

I quote from Al's Weekly Report:

"KABL sent us some 15 to 20-second exotics on the Chinese New Year, which began February 13. These exotics contained Chinese music behind a voice in Chinese wishing a 'Happy New Year'. We sold these to Jolliffe's, a Chinese art store, adding only a brief commercial message to fill out a 30-second spot."

I am sending each of you a dub of this.

#

REJECTED COMMERCIAL (Al Lurie, Sales Manager, KLIF)

Rejected one spot on movie schedule for "The Victors". The soundtrack insert said, "Don't act like a virgin."

#

COMPETITOR'S PROMOTION (Bill Weaver, Manager, KILT)

"Battle of the Beatles" on KNUZ -- Promotion on Beatles to determine if the Beatles are more popular than Elvis Presley. It is a vote write-in. Elvis leads a while, then the Beatles, etc. Very good."

#

STATION BREAKS (Bruce Hathaway, Acting Program Director, KTSA)

"KTSA...winning your heart with much more music..."

"KTSA...playing cupid with cash and prizes in 'Record Romance'..."

"KTSA...loving you good...like a Valentine should..."

#

STATION BREAKS (Floyd Brown, Program Director, WYNR)

"We cannot tell a lie. This is WYNR Chicago where...

(1) ...you hear more music..."

(2) ...listeners go to stay in the know..."

#

SALES IDEA (Al Lurie, Sales Manager, KLIF)

I quote from Al's Weekly Report:

"KABL sent us some 15 to 20-second exotics on the Chinese New Year, which began February 13. These exotics contained Chinese music behind a voice in Chinese wishing a 'Happy New Year'. We sold these to Jolliffe's, a Chinese art store, adding only a brief commercial message to fill out a 30-second spot."

I am sending each of you a dub of this.

#

REJECTED COMMERCIAL (Al Lurie, Sales Manager, KLIF)

Rejected one spot on movie schedule for "The Victors". The soundtrack insert said, "Don't act like a virgin."

#

COMPETITOR'S PROMOTION (Bill Weaver, Manager, KILT)

"Battle of the Beatles" on KNUZ -- Promotion on Beatles to determine if the Beatles are more popular than Elvis Presley. It is a vote write-in. Elvis leads a while, then the Beatles, etc. Very good."

#

STATION BREAKS (Bruce Hathaway, Acting Program Director, KTSA)

"KTSA...winning your heart with much more music..."

"KTSA...playing cupid with cash and prizes in 'Record Romance'..."

"KTSA...loving you good...like a Valentine should..."

#

Yuh
February

REJECTED COMMERCIAL (Ron Ruth, Sales Manager, WYSL)

Movie "Love With The Proper Stranger". A few of the cuts on the ET are somewhat questionable. We deleted them and retained the budget.

#

PROMOTION (Johnny Borders, Program Director, KLIF)

"KLIF Missing Lovers" -- "Romeo and _____, Antony and _____"

Postcard game with Valentine flavor. First correct entry wins \$11.90, runners-up win box of Valentine Candy.

#

PROMOTIONAL IDEA (Jim Hamby, Manager, KTSA)

Attached is the result of an idea developed at KTSA recently. Larry Webb telephones the latest news headlines each morning at 9:40 AM to Santa Rosa Hospital through their PR man in the front office. Santa Rosa then prints their own "News-O-Gram", giving due credit to KTSA. The News-O-Grams are distributed to each patient on the noon lunch tray.

The idea can be worked through any PR minded hospital.

KTSA hopes to have the Nix and Baptist Memorial Hospitals soon.

#

PROMOTION (Bruce Hathaway, Assistant Program Director, KTSA)

"Battle of the Beatles" -- Nighttime promotion for teens. Between the hours of 8:00 and 10:00 last Saturday night, the deejay played every Beatles single that has been released up to this date. The listeners were then asked to call and vote for their favorite. The results were fantastic. During a twenty minute voting period, the deejay received over 356 calls and the calls continued till midnight. The voting showed that the two Beatles records that are now on

St. Patrick

REJECTED COMMERCIAL (Ron Ruth, Sales Manager, WYSL)

Movie "Love With The Proper Stranger". A few of the cuts on the ET are somewhat questionable. We deleted them and retained the budget.

#

PROMOTION (Johnny Borders, Program Director, KLIF)

"KLIF Missing Lovers" -- "Romeo and _____, Antony and _____"

Postcard game with Valentine flavor. First correct entry wins \$11.90, runners-up win box of Valentine Candy.

#

PROMOTIONAL IDEA (Jim Hamby, Manager, KTSA)

Attached is the result of an idea developed at KTSA recently. Larry Webb telephones the latest news headlines each morning at 9:40 AM to Santa Rosa Hospital through their PR man in the front office. Santa Rosa then prints their own "News-O-Gram", giving due credit to KTSA. The News-O-Grams are distributed to each patient on the noon lunch tray.

The idea can be worked through any PR minded hospital.

KTSA hopes to have the Nix and Baptist Memorial Hospitals soon.

#

PROMOTION (Bruce Hathaway, Assistant Program Director, KTSA)

"Battle of the Beatles" -- Nighttime promotion for teens. Between the hours of 8:00 and 10:00 last Saturday night, the deejay played every Beatles single that has been released up to this date. The listeners were then asked to call and vote for their favorite. The results were fantastic. During a twenty minute voting period, the deejay received over 356 calls and the calls continued till midnight. The voting showed that the two Beatles records that are now on

ryh

ECONOMY IDEA (Bill Weaver, Manager, KILT)

I quote from Bill's Weekly Report:

"Purchase of new type carbon paper called Duroc made by Panama Carbon.

Traffic is able to do three complete sets of logs with this new carbon. In past traffic could only get one set of logs from set of carbon. Cost is a little higher than ordinary paper, but three times as good. "

#

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"Record Romance" -- "This contest is used as a filler between rating periods. The main purpose of this contest is to offer our area listeners some participation in KTSA. The contest is simple, the production cute and catchy. The contest is built around the mood of Valentine. The listener must write a short letter or paragraph pertaining to love and romance using song titles from past and present songs. We offer three prizes. The contest has run for one week and the mail response has averaged about 250 letters a day. "

#

CREATIVE SALES IDEA (Bruce Hathaway, Acting Program Director, KTSA ,

"Beatle Burger" -- "Good sales pitch to a drive-in or a chain of drive-ins.

The idea is to have the cook use his artistic ability and create a hamburger with a Beatle hair-do. There are many ways this can be done. For example, covering the top of the burger with a lettuce leaf. Also, promote the fact that some of the Beatle Burgers have certificates in their wrappers good for free Beatle singles. This is a good time to take advantage of all the free national publicity surrounding the Beatles. "

#

St. Patrick

ECONOMY IDEA (Bill Weaver, Manager, KILT)

I quote from Bill's Weekly Report:

"Purchase of new type carbon paper called Duroc made by Panama Carbon.

Traffic is able to do three complete sets of logs with this new carbon. In past traffic could only get one set of logs from set of carbon. Cost is a little higher than ordinary paper, but three times as good. "

#

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"Record Romance" -- "This contest is used as a filler between rating periods. The main purpose of this contest is to offer our area listeners some participation in KTSA. The contest is simple, the production cute and catchy. The contest is built around the mood of Valentine. The listener must write a short letter or paragraph pertaining to love and romance using song titles from past and present songs. We offer three prizes. The contest has run for one week and the mail response has averaged about 250 letters a day. "

#

CREATIVE SALES IDEA (Bruce Hathaway, Acting Program Director, KTSA)

"Beatle Burger" -- "Good sales pitch to a drive-in or a chain of drive-ins. The idea is to have the cook use his artistic ability and create a hamburger with a Beatle hair-do. There are many ways this can be done. For example, covering the top of the burger with a lettuce leaf. Also, promote the fact that some of the Beatle Burgers have certificates in their wrappers good for free Beatle singles. This is a good time to take advantage of all the free national publicity surrounding the Beatles. "

#

PROMOTION FOR VALENTINE (Richard Wilcox, Manager, KABL)

ryth
Valentine

On Valentine's Day, KABL will salute lovers everywhere with the romantic mating calls of various animals.

#

TIME CHECK (Jack Fiedler, Manager, WYNR)

"WYNR Valen-Time...."

#

STATION BREAKS (Jack Fiedler, Manager, WYNR)

- 1.) "WYNR...brighter than the Chicago skyline..."
- 2.) WYNR...faster than the Chicago rush hour...and lots more fun..."
- 3.) WYNR...putting the GO in Chicago..."

#

PROMOTION (J. Tyler Dunn, Program Director, WYSL)

"Instant Beatle Kit" -- The station will award kit containing Beatle wig, record, photo and shirt to best entry of "Why I Want to be a Beatle". Kit also contains a can of insecticide.

#

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

WEBR has begun newspaper advertising using the same idea as found in the book What's Going On Here? (photograph or film still with incongruous cartoon dialogue plugging announcers).

#

PROMOTION FOR VALENTINE (Richard Wilcox, Manager, KABL)

On Valentine's Day, KABL will salute lovers everywhere with the romantic mating calls of various animals.

#

TIME CHECK (Jack Fiedler, Manager, WYNR)

"WYNR Valen-Time...."

#

STATION BREAKS (Jack Fiedler, Manager, WYNR)

- 1.) "WYNR...brighter than the Chicago skyline..."
- 2.) WYNR...faster than the Chicago rush hour...and lots more fun..."
- 3.) WYNR...putting the GO in Chicago..."

#

PROMOTION (J. Tyler Dunn, Program Director, WYSL)

"Instant Beatle Kit" -- The station will award kit containing Beatle wig, record, photo and shirt to best entry of "Why I Want to be a Beatle". Kit also contains a can of insecticide.

#

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

WEBR has begun newspaper advertising using the same idea as found in the book What's Going On Here? (photograph or film still with incongruous cartoon dialogue plugging announcers).

#

npb

VALENTINE SINGERS (Don Keyes, Home Office, Dallas)

You can construct this the same way as the "Hearts" thing mentioned in last week's Digest. In this case, you edit the word "Valentine" from various recordings of "My Funny Valentine" (or any other song that has the word "valentine" in it).

The object, of course, is to identify the "Valentine Singers".

#

PROMOTION (Johnny Borders, Program Director, KTSA)

"Radio Rodeo" -- Telephone game. The first listener to call is interviewed on the air and selects a rodeo event (one of four) which are on cartridge in various arrangements. Exciting produced description of a rodeo event follows. If guess matches event described, the listener wins \$5.50.

Timely since the San Antonio Fat Stock Show and Rodeo was underway at about the same time.

#

PROMOTION (Bill Weaver, Manager, KILT)

"Mad Money Contest" -- The contest starts at 9:00 AM on McLoed's show and continues through Presley's show at 3:00 PM. A set jackpot starts the contest, like \$5.00, although the amount changes daily.

McLoed gives the starting jackpot at 9:00 AM and only gives it this one time. Then each 20 minutes or so, he adds 15¢, 25¢, etc, to the jackpot. At approximately 2:45 PM, Presley calls a listener and asks her how much is in the Mad Money Pot. If she tells him exactly, she wins the cash.

KILT calls this the Mad Money Contest by telling the lady listeners that they need not tell their husbands about this cash, as this money is their very own "mad money". The listeners called are drawn at random from a tubfull of post-cards which are received prior to starting the contest and, of course, to which cards are added daily.

#

St. Patrick

VALENTINE SINGERS (Don Keyes, Home Office, Dallas)

You can construct this the same way as the "Hearts" thing mentioned in last week's Digest. In this case, you edit the word "Valentine" from various recordings of "My Funny Valentine" (or any other song that has the word "valentine" in it).

The object, of course, is to identify the "Valentine Singers".

###

PROMOTION (Johnny Borders, Program Director, KTSA)

"Radio Rodeo" -- Telephone game. The first listener to call is interviewed on the air and selects a rodeo event (one of four) which are on cartridge in various arrangements. Exciting produced description of a rodeo event follows. If guess matches event described, the listener wins \$5.50.

Timely since the San Antonio Fat Stock Show and Rodeo was underway at about the same time.

###

PROMOTION (Bill Weaver, Manager, KILT)

"Mad Money Contest" -- The contest starts at 9:00 AM on McLoed's show and continues through Presley's show at 3:00 PM. A set jackpot starts the contest, like \$5.00, although the amount changes daily.

McLoed gives the starting jackpot at 9:00 AM and only gives it this one time. Then each 20 minutes or so, he adds 15¢, 25¢, etc, to the jackpot. At approximately 2:45 PM, Presley calls a listener and asks her how much is in the Mad Money Pot. If she tells him exactly, she wins the cash.

KILT calls this the Mad Money Contest by telling the lady listeners that they need not tell their husbands about this cash, as this money is their very own "mad money". The listeners called are drawn at random from a tubfull of post-cards which are received prior to starting the contest and, of course, to which cards are added daily.

###

*uph
Valentine's*

CREATIVE SALES IDEA (Jim Hamby, Sales Manager, KTSA)

"Acquire 100 or so styrofoam 'snowballs' (white foam rubber made up in shape and color of snowballs). Insert in each slips of paper good for varying amounts of savings stamps from local supermarket. Distribute KTSA Snowball Hunting licenses through supermarkets. Each person having license and finding KTSA Snowball redeems for savings stamps through supermarket sponsor.

###

ECONOMY IDEA (Jack Fiedler, Manager, KTSA)

Jack points out that in freezing weather it would be a good idea to double check and make sure that all exposed faucets and water pipes are either cut off or covered to avoid bursting.

###

SALES IDEA (Jim Hamby, Sales Manager, KTSA)

Sell to candy distributor or manufacturer (in this case Judson's) week prior to Valentine's Day. Run once per hour 7 AM to 6 PM. Pre-recorded KTSA Valentine Girl says, "How would you like to be my Valentine? If you would and you are the first from _____ telephone exchange to call, you'll get a chance to be my Valentine." First person to call can chance to guess whether they get (1) a pre-recorded big kiss (2) a KTSA Valentine (3) a box of sponsor's candy. If they correctly guess what they'll get in advance, station awards \$5.50 cash.

###

CREATIVE SALES IDEA (Jim Hamby, Sales Manager, KTSA)

"Acquire 100 or so styrofoam 'snowballs' { white foam rubber made up in shape and color of snowballs }. Insert in each slips of paper good for varying amounts of savings stamps from local supermarket. Distribute KTSA Snowball Hunting licenses through supermarkets. Each person having license and finding KTSA Snowball redeems for savings stamps through supermarket sponsor.

###

ECONOMY IDEA (Jack Fiedler, Manager, KTSA)

Jack points out that in freezing weather it would be a good idea to double check and make sure that all exposed faucets and water pipes are either cut off or covered to avoid bursting.

###

SALES IDEA (Jim Hamby, Sales Manager, KTSA)

Sell to candy distributor or manufacturer (in this case Judson's) week prior to Valentine's Day. Run once per hour 7 AM to 6 PM. Pre-recorded KTSA Valentine Girl says, "How would you like to be my Valentine? If you would and you are the first from _____ telephone exchange to call, you'll get a chance to be my Valentine." First person to call can chance to guess whether they get (1) a pre-recorded big kiss (2) a KTSA Valentine (3) a box of sponsor's candy. If they correctly guess what they'll get in advance, station awards \$5.50 cash.

###

St. Patrick

ngb

I have every reason to believe that this was a success because it was simple and that the prizes were guaranteed. The only thing required of the participants was speed in getting to the station.

###

PROMOTION (Don Keyes, Home Office, Dallas)

As I dictated the above, the following just now strikes me. Why not a George Washington Scavenger Hunt on G. W.'s birthday? Ask listeners to bring in such things as: a picture of George Washington, a cherry tree, a cherry, a silver dollar, a hatchet, a powdered wig, a silver shoe buckle, a rowboat, a revolutionary war weapon, a cherry pie, a picture of Martha Washington, a white horse, a fife, a tri-cornered hat, etc., etc.,

###

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

"Nuttty Nuptials" on KONO -- This, too, is appropriate for Valentine's Day.

Ask listeners to send in combined names of well-known people, the combination of which would result in a nutty nuptial. For example, if Lesley Gore married Elvis Presley, it would be a nutty nuptial because then her name would be "Lesley Presley". Offer one dollar for each one used on the air.

###

REMINDER

- 1.) How long since you've checked the volume of your hourly time tone to make sure it is at its peak and has not slipped to an anemic peak that it tends to do?
- 2.) How long since you've spot-checked your deejays on the hour and 1/2 hour to make sure the proper station i.d. is being given? You need call letters and city.

###

St. Patrick

I have every reason to believe that this was a success because it was simple and that the prizes were guaranteed. The only thing required of the participants was speed in getting to the station.

#

PROMOTION (Don Keyes, Home Office, Dallas)

As I dictated the above, the following just now strikes me. Why not a George Washington Scavenger Hunt on G. W.'s birthday? Ask listeners to bring in such things as: a picture of George Washington, a cherry tree, a cherry, a silver dollar, a hatchet, a powdered wig, a silver shoe buckle, a rowboat, a revolutionary war weapon, a cherry pie, a picture of Martha Washington, a white horse, a fife, a tri-cornered hat, etc., etc.,

#

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

"Nutty Nuptials" on KONO -- This, too, is appropriate for Valentine's Day.

Ask listeners to send in combined names of well-known people, the combination of which would result in a nutty nuptial. For example, if Lesley Gore married Elvis Presley, it would be a nutty nuptial because then her name would be "Lesley Presley". Offer one dollar for each one used on the air.

#

REMINDER

1.) How long since you've checked the volume of your hourly time tone to make sure it is at its peak and has not slipped to an anemic peak that it tends to do?

2.) How long since you've spot-checked your deejays on the hour and 1/2 hour to make sure the proper station i. d. is being given? You need call letters and city.

#

npb

VALENTINE'S DAY PROMOTION (Johnny Borders, Program Director, KLIF)

" _____ Dedication" -- Salable to candy company or greeting card company, perhaps co-op with drug chain. "Brach Candy Dedication" in a moment, etc. Commercial would remind to buy product for Valentine's Day, then deejay would play dedication from those written in.

#

NATIONAL REP HELP (Charlie Payne, General Manager, KLIF)

Check supplies at New York re rate cards, coverage maps and other data. They have 60 stations; let's be sure our data is in ample supply.

Also, changes at Blair mean a double-check to be sure Clara Pigat has everything needed regarding KLIF. Clara replaces Pat Low.

#

EFFICIENCY NOTE (Charlie Payne, General Manager, KLIF)

Change carbon paper regularly. The last copy of time orders is often difficult to read.

Note from Keyes: This could very easily apply to your Weekly Reports.

#

PROMOTION (Dave McKinsey, Program Director, KABL)

Don't overlook the Chinese New Year for station promotion and sales possibilities. January 21st begins the year 4664, "Year of Horse".

#

NEWS CRUISER (Murry Kelly, Sales Manager, WYSL)

\$1000 spot schedule proposed to Tinney Cadillac along with News Cruiser to be parked in front of Buffalo Auto Show. This was an alternative when we couldn't get the Cruiser into the show itself.

#

St. Patrick

VALENTINE'S DAY PROMOTION (Johnny Borders, Program Director, KLIF)

" _____ Dedication" -- Salable to candy company or greeting card company, perhaps co-op with drug chain. "Brach Candy Dedication" in a moment, etc. Commercial would remind to buy product for Valentine's Day, then deejay would play dedication from those written in.

###

NATIONAL REP HELP (Charlie Payne, General Manager, KLIF)

Check supplies at New York re rate cards, coverage maps and other data. They have 60 stations; let's be sure our data is in ample supply.

Also, changes at Blair mean a double-check to be sure Clara Pigat has everything needed regarding KLIF. Clara replaces Pat Low.

###

EFFICIENCY NOTE (Charlie Payne, General Manager, KLIF)

Change carbon paper regularly. The last copy of time orders is often difficult to read.

Note from Keyes: This could very easily apply to your Weekly Reports.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

Don't overlook the Chinese New Year for station promotion and sales possibilities. January 21st begins the year 4664, "Year of Horse".

###

NEWS CRUISER (Murry Kelly, Sales Manager, WYSL)

\$1000 spot schedule proposed to Tinney Cadillac along with News Cruiser to be parked in front of Buffalo Auto Show. This was an alternative when we couldn't get the Cruiser into the show itself.

###

St. Patrick

not

VALENTINE'S DAY PROMO (Dave McKinsey, Program Director, KABL)

"The KABL Match-Maker" -- Send us your name, address and likes, dislikes, etc. We'll match your personality with another listener's, and send Valentines to both.

###

PROMOTIONS(Heber Smith, General Manager, KABL)

Have recently worked out tentative arrangement to have KABL's "Think About It" imprinted on fortunes in Chinese cookies, 25,000 cookies per week.

###

BATMAN Promotion (Bob White, Program Director, KILT)

Since the Batman craze has caught on like wildfire, a drive in restaurant could really capitalize on the fad. They could rent one of these large sky flood lights that shoot a light high in the sky. They could then put a transparent bat sign on the light and it would reflect in the sky. Each time this bat light is seen in the sky, Bat Burgers would be sold for say 19¢ for the following hour. With the Batman craze hot as fire, it could be a good gimmick to pick up on. The Bat Burgers would be nothing more than their regular hamburger. With the right promotion on the air they could get people to watching for the bat signal and then come buy their hamburgers.

###

REJECTED RECORD (Johnny Borders, Program Director, KLIF)

Jimmy Dickens' "When The Ship Hits the Sand" on Columbia, for obvious reasons.

###

VALENTINE'S DAY PROMO (Dave McKinsey, Program Director, KABL)

"The KABL Match-Maker" -- Send us your name, address and likes, dislikes, etc. We'll match your personality with another listener's, and send Valentines to both.

###

PROMOTIONS (Heber Smith, General Manager, KABL)

Have recently worked out tentative arrangement to have KABL's "Think About It" imprinted on fortunes in Chinese cookies, 25,000 cookies per week.

###

BATMAN Promotion (Bob White, Program Director, KILT)

Since the Batman craze has caught on like wildfire, a drive in restaurant could really capitalize on the fad. They could rent one of these large sky flood lights that shoot a light high in the sky. They could then put a transparent bat sign on the light and it would reflect in the sky. Each time this bat light is seen in the sky, Bat Burgers would be sold for say 19¢ for the following hour. With the Batman craze hot as fire, it could be a good gimmick to pick up on. The Bat Burgers would be nothing more than their regular hamburger. With the right promotion on the air they could get people to watching for the bat signal and then come buy their hamburgers.

###

REJECTED RECORD (Johnny Borders, Program Director, KLIF)

Jimmy Dickens' "When The Ship Hits the Sand" on Columbia, for obvious reasons.

###

St. Patrick

726

PROMOTION (Bob White, Program Director, KILT)

Everyone gets a big bang out of hearing their name on the radio and even a bigger thrill out of hearing their voice. I am building a promotion around small children and their voices.

We will ask listeners to tape record their child or children plugging a deejay show or KILT. They send or bring the tapes to KILT. We, of course, will play these on the air making reference to the child's name and his parents. The most unusual or original tape received will be awarded a color portrait of the child or children from one of the leading photographers in Houston. This prize will mean much more to the parents than cash or small prize.

###

NATIONAL REP HELP (Bill Weaver, General Manager, KILT)

Suggest Homer Odom makes weekly or semi-monthly report on national sales activities in coordination with national rep.

###

CREATIVE SALES IDEA (Tad Van Brunt, Sales Manager, KABL)

Income Tax time is near. Solicit CPA firms, calling attention to their services.

###

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

Sold Playoff Bowl Game broadcast to Sherwood Forest Apartments. Young adult appeal used. Opened new category of account for us.

###

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

Valentine's Day -- solicit florists -- "Your heart specialist."

###

St. Patrick

PROMOTION (Bob White, Program Director, KILT)

Everyone gets a big bang out of hearing their name on the radio and even a bigger thrill out of hearing their voice. I am building a promotion around small children and their voices.

We will ask listeners to tape record their child or children plugging a deejay show or KILT. They send or bring the tapes to KILT. We, of course, will play these on the air making reference to the child's name and his parents. The most unusual or original tape received will be awarded a color portrait of the child or children from one of the leading photographers in Houston. This prize will mean much more to the parents than cash or small prize.

###

NATIONAL REP HELP (Bill Weaver, General Manager, KILT)

Suggest Homer Odom makes weekly or semi-monthly report on national sales activities in coordination with national rep.

###

CREATIVE SALES IDEA (Tad Van Brunt, Sales Manager, KABL)

Income Tax time is near. Solicit CPA firms, calling attention to their services.

###

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

Sold Playoff Bowl Game broadcast to Sherwood Forest Apartments. Young adult appeal used. Opened new category of account for us.

###

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

Valentine's Day -- solicit florists -- "Your heart specialist."

###

COMPETITOR'S PROMOTION (Bob White, Program Director, KILT)

public service

KNUZ is running a Valentine Heart contest in conjunction with the 1966 Heart Fund. They have recorded statements by 10 well-known Houstonians. Each person identifies himself before the statement is made. Listeners are to list as many of the names as possible and then send them to KNUZ. On Valentine's Day, one of the entries will be drawn and that person will get \$50.00 for each correct name. Total prize for 10 right answers is \$500. Each notable speaks on behalf of the Heart Fund. One statement is played each hour during the day.

###

COMPETITOR'S PROMOTION (Bob White, Program Director, KILT)

KNUZ has also started sending one of the mobile units around town giving away pairs of tickets to a big Batman show. The unit stops, calls the station with his location and then the first person to get there wins the pair of tickets. The Batman movies are two, 2-hour shows. Someone has secured the old Batman serials and spliced them together to make the two full length features. The mobile unit is sent out between 3-10 PM. The promotion sounds good on the air.

###

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

A two-character commercial done by one man. The scene is a testing room for prospective Monterey House managers. The interviewer says, "Alright, now tell me what's on the Monterey House menu." Second voice says, "Enchiladas, tacos, tamales, and egg rolls." Interviewer, "Egg rolls? What is your name?" Man says, "Lee Ling." Interviewer says, "We can't use you." Ling says, "Gee I hope I can get my old job back at Hymie's Delicatessen." Then Monterey House jingle out.

###

COMPETITOR'S PROMOTION (Bob White, Program Director, KILT)

KNUZ is running a Valentine Heart contest in conjunction with the 1966 Heart Fund. They have recorded statements by 10 well-known Houstonians. Each person identifies himself before the statement is made. Listeners are to list as many of the names as possible and then send them to KNUZ. On Valentine's Day, one of the entries will be drawn and that person will get \$50.00 for each correct name. Total prize for 10 right answers is \$500. Each notable speaks on behalf of the Heart Fund. One statement is played each hour during the day.

#

COMPETITOR'S PROMOTION (Bob White, Program Director, KILT)

KNUZ has also started sending one of the mobile units around town giving away pairs of tickets to a big Batman show. The unit stops, calls the station with his location and then the first person to get there wins the pair of tickets. The Batman movies are two, 2-hour shows. Someone has secured the old Batman serials and spliced them together to make the two full length features. The mobile unit is sent out between 3-10 PM. The promotion sounds good on the air.

#

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

A two-character commercial done by one man. The scene is a testing room for prospective Monterey House managers. The interviewer says, "Alright, now tell me what's on the Monterey House menu." Second voice says, "Enchiladas, tacos, tamales, and egg rolls." Interviewer, "Egg rolls? What is your name?" Man says, "Lee Ling." Interviewer says, "We can't use you." Ling says, "Gee I hope I can get my old job back at Hymie's Delicatessen." Then Monterey House jingle out.

#

npl

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

Speedy Wash on KIDA -- Sound of water running, like shower, voice comes in: "Oh man, those brushes feel good up and down my back. Boy, oh boy, it's great after a long hard week on the road to get all the mud and dirt and grime off. Here comes the warm air... Ummmmmm... now comes the rubdown... all those hands..." Voice trails off and man's voice comes in with: "Sometimes it can be embarrassing having a car that talks. I wish you would be quiet when we're with other people!" Car says, "But it feels so good every time you take me through a Speedy Car Wash." Man, "I'm glad Speedy Car Wash is so fast and efficient; you don't have time to talk too much," etc., etc.

###

VALENTINE'S DAY PROMOTION (Dickie Rosenfeld, Sales Manager, KILT)

With Valentine's Day approaching we are preparing a "Chocolate Covered Money" promotion. We coat several coins with chocolate and package in a nice box. This is awarded to the person who guesses how much money is in the box. Also, it would be ideal for a savings and loan outfit to give to new depositors.

###

STATION BREAK (Bob White, Program Director, KILT)

"KILT...for the best of everything...dial
61 in '66..."

###

EFFICIENCY NOTE (Bill Weaver, General Manager, KILT)

Periodically remind Sales Force to telephone back to the station to give their location. This practice must be repeated several times a year to insure that your sales force will keep station notified as to their whereabouts.

###

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

Speedy Wash on KIDA -- Sound of water running, like shower, voice comes in: "Oh man, those brushes feel good up and down my back. Boy, oh boy, it's great after a long hard week on the road to get all the mud and dirt and grime off. Here comes the warm air... Ummmmmm... now comes the rubdown... all those hands..." Voice trails off and man's voice comes in with: "Sometimes it can be embarrassing having a car that talks. I wish you would be quiet when we're with other people!" Car says, "But it feels so good every time you take me through a Speedy Car Wash." Man, "I'm glad Speedy Car Wash is so fast and efficient; you don't have time to talk too much!" etc., etc.

###

VALENTINE'S DAY PROMOTION (Dickie Rosenfeld, Sales Manager, KILT)

With Valentine's Day approaching we are preparing a "Chocolate Covered Money" promotion. We coat several coins with chocolate and package in a nice box. This is awarded to the person who guesses how much money is in the box. Also, it would be ideal for a savings and loan outfit to give to new depositors.

###

STATION BREAK (Bob White, Program Director, KILT)

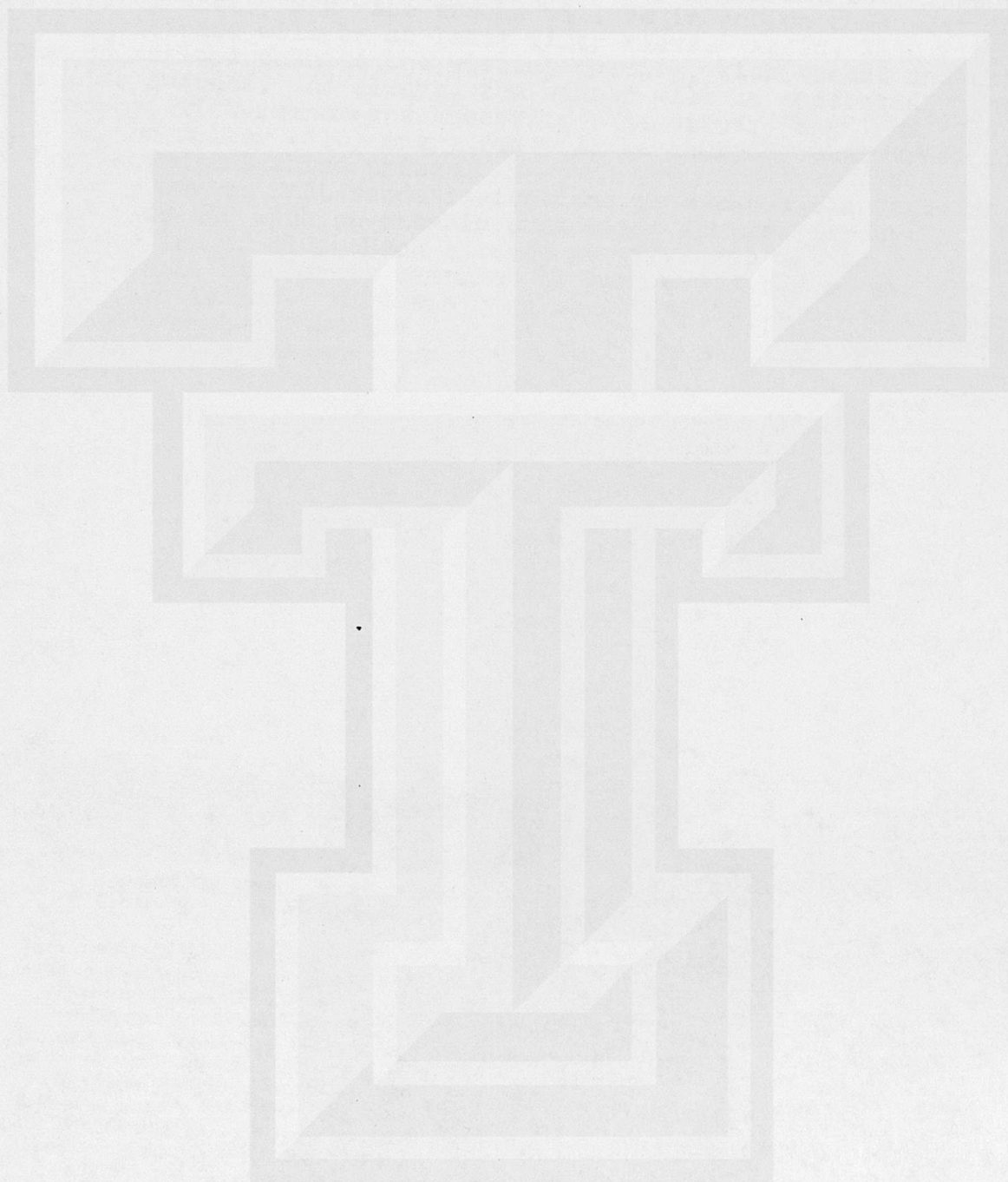
"KILT... for the best of everything... dial 61 in '66..."

###

EFFICIENCY NOTE (Bill Weaver, General Manager, KILT)

Periodically remind Sales Force to telephone back to the station to give their location. This practice must be repeated several times a year to insure that your sales force will keep station notified as to their whereabouts.

###



St. Patrick

P.B.

5th ANNUAL KABL ST. PATRICK'S DAY SNAKE RACE

For the 5th straight year, KABL will celebrate St. Patrick's Day with a real, live, honest-to-biarney snake race to benefit charity.

This year, the race will be held "downtown" in the sunken plaza at the Crown Zellerbach Building. It is most important to choose the proper racing area. Six race tracks will be in action this year for what we anticipate will be at least fifty races. Again, KABL will award a thousand dollars cash to the winning charity, with second and third prizes also awarded. As always, the winner will be presented, "The Golden Fang" trophy, with runner-ups accepting "The Silver Fang" and "The Bronze Fang." A ten dollar (\$10) entry fee will be charged, that money to be used for second and third prizes.

How it works: KABL sends invitations to various charities to enter the snake race and with on-the-air promotions invites any and all to enter for an entry fee of \$10. Each entrant provides his or her own snake for racing. A snake handler is retained to keep order and to aid those who might not like snakes. More and more charities have been entering the race, and now with a thousand dollars at stake (plus an equal-value amount of air time) it has become a charity event. The day of the race, the charity contestants appear in costume with signs promoting themselves. These costumes and signs have become quite colorful and competitive, so this year KABL will also give a prize for the best costume and sign: \$50.

The race is moderated by a play-by-play announcer and the races are judged by a panel of 5 well-known local celebrities. About 50 V.I.P's are invited to attend the race as favored spectators and are seated in bleachers in the racing area. Celebrities or other VIPs are engaged as starters and timers. Only one starter is needed, but two enables them to switch off. One timer is needed for each race between two snakes. If six snakes are raced at the same time, then three timers are needed. As each snake races, he is timed and the winning snake's time is compared with other winners of other races. When all snakes have raced, the top three slitherers are raced in a run-off for 1st, 2nd & 3rd prizes. If a snake takes more than three minutes to make it to the end of the track, it is disqualified. A snake is also disqualified if its handler touches him during the race, or if the snake crawls out of the track. The only way a contestant can encourage his snake is by banging on the board, shouting or by the use of a small electrical probe, the use of which KABL is experimenting with this year.

The snakes are raced on "tracks" which are nothing more than two-by-fours laid on edge on top of plywood. The plywood is elevated by saw-horses to make the races easier to see and to photograph. The 2-by-4s are 18-feet long and before the race are wrapped in green crepe paper. The race platform is aproned-in by crepe paper. The race area is roped off so that only contestants and officials are in the "paddock" area.

"The Golden Fang" is a large Chinese dragon sprayed with gold paint. It is usually presented on a teak platter which has an affixed, metal title: 1968 GOLDEN FANG AWARD - FIRST PRIZE - KABL SNAKE RACE. Other trophies are merely smaller dragons sprayed the appropriate color with metal titles. It is most difficult to acquire large, plaster Chinese dragons. Of course, any kind of trophy (including a commercial one) could be called "The Golden Fang" but something reptilian is more appropriate. This combination of Irish and Oriental flavors of the snake race has been successful in creating excitement, interest and publicity in San Francisco. Promotion and sales possibilities are numerous.

LET'S HAVE A SNAKE RACE!

WHAT EXCEPTIONAL NEW AND CREATIVE SALES IDEA WAS EITHER SOLD OR PROPOSED TO A CLIENT THIS WEEK?

Japan Ways Self Defense School (KILT)

Presented idea of buying commercials in the Alex Bennett Talk Show. Spots are done in question and answer manner to stress benefits of self defense training and to overcome objections people might have of training due to fear of getting hurt, etc. This type of commercial fits Alex Bennett Show perfectly and can be utilized to sell for health studios, dance studio or any endeavor involving self improvement.

###

St. Patrick's Day Contest (WNUS)

"Why I'd like to kiss the Blarney Stone." Best entry gets an all expense paid weekend in Dublin...Iowa. So far have tied in three sponsors...and hopefully will have the winners flown to Ireland at the expense of Pan Am...this is a surprise kicker prize when they return from Iowa.

###

Eagle Lincoln Mercury (KLIF)

Tape each car salesman at dealership -- "I'm Jimmy Jones of Eagle Lincoln Mercury and I say yes." -- "I'm Joe Smith of Eagle Lincoln Mercury and I say yes." -- etc. Spot ends -- "Eagle Lincoln Mercury never says no."

###

WHAT IS THE BEST NEW COMMERCIAL APPROACH HEARD ON A COMPETITOR THIS WEEK?

Furniture store in Fort Worth on KFJZ has spot describing furniture specials. When the owner (who voices his own commercials) gets to the price he says, "Oh, oh, I can't mention it on the air -- it's so low." Ends each spot with, "See you in church." (KLIF)

###

Fannin Bank (KILT)

Do you have a lazy, sleeping, thousand dollars that just isn't working for you? ... (sounds of snoring) ... wake up that thousand and let it earn a lazy 5% for you while it's resting. Place your thousand in a Fannin "nest egg" account for a minimum of ninety days, etc., etc.

###

WHAT EXCEPTIONAL NEW AND CREATIVE SALES IDEA WAS EITHER SOLD OR PROPOSED TO A CLIENT THIS WEEK?

Japan Ways Self Defense School (KILT)

Presented idea of buying commercials in the Alex Bennett Talk Show. Spots are done in question and answer manner to stress benefits of self defense training and to overcome objections people might have of training due to fear of getting hurt, etc. This type of commercial fits Alex Bennett Show perfectly and can be utilized to sell for health studios, dance studio or any endeavor involving self improvement.

###

St. Patrick's Day Contest (WNUS)

"Why I'd like to kiss the Blarney Stone." Best entry gets an all expense paid weekend in Dublin...Iowa. So far have tied in three sponsors...and hopefully will have the winners flown to Ireland at the expense of Pan Am...this is a surprise kicker prize when they return from Iowa.

###

Eagle Lincoln Mercury (KLIF)

Tape each car salesman at dealership -- "I'm Jimmy Jones of Eagle Lincoln Mercury and I say yes." -- "I'm Joe Smith of Eagle Lincoln Mercury and I say yes." -- etc. Spot ends -- "Eagle Lincoln Mercury never says no."

###

WHAT IS THE BEST NEW COMMERCIAL APPROACH HEARD ON A COMPETITOR THIS WEEK?

Furniture store in Fort Worth on KFJZ has spot describing furniture specials. When the owner (who voices his own commercials) gets to the price he says, "Oh, oh, I can't mention it on the air -- it's so low." Ends each spot with, "See you in church." (KLIF)

###

Fannin Bank (KILT)

Do you have a lazy, sleeping, thousand dollars that just isn't working for you? ... (sounds of snoring) ... wake up that thousand and let it earn a lazy 5% for you while it's resting. Place your thousand in a Fannin "nest egg" account for a minimum of ninety days, etc., etc.

###

PROMOTION (Bill Weaver, General Manager, KILT)

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-talion of prizes to be won..."

###

REJECTED COMMERCIAL (Dickie Knowlton, Sales Manager, KILT)

Movie PARTY WHITE TRASH. Copy in bad taste.

apb

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

The time of year for company picnics and parties is fast approaching.

We are making pitches to catering services suggesting that they go on air soliciting the business generated by these company functions.

#

COMPETITOR'S
ST. PATRICK'S DAY PROMOTIONS (Bill Weaver, General Manager, KILT)

1.) St. Patrick's Day Free Car Wash for all
people with green cars. On KNUZ. Very good!

2.) St. Patrick's Day Parade sponsored by KPRC
involving all types of guests riding in green cars.
Annual affair.

#

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

We pitched a Houston Quality Steak House an idea, one that would work in any market, of saluting other quality restaurants in major cities. The idea is simply to say, "Sonny Look recommends the Court of Two Sisters Restaurant in New Orleans. If you are driving to New Orleans on your vacation, be sure and stop by. They feature..." In our particular case, we will have Sonny Look do the first part of the commercial. The second half (40 secs) will be about Sonny Look's Sirloin House.

#

REJECTED COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

Movie DIRTY WHITE TRASH. Copy in bad taste.

#

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

The time of year for company picnics and parties is fast approaching.

We are making pitches to catering services suggesting that they go on air soliciting the business generated by these company functions.

###

COMPETITOR'S
ST. PATRICK'S DAY PROMOTIONS (Bill Weaver, General Manager, KILT)

1.) St. Patrick's Day Free Car Wash for all people with green cars. On KNUZ. Very good!

2.) St. Patrick's Day Parade sponsored by KPRC involving all types of guests riding in green cars. Annual affair.

###

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

We pitched a Houston Quality Steak House an idea, one that would work in any market, of saluting other quality restaurants in major cities. The idea is simply to say, "Sonny Look recommends the Court of Two Sisters Restaurant in New Orleans. If you are driving to New Orleans on your vacation, be sure and stop by. They feature..." In our particular case, we will have Sonny Look do the first part of the commercial. The second half (40 secs) will be about Sonny Look's Sirloin House.

###

REJECTED COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

Movie DIRTY WHITE TRASH. Copy in bad taste.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

Battle being waged among drive-in cleaners. Sold idea to Sav-on of saturation spot campaigns to run Sunday and Monday (10 spots daily) to encourage Monday business their way after accumulation of dirty clothes from week before and weekend.

#

REJECTED RECORDS (Bill Young, Program Director, KILT)

"Rhapsody in the Rain" by Lou Christi on MGM. The lyrics are suggestive according to Bill.

#

STATION BREAKS (Bill Young, Program Director, KILT)

"All American KILT...."

- 1.) ...More exciting than a parachute jump from the San Jacinto monument..."
- 2.) ...More refreshing than a dip in the Mecum fountain..."
- 3.) ...More absorbing than a giant sponge in Galveston Bay..."
- 4.) ...More thrilling than finding a parking space near the Dome entrance..."
- 5.) ...More lively than early morning traffic on the Gulf Freeway..."

#

ST. PATRICK'S PROMOTION (John Barger, Program Director, WYSL-AM)

"Little Green Things" Contest -- Listeners were invited to bring by unusual things that were green in color. Most unusual (which turned out to be a large lizard) winner received a leprechaun for a day (midget in green vest and hat). Pictures to be forwarded to Eastman and local papers.

#

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

Battle being waged among drive-in cleaners. Sold idea to Sav-on of saturation spot campaigns to run Sunday and Monday (10 spots daily) to encourage Monday business their way after accumulation of dirty clothes from week before and weekend.

#

REJECTED RECORDS (Bill Young, Program Director, KILT)

"Rhapsody in the Rain" by Lou Christi on MGM. The lyrics are suggestive according to Bill.

#

STATION BREAKS (Bill Young, Program Director, KILT)

"All American KILT...."

- 1.) ...More exciting than a parachute jump from the San Jacinto monument..."
- 2.) ...More refreshing than a dip in the Mecum fountain..."
- 3.) ...More absorbing than a giant sponge in Galveston Bay..."
- 4.) ...More thrilling than finding a parking space near the Dome entrance..."
- 5.) ...More lively than early morning traffic on the Gulf Freeway..."

#

ST. PATRICK'S PROMOTION (John Barger, Program Director, WYSL-AM)

"Little Green Things" Contest -- Listeners were invited to bring by unusual things that were green in color. Most unusual (which turned out to be a large lizard) winner received a leprechaun for a day (midget in green vest and hat). Pictures to be forwarded to Eastman and local papers.

#

ST PATRICK'S SNAKE RACE
TEASERS

Sure and this is CABLE MUSIC home of the St. Patrick's Day Snake Race,
to be held Wednesday, March 17th if we can round up enough snakes!

This is CABLE. servin' notice to all Snake lovers that Wednesday,
March 17th is the day for the KABL St. Patrick's Day Snake race. if the
weather's good.

Begorra... and are you ready for the big St. Patrick's Day snake race at KABL?
To be held Wednesday, March 17th with plenty of music and pretty girls!

Who will win the Golden Fang? (GONG) Snakedom's most coveted award, The
Golden Fang, will be awarded the winner of the 1965 KABL St. Patrick's
Day Snake race to be held Wednesday, March 17th. Don't miss it!

ST PATRICK'S SNAKE RACE
TEASERS

Sure and this is CABLE MUSIC home of the St. Patrick's Day Snake Race,
to be held Wednesday, March 17th if we can round up enough snakes!

This is CABLE....servin' notice to all Snake lovers that Wednesday,
March 17th is the day for the KABL St. Patrick's Day Snake race.... if the
weather's good..

Begorra... and are you ready for the big St. Patrick's Day snake race at KABL?
To be held Wednesday, March 17th with plenty of music and pretty girls!

Who will win the Golden Fang? (GONG) Snakedom's most coveted award, The
Golden Fang, will be awarded the winner of the 1965 KABL St. Patrick's
Day Snake race to be held Wednesday, March 17th. Don't miss it!

PROMOTION : Snake Race

Day, maybe you'll have a chance to win the Golden Fang.
the KABL Snake Race will be held on Wednesday, March 17th.
"The Luck of the Irish" is the theme of the Snake Race.
You would win a lot of money if you win the Snake Race.
hearing it was a lot of money.

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

Empire Homes on KNUZ --

The commercial starts with a lady calling the Police Missing Person's Department asking the Police to help her locate her two children. The Police ask her where she lives and after getting the address the police ask her if that is not where the Empire Homes are being built. She says she lives in an Empire Home and with this the Policemen tell her to look in the spacious garage or the tremendous den or large bedroom, as the kids are probably lost right in her own home. After looking around the house, the woman was able to find the kids right there.

A new twist in getting the point over on the extra space in Empire Homes.

#

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

John's Leather Cleaners --

Two leather coats hanging in a closet talking about how cruel it is for their owners to hang them up dirty and let them stay there all summer in the humidity and heat. They say how demoralizing it is to have to go to a party with spots all over them. They wind up by saying "Why don't our owners have us cleaned before they hang us for the long summer period."

#

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"The KTSA Lucky Leprechaun" -- Throughout St. Patrick's Day, maybe once per hour, twice per hour or maybe even every other hour, the KTSA Leprechaun would come in on the air and say in an Irish accent, "The Luck of the Irish to you from KTSA, the San Antonio winner." The deejay would make no comment whatsoever. The first listener to call in after hearing it won some theatre tickets.

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

Empire Homes on KNUZ --

The commercial starts with a lady calling the Police Missing Person's Department asking the Police to help her locate her two children. The Police ask her where she lives and after getting the address the police ask her if that is not where the Empire Homes are being built. She says she lives in an Empire Home and with this the Policemen tell her to look in the spacious garage or the tremendous den or large bedroom, as the kids are probably lost right in her own home. After looking around the house, the woman was able to find the kids right there.

A new twist in getting the point over on the extra space in Empire Homes.

#

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

John's Leather Cleaners --

Two leather coats hanging in a closet talking about how cruel it is for their owners to hang them up dirty and let them stay there all summer in the humidity and heat. They say how demoralizing it is to have to go to a party with spots all over them. They wind up by saying "Why don't our owners have us cleaned before they hang us for the long summer period."

#

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"The KTSA Lucky Leprechaun" -- Throughout St. Patrick's Day, maybe once per hour, twice per hour or maybe even every other hour, the KTSA Leprechaun would come in on the air and say in an Irish accent, "The Luck of the Irish to you from KTSA, the San Antonio winner." The deejay would make no comment whatsoever. The first listener to call in after hearing it won some theatre tickets.

Snake Race

St. Patrick's Day

IN A PRETTY BOX
h Koch were surprised



Pretty Pat Heinrichs, Palo Alto Cabana hostess, with James Holmes and snake

Racy Reptile Sweeps To Snake Stakes Win

Calaveras County may have its frog leaps, but Our Town has had a snake race.

All we needed for this slithery bacchanalia was a cause—Aid Retarded Children—and an excuse—St. Patrick's Day—to bring the diminutive snake charmers into the open.

So KABL Radio station put the two together Tuesday, at \$5 a snake, and the high powered ad agents computed the odds for their firms. But the young-

A "SPACE-AGE snake" named Flash Garter, owned by 11 year old twins, Lyle and Lynn, of San Carlos, sped the 10-foot quartz track in 15 seconds for first prize.

The garter snake won \$50 and the Golden Fang Trophy — engraved, but Aid Retarded Children raised more than \$250, not including spectator and sponsorship contributions.

Some 24 snake charmers entered the 12-heat race sponsored by universities, hospitals, corporations, the Palace of Fine Arts League, the San Francisco Ballet Guild, and philanthropic societies.

Two runners-up in their respective heats were Laurie Feldman, the 5½ year old daughter of Mrs. Helen Feldman, 65 Blake St. and James Holmes, 10½, of 124 Madrone St. in Larkspur.

LAURIE'S 36-inch gopher snake, Bunthorne, that cost her "10 quarters" of



"MY SNAKE GOT SCARED . . ."

Laurie Feldman says her pet was frightened by crowds
—News Call Bulletin Photos.

her allowance "got scared at the people" and "couldn't enter the track."

James' 4-foot boa, Snavelina, who "is quite capable of emotions," couldn't

bear to leave his master for "a wild snake race."

Program director A. Hart, said Snavelina was only beaten "by a fang" by the lithsome Flash Garter.

Money Time

Is one 1963 dollar bill. Has printed new bills? —

bill is so short that the y bills. What you prob- "Series 1963" which the Treasury released for circulation last November. The new bill is not a silver certificate as are the older bills. Withdrawing the reference to silver makes it possible for the Treasury to use its stockpile of silver for other purposes than simply being held in reserve to back the paper dollars.

Q—Is Desi Arnaz still address?—H. L. H., San

s address is Chateau Mar-

uslim" used in connection movement have any special used rather than Muslem, ites or (erroneously) Mo- Valley.

ce, just usage. The "—im" y used than the "—em" ter than the other words of the movement refer to

secutive days Guy Wright of Court" in referring to sh leaders. What are the ly City.

way of educating lawyers up system rather than by ert (Inner Temple, Middle Gray's Inn) are legal so- ducation and have the ex- iding lawyers to the bar.

tors Figure I Block'

Schraub

I understand that diffi- ne from a mental block. n do for a mental block? cause of mental blocks?

mental block" is a generali- why a child ere is no learning to usually suf- difficulties to reading his home



MRS. SCHRAUB

not doing and sisters e competi- n, he may to compete. Learning to ily undesirable and the ted. ot necessarily or always failures. However, they e mental blocks set up to the discouragement who is convinced that ult for him.

My son is taking Math II Trigonometry. He has extracurricular and he me subject which would ving, model or a mixture

ies but can find nothing n any ideas. The report

PONYTAIL

By Lee Holley



"Mr. Hardy phoned to congratulate you on your grand-slam home run, and to mention the price of the window you broke!"

BRIDGE LESSON

By Alfred Sheinwold

South won the first trick with the king of hearts, led a trump to dummy's ace, and got back to his hand with the ace of hearts to lead the queen of spades.

Since South was more interested in dummy's diamonds than in dummy's clubs he threw a diamond from dummy on the second round of trumps.

WEST RETURNED a heart for South to ruff, and South threw another small diamond from dummy. Declarer drew the last trump and threw a third small diamond from dummy.

East thought somewhat painfully before discarding on the third round of trumps but finally parted with his last heart. South promptly led another trump, discarding, at last, one of dummy's low clubs.

East knew that South had started with seven spades and two hearts. He didn't know whether South had started with three diamonds and one club or two of each. But he could more trick, and East therefore threw one of his clubs on the fourth round of trumps.

SOUTH thereupon led his next-to-last trump, discarding another low club from dummy, and East was up against it. A club discard would be fatal if South held two clubs;

South dealer
Both sides vulnerable

NORTH			
♥	A		
♦	5 2		
♣	K 8 7 5 4		
♠	A Q 6 3 2		
WEST			
♥	K 5 3		
♦	Q J 10 9 3		
♣	Q J		
♠	J 10 7		
EAST			
♥	7 4		
♦	8 7 6 4		
♣	A 10 2		
♠	K 9 5 4		
SOUTH			
♥	Q J 10 9 8 6 2		
♦	A K		
♣	9 6 3		
♠	8		

South	West	North	East
1 ♠	Pass	2 ♦	Pass
2 ♠	Pass	3 ♣	Pass
3 ♣	Pass	4 ♣	All Pass

Opening lead — ♥ Q

South would lose a finesse with the queen of clubs, but could cash dummy's ace of clubs and win a trick with dummy's six of clubs.

East was influenced by the fact that South had thrown away dummy's low diamonds as though he had no interest in the suit. East therefore discarded the deuce of diamonds.

Now South could lead a diamond, losing the king to East's ace. East had to return a diamond to avoid giving dummy a free club. If diamonds became good, giving him game and rubber.

S. F. Bridge Notes

Events Thursday:

Stonestown Bridge Studio—Major, 1 and 7:30 p. m.

California Bridge Studio—Open, 1:15 p. m.

Jackson Bridge Studio—Open, 7 p. m.

Barton Broadmoor Hotel Studio—Open, 7:30 p. m.

DAILY CROSSWORD

- ACROSS**
- Fragment of earthen vessel
 - Penetrates, as a dagger
 - A hue
 - Exclamation of greeting: var.
 - Manila hemp
 - Girl's name
 - Craggy hill
 - Pocket-books
 - A relative
 - Grave
 - Heb. letter
 - Milkfish
 - First sign of zodiac
 - Slayer of Goliath

- DOWN**
- Begone!
 - Wandering workman
 - Like a wing
 - Fabulous bird
 - Pulled
 - Bombarded
 - A net-like fabric
 - German river
 - Internal decay of fruit
 - One's offspring: pl.
 - Exclamation
 - White yam
 - Children's game
 - Coin: Swed.
 - One thousand
 - Hall!
 - Humor
 - Girl's name
 - Leap
 - Viper
 - Quixote
 - Minute groove
 - S-shaped moldings
 - Beer ingredient



Yesterday's Answer

- Jewish month
- Carry
- Real
- Officer's assistant
- Pry
- Addition to a building

1	2	3	4	5	6	7	8	9	10
11					12				

WHO'S WHO

Frances Moffat: Of Babs and Boas



THE TROPHY WAS PRETTY SNAKY, TOO
Jake Dana, Mrs. Ernest Meyer admired it

WILL SAN FRANCISCO, one of Barbara Hutton's favorite cities, get the nod for her honeymoon with the Vietnamese artist who claims he will be her seventh husband?

A mysterious reservation starting Friday for the Royal Suite of the Mark Hopkins, where the Woolworth heiress always stays on her spring visits here, is a clue.

It was made by a New York travel company for a party with the colorful names of Prince Doan-Dinh, Prince and Princess Boun-Oum, Mlle. Chitprasong and Colonel Sin Band Hit.

They were identified as friends of Barbara Hutton by the agency—but yesterday, when the story broke that Barbara's newest protégé, Thuan (Raymond) Doan-Vinh, had announced in Hong Kong that he was going to marry the heiress in Mexico this month, the reservation was suddenly cancelled.

The conjecture is that Doan-Vinh's announcement spoiled plans for a secret wedding followed by an incognito honeymoon here. The fact that the artist has acquired the title of Prince since he was here last spring with Barbara suggests that the reservations were made for the Hutton party. Doan-Vinh claims he was adopted by a South



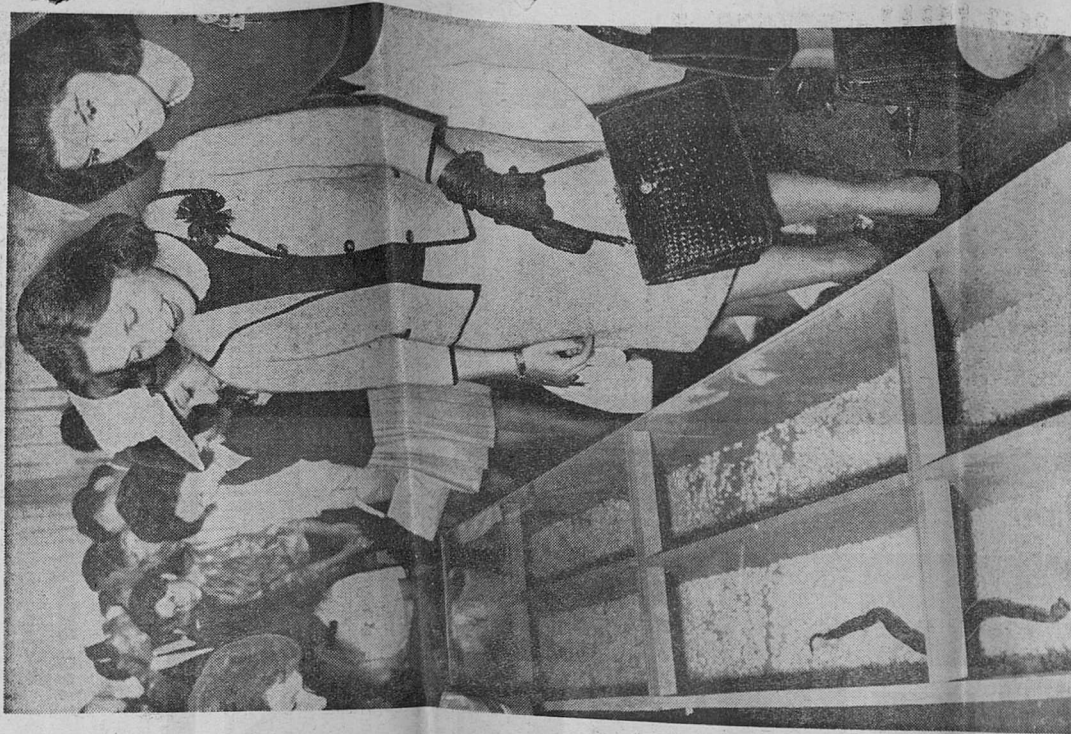
BOA CONSTRUCTOR CAME IN A PRETTY BOX
The Mmes. Daniel Cutler, Kenneth Koch were surprised

mother, Mrs. Jack C. Holmes, as Snavalina was taken out of a white box decorated with shamrocks for photographs with shuddering socialites, who "bought" the racing snakes in the name of their pet charities.

Jamie was by no means the youngest snake owner present. Laurie Feldman, 5½, carried her gopher snake, Bunthorne (all of her pets are named after Gilbert and Sullivan characters), in a wire cage.

The children, who keep their snakes in their rooms and feed them a diet of live mice, were more composed than most in the colorful mob around the "snake pit," as the race course was called.

Mrs. Daniel Cutler and Mrs. Kenneth Koch wore green costumes from the upcoming Children's Theatre production, "The Last of the Leprechauns." Mrs. Maryon Lewis, whose entry, "Seven Deadly Sins," representing the Ballet Guild, came in fourth, wore a perky green hat.



Photos by Paul Quen

CROWD AROUND THE 'SNAKE PIT' FOR ST. PATRICK'S RACE
The Mmes. Allen Vejar, Milton MacDonald Jr. watched a runner

snake that completed the 16-foot course in 15 seconds.

He belongs to 11-year-old twins from San Carlos, Lyle and Lynn Thomas. The boys were in school, so their father, Rod Thomas, claimed the trophy—a coiled bronze snake on a plaque.

And so San Francisco's first snake race ended amid plans to make it an annual St. Patrick's Day event.

Mrs. Ernest Meyer, in a bright green wig, cheered as her Garden Hospital entry beat the boa constrictor entered for Harvard alumni by Jake Dana, who carried a crimson banner—the only red note in an all-green scene.

There was even green turtle soup on the buffet, and cocktails, of course, were Irish whiskey over ice.

The winner was Flash, an aptly named garter

Laotian, Prince Boun Na Champassak.

The identity of Mlle. Chitprasong and Colonel Sin Band Hit is anyone's guess, but they could be names adopted by members of Barbara's entourage in celebration of the Vietnamese merger.

Local friends are in the dark on the marriage rumor. Miss Hutton is presumably in her home in Cuernavaca, but phone calls are to no avail.

Not even William Robertson, her long-time friend from Hollywood, who screens calls to the Royal Suite when the Hutton party is here, will accept calls, although he answered the phone yesterday in the Cuernavaca mansion.

Robertson is an old hand at denying rumors that Miss Hutton will wed again. His reluctance this time indicates that another marriage for the heiress may be near. San Francisco friends wouldn't be surprised, and neither would they be surprised if Prince Doan-Dinh et al show up here, despite the cancellation of the Royal Suite.

Sad News From the South

Friends of Major General Ralph Cousins were shocked to learn of his sudden death Sunday at his home near Palm Springs. Among pallbearers yesterday at the funeral in Beverly Hills were Robert Watt Miller, Sheldon Cooper and John Menzies, who served under him during World War II when he commanded the Air Corps base at Santa Ana.

General and Mrs. Cousins were frequent visitors here, and last November, when the general celebrated his birthday at a dinner-dance in Beverly Hills, a large contingent of localites went down for the event.

Snake Race Report

It was a great day for the Irish and people who are fond of snakes. Such as 10-year-old Jamie Holmes of Larkspur, a spectacled, red-haired boy, who brought his boa constrictor, Snavalina, to yesterday's snake race at KABL, a wacky benefit for Aid Retarded Children.

"She's absolutely harmless," said Jamie's



A BRACELET FOR ST. PAT'S DAY
Barnaby Conrad had a pretty plaything

The winner was Flash, an aptly named garter
ice.
and cocktails, of course, were Irish whiskey over.
There was even green turtle soup on the buffet,
note in an all-green scene.
Dana, who carried a crimson banner—the only red
constrictor entered for Harvard alumni by Jake
cheered as her Garden Hospital entry beat the boa.
Mrs. Ernest Meyer, in a bright green wig.

The Mmes. Allen Vela
CROWD AROUND THE



N A PRETTY BOX
h Koch were surprised

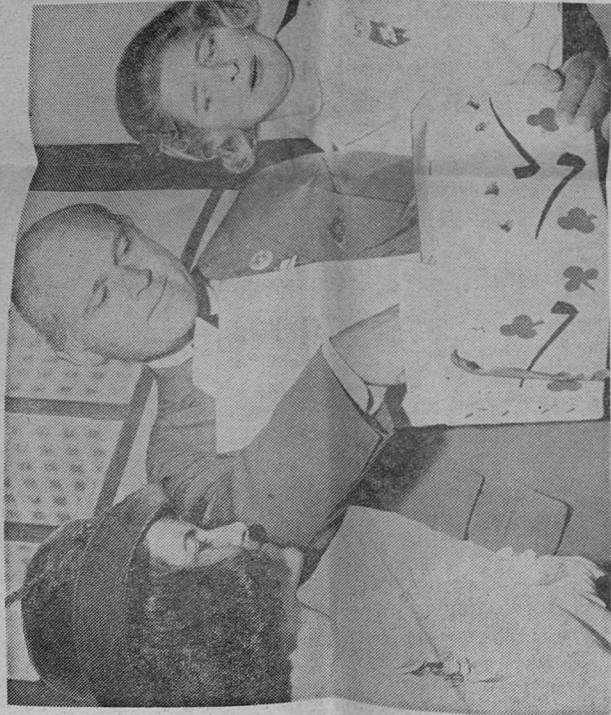


d Boas

The Winner by a Slither



Joan Woods
SOCIETY
EDITOR



Barnaby Conrad, Mmes. Maryon Lewis (!), George Contannon and snake
—Examiner photos by Fred Pardini and Walt Lynott

Yesterday just had to be the wackiest St. Patrick's Day in the city's history. Herpetophiles (snake lovers) and hordes of the just plain curious jammed KABL radio station for the first Annual Snake Race to benefit Aid Retarded Children.

"Through this door pass the fastest snakes in the world" was the sign posted on the door and inside the cry around the 14-foot snake pit was "on your mark, get set, slither!"

St. Patrick's Day brought out the very best (and the worst) of costumes. Children's Theater members had the advantage—they're putting on a performance of "The Last of the Leprechauns" May 1 and 2 at Presidio Junior High School.

The leprechaun costume was worn by Mrs. Kenneth Koch, a last-minute replacement for Mrs. B. B. Vincent Lyon, who was bedded with flu.

A bright green wig was worn by Mrs. Ernest Meyer who was exulted over the fact that her snake had beaten the one entered by Jake Dana on behalf the Harvard Club. Jake had a tough break, though. His snake was in the lead when the pop of a flash bulb stopped it in its tracks and the reptile turned right around and headed back for the start instead of the finish line.

Mrs. Betty Mein came in a bright green suit and Mrs. Milton MacDonald was in white with a green blouse with a green carnation poking up jauntily over one shoulder. A green hair ribbon was Mrs. George Concanon's tribute to the Irish.

An Irish colleen, Kathy Donohue of the House of Charm, was in native costume to greet guests and two curvaceous toga-clad beauties were up from the Palo Alto Cabana in their scanty costumes.

Most of the women approached the snakes gingerly, but Mrs. Maryon Lewis, who wore an elfin turquoise hat with long feather, thought they were "cute."

Ron Wilson also treated his snake, Hector Lopez, with loving kindness. He continued to feed the creature Irish whiskey and Hector slithered to a second place win in one minute and 20 seconds.

First place went to the aptly named "Flash," a garter snake who covered the distance in a record 15 seconds for his owner, Rod Thomas. "Uncle Wiggly," handled by Irving Wiener, came in third.

Guests were treated to Irish whiskey over ice and



SHAMROCK FOR ST. PATRICK'S DAY
Charles Whelan, Mrs. Kay Riordan Thompson

Irish coffee and a buffet luncheon that included green matzo ball soup and green butter patties.

Everyone conceded it had been a fine St. Patrick's Day and there was only one moment of near panic—when it was announced that two of the snakes were missing somewhere in the crowd!

Elsewhere in the city other St. Patrick's Day celebrations were being held and leave it to Irish Consul General and Mrs. Charles Whelan to give the first one by inviting friends for Irish coffee at 11 in the morning.

Their two youngsters, Michael and Sarah, greeted guests and distributed bunches of fresh shamrocks flown directly from the "auld sod." Guests included Mayor and Mrs. John Shelley (she in a Kelly green suit) and Kevin Mallen of Palo Alto, who drew up in a Silver Ghost Rolls Royce with a green ribbon tied to his hood ornament. The Malens own a castle in Ireland where they spend part of the year.

... In Pacific Heights

Sunny skies attracted hundreds to the Kappa Kappa Gamma tour of seven Pacific Heights homes which were identified by clusters of green and white balloons and large shamrock cutouts.

Refreshments were served at the home of Mr. and Mrs. Moustafa Monkiter where an Irish harpist played—which is quite a switch since the "house" is the consulate of the United Arab Republic!

The international flavor was repeated on Union Square where Japanese dancing was performed side by side with demonstrations of shamrock and flower arranging by members of San Francisco Garden Club.

To complete the madness, hundreds of helium filled balloons bearing thousands of flower seeds were released on the dot of noon to kick off the Spring Flower Show which opens Friday at Hall of Flowers. So if you get

(Continued on Page 24, Col. 3)



Mrs. James Hernandez, Mrs. John Cotter, baby John Jr., on Kappa tour yesterday

Women Today



Crowd watches snakes slither along track at St. Patrick's Day Snake Race



Tourogoer Mrs. Arthur Hoeman admires bird

Vicars

Juniors prefer the jacketed look
... textured and gently shaded

26.00

Designed to appear importantly this spring, prophetic fashions that combine silhouette and texture interest! Little-sleeved blouson sheath, acetate crepe bodice with ascot neckline, glitter-pinned, Chanel-look jacket, crepe-lined, sleeveless crepe-bodice sheath with buttoned and "bowed" cardigan jacket, sparkle-pinned! Aqua and tangerine, rayon, cotton, silk blend, sizes 5 to 15.

Mademoiselle Shop, Grant avenue and all branches



westlake open wednesday night

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

St. Pat.
Day
yph

I quote from Dickie's Weekly Report:

"We created a clever spot for the local Signal Oil Stations. By gathering all the people in our building, we were able to come up with a cheering squad. We gave the spot the college yell technique. Since Hancock blends seven types of gasoline for seven different prices, the spot was easy to produce, was a change in pace on the air, sold the product and idea of seven different blends well over the air, and the client was well pleased."

###

PROMOTION (Bob White, Acting Program Director, KILT)

KILT is running the "KILT Leprechaun Contest" which, in Bob's words, goes something like this:

"We are running promotions that we have captured the most elusive thing... a leprechaun. We describe it as roly-poly, weighing 8 stone, short, very Irish, and sporting a devilish grin. The best drawing of the KILT Leprechaun wins \$100 cash, second prize \$25 and third prize \$25. Must be sent in on a standard size sheet of paper and may be in color or in black and white. Winner to be announced on St. Patrick's Day. We are using some very short little statements from the Leprechaun throughout the day in conjunction with the regular promos."

###

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"A Saturday Spectacular: Along with our March Wind Hooper contest, we have incorporated this spectacular to boost our Hooper even more. If the response turns out good, we hope to have the Saturday Spectacular as a regular feature. This Saturday Spectacular is called 'The Barefoot Beatle'. Once per hour, the 'Barefoot Beatle' will call in an obvious location where he has just hidden a 'Beatle Album'. The first person to arrive on the scene and find the album is the winner."

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

I quote from Dickie's Weekly Report:

"We created a clever spot for the local Signal Oil Stations. By gathering all the people in our building, we were able to come up with a cheering squad. We gave the spot the college yell technique. Since Hancock blends seven types of gasoline for seven different prices, the spot was easy to produce, was a change in pace on the air, sold the product and idea of seven different blends well over the air, and the client was well pleased."

#

PROMOTION (Bob White, Acting Program Director, KILT)

KILT is running the "KILT Leprechaun Contest" which, in Bob's words, goes something like this:

"We are running promotions that we have captured the most elusive thing... a leprechaun. We describe it as roly-poly, weighing 8 stone, short, very Irish, and sporting a devilish grin. The best drawing of the KILT Leprechaun wins \$100 cash, second prize \$25 and third prize \$25. Must be sent in on a standard size sheet of paper and may be in color or in black and white. Winner to be announced on St. Patrick's Day. We are using some very short little statements from the Leprechaun throughout the day in conjunction with the regular promos."

#

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"A Saturday Spectacular: Along with our March Wind Hooper contest, we have incorporated this spectacular to boost our Hooper even more. If the response turns out good, we hope to have the Saturday Spectacular as a regular feature. This Saturday Spectacular is called 'The Barefoot Beatle'. Once per hour, the 'Barefoot Beatle' will call in an obvious location where he has just hidden a 'Beatle Album'. The first person to arrive on the scene and find the album is the winner."

R P B

SNAKE RACE PROMO

KABL MUSIC TO MARCH 17

MUSIC: HORNPIPE, UP SHORT PHRASE

ONE: KABL ANNOUNCES THE THIRD ANNUAL...

TWO: ST. PATRICK'S DAY SNAKE RACE!

MUSIC: UP FANFARE

ONE: FOR THE THIRD CONSECUTIVE YEAR, CABLE MUSIC WILL AGAIN ATTEMPT
TO STAGE ITS THRILLING REPTILE RUN IN HONOR OF ST. PATRICK...
WHO, ACCORDING TO LEGEND, DROVE THE SNAKES FROM IRELAND.

TWO: ENTRIES ARE NOW BEING ACCEPTED.

ONE: SIMPLY SEND KABL THE NAME OF YOUR SNAKE...

TWO: ALONG WITH A BRIEF BIOGRAPHICAL SKETCH GIVING HIS OR HER
DIMENSIONS...

ONE: AND PERHAPS ONE OR TWO HIGHLIGHTS OF ITS RACING CAREER.

TWO: DON'T MISS THIS YEAR'S DARING DASH FOR SNAKE RACING'S MOST
REVERED TROPHY...

ONE: THE GOLDEN FANG! (chinese gong at 45 rpm)

TWO: SEND ALL ENTRIES TO:

ONE: SNAKE RACE...KABL...SAN FRANCISCO.

MUSIC: OUT SIG

4, 1, 0, 2, 5, 10

SNAKE RACE PROMO (#2)

KABL MUSIC TO MAR 17

MUSIC: UP & UNDER

ONE: ENTRIES FOR KABL MUSIC'S THIRD ANNUAL ST. PATRICK'S DAY
SNAKE RACE ARE NOW BEING ACCEPTED.

TWO: HOWEVER! (STINGER)

ONE: DUE TO SEVERAL...UNFORTUNATE INCIDENTS DURING LAST YEAR'S
RACE...SNAKES THAT RATTLE...

TWO: OR...WEAR HOODS...

ONE: WILL NOT BE ALLOWED TO ENTER.

TWO: HOWEVER...

ONE: THEY ARE WELCOME AS SPECTATORS. THANK YOU.

SOUND: RATTLER, SIG MUSIC

4/1 only 16

SNAKE RACE PROMO

KABL MUSIC TO MARCH 17

MUSIC: HORNPIPE, UP SHORT PHRASE

ONE: KABL ANNOUNCES THE THIRD ANNUAL...

TWO: ST. PATRICK'S DAY SNAKE RACE!

MUSIC: UP FANFARE

ONE: FOR THE THIRD CONSECUTIVE YEAR, CABLE MUSIC WILL AGAIN ATTEMPT
TO STAGE ITS THRILLING REPTILE RUN IN HONOR OF ST. PATRICK...

TWO: WHO, ACCORDING TO LEGEND, DROVE THE SNAKES FROM IRELAND.

TWO: ENTRIES ARE NOW BEING ACCEPTED.

ONE: SIMPLY SEND KABL THE NAME OF YOUR SNAKE...

TWO: ALONG WITH A BRIEF BIOGRAPHICAL SKETCH GIVING HIS OR HER
DIMENSIONS...

ONE: AND PERHAPS ONE OR TWO HIGHLIGHTS OF ITS RACING CAREER.

TWO: DON'T MISS THIS YEAR'S DARING DASH FOR SNAKE RACING'S MOST
REVERED TROPHY...

ONE: THE GOLDEN FANG! (chinese gong at 45 rpm)

TWO: SEND ALL ENTRIES TO:

ONE: SNAKE RACE...KABL...SAN FRANCISCO.

MUSIC: OUT SIG

Rph

Special
holidays
St. Patrick's

TO:

ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM:

DON KEYES

SNAKE RACE PROMO (#2)

KABL MUSIC TO MAR 17

ST. PATRICK'S DAY

MUSIC: UP & UNDER

ONE:

ENTRIES FOR KABL MUSIC'S THIRD ANNUAL ST. PATRICK'S DAY
SNAKE RACE ARE NOW BEING ACCEPTED.

TWO:

HOWEVER! (STINGER)

ONE:

DUE TO SEVERAL...UNFORTUNATE INCIDENTS DURING LAST YEAR'S
RACE...SNAKES THAT RATTLE...

TWO:

OR...WEAR HOODS...

ONE:

WILL NOT BE ALLOWED TO ENTER.

TWO:

HOWEVER...

ONE:

THEY ARE WELCOME AS SPECTATORS. THANK YOU.

SOUND: RATTLER, SIG MUSIC

R. O'Leary Book

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

SUBJECT: ST. PATRICK'S DAY - *Promo.*

Here is an opportunity for you to trim your station ingreen for St. Pat's day and get some conversation among listeners and you might even have an advertising special for Irish sponsors.

1. Find some of the old albums with Irish-American music ie., "How are Things In Gloccomora", "Galway", "Danny Boy", "McNamara's Band", "The Wearing of the Green", "When Irish Eyes are Smiling", "My Wild Irish Rose", "Kolnidrai", etc.
2. All name gimmicks that can by typically Irish names. The Secret Word for the Day - Kevin O'Riley.....KILT Hall of Fame salutes Brendan O'Toole.

Mother's Day Memorial Day

April Fool

Easter

rne

SPEC SPOT (Doug McGill, Sales Manager, KTSA)

Batter Up is a baseball batting-practice concession. It is presented on tape for a summer-long promotion on KTSA. Station places a sign in the "out-field". Hit a hole in the sign and win cash. Get total yearly budget in competition with station B.

APRIL FOOL PROMOTION

All jocks quit. Replaced by business and advertising leaders, 10 minutes each. Pre-taped. Full page newspaper ads.

PROMOTION (Way, Program Director, KTSA)

April Fool Promotion -- "Don't be April Fooled" -- Twice per hour, the deejay will play a well-known song and instead of giving the correct name and artist, he will give the name and artist of some other well-known survey song. The first listener to call and catch the deejay with the April Fool will win two theatre tickets.

Though this promotion is too late to employ this year, perhaps you might be able to use it next year.

###

SALES IDEA (Ted Van Brunt, Sales Manager, KABL)

Discussed with American Lamb Council the possibility of promoting lamb for the Easter Dinner. Traditional ham is very popular but why not lamb for a change!

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

KILT sold Mayer Speedway a Destruction Derby for Sunday April 29th using KILT deejays as drivers. This resulted in additional revenue from this account.

###

Mother's Day Memorial Day

Easter

SPEC SPOT (Doug McCall, Sales Manager, KTSA)

Batter Up is a baseball batting-practice concession. Idea presented on tape is for a summer-long promotion on KTSA. Station places a sign in the "out-field". Hit KTSA and win free tickets. Hit a hole in the sign and win cash. Got total yearly budget in competition with station B.

#

PROMOTION (Bruce Hatlaway, Program Director, KTSA)

April Fool Promotion -- "Don't be April Fooled" -- Twice per hour, the deejay will play a well-known song and instead of giving the correct name and artist, he will give the name and artist of some other well-known survey song. The first listener to call and catch the deejay with the April Fool will win two theatre tickets.

Though this promotion is too late to employ this year, perhaps you might be able to use it next year.

#

SALES IDEA (Tad Van Brunt, Sales Manager, KABL)

Discussed with American Lamb Council the possibility of promoting lamb for the Easter Dinner. Traditional ham is very popular but why not lamb for a change!

#

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

KILT sold Meyer Speedway a Destruction Derby for Sunday April 25th using KILT deejays as drivers. Idea resulted in additional revenue from this account.

#

- 3 -

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

Ten points of Tourist interest in Houston will be thoroughly checked out. Spots will be built around this information and presented to a hotel, or motel, for sponsorship under the title TIPS FOR TOURISTS.

#

PROMOTION (J. Tyler Dunn, Program Director, WYSL)

"April Fool's Day" -- Announcers intentionally give incorrect information throughout the day (Note: Promos will make clear the "fibs" will not pertain to news, time, weather, etc.). First listener to spot the "fib" and call the station, wins record album.

#

HOT COMERS

KLIF

No Report

KILT

1.) "This Is It"	Jim Reeves	RCA
2.) "I'll Keep Holding On"	Sonny James	Capitol
3.) "When I'm Gone"	Brenda Holloway	Motown

KTSA

1.) "I'll Keep Holding On"	Sonny James	Capitol
2.) "Bumble Bee"	The Searchers	KAPP
3.) "The Clapping Song"	Shirley Ellis	Congress

RESTRICTED RECORDS

KILT

1.) "Do You Wanna Dance" / flip	Beach Boys	Capitol
2.) "She's About A Mover"	Sir Douglas	Tribe
3.) "Eight Days A Week" / flip	Beatles	Capitol
4.) "Peaches and Cream"	Ikettes	Modern
5.) "Love Me" / flip	Tommy Roe	ABC
6.) "Freeway Flyer"	Jan and Dean	Liberty
7.) "I Must Be Seeing Things"	Gene Pitney	Musicor
8.) "Tired of Waiting" / flip	Kinks	Reprise

12-NOON TO 6 PM ONLY

6 AM TO 12 NOON, 1 APRIL, 1965

APRIL FOOL PROMO - #1
KABL MUSIC

LADIES AND GENTLEMEN, KABL REGRETS TO ANNOUNCE THAT TODAY AT 6 PM, THE KABL HARP WILL LEAVE THE AIR. AT THAT TIME, DURING IMPRESSIVE PUBLIC CEREMONIES, KABL WILL OFFICIALLY...BURY THE HARP. YOU ARE CORDIALLY INVITED TO ATTEND THESE CEREMONIES, TO BE HELD AT 6 PM, AT THE CORNER OF BATTERY AND SANSOME IN DOWNTOWN SAN FRANCISCO. THANK YOU.

THE *McLendon* STATIONS ~~MEMORANDUM~~ *nyk*

To Don Keyes

Date 3/26/65

From Dave Mc

Subject APRIL FOOL STUFF

Do you think there is TIME for you to cut these tracks and whisk them back for use on the First? If you find that it will be too late, we can cover here. Will wait till last moment. Thank you and what do you think of them?

*Done while in S.F.
Put in P.B.
DS*

Mother's Day Memorial Day

Easter

12-NOON TO 6 PM ONLY
6 AM TO 12 NOON, 1 APRIL, 1965

APRIL FOOL PROMO - #1
KABL MUSIC

LADIES AND GENTLEMEN, KABL REGRETS TO ANNOUNCE THAT TODAY AT 6 PM, THE KABL HARP WILL LEAVE THE AIR. AT THAT TIME, DURING IMPRESSIVE PUBLIC CEREMONIES, KABL WILL OFFICIALLY...BURY THE HARP. YOU ARE CORDIALLY INVITED TO ATTEND THESE CEREMONIES, TO BE HELD AT 6 PM, AT THE CORNER OF BATTERY AND SANSOME IN DOWNTOWN SAN FRANCISCO. THANK YOU.

#2 - 6 AM TO 12 NOON

THIS EVENING AT 6 PM, KABL WILL BREAK TRADITION AND...BURY THE HARP. AFTER 6 PM TONIGHT, THIS FAMILIAR SOUND, THE KABL HARP TRADEMARK, WILL BE HEARD NO MORE. IMPRESSIVE PUBLIC CEREMONIES WILL BE HELD TO WHICH YOU ARE INVITED. PLEASE, NO TEARS! BE THERE AT 6 PM, AT THE CORNER OF BATTERY AND SANSOME IN DOWNTOWN SAN FRANCISCO WHEN KABL...BURIES THE HARP!

12-NOON TO 6 PM

#1

DESPITE PUBLIC OUTCRY, KABL STILL PLANS TO BURY THE HARP THIS EVENING AT 6 PM. AT THAT TIME THE KABL HARP WILL LEAVE THE AIR AND A TRADITION WILL PASS INTO HISTORY. IMPRESSIVE PUBLIC CEREMONIES ARE PLANNED/^{TO}WHICH THE PUBLIC IS INVITED. PLEASE, NO TEARS. WE REGRET THIS ACTION AS MUCH AS YOU DO. JOIN US WHEN KABL BURIES THE HARP. 6 PM AT THE CORNER OF BATTERY AND SANSOME IN DOWNTOWN SAN FRANCISCO. THANK YOU.

12-NOON TO 6 PM ONLY

APRIL FOOL PROMO #4
KABL MUSIC

KABL WISHES TO THANK THE MANY WHO HAVE CALLED PROTESTING THE DECISION TO BURY THE KABL H ARP THIS EVENING. WE REGRET THAT THIS ACTION MUST BE TAKEN, BUT AFTER 6 PM THE HARP WILL NO LONGER BE HEARD ON KABL. IMPRESSIVE PUBLIC CEREMONIES WILL BE HELD TO OFFICIALLY BURY THE KABL HARP AT 6 PM, AT THE CORNER OF BATTERY AND SANSOME IN DOWNTOWN SAN FRANCISCO. YOU ARE CORDIALLY INVITED TO ATTEND.

6 PM TO 8 PM ONLY

#1

THE KABL HARP IS SAVED! -

(HARP GLISS)

THROUGHOUT THE DAY, KABL HAS BEEN FLOODED WITH PROTESTS AT THE DECISION TO REMOVE THE KABL HARP FROM THE AIR. IT IS WITH GREAT PLEASURE THAT THE CABLE MANAGEMENT ANNOUNCES THAT THE HARP WILL NOT BE BURIED AS PLANNED. WE REGRET THE INCONVENIENCE TO THE MANY WHO HAD PLANNED TO ATTEND THE SIX-PM "BURY THE HARP CEREMONIES" AT THE CORNER OF BATTERY AND SANSOME, BUT WOULD LIKE TO POINT OUT THAT, AFTER ALL, THIS IS THE FIRST DAY OF APRIL...COMMONLY ANOWN THROUGHOUT THE WORLD AS "ALL FOOLS DAY!"

Mother's Day Memorial Day

Easter

6 PM TO 8 PM ONLY

APRIL FOOL PROMO (#2)
KABL MUSIC

LADIES AND GENTLEMEN, THE KABL HARP WILL NOT BE BURIED. IF YOU WERE AMONG THE MANY WHO CALLED KABL TODAY TO PROTEST THE DECISION TO REMOVE THE KABL HARP FROM THE AIR, WE THANK YOU. YOUR OUTCRY HAS REVERSED OUR PLANS. TO THE MANY WHO HAD PLANNED TO ATTEND THE 6-PM "BURY THE HARP" CEREMONIES AT THE CORNER OF BATTERY AND SANSOME, WE SEND REGRETS FOR YOUR INCONVENIENCE...BUT MAY WE REMIND YOU THAT THIS IS APRIL FIRST; KNOWN THROUGHOUT THE WORLD AS "ALL FOOLS DAY".

8 PM TO MIDNIGHT

APRIL FOOL PROMO (#1)

LADIES AND GENTLEMEN, KABL WOULD LIKE TO THANK THE MANY WHO CALLED US DURING THE DAY TO POINT OUT THAT THERE IS NO "CORNER" OF BATTERY AND SANSOME, SINCE THE STREETS ARE PARALLEL. WE THANK YOU FOR YOUR INFORMATION, AND WOULD LIKE TO REMIND YOU THAT THIS IS APRIL FIRST... KNOWN THROUGHOUT THE WORLD AS "ALL FOOLS DAY". THANK YOU FOR YOUR IN DULGENCE.

6 PM TO 8 PM ONLY

APRIL FOOL PROMO (#2)
KABL MUSIC

LADIES AND GENTLEMEN, THE KABL HARP WILL NOT BE BURIED. IF YOU WERE AMONG THE MANY WHO CALLED KABL TODAY TO PROTEST THE DECISION TO REMOVE THE KABL HARP FROM THE AIR, WE THANK YOU. YOUR OUTCRY HAS REVERSED OUR PLANS. TO THE MANY WHO HAD PLANNED TO ATTEND THE 6-PM "BURY THE HARP" CEREMONIES AT THE CORNER OF BATTERY AND SANSOME, WE SEND REGRETS FOR YOUR INCONVENIENCE...BUT MAY WE REMIND YOU THAT THIS IS APRIL FIRST; KNOWN THROUGHOUT THE WORLD AS "ALL FOOLS DAY".

8 PM TO MIDNIGHT

APRIL FOOL PROMO (#1)

LADIES AND GENTLEMEN, KABL WOULD LIKE TO THANK THE MANY WHO CALLED US DURING THE DAY TO POINT OUT THAT THERE IS NO "CORNER" OF BATTERY AND SANSOME, SINCE THE STREETS ARE PARALLEL. WE THANK YOU FOR YOUR INFORMATION, AND WOULD LIKE TO REMIND YOU THAT THIS IS APRIL FIRST... KNOWN THROUGHOUT THE WORLD AS "ALL FOOLS DAY". THANK YOU FOR YOUR IN DULGENCE.

April 1st

Mother's Day Memorial Day

PROMOTIONS (Bob White, Acting Program Director, KILT)

"Rings For Ringo" -- Since Ringo Starr is one of the most popular Beatles and has over 1500 rings, the all night man at KILT is asking you to send in rings to send to Ringo.

Reports from Houston are that the kids have jumped on this thing and that it's turning out to be quite successful.

STATION BREAK (KILT)

KILT 600

RADIO KITE CHANGES; NOW HILLBILLY, D.J.'s

In a complete reversal of policy, Radio KITE announced today it would broadcast nothing but hill-billy music, soap operas and patent medicine announcements.

"Effective today," said Alex Coe, station manager, "we will accept no advertising except for laxatives, nerve tonics, rose bushes and simulated diamonds. And everything will be at least double spotted. We want to outdo all our competitors: we may even quadruple spot 'em if we get real wild."

Kelly Wofford, commercial manager at KITE said: "This new idea in programming is worth five acres of red hogs. Most such business comes in automatically. My pool game is going to get a lot better. I'm thinking of taking up golf."

Uncle Stan Nelson, program director and short-winded disc jockey heard on the Musical Clock over KITE, said that he had employed five of the most long-winded announcers in the United States. "No disc jockey in San Antonio can compare to these birds: they REALLY love to hear themselves talk. One of our new men talked for 27 minutes during a half hour musical program. That beats everybody,

even (name censored) on station (censored) here in the Alamo City."

Glen Krueger, KITE news director, also announced a change in policy. "We are making a lot of straw-vote polls instead of reporting the news." When questioned on what subjects, Krueger said "Just anything will do: elections, record popularity, listener preference . . . anything." "With our big news staff now idle, there's no limit to the amount of inaccurate polls and surveys we can make. We hope to get most of our stuff on the big wire services. This will influence a lot of people, and they probably won't check our accuracy."

KITE's Chief Engineer John Siercovich has his own development for the listeners. "By using a double electronic spinulator and heimenbeck oscillator, we will be able to distinctly create an atmosphere of triple-sectionated hyperkilocycles in most cases. However the naked ear will hardly be able to notice the difference."

But Chuck Balthrope, president of the even-brand-newer KITE held the real surprise: "They are all crazy," he said. "Everyone knows it's April Fool."—(Adv.)

PROGRAM SAL

to Sears who very seldom buys radio time in San Antonio.

asked to send in a card if they would like to have their year Spring Cleaned by

a KTSA deejay. At the end of the promotion, we draw one card at a random.

Sears is furnishing all the tools for the promotion, plus making signs

to put up in the yard the day of the event. They have also given a power

Easter