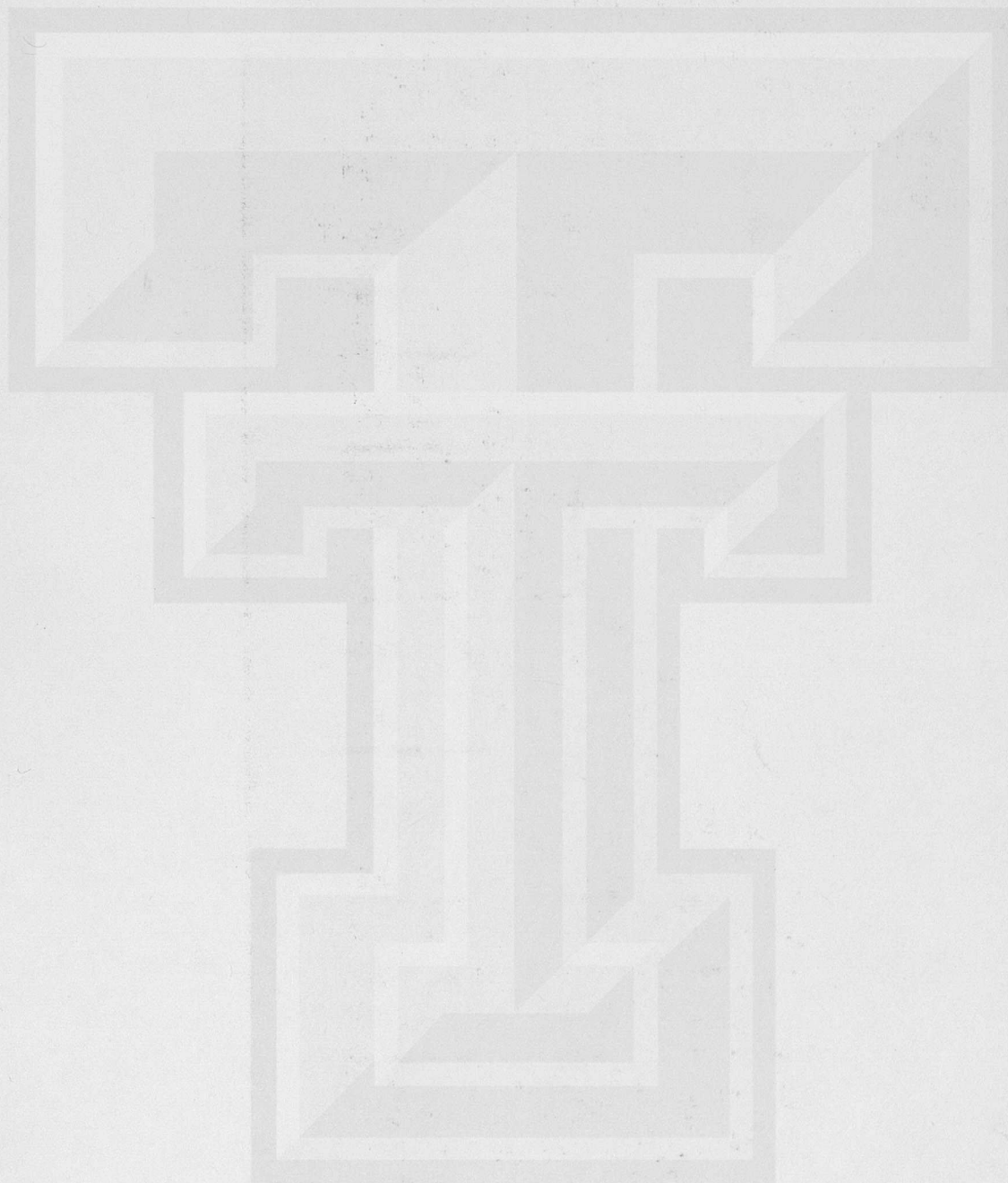


021



Famous
Misquotes

Famous
Names

Father-

Favorite Recording
Artists

Fan Club
Picnic

Ferris

Fingerprint

Famous Misquotes

Favorite Recording

Ferris
ingerprint

KABL

SAN FRANCISCO

R P B

"Famous Mis-Quotes"
(Stevens)

TO: DONKEYES
copy/G. B. M
FROM: BOB STEVENS

DATE: 12/15

SUBJECT:

HERE IS AN IDEA THAT MY FEEBLE MIND THINKS WOULD GO WELL ON MORNING SHOW AT ALL STATIONS. I CALL IT "FAMOUS MIS-QUOTES"

A SHORT BRAIN SESSION CAN COME UP WITH THIRTY OR FORTY OF THEM. DIG... FORMER PRES. HARRY TRUMAN: "DEAR MR. MUSIC CRITIC:... YOU WERE ~~KKKK~~ RIGHT.... MARGERET DID SOUND LOUSY LAST NIGHT." OR... HORACE GREELY: "WHAT. ?? YOU'RE CRAZY... THERE ARE INDIANS OUT THERE OR... DOUG McARTHUR: "BOY... I NEVER WANT TO GO BACK THERE AGAIN!!" OR... WINSTON CHURCHILL: "FELLOW COUNTRYMEN... IT'S NO USE... LETS QUIT!!"

AS YOU CAN SEE... YOU CAN GO ON AD INFINITUM. WHEREVER THERE WAS A FAMOUS QUOTE... OR A FAMOUS ACTION... YOU HAVE THE BASIS FOR A "MIS-QUOTE"

TRY IT ON FOR SIZE!

Bob

From Admiral Dewey - '....and whatever you do men, watch out for those torpedos'

From Eddie Fisher - 'I'm Sorry Liz, but I can't do this to Debbie'.

From Abe Lincoln - "four score and seven years ago....or was it eight...what I mean is, eighty seven years ago...."

From Charles Van Doren - 'I'm sorry, I don't know the answer to that one '

Don Keyes

P. S. Stevens ask me to ask you all to help him squelch the ugly rumor that he is taking payola from the Budapest String Quartet. He also wants to know if you think he should restrict Arthur Fiedler and the Boston Pops during housewife hours.

Famous Names

Father-

Favorite Recording Artists

Pan Club Picnic

Ferris

Fingerprint

MEMORANDUM

FAMOUS NAMES

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: DECEMBER 19, 1959

Bob Stevens, dulcet toned "Good Music" type Program Director of KABL sent me this idea that, properly handled, can be a good feature for one of your deejays. From Steven's memo:

"Whenever there was a famous quote or a famous action, you have the basis for a 'Famous Mis-quote'. With a brief produced intro for example, here are some misquotes that would follow:

From Harry Truman - 'Dear Mr. Music Critic, you were right, Margaret did sound lousy last night'.

From Horace Greely - 'Go where? You're crazy, there are Indians/^{out}there!!'

From Douglas MacArthur - 'Man, I never want to go back there again!!'

From Winston Churchill - 'Fellow countrymen, it's no use....let's quit!' "

The following from me in just a few minutes of brainstorming with no research.

From Patrick Henry - 'Give me liberty or give metyranny!'

From Wilbur Wright - 'OK Orville, big deal, you flew....now let's quit this nonsense and get back to the bicycle shop'

From Admiral Dewey - '....and whatever you do men, watch out for those torpedos'

From Eddie Fisher - 'I'm Sorry Liz, but I can't do this to Debbie'.

From Abe Lincoln - "four score and seven years ago....or was it eight...what I mean is, eighty seven years ago...."

From Charles Van Doren - 'I'm sorry, I don't know the answer to that one '

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FAMOUS NAMES

FAMOUS NAMES

I realize that you have done the "Famous Names" promotion and was going to let this one go by without comment, but in retrospect, I feel that I should comment because of the way this was done in Chicago.

The object of the "Famous Names" promotion is to call attention to the station through the use of names of famous personalities. But to carry it off properly, it requires a voice mimicking the personality whose name is mentioned. These voices can either be imitations of the person mentioned or caricature voices of the person mentioned and in all instances the copy also must suggest that person whose name is used.

For example, if you used John F. Kennedy as a famous name, the copy might say:

Announcer 1: "John F. Kennedy listens to WYNR."

Announcer 2: (Kennedy's voice)

"Let me say this about that. Bobby and I always have our transistors with us when we're playing touch football in order that we might keep up with the latest football scores over WYNR. Even Dean and all the fellows like the pop music too."

Announcer 1: "So says John F. Kennedy, 1935 Cottage Grove Avenue, Chicago, Illinois."

Obviously this promotion can fall flat on its face if the voices don't properly mimic the voices of the personalities and the copy is not strong enough to further point up the personality whose name is utilized.

As in the case of many situations requiring a characterization, it is best not even to do it unless it can be done extremely well.

Such was the case in Chicago several months ago. While this comment represents excellent hindsight, I had been over it with Jim and I record this for future reference should we wish to take up something similar at a future date.

5/10/63

Famous
Names

Father-

Favorite Recording

Pan Club
Picnic

Ferris
Ingerprint

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Ann-cr 2: (Kennedy's voice)

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5/10/63

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5/10/63

Father -

Favorite Recording

Pan Club
Picnic

Ferris
Wheel
Fingerprint

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"Remember Ann cr 1: "John F. Kennedy listens to WYNR." If not, here is a sample:

Ann cr 2: (Kennedy's voice)

Ann cr: (echo) "Let me say this about that. Bobby and I always have our transistors with us when we're playing touch football in order that we might keep up with the latest football scores over WYNR. Even Dean and all the fellows like the pop music too."

Female Voice: Eleanor Jones of 2181 Market in Dallas. "

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Control: Grove Avenue, Chicago, Illinois."

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Don Keyes

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ys
5/10/63

MEMORANDUM

jsbm
Famous Names

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: SEPTEMBER 21, 1960

Jack Sharp has come up with a good twist on the old famous names promo. I wish you would all follow this immediately. Naturally, you will need a letter of agreement with the people involved to use their names on the air. I quote from his memo which explains the idea:

"Remember the old famous names promotion we had several years back? If not, here is a sample:

Ann-cr: (echo) "Eleanor listens to KLIF"

Female Voice: "Yes, I always listen to KLIF and my husband and his dog used to listen..."

Ann-cr: "Yes, everybody listens to KLIF. That was Eleanor Jones of 2181 Market in Dallas. "

Control: (curtain)

I am revising this series of promos using four names -- Nixon, Kennedy, Johnson and Lodge. I have found Dallas people with these last names and have made agreements with them to use their name and address. The promos will be identical to the old "Famous Names" series except that what they say will be tied into the presidential race.

I will send scripts as soon as possible. "

Don Keyes

ys

RDB

MEMORANDUM

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Female Voice: "Yes, I always listen to KLIF and my husband and his dog used to listen..."

Annrcr: "Yes, everybody listens to KLIF. That was Eleanor Jones of 2181 Market in Dallas. "

Control: (curtain)

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Don Keyes

ys

Father -
Favorite Recording
Club

Picnic
Club

Under

Ferris
Wheel
Fingerprint

Firing

...the ...
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...the ...

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FAN CLUB PICNIC

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Father -

Favorite Recording
Discs

Fan Club
Picnic

Under

n Ferris
Wheel

ingerprint

Firing

yph

PROMOTION (Richard Wilcox, General Manager, KABL)

The Dvoryk Division of Teenage Underground being formed. Buttons and orders are in the mail. Note attached mailing.

###

PROMOTION (Richard Wilcox, General Manager, KABL)

See attached copy for "Genuine English Titles" for sale.

###

CREATIVE SALES IDEA (Earl Hawthorne, Sales Manager, KTSA)

KTSA sold the following idea: Bob Sinclair (7 - 12 M) is going to grow Beatle hair do. Starts out as a gag on the air that he would not grow one for anything. Auto dealer calls up and offers \$1,000.00 if he will. Sinclair accepts.

Tie-ins : Give away trips to see the Beatles in New Orleans. Bob will make personal appearance to the showroom so people can see progress of hair. At the end of the promo, Sinclair gives dealer his check back.

3

###

COMPETITOR'S PROMOTION (Jim Hamby, General Manager, KTSA)

"KONO Fan Club Picnic" -- Picnic at Pablo's Park next Saturday with food and drink furnished by sponsors for air mention. Admission only by showing fan club card of a KONO deejay.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

KTSA promoting the ticket sales for their "Dave Clark Five Show" which they are bringing to San Antonio. The ticket sales will be handled similar to that of "Hard Day's Night", using two large shopping centers. They are calling the show "Dave Clark 5 Blow Out".

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#

Q1M

October 12, 1968

FAST DRAW

Mr. J. H. Wooten

Dear Ray:

Jack Sharp has come up with several good ideas which I want to put on paper for you to see. One of these is the "KLP" and in sports" contest which he will explain to you in a future issue.

Another idea which came up, however, was the idea of a "Fast Draw" contest. This would be held in which the best Fast Draw Club and the object would be that "KLP's Gun Alliance" is challenging all comers to meet him in front of the KLP studio/Cass Media Studio. I want to see if you can help me to see if anyone can give him a run. "Can you have Ray Miller/KLP's Gun Alliance?"

As you may have read, there are a lot of things are springing up all over the country and they have something and contest to find out which of their members can draw better than a gun. The contest is called "Fast Draw" and it is being held in the out back valley and probably could have the opportunity. Perhaps you have read too that Henry Davis, Jr. and Frank Stearns and some others follow him "gun". The contest could be held.

Thank you for it and see what you can come up with.

Charles

Don

Father -

Favorite Recording

Fast Draw

Finder

Ferris Wheel

Fingerprint

Firing

728

MEMORANDUM

GBM

October 12, 1959

TO: cc: Bill Morgan
 ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: Don Keyes
 DON KEYES

DATE: SEPTEMBER 21, 1960

Jack Sharp has come up with several good ideas which I want to put on paper lest we forget. One of them is the "KLIF man in space" contest which he will explain to you in a future memo.

Jack Sharp has come up with a good twist on the old famous names series. I wish you would all follow this immediately. Naturally, you will need a letter of agreement with the people involved to use their names on the air. I quote from his memo: "Another we touched upon, however, was his idea of a "Fast Draw" contest. This would be tied in with the local Fast Draw Club and the object would be that "KLIF's Rex Miller is challenging all comers to meet him in front of the KLIF studios/ Casa Linda Theatre stage/ State Fair Auditorium to see if anyone can gun him down. "Can you beat Rex Miller, KLIF's Top Gun.....?"

As you may have read, these drawing clubs are springing up all over the country and they have meetings and contests to find out which of their members can clear leather with a gun the fastest. Jack tells me that Rex has an active interest in this off beat hobby and probably would love the opportunity. Perhaps you have read too that Sammy Davis, Jr. and Frank Sinatra and many others follow this "sport". The promos could be great!!!

Annex: "Eleanor Jones of 2181 Market in Dallas. " Think about it and see what you can come up with.

Control: (curtain) Don

I am revising this series of promos using four names -- Nixon, Kennedy, Johnson and Lodge. I have found Dallas people with these last names and have made agreements with them to use their name and address. The promos will be identical to the old "Famous Names" series except that what they say will be tied into the presidential race .

I will send scripts as soon as possible. "

Don Keyes

Father-
 Favorite Recording
 Star
 Facts
 Fibber Finder
 Wheel
 Ferris
 Fingerprint
 Firing

718E

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

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Ann-cr: (echo) "Eleanor listens to KLIF"

Female Voice: "Yes, I always listen to KLIF and my husband and his dog used to listen..."

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Don Keyes

MEMORANDUM

FATHER-IN-LAW Promo.

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: OCTOBER 8, 1960

I am attaching copy for a brief promotional campaign based on the fact that October 16th is "Father-in-Law Day". This comes from Jack Carnegie, Program Director at KABL, San Francisco. Revise the copy for your format as you see fit, but be sure that you run this on the dates indicated. It's an example of some good, off-beat thinking that has resulted in a worthwhile inexpensive promotion for your station. The teasers, I think, are particularly good.

I quote from Jack's memo:

"October 16th is Father-in-Law Day. I think all the stations could have a lot of fun with this. Actually, they could do a lot more than we can with the idea. We have to use a tongue-in-cheek approach. We are running a five day promotion. The first day will be the little teaser campaign and the theme will be "America's forgotten man" the member of the family they don't even make bad jokes about. Find the copy enclosed. It might give you an idea or two."

Don Keyes

Enclosures

Favorite
Secret

Father
Year

in-Law

Favorite

Star

Recording

Facts

Fiber

Finder

Ferris

Wheel

Fingerprint

Firing

M E M O R A N D U M

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Don Keyes

ys
Enclosures

Favorite Father of the
Secret Year

Favorite Recording
Star
Facts

Fiber Finder

Ferris
Wheel
Fingerprint

Finding

FATHER IN LAW # 1

Music: Up and under

Ann cr 1: "Who is America's forgotten man?"

Music: sting, under

Ann cr 2: "Your Father-in-law!"

Ann cr 1: "KABL, joining the crusade to recognize fathers-in-law everywhere, salutes Father-In-Law Day, Sunday October 16th.

Ann cr 2: "Honor your Father-in-Law. Tell us on a post card or letter why we is most appreciated in your family and he may win dinner for four at Bimbo's in San Francisco.

Ann cr 1: "Stand up for America's forgotten man. Write today to "Father in Law, KABL, San Francisco."

Control: (Music - up and out)

Favorite Father of the Secret Year

Favorite Recording Star Facts

Fiber Finder

Ferris Wheel
Fingerprint

Finding

FATHER IN LAW # 2

Control: (Music == up and under)

Annrcr 1: "He's the Bulwark of American society..."

Control: (Music == up , stab, under)

Annrcr 2: "Your father-in-law..."

Annrcr 1: "KABL...maintaining that fathers-in-law everywhere
are neglected members of society, salutes father-in-law
day, Sunday, October 16th..."

Annrcr 2: "Now's your chance to honor your father-in-law. Tell
us on a post card or letter why he's most appreciated
in your family, and he may win dinner for four
at Bimbo's in San Francisco.

Annrcr 1: "Write today to Father-in-Law , KABL, San
Francisco."

Control: (music = up and out)

Favorite
Secret
Father of the
Year

Favorite Recording
Star
Facts

Fibber Finder

Ferris
Wheel
Fingerprint

Find

FATHER IN LAW TEASERS (USE OCTOBER 12 ONLY)

Who is America's forgotten man? Listen to KABL tomorrow.

The most neglected man in America. Hear about it tomorrow on KABL.

The bulwark of American society is virtually a forgotten man. Hear about it tomorrow on KABL

You see him every day...the forgotten man in American society... Find out who he is tomorrow on KABL

KABL reports on America's forgotten man..tomorrow...

This is KABL -- 960 over San Francisco..championing America's most neglected man. Hear details tomorrow on KABL music.)

) _____

Nobody cares about the bulwark of American society. Or do they? Listen tomorrow for details.

Enclosures

Favorite
Father of the
Secret
Year

Favorite Recording
Star
Facts

Fiber Finder

Ferris
Wheel
Fingerprint

Finding

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I quote from Jack's memo:

"October 16th is Father in Law Day. I think all the stations could have a lot of fun with this. Actually they could do a lot more than we can with the idea. We have to use a tongue in cheek approach. We are running a five day promotion. The first day will be the little teaser campaign and the theme will be "America's forgotten man" the member of the family they don't even make bad jokes about. Find the copy enclosed. It might give you an idea or two."

Don Keyes

Enclosures

Father-in-law
Day

Favorite
Father of the
Secret
Year

Favorite Recording
Star
Facts

Fibber Finder

Ferris
Wheel
Fingerprint

Finding

FATHER-IN-LAW(1)
KABL MUSIC

MUSIC: UP & UNDER

ONE: WHO...IS AMERICA'S FORGOTTEN MAN?

MUSIC: STING. UNDER

TWO: YOUR FATHER-IN-LAW!

ONE: KABL, JOINING THE CRUSADE TO RECOGNISE FATHERS-IN-LAW EVERYWHERE,
SALUTES FATHER-IN-LAW DAY, SUNDAY OCTOBER 16th.

TWO: HONOR YOUR FATHER IN LAW. TELL US ON A POST CARD OR LETTER WHY HE
IS MOST APPRECIATED IN YOUR FAMILY, AND HE MAY WIN DINNER FOR FOUR
AT BIMBOS IN SAN FRANCISCO.

ONE: STAND UP FOR AMERICA'S FORGOTTEN MAN. WRITE TODAY TO "FATHER IN
LAW, KABL, SAN FRANCISCO.

MUSIC: UP & OUT

FATHER-IN-LAW (2)
KABL MUSIC

MUSIC: UP & UNDER

ONE: HE'S THE BULWARK OF AMERICAN SOCIETY...

MUSIC: UP STAB. UNDER

TWO: YOUR FATHER-IN-LAW.

ONE: KABL...MAINTAINING THAT FATHERS-IN-LAW EVERYWHERE ARE NEGLECTED
MEMBERS OF SOCIETY, SALUTES FATHER IN LAW DAY SUNDAY OCTOBER 16th.

TWO: NOW'S YOUR CHANCE TO HONOR YOUR FATHER IN LAW. TELL US ON A POST
CARD OR LETTER WHY HE'S MOST APPRECIATED IN YOUR FAMILY, AND HE MAY
WIN DINNER FOR FOUR AT BIMBO'S IN SAN FRANCISCO.

ONE: WRITE TODAY TO "FATHER IN LAW, KABL, SAN FRANCISCO."

MUSIC: UP & OUT

Favorite
Secret
Father of the
Year

Favorite Recording
Star
Facts

Fiber Finder

Ferris
Wheel

Fingerprint

Finder

IN FLOW PERIOD

FATHER-IN-LAW TEASERS(USE OCTOBER 12 ONLY)

WHO IS AMERICA'S FORGOTTEN MAN? LISTEN TO KABL TOMORROW.

THE MOST NEGLECTED MAN IN AMERICA. HEAR ABOUT IT TOMORROW ON KABL.

THE BULWARK OF AMERICAN SOCIETY IS VIRTUALLY A FORGOTTEN MAN. HEAR ABOUT IT TOMORROW ON KABL.

YOU SEE HIM EVERY DAY...THE FORGOTTEN MAN IN AMERICAN SOCIETY. FIND OUT WHO HE IS TOMORROW ON KABL.

KABL REPORTS ON AMERICA'S FORGOTTEN MAN...TOMORROW.

THIS IS KABL...960 OVER SAN FRANCISCO...CHAMPIONING AMERICA'S MOST NEGLECTED MAN. HEAR DETAILS TOMORROW ON KABL MUSIC.

NOBODY CARES ABOUT THE BULWARK OF AMERICAN SOCIETY. OR DO THEY? LISTEN TOMORROW FOR DETAILS.

Favored Father of the

Favorite Recording
Star
Facts

Fiber Finder

Ferris
Wheel
Fingerprint

Firing

apb

PROMOTION (Don Walsh, Program Director, KILT)

Father of the Year
Secret

I quote from Bob's report: "Since June is the month for most weddings, couples getting married will be asked to send in letters asking why they would like the KILT to come to their wedding. The best entry will get the KILT to come to their wedding and throw rice to the couple following."

FATHER OF THE YEAR

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

Proposed and sold to Ski Boat Rental Service, a schedule on the Jimmy Rabbit show featuring motor boat races. Designed to reach teenagers.

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

Ted suggests that KABL listeners write to and state reasons, qualifications, why their Dad should be "Father of the Year". Sell the idea for winner to get a new suit of clothes free from a department or men's store.

SPEC SPOT SOLD (Doug McCall, Sales Manager, KZFA)

To Wanda Hendrix - hit-in song and commercial spot about the song "Little Wanda".

CREATIVE SALES IDEA (Doug McCall, Sales Manager, KZFA)

First day of summer to be celebrated with a "Day of Sp. 120" picnic on the beach. Day of Sp. 120 picnic on the beach. Day of Sp. 120 picnic on the beach.

Favorite Recording
Star Facts

Fiber Finder

Ferris Wheel
Fingerprint

Firing

cph

PROMOTION (Bob White, Program Director, KILT)

I quote from Bob's report: "Since June is the month for most weddings, couples getting married will be asked to send in letter telling why they would like to have the KILT deejays come to their wedding. The best entry will get the KILT deejays to come to their wedding and throw rice to the couple following the wedding."

###

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

Proposed and sold to Ski Boat Rental Service, a schedule on the Jimmy Rabbit Show utilizing motor boat sound effect. Designed to reach teenagers.

###

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

Tad suggests that KABL listeners write in and state reasons, qualifications, why their Dad should be "Father of the Year". Sell the idea for winner to get a new suit of clothes free from a department or men's store.

###

SPEC SPOT SOLD (Doug McCall, Sales Manager, KTSA)

To Honda House -- Tie-in song and commercial copy around the song "Little Honda".

###

CREATIVE SALES IDEA (Doug McCall, Sales Manager, KTSA)

First day of Summer is June 21st and KTSA would like to have a "Last Day of Spring" picnic on Sunday 20th. Get products from advertisers to serve at the picnic.

###

PROMOTION (Bob White, Program Director, KILT)

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###

Favorite
Secret Principal

Favorite Recording
Star
Facts

Fiber Finder

Ferris
Wheel

Fingerprint

Find a

KLIF KRAZY KONTEST (Stan Richards, Program Director, KLIF)

Once an hour on an alternating basis, various Top 40 records were played either backwards, at high speed, or at low speed, and listeners were invited to call and identify the record being played.

Records used in this contest should be pre-recorded on tape.

Tremendous telephone reaction. The prize each hour was \$11.90 to coincide with KLIF's frequency. However, small merchandise prizes would also be appropriate.

Contest was promoted heavily in advance and ran during rating week.

THE FAVORITE PRINCIPAL CONTEST (Stan Richards, Program Director, KLIF)

Run by a competitor and similar in structure to our School Spirit Contest. Kids are invited to sign petitions for their favorite principal.

The school won a hop and the principal won some merchandise, including a color TV.

KLASSIC WEEK

Several stations report that they are planning on reviving this again in early June or periodically through the summer.

I don't believe this requires explanation.

Favorite
Principal
Secret

Favorite Recording
Star
Facts

Fibber Finder

Ferris
Wheel
Fingerprint

Firing

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Favorite
Secretary

Favorite Recording
Star
Facts

Fibber Finder

Ferris
Wheel

Fingerprint

Finding a

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Favorite
Secretary

Favorite Recording
Star
Facts

Fibber Finder

Ferris
Wheel

Fingerprint

Finding

FAVORITE RECORDING STAR

FAVORITE RECORDING STAR

Vote No. 1 - Who is your favorite KLIF recording star?

#2 - Is it Frankie Avalon? (SOUND EFFECT: Cheer.)

#3 - Elvis Presley? (Another Cheer.)

#4 - Fabian? (Another Cheer.)

#5 - KLIF wants to find Dallas' favorite recording star. Cast your
ballot right now by sending KLIF a card naming your favorite
recording star.

#6 - KLIF will soon announce Dallas' top recording star in the KLIF
All Star Recording race.

#7 - Write KLIF now and vote for your favorite star.

#8 - Don't let your favorite lose.

#9 - Support your favorite in the KLIF All Star Recording race.

Favorite
Secretary

Favorite Recording
Star
Facts
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Fibber Finder

Ferris
Wheel

Fingerprint

Finding

FAVORITE RECORDING STAR SPOT

Voice No. 1 - Who is your favorite KLIF recording star?

#2 - Is it Frankie Avalon? (SOUND EFFECT: Cheer.)

#3 - Elvis Presley? (Another Cheer.)

#4 - Fabian? (Another Cheer.)

#1 - KLIF wants to find Dallas' favorite recording star. Cast your ballot right now by sending KLIF a card naming your favorite ~~pop music~~ recording star.

#2 - KLIF will soon announce Dallas' ^{favorite} ~~top~~ recording star in the KLIF All Star Recording race.

#1 - Write KLIF now and vote for your favorite star.

#1 - Don't let your favorite lose.

#2 - Support your favorite in the KLIF All Star Recording race.

Favorite
SecretaryFifty Mile
Hike

Blanks

Fictionous
Facts

Fibber Finder

Ferris
Wheel

Fingerprint

Firing

FAVORITE RECORDING STAR

PROMO # 2

Annrc 1: Who is Dallas' favorite recording star??

Annrc 2: In 1930 it was Russ Colombo

Control: (stab)

Annrc 1: In 1940 it was Bing Crosby

Control: (stab)

Annrc 2: In 1942, Frank Sinatra

Control: (stab)

Annrc 2: In 1957, Elvis Presley

Control: (stab)

Annrc 1: Cliff wants to know....

Annrc 2: Who is Dallas' favorite recording star now??

Annrc 1: Is it Fabian, Frankie Avalon, Elvis, Paul Anka, who??

Annrc 2: ~~KLIF~~ KLIF is ~~to~~king a poll to determine just who is Dallas' favorite recording star

Annrc 1: Send a postcard with your favorite recording star's name on it to KLIF, Dallas

Annrc 2: Don't let your favorite ~~lose~~ lose!

Annrc 1: Send a postcard to Cliff and support your favorite in KLIF's ALL STAR RECORDING RACE.

Favorite
Secretary

Fifty Mile
Hike

Blanks

Fictitious
Facts

Fiber Finder

Ferris
Wheel

Fingerprint

Firing

Favorite
Secretary

Fifty Mile
Hike

Blanks

Fictitious
Facts

Fiber Finder

Ferris
Wheel

Fingerprint

FAVORITE SECRETARY

Winner receiving 141 votes, 73% of total votes cast. Prime offered... chaffered to work... at... Lodge Restaurant... DJ chaffered winner in a... "DANCE NIGHT"... three times during Wednesday, October 13th, a... sounded... listeners were asked to name the secret... the... phone... each of three winners received a wristwatch... Thursday, October 15th was "MAGIC MORN'G DAY"... also... only 7% all time hits... votes during previous week of September 25th... calls were received over one line...

~~~~~  
Bang! There is a meter going around town about one of our five jobs...

I wonder who started it....?

WKY welcomes Carolyn Moser and Jay Reynolds to our staff. Carolyn as Sales

Secretary and Jay as our night DJ... Welcome aboard....!

~~~~~

Starting off with a bang...! John McCarthy, top Louisville radio star for the past three years, taking over the sales department of WKY, and a record of the biggest billing week in the past eighteen months...

A combination of beautiful fall weather and an... local level... station...

1961

WAKY GREETS THE FALL WITH THREE SUCCESSFUL PROMOTIONS

"FAVORITE SECRETARY", "PANIC BUT TON" and "MAGIC MEMORY DAY"

Over 1000 cards and letters were pulled on "FAVORITE SECRETARY" promotion. Winner receiving 141 votes. 75% of votes from adults over 25 years of age. Prize offered..chauffeured to work, lunch and dinner for two at Hunter's Lodge Restaurant. DJ chauffeured winner in a Thunderbird.

"PANIC BUTTON"..three times during Wednesday, October 4th, a chime was sounded. Listeners were asked to send the exact time they heard the WAKY chime. Each of three winners received a wristwatch. Receipt..247 entries.

Thursday, October 5th was "MAGIC MEMORY DAY". On this day WAKY continuously aired only 79 all time hits. "79" hits were determined by telephone call votes during previous week of September 25th thru 29th. Over 4200 telephone calls were received over one line. "MAGIC MEMORY DAY" will not be forgotten!

Pssst! There is a rumor going around town about one of our disc-jockies..! I wonder who started it.....?

WAKY welcomes Carolyn Moser and Jay Reynolds to our staff. Carolyn as Sales Secretary and Jay as our night DJ man...Welcome aboard....!

Starting off with a bang...! John McCarthy, top Louisville Radio Biller for the past three years, taking over the sales department of WAKY, made a record of the biggest billing week in the past eighteen months....!

A combination of beautiful Fall weather and an upswing in business on the local level makes October look good for Gordon McLendon Louisville station.

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PROMOTION (Bruce Hathaway, Program Director, KTSA)

In conjunction with local amusement parks, would like to have one of our deejays do a ferris wheel marathon. The deejay would eat, sleep and turn in broadcast reports from his car on the wheel throughout the day. The jock will remain on the wheel until "x" number of people pass through the gates of the amusement park.

###

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

Jim Hamby has worked up a good program-sales idea to be sold to one of our local shopping centers. "Can you spend \$1000.00 in two hours." Listeners are urged to send a postcard with their name, etc. Once per hour the deejay calls the name from one of the cards. That person has one minute to call and win \$1.00, plus their card goes into the "spendthrift" finalist box. Then on Sept 15, KTSA draws one winner from the finalist box. This winner must spend \$1000.00 at \$50.00 a store, and must use at least 20 stores within the shopping city. The winner will be escorted by a KTSA jock (who would give her a \$50.00 bill at each store) and a policeman. The winner would wear a sign stating "I am the KTSA spendthrift, please wait on me in a hurry."

###

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

Cable Car Clothiers is interested in a schedule which will feature a contest wherein the audience will be asked to count the number of cable car clangs that will be used to punctuate their commercial. The first person to their sale with the proper count each day will win the prize, which would be merchandise from their store.

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#

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FIBBER FINDER

Fifty Mile
Hike

Fictional
Facts

Fictitious
Facts

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Key

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fingerprint

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

Since department stores hold "white sales" in January, Al suggests that an automobile dealer be pitched a "white sale" for that month. The gimmick is that during that month he gives additional discounts on white automobiles.

###

SALES IDEA (Al Lurie, Sales Manager, KLIF)

It was proposed to Everts Jewelry Store that they place a small, revolving Christmas tree in one of their windows. On the tree would be all kinds of diamond jewelry. The contest tie-in is to have the listeners stop by and enter their guess as to the number of karats contained in the diamonds on the display.

###

PROMOTION (Rex Jones, Program Director, KLIF)

"Fibber Finder"-- KLIF disc jockeys announce carefully planned mistakes during the hour. They give the time incorrectly, they introduce a certain record and then play something altogether different--all kinds of mistakes such as this. The first listener to call and point out that he has found the fib, wins the prize of \$11.90.

###

PROMOTION (J. Tyler Dunn, Program Director WYSL)

Dunn & Wander, the two-man team in Buffalo, announced that they had a Thanksgiving turkey in the studio but that it was terribly scrawny. Listeners were invited to stop by the studio on their way to work and leave some fattening food for the turkey. The result was several bags of cookies, some cream donuts, cheese cake, etc.

You might do this with a Christmas turkey.

###

Fi Ji

Flat Earth

Fifty Mile Hike

Fictitious Facts

Fin Festival

Find the old Key

Fingerprint

Firing a

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###

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Earth

Fifty Mile
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Facts

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Fin Festival

Find the old
Key

ngerprint

Firing a

FICTITIOUS FACTS

Roe Bailey

November 11, 1948

Don Kaye

First of all, Happy Birthday and welcome to that exclusive club of those of us just under the shadow of 30! I find the very suggestion absolutely appalling!

I am happy to tell you that after a couple of tries you have finally come up with a promotion series that I not only approve of, but I wish I had thought of myself. The tape I am referring to, of course, is the tape which you sent containing the "Fictitious Facts".

Actually, I only have two points of criticism. One is production and the other is the choice of some of the material. The music you used on the tape is good in keeping with the feature itself, but evidently it does not lend itself well to clear editing. I refer particularly to the splice after the "pop" sound which follows the announcer's voice on the opening. You'll need to find another piece of music for this or else sharpen your razor blade. I also noticed that the music seems to wobble all the way through. This is probably due to the tape speed when you made the dub but I'd check it out before I'd put it on the air. By the way, who is the announcer you are using for the opening? He sounds a bit too restrained. He doesn't seem to get enough meaning out of the words.

The second item is the copy itself. I found all of these very funny except the one about the mink trapper at the Stark Club and the one about the glass house. I think the other ones were funnier because they suggested actual satires on the "Believe It Or Not" by Ripley series and I was left with the impression that I had heard of these incidents before in Ripley's feature. The two I mentioned did not sound like take-offs on authentic Ripley material but more like attempts at humor. You would never find these two in the Ripley articles.

Please write about 20 good cuts and submit them to me. I will quite likely check them over and then ask you to produce them for all stations. This actually will not be too much of a job because the only thing you'll have to produce is the voiced intro and music. Once you have that formatted, it is then just a simple case of dubbing your voice over the music to make each series. Naturally, you have to produce the ones for the pop music stations with a bit more brassy, commercial sound than you would for WJAL and WABL.

Don Kaye

Fi Ji

Flat Earth

Fifty Mile Hike

Blanks

Fictitious Facts

shot Fin Festival

Find the old Key

ngerprint

Firing a

WYSL
Rpt.

Ron Baxley

FIND November 11, 1960

Don Keyes

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Don Keyes

THESE INTERESTING QUESTIONS ARE ANSWERED BY THE FOLLOWING FACTS:

1. The discovery of the key was made by a group of men who were working on the project.

FIND THE OLD KEY

THE OLD KEY WAS FOUND BY THE MEN WHO WERE WORKING ON THE PROJECT.

Fi Ji

Flat Earth

Fifty Mile Hike

Blanks

Fish

Fin Festival

Find the old Key

ngerprint

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nrh

DISTANT LISTENERS CONTEST -- Once each hour during summertime weekends, the announcer on duty calls out the name of a town within a 100-mile radius of the station. First person to call from that town wins prize, which was \$5.00.

###

FIND THE OLD KEY -- Each day the station would give a different individual in town a "golden" key. Clues would then be broadcast about the Key's location. Example: "The Key is in a safe place" was the clue given when the key was held by a town bank teller. The winner is the one who first asks the key holder, "Are you the man with the gold key?"

It is suggested that doctors not be used as key holders. When they made that mistake, the town doctors were so harassed by telephone calls that the station had to broadcast instructions to stop calling doctors and announced a new key holder for the day.

###

PRIZES EVERY HOUR -- Listeners are invited to send in postcards addressed to their favorite recording star. Every hour, six postcards are drawn right on the air, complete with sound effects of the drum of postcards being rattled. Writers of five postcards each get a single record and one entrant wins an album, each winner receiving records featuring his favorite artist.

Because there are so many winners each hour, the chance of winning seems to be very good to most listeners--which helps to generate an excellent response.

###

TALK TO THE STARS - An inexpensive and easily brought-off variation on the "Date with Elvis" contest. Listeners are invited to write a letter to the station explaining "Why I want to talk to Connie Francis" or whomever station names as star of the week. Writer of the best letter or card is judged the winner. Prize is, of course, a phone call with the star (pre-arranged) of the week plus a record album.

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Fi Ji

Flat Earth

Fifty Mile Hike

Blanks

Fish

Fin Festival Promo

Fingerprint

Firing

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Flat Earth

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Fin Festival Promo

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Flat
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Fifty Mile
Hike

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Fish

Fin Festival Promo

Fingerprint

Firing

50 MILE HIKE

ANNCR: (GOLD) Have you had your fifty mile hike today?

MUSIC: UP FULL...ESTAB. THEN FADE UNDER.
(Use New Ashmolean Marching Society from "Where's Charley.")

ANNCR: If you have, or contemplate battling Bobbie for the best elapsed time in a race for the fastest fifty miler, K A B L invites you to join its newest elite organization: "The Cable Music and Marching Society."

If you survive, send us your name and address, (or have your attending physician do it for you) and you will be enrolled as a member in good standing...or sitting, depending on your condition.

Write, CORONARY, KABL, SAN FRANCISCO.

MUSIC: BUTTON.

Note (If you want to jazz this up a bit, you can add a singing seg using the Victor album "Music of Frank Loesser" with Arthur Fiedler and Boston Pops...LM 2436. Use last few bars of New Ashmolean from "Where's Charley" cut. Sing following lyrics:

"It's the KABL Marching Society,
We're all keeping fit for JF,
All keeping fit for JF,
(Sing with VIGOR) All keeping fit for JFK...
For JFK
For JFK
For JF Assassins!"

R2b

"FIFTY MILE HIKE PROMO" 2/11/63

ANNCR: (COLD) Have you had your fifty mile hike today?

MUSIC: UP FULL...ESTAB. THEN FADE UNDER.
(Use New Ashmolean Marching Society from "Where's Charley.")

ANNCR: If you have, or contemplate battling Bobbie for the best elapsed time in a race for the fastest fifty miler, K A B L invites you to join its newest elite organization: "The Cable Music and Marching Society."

IF you survive, send us your name and address, (or have your attending physician do it for you) and you will be enrolled as a member in good standing...or sitting, depending on your condition.

Write, CORONARY, KABL, SAN FRANCISCO.

MUSIC: BUTTON.

Note (If you want to jazz this up a bit, you can add a singing tag using the Victor Album "Music of Frank Loesser" with Arthur Fiedler and Boston Pops...LM 2486. Use last few bars of New Ashmolean from "Where's Charley" cut. Sing following lyrics:

"It's the KABL Marching Society,
We're all keeping fit for JF,
All keeping fit for JF,
(Sing with VIGAR!) All keeping fit for JFK...
For JFK
For JFK
For JF Kaaaaaaa!"

"FIFTY MILE HIKE PROMO" 2/11/63

ANNCR: (COLD) Have you had your fifty mile hike today?

MUSIC: UP FULL...ESTAB. THEN FADE UNDER.
(Use New Ashmolean Marching Society from "Where's Charley.")

ANNCR: If you have, or contemplate battling Bobbie for the best elapsed time in a race for the fastest fifty miler, K A B L invites you to join its newest elite organization: "The Cable Music and Marching Society."

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For JFK
For JFK
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FILL IN THE BLANKS

Flat
Fartl

Fill in the Blanks

Fishon
Fin Festival Promo

Fingerprint

Firing a
D. T.

ECONOMY IDEA (Bill Weaver, Manager, KILT)

Bill suggests the following:

"Instead of keeping pens and pencils in the supply room, they are kept in my secretary's desk. When someone wants a pencil or pen, they must ask her for it. We have saved lots of pencils and pens."

###

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"Fill In The Blanks" -- This is KTSA's write-in contest. It is simple and designed to draw ample mail response. They take four top records from the survey and out of each record take a line, then one word from the well-known line is blanked out with a horn sound and the four different records are run in sequence on the same promo.

Finalists are read each hour, and at the end of the contest ten or twenty winners with correct answers will be drawn and given Beatle albums.

###

SPEC SPOT (Al Lurie, Sales Manager, KLIF)

"For new drive-in, suggested a get-acquainted offer of free coffee and doughnuts for three days. This offer good for 30 minutes after each announcement. \$510.00 schedule sold. Radio in drive-in tuned to KLIF."

###

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

"What's In A Name" -- Tyler suggests that names of famous people, if taken literally, will often mean something else. Examples: Christian Herter: a sadistic gladiator. Tab Hunter: an absent-minded waiter. Lili Palmer: a flower thief, etc.

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#

January 20, 1959

TO: All Managers & Program Directors

FROM: Don Kees

SUBJECT: Promotional Ideas

FINGER PRINT

Here are a few promotional ideas that you may want to consider in the forthcoming months.

1. "The KILT Spy" contest. Promos can be worked furiously with lots of fun in good production. Broadcast "leaked" warnings. Contest works just like the "walking man" contest, except that the man is the "KILT Spy". This idea is in keeping with recent news stories.
2. It occurs to me that it has been a long, long time since I have heard any of your afternoon meet with D. J. letters from other cities. Just another example of how things can fall off without close supervision.
3. Here is an idea for the disk jockey to feature on his show. The KILT "Kwickie Kwik". No prize involved, jock merely reads a question. Theoretically should provoke the same involuntary response from the listener as a TV quiz show. For example, "What does the waistline of the Statue of Liberty measure?" After playing the record the jock comes back and gives the answer which is 36 in. There are many books in libraries of the question and answer variety that make excellent sources for such information. Any suggestion you want to give to this promotion is up to you.
4. Here is an original idea for the "KILT Finger Print" contest. KILT goes up into the large print of someone living in DeKalb County. If you get your finger prints on a piece of paper, send them to KILT. If you win \$100.00. You can obtain the prints from a print of the day. However, you can also obtain them from a print of the day. A contact in the police department will have to help you out. This promotion is for your area. Promos can be made of the contest term. The contest can be "walking man", a "fight" or "KILT" or "KILT". The contest can be to the person's identity as the contest goes on.

There is a very good idea for the KILT "Finger Print" contest. The contest can be "walking man", a "fight" or "KILT" or "KILT". The contest can be to the person's identity as the contest goes on.

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Flat
Earth

Fish
Fin Festival Promo

Fingerprint

ring a

January 20, 1959

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FROM: Don Keyes

SUBJECT: Promotional Ideas

Here are a few promotional ideas that you may want to consider in the forthcoming months.

1. "The KILT Spy" contest. Promos can be worded furtively with lots of fun on good production. Broadcast "wanted" warnings. Contest works just like the "walking man" contest, except that this man is the "KILT Spy". This idea is in keeping with recent news stories.
2. It occurs to me that it has been a long, long time since I have heard any of your afternoon men use D.J. intros from other cities. Just another example of how things can fall off without close supervision.
3. Here is an idea for one disk jockey to feature on his show. The KLIF "Kwickie Kwiz". No prize involved, jock merely poses a question. Theoretically should provoke the same involuntary response from the listener as a TV quiz show. For example, "What does the waistline of the Statue of Liberty measure? After playing the record the jock comes back and gives the answer which is 35 ft. There are many books in libraries of the question and answer variety that make excellent sources for such information. Any adaptation you want to give to this promotion is up to you.
4. Here's an original, the "KTSA Fingerprint" contest. KTSA has on file the fingerprints of someone living in Bexar County. If you put your fingerprints on a piece of paper and send them to "KTSA Fingerprint" contest, and they match the prints on file, you will win \$1,000.00. You can obtain these prints from a glass in a bar, silverware in a restaurant or just about any place. A contact in the police department will have to help you make the impression for your files. Promos can include all kinds of police terminology. The suspect can be a "wanted man", a "fugitive from KTSA", etc. Clues are broadcast as to the person's identity as the contest goes on.
5. Here's another you can use very soon. KEEL will pay for all marriage licenses issued between three and six p.m. on Valentines Day. Great opportunity for colorful promos.
6. I am asking Les Vaughn to send you all a dub of the "Trip to The Moon" spots that are currently being run on KLIF. They too offer lots of promotional angles and are great conversation pieces. There is no contest involved, you simply run the spots and wait for listener reaction.

Don Keyes

PROMOTION (Stan Richards, Program Director, KLIF)

KLIF found a town in Texas named "Fink" and Charles Richards and Stan Richards were sent to do a remote of their show. KLIF also had an advertisement which was liberally sprinkled with the word "fink". There were quite many.

FINK

COMMERCIAL REJECTION (Al Latta, Sales Manager, KLIF)

One spot for the campaign on the movie "The Male Attraction" was not aired because of Pat Boone's line, "This is the first time I've been covered by a knife."

LOCAL EDITORIAL (Jack Fiedler, Manager, KTSA)

The San Antonio Police Department has been forced to wear long sleeved shirts even in the summertime. The station ran an editorial suggesting the short sleeves due to the intense heat of South Texas.

STATION BREAKS (Johnny Borders, Program Director, KTSA)

"KTSA.....where Hatenag's always a picnic."

"KTSA.....refreshing as all outdoors."

STREET APPROACH (Jim Hamby, Sales Manager, KTSA)

Male Bank, advertising with a competitor, has a clever slogan which one of your salesmen may wish to present to one of your local banks.

Let'sfor a loan, see a Male Bank 'Yes Man'....."

Fish Fin Festival Promo

Firing a

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PROMOTION (Stan Richards, Program Director, KLIF)

KLIF found a town in Texas named "Fink" and Charlie & Harrigan were sent to do a remote of their show. KLIF also had an editorial on the subject which was liberally sprinkled with the word "fink". The whole thing was quite funny.

#

COMMERCIAL REJECTION (Al Lurie, Sales Manager, KLIF)

One spot for the campaign on the movie "The Main Attraction" was not aired because of Pat Boone's line, "This is the first time I've been seduced by a knife."

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The San Antonio Police Department has been forced to wear long sleeved shirts even in the summertime. The station ran an editorial suggesting the short sleeves due to the intense heat of South Texas.

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STATION BREAKS (Johnny Borders, Program Director, KTSA)

"KTSA.....where listening's always a picnic."

"KTSA.....refreshing as all outdoors."

#

COPY APPROACH (Jim Hamby, Sales Manager, KTSA)

Main Bank, advertising with a competitor, has a clever slogan which one of your salesmen may wish to present to one of your local banks. It is: ".....for a loan, see a Main Bank 'Yes Man'....."

#

Flat Earth

Fish Fin Festival Promo

Firing

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#

Flat
Earth

Fish
Fin Festival Promo

Firing
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I

Ryle

"FINK"



THIS IS THE
SWEATSHIRT \$4⁹⁵
YOU GET \$1.00 FOR EACH SALE

THE CAPERS CO.

P.O. BOX 351

CLAYTON 5, MO.

Flat
Earth

Fisho
Fin Festival Promo

Firing a

Ryle

"FINIK"



THIS IS THE
SWEATSHIRT \$4⁹⁵
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P.O. BOX 351

CLAYTON 5, MO.

Flat
Earth

Fisho
Fin Festival Promo

Firing
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Fin Festival Promo

Firing a

The Trustees of Fink University

upon certification of the frustrated Fink Faculty that

having completed the prescribed courses is hereby conferred to the grade of

~ Bachelor of Finkmanship ~

This entitles the Fink by Birth to entertain very irrational views about politics, weather, woodcarving, fish
scaling, falconry, male hobbies, playmates and any other object about which he may wish to express an opinion.
He is entitled to tender love and affection and should never be shouted at. He may cry if and when
he chooses, take a shower if and when he chooses, change his clothes if and when he chooses and above
all never do anything to help a friend.

In witness whereof the Seal of our University and the signature of the founder is hereby affixed.



E. Pluribus Fink
E. PLURIBUS FINK
Founder, President
Fink Emeritus

Weinstein

and associates, inc.

ADVERTISING & PUBLIC RELATIONS

ST. LOUIS, MO.

HOUSTON, TEXAS

111 S. BEMISTON

ST. LOUIS 5, MO.

PARKVIEW 5-9900

Dear Mr. Radio Man:

A great new profit-making fad is beginning to sweep across the country. Your station can be a part of it and realize extra profits, too. This fad will permit your station to develop unique and exclusive promotion with your top teenage disc jockey as its leader.

Here it is: Steve Allen on his late night TV show has made the word "FINK" famous. Our Client, The Capers Company has developed "Fink" University sweatshirts and other "Fink" University items that can help you promote your station (See Attached Flyer).

Here's how the "Fink" University Promotion will work for your station -

- 1.) We will send three "Fink" University sweatshirts in various sizes to you.
- 2.) Your top teen disc jockey will take a picture in his sweatshirt holding the Diploma. This is for publicity purposes, the idea being that he is president of the "Fink" University Alumni Club in your city. He will wear his "Fink" University sweatshirt at various appearances around town. Tie-ins with retail promotions can be developed.
- 3.) He will talk about "Fink" University on his show on a strictly ad lib basis.
- 4.) He will offer, absolutely free, to listeners - a "Fink" University sticker. These can be used on cars, book covers, etc. He will ask that anyone wishing these free stickers, mail a self-addressed stamped envelope to him - Mr. Disc Jockey, "Fink" University, c/o Radio Station , City. Your station will send us all the envelopes you receive. We in turn will mail to the respondents, their stickers, plus an order blank for a "Fink" University Sweatshirt. These shirts will sell for \$4.95. We will return to you \$1.00 for every "Fink" University Sweatshirt sold in this manner.

This program has already been instituted in St. Louis, Kansas City, Columbia, Missouri, and the list is growing.

This entire promotion is backed by ads in Playboy Magazine. Please rush attached postcard to us, so we can get this program started in your market immediately.

Cordially Yours,

M. J. Morganstern

M. J. Morganstern

Flat
Earth

Fishor
Fin Festival Promo

Firing
D. J.

Flat
Earth

Fishor
Fin Festival Promo

Firing a
D. J.

X-TRA - "The X-TRA News Presidential Scrapbook."

Still in the talking stage until it proves practical, this promotion (with the aid of a good cover layout), would keep a visual reminder of the availability of X-TRA News in Southland homes for at least a year.

X-TRA would provide listeners a scrapbook in which they could file clippings or personal notes on all presidential candidates. A special feature could be aired encapsulating the latest available campaign information. We would point out the value of the informed voter and the lasting benefits obtaining if this is tackled as a family project. It is not unthinkable that a sponsor could be found who would at least share in the cost of production and distribution.

BEST OUTSIDE PROMOTION IDEA

KABL- In connection with a "Fin Festival" this weekend at Fisherman's Wharf, KABL concocted the "farfetched-fickle-fish-fable contest." Next Saturday the winner will be awarded his loot. KABL was included in all publicity from the "Fin Festival" people. There were some super creative entries.

(Copy)

Fish Story Promo

Now, you can enter CABLE'S Fin Festival "Farfetched-fickle-fish-fable" Contest! In a flourish of your phalanges, simple fabricate a fishy fiasco that won't "hold water" under the jaundiced, jurisprudence of our judges. "Cast" about your cranium for a farfetched "line" with a good "hook" to it. If you think you have the fishiest-fish-fib...don't "keep it on ice"...send it to CABLE! The winner will be our guest at Fisherman's Wharf Fin Festival, October 28th...with dinner for two...a boat tour of the bay...and a "fin" for expenses. Send your "farfetched-fickle-fish-fable" to..."Holy Mackerel"...CABLE, San Francisco.

Fish Story Winner

And now...KABL announces the winner of the farfetched-fickle-fish-fable contest (fanfare)...Mr. E. R. Delfs...of Campbell, California. It was, indeed, difficult to choose the fishiest-fish-fib from among the many entrys. One fibber stated he combined golf with fishing simply by clubbing jumping fish with his three iron...another wrote a sad tale about a disillusioned whale that committed suicide by jumping on the Golden Gate Bridge. However, Mr. Delfs had the audacity to compare himself with Jonah...relating that he was pulled overboard and swallowed by a large tuna. His correspondence was scribed on the inside of a sea shell. So a "flip of the flapper" to Mr. E. R. Delfs...wherever you are...CABLE'S "Farfetched-fickle-fish Fable" Award will be presented to you next Saturday at the Fisherman's Wharf Fin Festival.

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STATION BREAK (Johnny Borders, Program Director, KLIF)

"KLIF...the peoples' choice..."

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CREATIVE SALES IDEA (Earl Hawthorne, Sales Manager, KTSA)

Earl suggests a June bride promo: Sell north and south side builder on showing a home furnished by local furniture store. Idea is to get brides or anyone to go to the homes and register for prizes to be given away by the builder and other participating stores. Lots of sponsors can be tied in such as clothing stores, meat companies, etc.

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PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"Final Examination" -- Bruce says the name is timely for that "getting out of school time of year." It will also have housewife appeal because of its challenge. The contest can be worked several different ways, one of which would be to get the listener on the phone, give him four letters, such as "p, s, o, t", and then give him ten seconds to make a well-known, everyday word such as "stop". If the listener wins, he receives \$5.50. If he loses, he receives a small pocket dictionary.

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

"Scat from School" -- For sale to a drive-in or hamburger chain, "The KTSA Scat from School Spectacular". For one day only, the last day of school, the hamburger house would advertise a get-together at "Joe Doe's" hamburger stand. The merchant would have fantastic specials, such as buy two hamburgers and get one free, etc. Bring a carload, etc. KTSA will have certificates placed in some of the trays which would be good for theatre passes, records, etc., and one grand prize such as a \$25.00 bond.

Flat
Hath

Fishorama

Flagpole
Sitter

Firing
D. J.

STATION BREAK (Johnny Borders, Program Director, KLIF)

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Flat
Earth

Fishorama

Flagpole
Sitter

Firing
D. J.

Flat
Forth

Fishoramma

Flagpole Sitter

Firing a
D. J.

Firing a
D. J.

KONO RADIO • SAN ANTONIO • 880 KC. • 5,000 WATTS

MISSION BROADCASTING CO.

317 ARDEN GLEN

SAN ANTONIO 6, TEXAS

Jack Fiedler

April 8, 1961

cc: Gordon McLendon

Don Keyes

April 1, 1961

Jack, I wish I could agree with your views concerning KONO's "firing", but, unfortunately, I see it from a completely different angle. I think it's an excellent example of excellent thinking and, frankly, I wish I'd thought of it. We did this once in Shreveport with Rusty Reynolds. There was no "swapping" involved; Rusty just became openly belligerent on the air with remarks addressed to Richard Wilcox, Wilcox phones him, both ends of the conversation were on the air, and the effect was fantastic. In other words, regardless of what Paul Thompson said, or what local sponsors said, or worse yet, what the "trade" had to say, one point stands out-- somebody is saying something about it.

Obviously, that's the point of the whole promotion.

KTSA's follow-through with the station breaks you mentioned only served to call additional attention to KONO's gimmick. Here was a time, in my opinion, when you should have pulled in your horns and said nothing.

As far as their promotions affecting the Hooper ratings for that particular day, I wouldn't even bother looking at the breakdown. The effect that it had will be long-range, providing, of course, they come off with future promotions of similar value. Knowing them, however, they will probably let this die.

In other words, they have pulled off a promotion which is something WE should have thought of. Namely, one which is different, costs nothing, and results in a great deal of public comment.

Today KONO is mumbling it was all an April Fool joke...and this isn't being taken too well. It will remain to be seen what kind of hype this proved for Hooper for last Saturday.

Don Keyes

cc: Don Keyes

ys

P.S. Last Friday we alerted both Weaver and Morgan as to what was happening and anticipation of a jock switch with KBOX of KNUZ.

AM • FM • TV

KONO RADIO . SAN ANTONIO . 860 KC. . 5,000 WATTS

• MISSION BROADCASTING CO.

• 317 ARDEN GROVE • BOX 2338

• SAN ANTONIO 6, TEXAS

Don Keyes
April 1, 1961

KTSA SAN ANTONIO

TO Gordon McLendon AT McLC DATE April 3, 1961

FROM Fiedler

SUBJECT _____

Although realistic to the point of sloppy mechanical production and dead air all last Friday, I don't feel KONO will ~~not~~ realize any long range benefit from their "jock firing" switch with KNUZ.

Many local sponsors and the trade is most unhappy about the hoax. Paul Thompson came out with a bit calling the stunt "sophomoric" from a station of "once respected integrity."

We covered with an ID promo campaign of KTSA---the station that doesn't play April fool tricks on its listeners...a treat, not a trick...no foolin' etc...as well as reverting to classics Friday afternoon and all day Saturday which gained good response from vacationing school kids.

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• MISSION BROADCASTING CO.

• 317 ARDEN GROVE • BOX 2338

• SAN ANTONIO 6, TEXAS

Don Key
April 1, 1961

Company loyalty,

. . . a generally vanishing trait (as practiced in disc jockeydom) slipped down the proverbial drain at KONO Radio in San Antonio, early Friday, March 31st before the shocked ears of thousands of KONO's tremendous listening audience.

Howard Edwards, early morning personality for seven and a half years, felt he deserved a day off to do a little fishing . . . he asked for same of KONO's General Manager, Jack Roth (herewith known as Jacky). Jacky felt Edwards was needed on the air . . . Edwards had very little sympathy with Jacky's point of view. This started a series of four days worth of the Howard Edwards Show consisting of - time . . . temperature - AND - adverse comments about KONO and its management. At 8:40 AM on the fourth day, Mr. Roth (formerly known as Jacky) entered the control room for a public showdown with Edwards, result . . . on air argument. . . on air dismissal . . . on air resignation . . . AND . . . repeat of on air dismissal.

Mr. Roth surrendered controls to an off duty newsman; newsman passed things along to Doug China, KONO's Program Director for the 9:00 AM Doug China Show, which consisted of a five minute dissertation on the earlier proceedings; with Mr. China taking the part of Mr. Edwards . . . Mr. Roth reappeared with the suggestion that Mr. China get on with the business of playing records. It was decided in the next few minutes that Mr. China would do so . . . elsewhere. Off duty newsman returned til the 10:00 AM Ed Dunn Show.

It took Easy Ed less than a quarter hour to decide that Mr. Roth was basically an ogre, and he (Ed) was finished on KONO; Mr. Roth assisted in this decision . . . off duty newsman returned.

After various consultations with other DJ's by phone, an announcement was aired by Mr. Roth that reduced KONO's Swingin' Seven to a very limited 'unswingin' Zero.

AM • FM • TV

April 1, 1961

George Cooper, Ron McKay, Ben Laurie, and Bob Murray were all immediately released, and the listening audience had Mr. Roth's promise that every effort would be made to have a complete new staff within twenty-four hours. At this point, much of the listening audience was in agreement that Mr. Jack Roth was completely insane.

Meanwhile in Houston, Texas . . . K-NUZ management was faced with a mass 'exodus' of the DJ Staff over a vacation time mix up where all K-NUZ DJ's had been promised the same week off and no one would change . . . consequently everyone resigned.

The plights of all concerned reached the right places, and within hours ex-KONO personalities were on the highway for the two hundred mile trip to Houston and new positions . . . the ex-KNUZ personnel were traveling to San Antonio at the same time to move into their new found jobs.

Within twenty-four hours the air personalities of the two top stations in the Southwest had moved from San Antonio to Houston - from Houston to San Antonio and were on the air with their new shows beginning Saturday, April 1st.

Flat
Earth

Fishorama

Flagpole
Sitter

FISHORAMA

Flat
Earth

Fishorama

Flagpole
Sitter

RPS

No. 3

~~Don't keep~~

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

Memo to Bill Morgan

Re: KILT-Lone Star Beer Fishorama

October 1, 1960

From: Bill Weaver

I have a carbon copy of GBM's memo to you concerning the above subject.

The following is our procedure in setting up and conducting the Fishorama:

This event is the highlight of the annual Houston Boat & Sports Show. It is conducted through the cooperation of the Board of Directors of this show, and they assist us in many ways.

Basically, Lone Star Beer provides the fishing tank, the fish, and bears the expense of installing the tank, and taking the tank down. The Lone Star expense is only, however, for things directly connected with the fishing tank itself. Of course, KILT assists them where we can. For example, it has been our policy in the past to help the Lone Star people secure the help of the Houston Fire Department to drain the tank at the end of the Fishorama exhibit. The Fire Department also fills the tank for us at the beginning. KILT usually arranges this, and relieves Lone Star of this responsibility.

KILT also bears the expense of providing the ice for the tank. We have to put around 8,000 pounds of ice per day in the tank, to keep the water temperature down to 42°. It takes about 15,000 pounds the first day to cool the tank sufficiently before putting the fish in the tank. I trade this ice out with an ice firm, who make deliveries direct to the tank two to four times each day.

In addition KILT bears the expense of providing certain decorations, signs, etc. We do this in order to insure that our call letters will be properly displayed. We also provide the personnel to run the tank during the show. This personnel includes a girl to take and sell tickets, a disc jockey to act as M.C. and be on the public address system. Two other people to assist the people in fishing. This is a ruff job, as you have to help the kids keep their lines straight, keep the hooks out of people's ears, take the fish off the line, (when they are caught), and generally maintain order. We also hire a policeman to stand by and keep the lines outside the fishing area straight.

The Boat & Sports Show agree to provide us with the best space available in the entire Colesium. In other words we have our choice of space. This is given at no charge. The Boat & Sports Show also agree to pay for any decorations that are necessary, such as drapes around the tank, etc.

KILT agrees to provide the advertising as well as run the show as outlined above. We, of course, promote it on a saturation basis. We also run a contest during the show! We give prizes away for biggest fish caught, etc. And a few other gimmicks to tie it all up.

Flat Earth

Flagpole Sitter

Dead
W. ALBERT LEE
OWNER
Dead
RAY BRIGHT
GENL. MGR.



5000 WATTS

610 KILOCYCLES

Dig this crazy paper, I found it in the store room.

Policy book

"First on the Dial"

To: Gordon McLendon

From: Bill Weaver

Re: KILT Fishorama

March 19, 1958

About a month ago I went to Charlie Giezendanner and proposed to him that the Houston Boat & Sport Show build KILT a fishing exhibit during the course of the show. I proposed that KILT would operate the exhibit, and take care of the building and maintenance, if I received the cooperation of the Boat Show directors, and Gregory-Giexendanner agency.

Charlie, who is always prepared to assist us, made the proposal to the directors and strongly recommended it. The idea was for the Boat show to pay the expense of constructing the entire exhibit, except for miscellaneous expenses, such as minnows, lines, hooks, signs, etc. We would maintain the exhibit, and charge ~~\$25.00~~ 25¢ per person to fish. This money would go back into the exhibit as prize money.

We got a welding firm to build us a 14 foot in diameter tank, (free) 4 feet deep. Another firm is supplying oxygen for the fish, another firm loaned us a freezer to keep the fish in and etc. Water was taken from city wells before chlorination and trucked to the exhibit by County tank trucks. We had to drain the tank once and fill with fresh water, and the fire dept. helped us do this. I spent about \$350.00 on signs, and another \$200.00 or so on other expenses. We have made about \$200.00 at the gate, and this is in excess of the prize money given away out of the receipts. My jocks and salesmen and office girls are baiting hooks, ~~fish~~, selling tickets and running the whole show. Jocks have a Public Address mike and they are the barkers. We give away \$1.00 for perch over 6" long, and \$2.00 for perch over 8" long. \$5.00 for bass weighing 1 lb or over, and \$10.00 for bass weighing 4 lbs or over.

We got the fish from a private lake owned by Dowl Chemical company near Angleton. The Texas Fish & Game Commission loaned us five men to get the fish, and transport them to our tank. We stocked the tank originally with 475 fish, and have added about 200 more since opening day.

HOUSTON'S LARGEST INDEPENDENT RADIO STATION

Flat Earth

Flagpole Sitter

W. ALBERT LEE
OWNER

RAY BRIGHT
GENL. MGR.



5000 WATTS

610 KILOCYCLES

"First on the Dial"

This exhibit has been the hit of the entire show, and we have several hundred people standing around all day long watching the fishermen. Our fishing lines sometimes have as many as 80 to 100 people standing in line waiting to fish. We allow 10 minutes for each group to fish, and also give a Interstate Theatre ticket away with each fish caught regardless of size or weight. We run 20 people around the tank at a time.

In return for the Boat Show directors cooperation, we are of course, making much to do on the air about the Fishorama and the Boat show. They are getting plenty of free advertising and they are very, very happy. I have never received so many thanks and compliments in anything I have ever done before. And these thank you remarks are from the directors, and the exhibitors. This means a lot, because I am proving the power of radio to over 525 exhibitors, and about 20 top business men who are the directors.

Prior to this year the highest attendance of the Houston Boat Show has been 27,000 people, and that was last year. During the first two days of this show, we drew over 27,000 people, so immediately we were successful. I can also write my own ticket with these people on anything I want done. They will absolutely do anything they are so happy,, and they attribute it all to our Fishorama.

In addition I promised Charlie, that what ever paid advertising we got from the Houston Boat Show, I would take that money and put back into the exhibit if we needed additional finances. So to play safe that we wouldn't run in a whole, Charlie allocated 80% of the radio budget to KILT. We got \$750.00, which will mean we will make some money. However, I am going to give our staff some of this money for working the exhibit, as it is a lot of work.

This thing has many ramifications, and as you can see, we ran into lots of problems being as it was the first time we tried this. For example, one night our oxygen supply ran out, and I got a call early one morning that the fish were dying, so I had to get on the ball and get some more oxygen real quick. The tank started to rust out, and we lost about 25 fish who got covered with rust, so one night after the exhibit closed down, I had to get the fire dept. to assist us by draining the tank, cleaning it out, and putting in fresh water. We had to store the fish elsewhere while this was being done. So there are plenty of problems, but it is a very fine promotion, and

HOUSTON'S LARGEST INDEPENDENT RADIO STATION

Flat
Earth

Flagpole
Sitter

W. ALBERT LEE
OWNER

RAY BRIGHT
GENL. MGR.



5000 WATTS

610 KILOCYCLES

"First on the Dial"

serves us well in so many ways. We run about 600 ~~people~~ people thru the tank every night. We have given away about \$200.00 in prize money, with one more night to go. We are also giving away a big prize to the person who catches the largest fish during the entire 5 day fishorama. So far the biggest caught is a 3lb 14 ounce bass. We have one bass in the tank that weights 9 lbs or over. One guy caught him on the hook, but couldn't land him.

We also have gar and cat fish in the tank, and put several gold fish in to give it some color. Also an eel! All of the fish were provided through the Game & Fish Commission.

Coordinating the entire affair was a tremendous ^{job} ~~affair~~, especially with so many people involved, but it has worked out real good.

The main idea that I am going to try to work is to get Gregory Giezendanner Agency to allow me to do something similar on all of the special event shows they handle. It sounds like KILT is ~~sponsoring~~ sponsoring the whole thing,

If you have any particular questions, let me know.

Bill
(Tired but not dead)

HOUSTON'S LARGEST INDEPENDENT RADIO STATION

Flat
Earth

Flagpole
Sitter

FLAGPOLE SITTER

This has got to be the strongest one promotion we've ever had at any of our stations. It does not pay in ratings necessarily, but you associate with it so thoroughly that there is hardly a person in town who is not familiar with the station and slogan. The word-of-mouth campaign on it is tremendous.

The Illinois House of Representatives is the only thing in the policy book and, therefore, I will change upon it.

You must choose a location for the flagpole that is readily visible to a great number of people. I would think that in Chicago a likely spot would be adjacent to the Congress or the Dan Ryan Expressway. Further, it should be in a fairly open area where the curious will be able to park their cars and gawk around and observe. Naturally, you will wish to have guards on duty at all times to protect your flagpole sitter from violence or vandalism.

The flagpole itself is not actually a flagpole. It more closely resembles an oil derrick in that it is a four-legged tower with a little shelter built at the top. The size of these has varied over the years, but if I recall, they ran around 6 ft by 6 ft. In the case of our San Antonio flagpole sitter, we even had an air conditioner installed for him since it was blistering hot. And in Buffalo, I believe we had an electric heater installed. As you can see, what with Police, tower construction, etc., this becomes a rather expensive proposition, but it is well worth it.

Arrangements have to be made for your flagpole sitter's meals and this has been done via trade-out. Also a telephone must be installed on the tower not only for emergency purposes but, too, to enable your disc jockeys to call the flagpole sitter from time to time and talk to him on the air.

Further, you must have a reason for having the flagpole sitter in the first place and in most instances our reason has been that he is going to remain up there until the station is number one rated. Naturally you do not wish to pin yourself down by making any particular survey or any percentage of audience. Move on this later.

It has also been our practice to name the flagpole sitter after one of your disc jockeys but for heaven's sake be sure that this disc jockey is one that is going to stay with you. This particular aspect of the promotion will obviously make your disc jockey's name overnight. A fellow by the name of Don Brown was the flagpole sitter in Houston and even today I run around town in Houston who recognizes my look. The same thing happened with the French in San Antonio and Buddy McGreger in Dallas. At present, I would not use this gimmick in Chicago for anyone other than Floyd Brown or Dick Kemp. The stability of the disc I feel is possibly unstable.

This promotion should be promoted about a week before the other makes its debut and in most cases has run a minimum of three weeks from that date. Our flagpole sitters have been up in their little towers anywhere from three weeks to six weeks.

(continued)

Flat
Earth

Flagpole
Sitter

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This promotion should be promo'd about a week before the sitter makes his ascent and in most cases has run a minimum of three weeks from that day. Our flagpole sitters have been up in their little towers anywhere from three weeks to six weeks.

(continued)

Flagpole Sitter page 2

You find your flagpole sitter among the ranks of college students who are out of school for the summer and wish to make some extra money. I believe we paid them somewhere around \$100.00 a week which was just about clear profit due to their lack of living expenses. Obviously, it is extremely important to check out the character of the man you employ in order to ascertain whether or not he can stand the discomfort of the situation for such a period of time. If he quits before the end of the promotion, you have lost the whole thing.

I think I have covered enough by way of explanation in this one memo and I am ready to answer any questions you may have. Naturally, you will wish to have guards on duty at all times to protect your flagpole sitter from violence or vandalism.

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Flat
Earth

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#

ys
5/13/63

RDB
~~Doome~~
~~After~~

WYSL

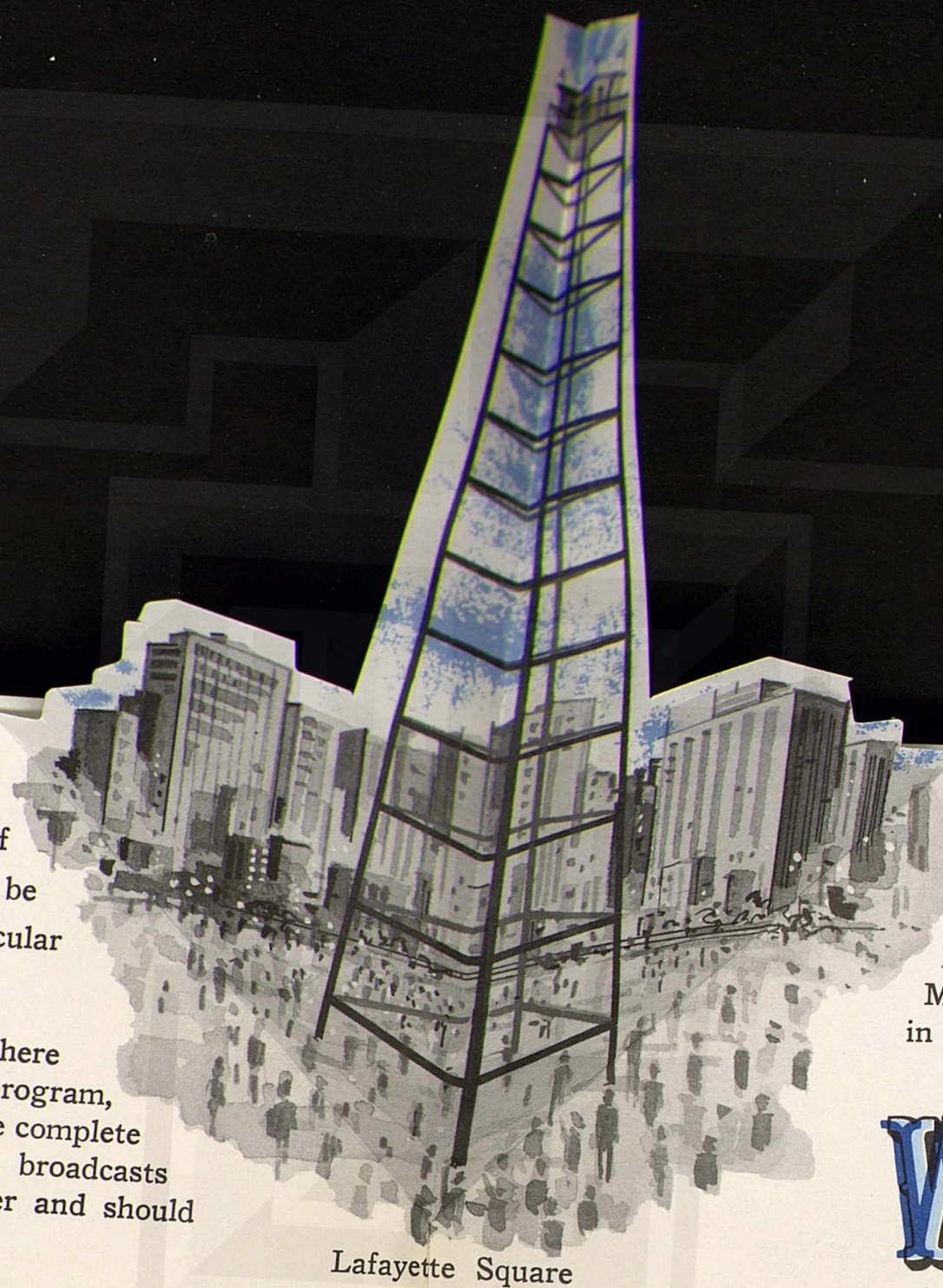
PRESENTS

'OPERATION

SKY-HIGH'

During the coming weeks you will be constantly aware of a dramatic activity taking place in Downtown Buffalo. It will be WYSL's "Operation Sky-High" . . . perhaps the most spectacular and far reaching media promotion ever to occur in our city.

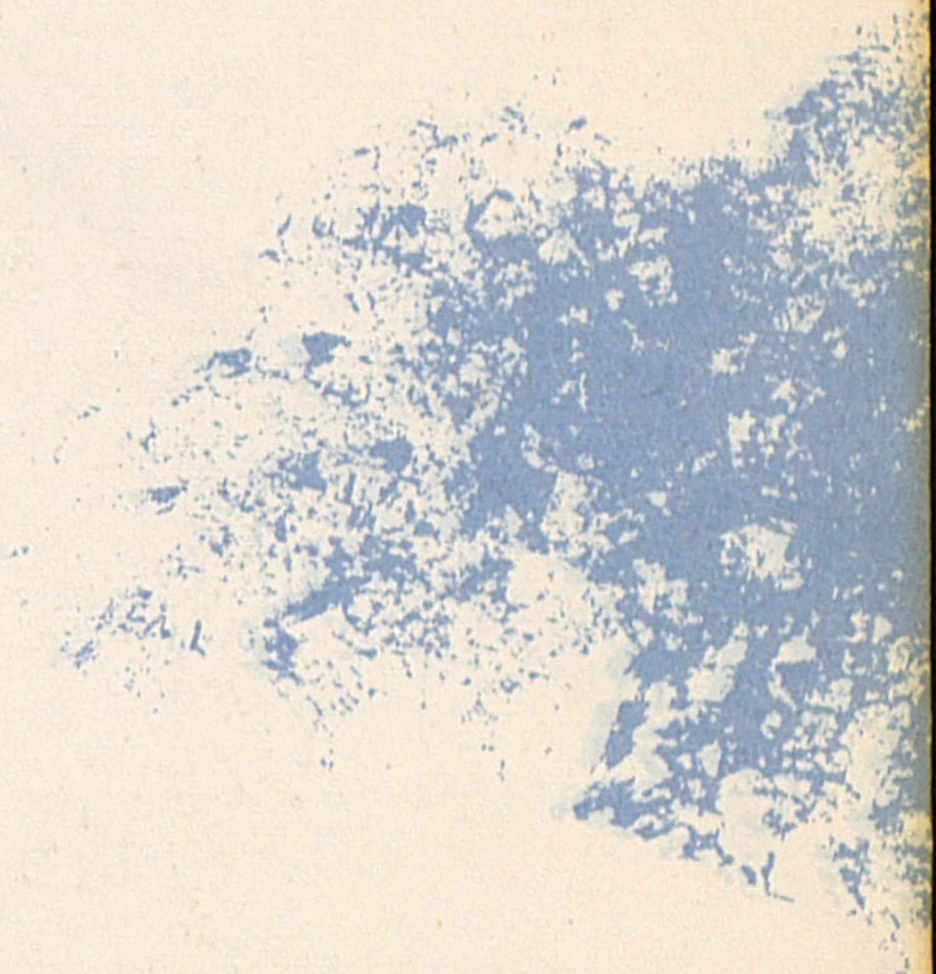
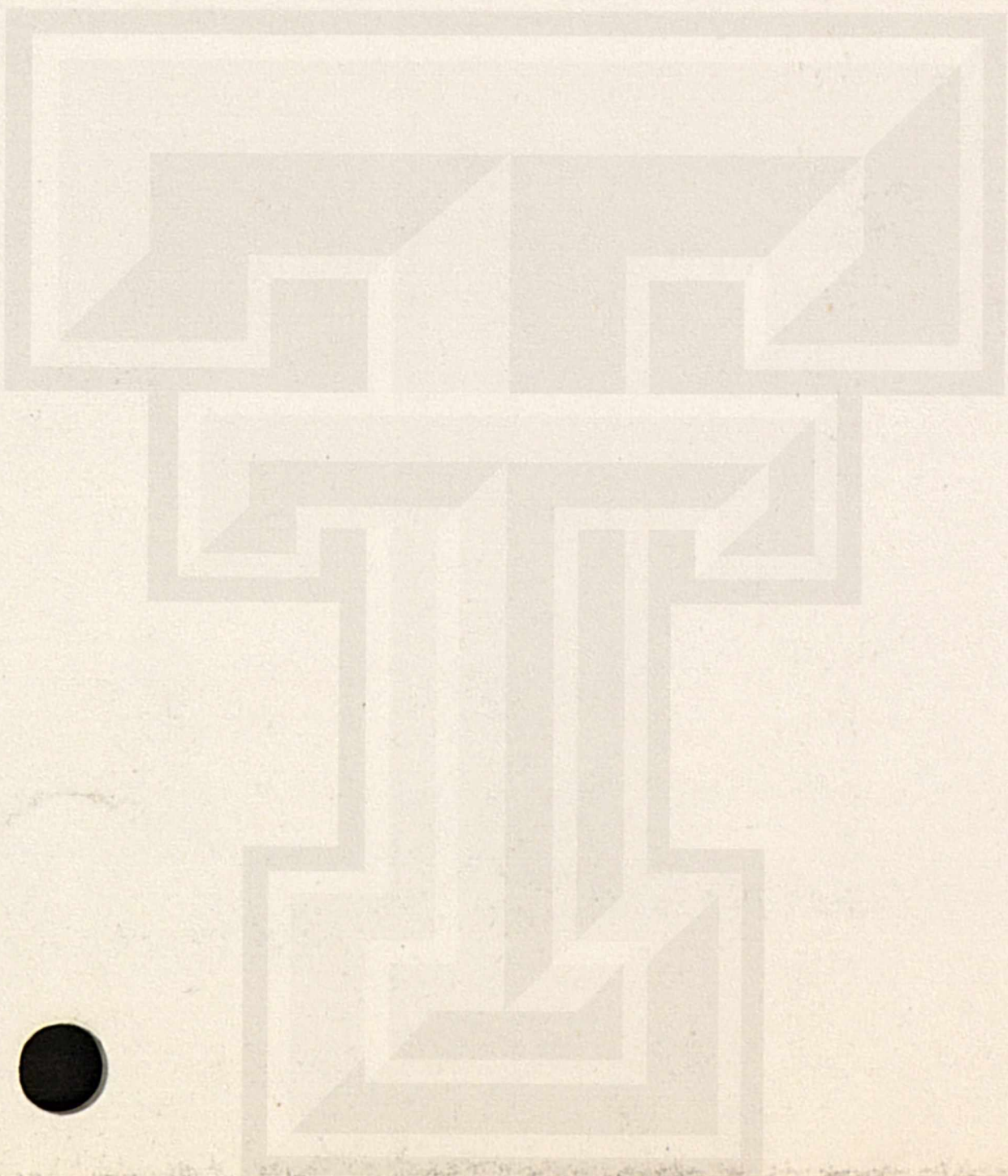
"Operation Sky-High" takes place in Lafayette Square, where WYSL has constructed a tower. Ron Baxley of our morning program, "Baxley Inc.", will live and remain atop the tower at all times. The complete morning program from 6:30 to 9:30 A.M., augmented by spot broadcasts throughout the day, will Boost Buffalo in a most dramatic manner and should stimulate downtown activity.



The McLendon Corporation and Radio Station WYSL hope that you personally will both see and hear "Operation Sky-High" . . . and wish to express appreciation to the Downtown Merchants' Association and the City of Buffalo for their cooperation in this project to "Boost Buffalo".

WYSL *Music*

1400
ON YOUR DIAL



(starts Friday, Dec. 6th)

FACT SHEET

FLAGPOLE SITTER CONTEST AD LIBS

1. How long before the All-New W-N-O-E is New Orleans' TOP RATED Radio Station?
2. \$100.00 in CASH to the person who is first to NAME THE DATE on which the All-New W-N-O-E will be New Orleans' TOP RATED station!
3. That also is the date on which GARY OWENS has stated he will come down from the Hotpoint Tower at Barto's, 2121 South Claiborne.
4. Send your guess right now by postcard... or by Western Union Telegram, addressed to THE ALL NEW W-N-O-E, St. Charles Hotel, New Orleans.
5. All Western Union Telegraph entries will be acknowledged over-the-air.
6. Earliest postmark or Western Union filing-time will determine the \$100 winner, in case of ties.
7. SEND THAT WESTERN UNION TELEGRAM or postcard right now!
8. Just state the date on which you think W-N-O-E will become the TOP-RATED Radio Station in New Orleans and send your Western Union telegram or card to:

The ALL-NEW W-N-O-E, St. Charles Hotel, New Orleans!

DO IT RIGHT NOW!

Flat
Earth

(starts Friday, Dec. 6th)

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DO IT RIGHT NOW!

Flat
Earth

**HE WILL
STAY ON THE
FLAGPOLE UNTIL
WE ARE NO. 1**

TO: ALL STATIONS

FROM: Gordon McLendon

DATE: July 2, 1956

Apparently, our flagpole gimmick has taken hold in San Antonio and is going to be the very biggest thing yet we have had in the way of a promotion and it costs very little. I would recommend that all of you who need it consider it. We put a man upon the flagpole in San Antonio atop the KTSA building and we have announced over the air that he is going to stay there until we are No. 1 in the morning audience in San Antonio. The thing is creating a sensation. He has only been there 48 hours and already squad cars have been called on three different occasions to dispose of the crowds. The phone company jerked the phone out of his flagpole perch because exchanges were jammed, practically every car that goes by honks its horn as it passes him and the thing is creating tremendous word of mouth talk which will of course increase as the days go by. It is a helluva gimmick and like the marathon that some of you have been running is one that can be done without fear of the lottery laws and without regard to a big cost. You might consider, if you wish, doing this and tying it in in some other way with your station. That is to say, he will stay up there on the flagpole until your station has 50% of the audience or some other figure you choose. You don't have to say in what rating service and, therefore, you will be able to bring him down whenever you want to. Our flagpole sitter in San Antonio will probably stay 30 days.

GBM:bp

Flat
Earth

TO: ALL STATIONS

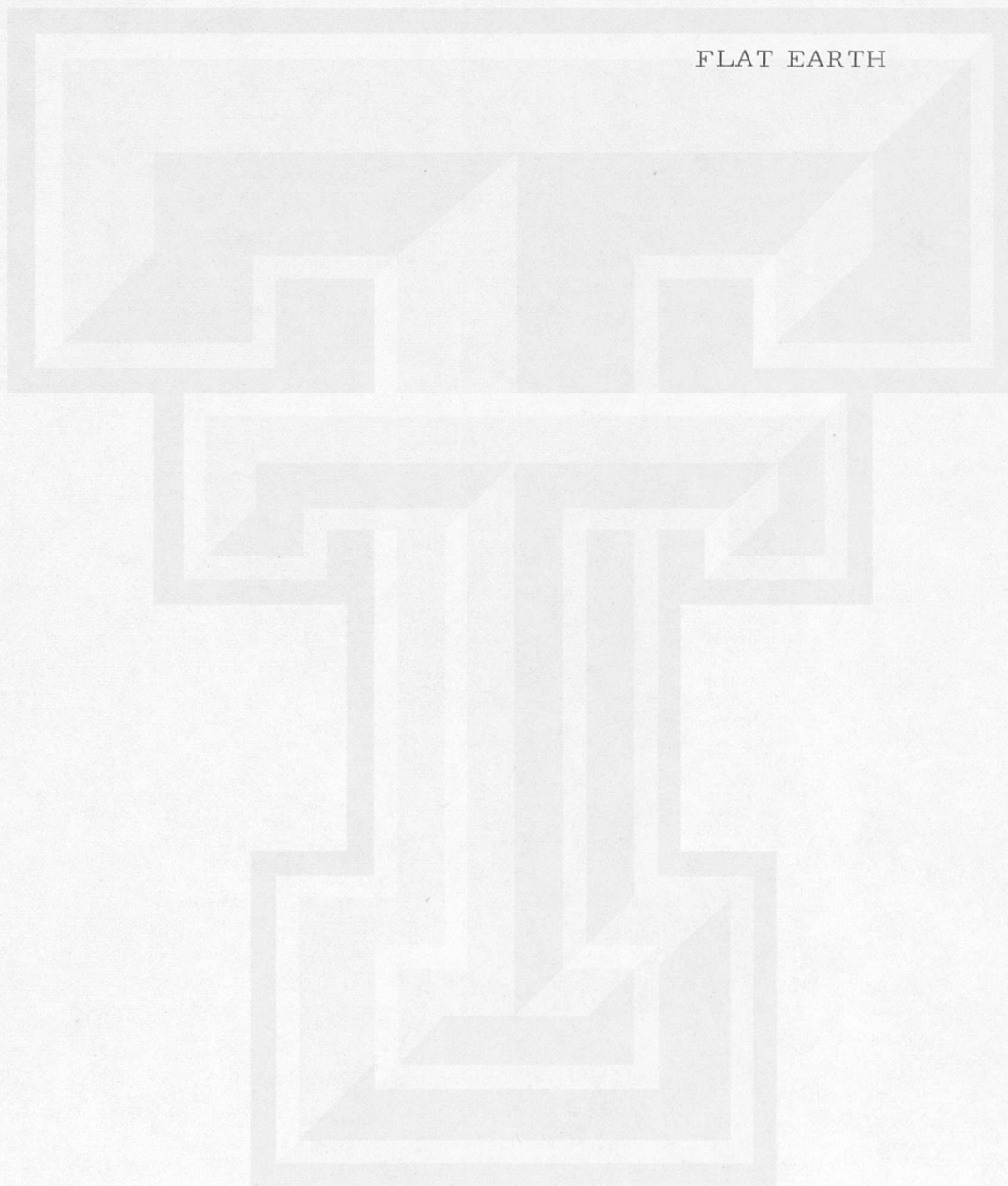
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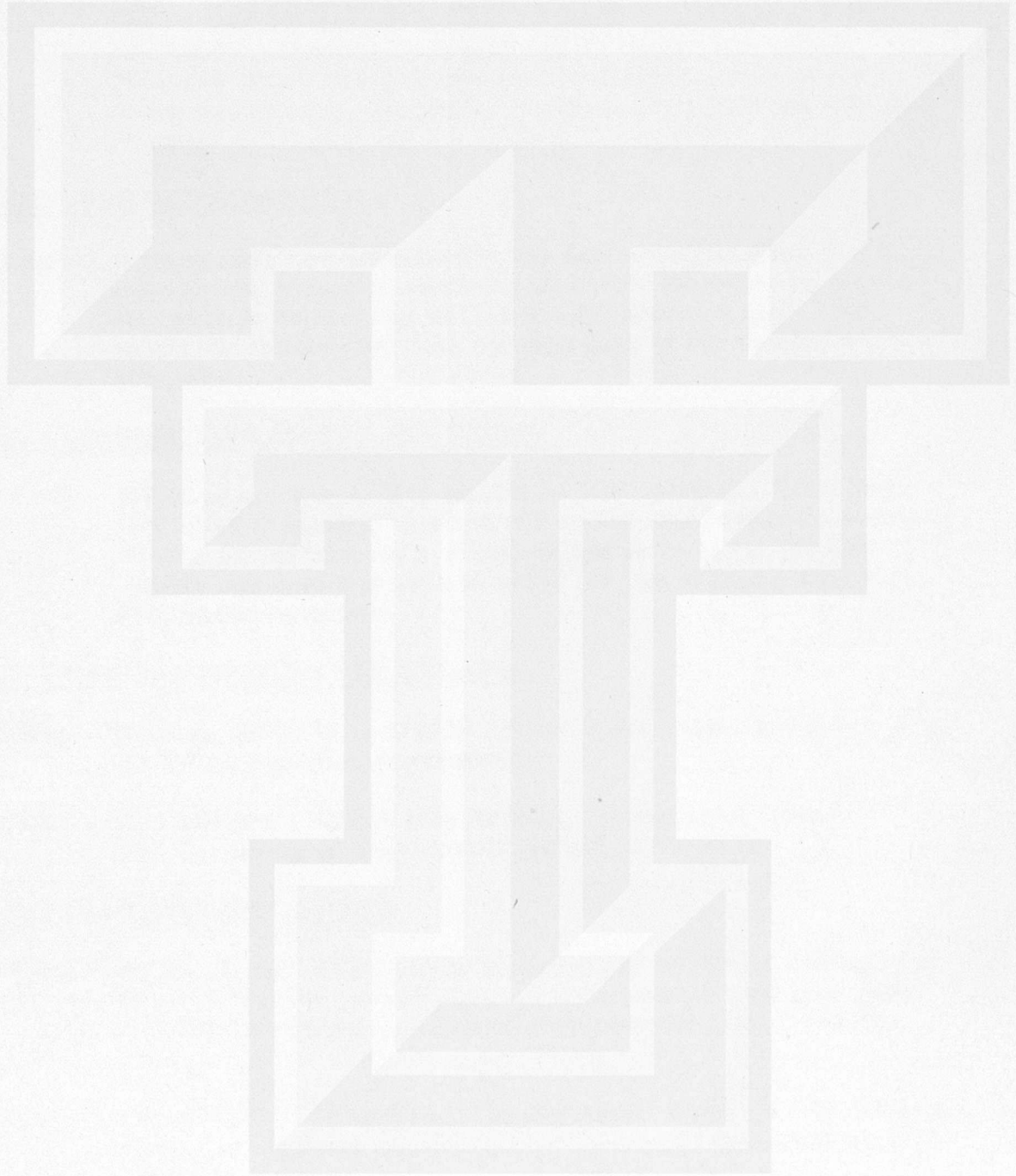
GBM:bp

FLAT EARTH



neurs. But it added that even organize the Miami

FLING (Spots)



Four Friends

FLY ME TO THE SUN

Football

Fling

ly Star by The

Flying Saucers Friday the

neurs. But he added that even organize the Miami...

led in stocks...

Four Friends

FLY ME TO THE SUN

Football

Forty Star

By The

Flying
Saucers Friday the

KLIF - An entire weekend of the original classic "Oldies But Goodies" hits of the 50's and early 60's. A KLIF "Multimillion Dollar Weekend"... Promos were made of all the famous oldies ("Kansas City", etc.) splicing several hits together of six or seven per promo. Old jingles and news from that era will also be used.

BEST OUTSIDE PROMOTION

XTRA - A suggestion was submitted to the Los Angeles Office that a coordinated campaign involving all media should be employed this year in celebration of XTRA's 7th anniversary. This would effectively cover the opening guns of the Group "W" campaign.

BEST COMPETITIVE ON THE AIR PROMO

✓ **WWW -** WKNR is running a "Fly Me To the Sun" contest. Listeners are asked to identify location of a sunny resort spot from hourly clues. At end of week a winner is drawn from all correct entries and wins a week's vacation for two at that resort plus \$100 spending money.

BEST NEW PRODUCTION TYPE ALBUM

XTRA - "Murder, Inc." - Time S/2002. * Not a new release, but new to XTRA's production department.

KOST - Red McKuen's "Something Beyond, Instrumental Suite. The Orchestra of Two Worlds Liberty LST-7537

BEST SALES PROMOTION IDEA

WWW - Michigan Bell Telephone is laying heavy on Direct Dialing. WWW is trying to sell them a contest where they give away a five-minute telephone call to anyplace, the winner can dial direct.

KLIF - Film Festival could be sold to accounts. Stores would have free tickets to all those coming in to a showing of classic films presented by station!

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FLYING SAUCERS

Four Friends

Football
Forty Star
The

Flying
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ryh

SUNDAY REVENUE (Doug McCall, Sales Manager, KTSA)

With the concept that the under 30 market is ours (Texas Triangle), we're missing a bet by not getting more luxury apartment business. This is the place for bachelors and young marrieds to live when they're first out of school and working.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

KTSA is going to have the first American showing of the Beatle motion picture HELP!. This promotion will work similar to the one we did with the first Beatle motion picture. There will be several sponsor tie-ins with the promotion before it's over, such as crowd reports, etc. This is an advance showing, and Cinema Arts has been given the rights for the first American showing in San Antonio.

###

COMPETITOR'S PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Night Watch" -- KONO has assigned from 12 midnight to 5 AM, a mobile unit that patrols the city. This unit checks in at least once per hour, or when a situation calls for it, with reports on San Antonio after midnight. On the scene reports of murders, accidents, etc. Interviews with ambulance drivers, policemen, etc. In all, it's a very interesting and informative program.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"The Flying Saucers are Coming" -- KTSA has purchased 2 mechanical flying saucers. At this time we are teasing the fact that the flying saucers are coming. Just by coincidence the national publicity of the sighting of these UFO's hit, and has really created some talk.

###

Four Friends

Football
forecast

Forty Star
Survey

The

Friday the
13th Cont

-2-

PROMOTION (Larry Vance, Program Director, WYSL)

"High-school football forecast"... Extremely good talk getter for afternoon drive man. Every Friday afternoon before Friday night highschool football games Larry Vance will run down list of games to be played and make his predictions as to who will win. At times Larry will go way out on a limb and predict low standing team to win over top rated team. This promotion will cause a good deal of phone-in response and letter response. Could allow a few students to call in and berate Vance for predictions or congratulate him as the case might be. Could use taped voices of high school cheerleaders during forecast etc. This football forecast might be sold to area teen hangout with commercial messages requesting teens to stop in after the game for food and drinks etc. Might mention that the announcer doing forecast should use school colors, mascots names, etc.

###

PROMOTION (Larry Vance, Program Director, WYSL)

"American Indian Day Promo"... Sept. 23rd is National American Indian day. This area (Buffalo) is the home of several well known Indian tribes, Seneca, Mohawk, Iroquois, etc. In addition to running WYSL promos in tribal tongue currently thinking about asking all WYSL listeners of Indian descent to submit cards or letters containing names and addresses, WYSL goodguys will draw one winner and supply him with free haircuts for a year. Listeners would be invited to send entries to "Scalp lock" WYSL radio, Buffalo.

Note: This good for all stations, especially Texas. Don Keyes

###

SALES IDEA (Bob Luther, Manager, WYLB)

Election Year... sold big schedule around election of Mayor for Grant City. Candidates chosen from Charge Customers. Winner gets \$300. cash and merchandising. Note from DK: I assume this has to do with Grant's stores.

Four Friends

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FORTY STAR SURVEY

Four Friends

Forty Star
Survey

by The

Friday the
13th. Cont

neurs. But it added that even organize the Miami
ted in stocks 10.2 per cent

CREATIVE SALES IDEA (Ron Ruth, Sales Manager, WYSL)

"The Bonus Bell Special" -- WYSL is pitching this promotion to Ashland Oil. If a customer is in an Ashland station when the Bonus Bell sounds on WYSL, his purchase is free.

WYSL pitched this on a summer-long basis and the prospects look very good.

###

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

I quote from Al's weekly report:

"Promotion contest tied in with schedule from Philco and Ford Furniture. Listeners are invited to send in postcard votes for their favorite KLIF deejay to be President of KLIF. When results are tabulated, one card will be drawn from those voting for winner. Person whose card is drawn wins a \$50.00 portable transistor. One card from each of other deejay votes is drawn and winners receive smaller transistors."

###

PROMOTION IDEA (Johnny Borders, Program Director, KLIF)

"KLIF Forty Star Survey" -- Re-design the top forty sheets using red, white and blue color scheme with deejays' pictures inside the stars, etc.

To kick this off from 8:00 - 9:00 PM have a voting for top ten favorites on Forty Star Survey and then play them in reverse order from 9:00 to 10:00 PM nightly.

Johnny feels that this is a catchy name for the survey sheet and that since this is election year, the color scheme and patriotic angle could be to our psychological advantage.

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MEMORANDUM

TO: ALL TEXAS TRIANGLE STATION MANAGERS

FROM: Texas Triangle Program Directors

DATE: February 16, 1965

Two very good promotional ideas have come up and, naturally, they came up the day after our meeting.

1. FOUR FRIENDS - Rather than go into detail here, I'll simply advise you that you'll be getting more information on this very shortly from Johnny Borders.

2.1 NO NAME YET - Charlie Burns suggests a contest wherein listeners are invited to identify famous personalities after hearing the personalities' real names read on the air. This is a twist on "Mystery Voices". You could list five names and the first person to identify all five of them correctly would win the grand prize. Five names might be:

1. Norman Engstrom (Peggy Lee)
2. William Robert Chesnut (Johnny Depp)
3. William Henry Foster (Doris Keaton)
4. Hugh J. Keane (Eugene O'Brien)
5. Roy Fitzgerald (Rock Hudson)

Naturally, a lot of people will have a lot of these names, but a lot of them will be extremely difficult. Perhaps it's a matter of 10 years. The only thing your prize would probably be is the fact that these are the names of well-known personalities.

A suggested name for this promotion is "No Name Yet".

Four Friends

Fall Promos

by The

Friday the 13th Cont

MEMORANDUM

TO: ALL TEXAS TRIANGLE STATION MANAGERS

cc: Texas Triangle Program Directors

FROM: DON KEYES

DATE: February 16, 1965

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1.) FOUR FRIENDS -- Rather than go into detail here, I'll simply advise you that you'll be getting more information on this very shortly from Johnny Borders.

2.) NO NAME YET -- Charlie Payne suggests a contest wherein listeners are invited to identify famous personalities after hearing the personalities' real name read on the air. This is a twist on "Mystery Voices". You could list five names and the first person to identify all five of them correctly would win the grand prize. Five names might be:

- 1.) Norma Engstrom (Peggy Lee)
- 2.) Weldon Robert Cassotto (Bobby Darin)
- 3.) William Henry Pratt (Boris Karloff)
- 4.) Hugh J. Krampe (Hugh O'Brien)
- 5.) Roy Fitzgerald (Rock Hudson)

Naturally, a lot of people will know a lot of these names; therefore, at least two of them must be extremely difficult. Perhaps athletic stars of bygone years. The only thing your promo would point out would be the fact that these are the names of well-known personalities.

A suggested name for this promotion is "You i.d. VIPs "

Don Keyes

ys

Fall
Promos

by The
12th

Friday the
12th

PROMOTION: Bill Peck, Copwriter

Some 100,000 letters were received in the first week of the month, and the total number of all orders, including the first prize, will be a record for the company.

This can be explained in a number of ways, experts of the highest authority say. One reason is that the company has been in business for 25 years, and its reputation is well known.

PROMOTION: Bill Peck, Copwriter

A number of other factors are also mentioned as reasons for the success of the promotion.

Experts are quoted as saying that the promotion was well planned and executed, and that it was well timed.

With the most of the first week of the promotion, the company has received a number of orders, and it is expected that the total number of orders will be a record.

PROMOTION: Bill Peck, Copwriter

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FALL PROMOS

Fall Promos

by The

12th

Friday the 12th

ryk
Fall promos

PROMOTION (Bill Peck, Copywriter, WYNR)

"Snow Job" -- Listeners are invited to mail in cards during the first week of the month, guessing the total snowfall that will occur during that month. First prize will be a snow plow or other device for making it easy to clear the winner's sidewalk. This could be combined with a "Vote for the deejay capable of the biggest snow job." Deejay receiving the most votes would have to shovel snow for a week.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

Once a week on the Bill Atkins Show, the classics are all by one artist. Listeners are asked to write and vote for the artist of their choice. The artist with the most votes for each week is the one selected. Also, on the Elvis day, listeners were asked to send self-addressed envelopes and each received an Elvis pocket calendar.

###

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

"Back to School Supply & Prizes Kit" -- This could be sold to a Variety 5¢ and 10¢ or such type store that handles school supplies. The store makes up a package of everyday type school supplies (paper, pencils, etc.). In the packages will be an autographed picture of each KTSA deejay, along with a 45 rpm hit record and a copy of the KTSA survey. The sponsor will buy the air time to plug these kits.

Also, once or twice a day after the spot, the deejay could call out a "survey number" which might be found in the kits. If the listener that has that number turns his survey to the store before the end of the day, he receives a \$3.00 notebook, or something of this value.

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Four for
Texas
by The
Friday the
12th Cont

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Four for
Texas
Friday the
13th
Cont

PROMOTION IDEA (Dick Lahm, Program Director, KILT)

A falsetto female voice is used on the Bacon & Lahm Show to read items of gossip from the high school papers. The reporter's name is Anne Fink.

#

PROMOTIONAL IDEA (Jack Fiedler, Manager, KTSA)

FALL Promotions

This is in the formative stage, but I pass it along to you for what it's worth.

Fiedler points out that in San Antonio, every first grader is required to supply himself with a little box to put on his desk in school which is used as a catch-all for pencils, crayons, etc., and that in most cases this turns out to be a cigar box.

While it is too late this year to use the idea, Fiedler is thinking about making arrangements with a few of his local stores to save their cigar boxes for KTSA. He then intends to spray them with red paint with the call letters in white and offer them next Fall at various locations throughout the city.

#

WEEKLY REMINDERS

- 1.) How long since you have checked to see if your station i.d.'s are being given properly on the hour and half-hour? You're required to give your call letters and city.
- 2.) How long since you've made it a point to check your disc jockey shows for possible off color or double entendre comments?

ys
9/11/63

Four for
Texas

The

Friday the
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9/11/63

Four for
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Friday the
13th

Friday the
13th

FALL PROMOTION (Johnny Borders, Program Director, KTSA)

KTSA is issuing bumper stickers in the form of a pennant for all San Antonio High schools. They incorporate the call letters, the school colors, and the name of the football team.

I do not know the manner of distribution, but should you be interested, be in touch with KTSA.

#

PROMOTION (Johnny Borders, Program Director, KTSA)

This would only apply to those stations which print and issue a Top 40 each week. KTSA has allowed space on their Top 40 Survey for the inclusion of the high school football schedules for all schools.

#

STATION BREAK (Don Keyes)

Actually, I heard this on a KTSA air check and it struck me as rather funny.

"This is KTSA...the station the Paul Revered....."

#

PROMOTION (Dick Lahm, Program Director, KILT)

"The Bacon & Lahm School Salute". Any school that presents Bacon & Lahm with a petition containing 50 or more signatures gets the morning show dedicated to them. Mention is made of this several times throughout the course of the show on the day that the school is saluted.

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Four for
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The
Friday the
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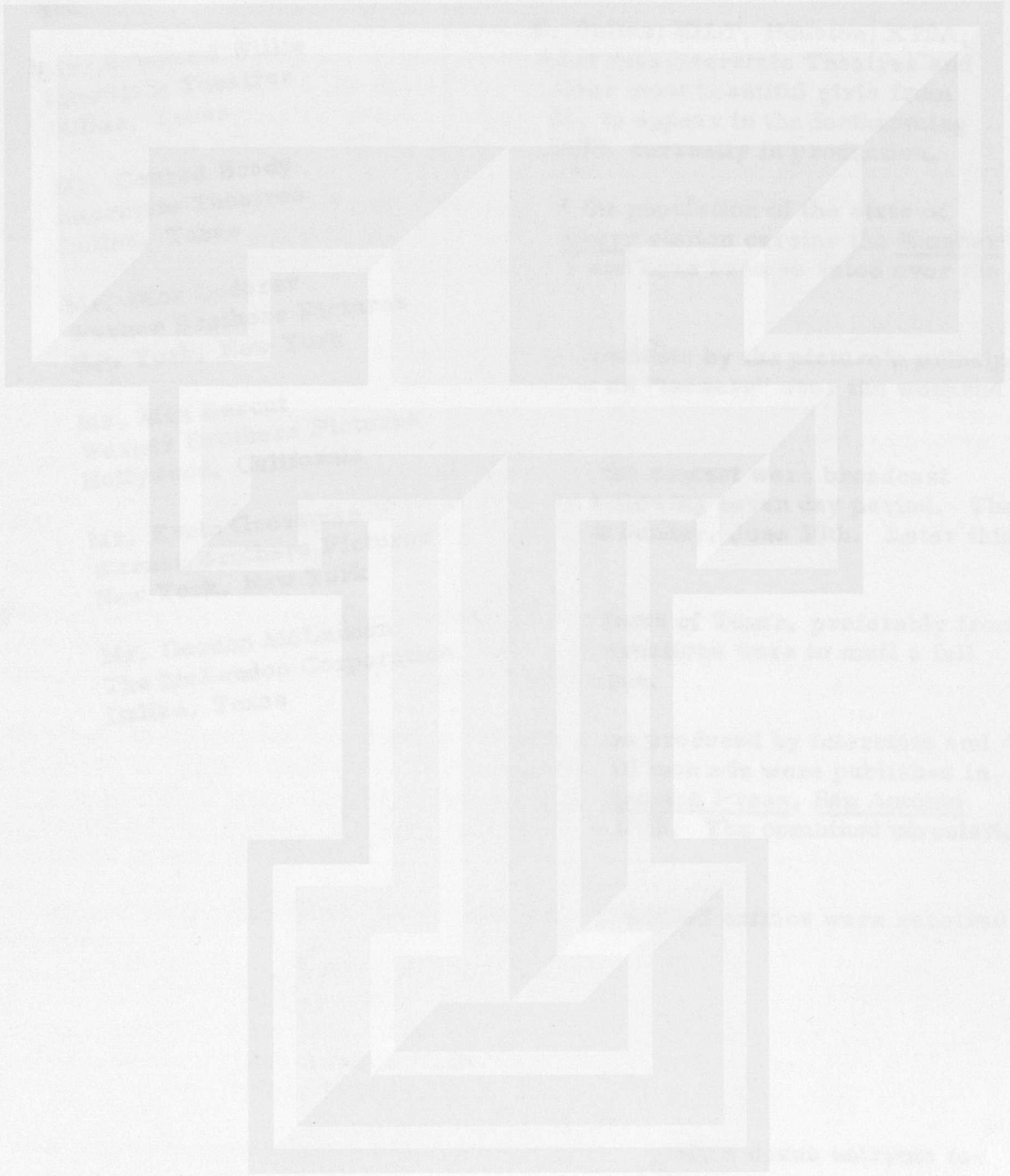
Four for
Texas

Friday the
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FOUR FOR TEXAS



Four for
Texas

by The

Friday the

R. P. B. C
"Four for Texas"

To:

San Antonio
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New York, New York

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"FOUR FOR TEXAS" PROMOTION

The Texas Triangle Stations (KLIF, Dallas; KILT, Houston; KTSA, San Antonio, and KFJZ, Fort Worth) in concert with Interstate Theatres and Warner Brothers launched the search for the four most beautiful girls from Texas (from the respective cities) on June 21, to appear in the forthcoming Warner Brothers' release, "FOUR FOR TEXAS", currently in production.

These four stations embrace more than 80% of the population of the state of Texas - approximately 8,000,000 listeners. Every station carries the Number One Audience Rating in its respective market - and have been so rated over the past several years.

To springboard the promotion, recorded announcements by the picture's principals - Frank Sinatra and Dean Martin - were broadcast as "teasers" over the weekend of June 21st.

Following, promotional announcements detailing the contest were broadcast (at least one per hour) on all stations over the following seven day period. The deadline for entries was announced to be midnight Sunday, June 30th. Later this was extended to midnight, July 2nd.

Qualifications were that girls be established residents of Texas, preferably from the four cities, and 18 years of age or older. Instructions were to mail a full length snapshot or portrait to the respective stations.

To supplement the promotion, theatre trailers were produced by Interstate and presented in Interstate theatres. Three column, 10 inch ads were published in the Dallas Morning News, Dallas Times Herald, Houston Press, San Antonio Light and Fort Worth Star Telegram on June 27 and 28. The combined circulation of these newspapers is 888,065.

The response in every market was exceptional. Qualified entries were received as follows:

Dallas - 247
Houston - 223
San Antonio - 168
Fort Worth - 110

The initial response was reduced to include approximately a dozen entrants for final consideration and examination. Letters to these finalists were sent out, requesting more information and (wherein they failed to enclose a full length picture) other pictures whereby judgement could be made. Most of these entrants remitted the requested information.

Freddy The
Friday the
13th Cont

Judging committees were appointed by the station managers in every city. In cities outside of Dallas, committees included a station representative, a branch manager of Interstate Theatres, a theatre owner and a prominent judge of beauty in the community. In Dallas, judging (or screening) was completed by representatives of Warner Brothers and the Texas Triangle Stations.

All markets reduced their number of finalists to from two to four girls on July 1st. Names of finalists were broadcast on the air over all stations from July 1st to 3rd. Checks on character, ability and so forth were made, in addition to personal interviews with the finalists. Then, the pictures, biographies and recommendations of the committees in the three markets outside Dallas were sent to Dallas for final judging by Kevin Genther of Warner Brothers and Mitch Lewis of Texas Triangle Stations. They personally consulted every station manager by telephone prior to making a final decision.

The announcement of the winners in each market was broadcast throughout the day (at least two times per hour) on July 4th. No entrant was advised before that date.

Winners in the various markets and their qualifications are as follows:

Dallas:

Miss Janet Keith
4906 Lahoma, Dallas
Age - 24
Height - 5' 4"
Weight - 115
Eyes - Brown
Hair - Black (olive complexion)
Measurements - 35-23-35
Occupation - Secretary

Fort Worth:

Miss Ouida Gayle Baker
2913 South Hills Avenue, Fort Worth
Age - 20
Height - 5' 5"
Weight - 123
Eyes - Bluegreen
Hair - Black (medium-light complexion)
Measurements - 36-24-36
Occupation - historical data clerk

Freddy The
13th Cont

Friday the
13th Cont

Houston:

Miss Dorothy Farrar
1407 West Alabama, Apt. 25, Houston
Age - 19
Height - 5' 2"
Weight - 110
Eyes - Hazel
Hair - Brown (olive complexion)
Measurements - 36-23-36
Occupation - sings professionally at local clubs

San Antonio:

Miss Kay Coleman
4510 Balcones Drive, Austin (summer address)
1234 East Mulberry, San Antonio (permanent address)
Age - 23
Height - 5' 4"
Weight - 115
Eyes - Blue
Hair - Blonde (light complexion)
Measurements - 37-24-36
Occupation - Speech/Drama and English Teacher, Jr. High.

The four winners will be flown to Dallas Sunday, July 14, to board a flight to Hollywood at 1:35 PM. Dallas and Fort Worth press will be alerted for television and newspaper stories to appear Sunday and Monday. The girls will stay at the Hollywood Roosevelt and tentatively are scheduled on set at Warner Brothers Monday morning, 7 AM, July 15th. They are expected to remain in Hollywood for one week.

All entrants' pictures were returned with personal letters from the respective stations thanking each entry for participating in the contest.

Mitchell I. Lewis
National Director -
Advertising & Publicity

Encls. (6)

Freddy The
Fred I. Lewis

Friday the
13th Cont

"FOUR FOR TEXAS" - Promo #1

- Anncr 1 _____ caught Hollywood sleeping at the switch.....
- Anncr 2 Warner Brothers already starting filming a picture.....FOUR FOR TEXAS.....
with Frank Sinatra, Dean Martin, Anita Ekberg and Ursula Andress...and
_____ jolted them to reality!
- Anncr 1 The picture, about Texas, wasn't even being shot in Texas. What's more,
there wasn't a single Texan featured in the film.
- Anncr 2 _____ protested...and loudly! After all, said we, doesn't Texas have
the best looking women walking?
- Anncr 1 Warner Brothers jumped at the challenge. "Bring us the four most magnificent
women from Texas and we'll showcase them in the film," they said.
- Anncr 2 Now _____, along with its Texas sister stations, must uncover
the four best looking women in all Texas to be featured in FOUR FOR TEXAS....
- Anncr 1 One from Dallas.....
- Anncr 2 One from Fort Worth.....
- Anncr 1 One from Houston.....
- Anncr 2 And one from San Antonio.....
- Anncr 1 But they MUST be over 18.....
- Anncr 2 If you are selected, _____ will have you flown to Hollywood to the Warner
Brothers Studio, have you signed for a part and absolutely featured as one of
the beauties in FOUR FOR TEXAS. The four best looking in all of the Lone Star....
- Anncr 1 You do not need acting ability. _____ has promised to deliver only
the fairest in figure, face and from.
- Anncr 2 Send your picture, now, today, to "Four for Texas," along with your name
address and age, in care of _____, _____.....

Freddy The
Free London

Friday the
13th Cont

FOUR FOR TEXAS - Promo #2

#1 continued

Annex 1

Finalists will be announced July 1st...time is short...so send your picture and information today.....

Annex 2

"Four for Texas," _____, _____.....where, soon, you may be one of the breathtaking quartet on set with Frank Sinatra and Dean Martin in Warner Brothers' "FOUR FOR TEXAS."

#

Freddy The
Free 1000w

Friday the
13th Cont

neurs. But he added that even organize the Miami-Nassau power-invested in stocks in 9 now...
"FOUR FOR TEXAS" - Promo #2

Annrcr 1 (IN ECHO) Europe challenges Texas.....

Annrcr 2 (IN ECHO) Moviemakers seem to think Europe has prettier girls....

Annrcr 1 (IN ECHO) _____ says it isn't so...and they're headed for a showdown

Annrcr 2 Yes, when _____ heard that Warner Brothers was filming a picture,
"FOUR FOR TEXAS," about Texas, yet without a single Texas beauty.....
they protested...and loudly!

Annrcr 1 Now, Warner Brothers leaped to the challenge. Bring us better
looking girls than Anita Ekberg and Ursula Andress, and we'll put them right
in the picture...along side Frank Sinatra and Dean Martin!

Annrcr 2 One will come from _____ and _____ has got to
find her...and fast!

Annrcr 1 Send your full-length picture to FOUR FOR TEXAS, _____.
_____ today. If you are selected, you will be flown to Hollywood
within the next three weeks, absolutely to be included with the stars
of FOUR FOR TEXAS!

Annrcr 2 No acting experience needed, but you must be 18 or over. The winners
will be sent all expenses paid, made a member of the Screen Actor's Guild,
and included in the forthcoming Warner Brother's blockbuster....

Annrcr 1 Don't let Texas down...send your picture and particulars today.....FOUR
FOR TEXAS, c/o _____, _____.Finalists will
be announced Next Monday, July 1st, so hurry!

#

Freddy The
Free London
Friday the
13th Cont

July 10, 1963

Miss Beverly Robardey
Ladonia, Texas

Dear Miss Robardey:

Thanks very much for entering our recent "Four for Texas" contest which was run in conjunction with Warner Brothers.

Judging was not easy and we are only sorry that every entrant could not have gone to Hollywood and been in the movie.

Because we know you will want it back, we are returning your photograph. Thanks again for your interest and for tuning KLIF.

Sincerely,

Mitchell I. Lewis
National Director-
Advertising & Publicity

MIL:bjc
Encl.

Freddy The
Free Loader

Friday the
13th Cont.

neurs. But it added that even organize the Miami-Nassau power-invested in stocks, 10.2 per cent
among salaried city workers, the boat race, the Gold Coast Mara-in mutual trusts, 9.8 per cent in

July 10, 1963

Miss Laddie Books
2106 Cleveland
Paris, Texas

Dear Miss Books:

If there was a tougher job in Texas than judging the recent
"Four for Texas" finalists last week, we'd like to know about
it. Believe us, it was a long, laborious task.

For awhile, it looked as though we would run a mammoth airlift
into Hollywood and Warner Brothers, and take all ten of the
finalists. Regrettably, Warner Brothers just didn't have the set
that big.

However, we do appreciate your interest and assure you that you
were right in the final decision. We are returning your pictures
because we are certain you will want them back.

And, too, thanks for tuning to KLIF.

Sincerely,

Mitchell I. Lewis
National Director -
Advertising & Publicity

MIL:lr
Encls.

Freddie The
Free Loader

Friday the
13th Cont.

neurs. But he added that even among salaried city workers, the savings rate is 10 per cent, which puts Japan well ahead of the ta-

organize the Miami-Nassau power-boat race, the Gold Coast Marathon and the Orange Bowl Regatta.

invested in stocks, 10.2 per cent in mutual trusts, 9.8 per cent in insurance plans, and 2.5 per cent in bonds.

Texas vs. Hollywood, Europe, the World!

KLIF must find the best looking*

*18 Years Old or Older, Free to Travel to Hollywood

girl in all DALLAS before JULY 4th!



to play in the forthcoming
WARNER BROS. RELEASE

FOUR FOR TEXAS

★ STARRING ★

Frank Sinatra • Dean Martin
Anita Ekberg • Ursula Andress

KLIF found out that WARNER BROTHERS was filming a new picture about Texas without a single Texas beauty! Now, whoever heard of such a thing? KLIF immediately called WB's Hollywood studios and registered a loud protest. WARNER BROTHERS promised to do something about it—and fast! They did just that!

"Find us the best looking girl in Dallas and we will put her in the picture immediately," they said. "We will fly her out, make her a member of Screen Actor's Guild and positively include her with the stars in 'Four for Texas'. But you find her!"

No dramatic training needed. All you need is to be 18 or over (married or single) and the most sensational beauty in Dallas today.

TUNE NOW, TODAY TO

KLIF 1190
FOR ALL DETAILS

Extra-Skill Pay Roster

WASHINGTON (AP)—The Navy is making a deep cut July 1, effective until a revised program is set up, in its roll of enlisted men drawing extra pay for proficiency.

Proficiency pay, or "propay" is given to men with critical skill or special job qualifications.

It currently stands at \$30 and \$60 a month, depending on the skill, but a new program is being fashioned under which the extra payments will range from \$25 to \$100 a month.

The Navy said that after July 1, and pending new instructions, only personnel in 11 ratings and two dozen job qualifications may continue receiving propay.

WHO'LL GET IT

The ratings: Aviation machinists mate (jet engine mechanic), aviation electronics technician, aviation fire control technician, anti-submarine warfare technician, communications technician, fire control technician, gunner's mate (technician), missile technician, sonarman.

The House Appropriations Committee noted in a recent report that the effectiveness of proficiency pay is being questioned by Secretary of Defense Robert S. McNamara and studies are under way to determine the need for this form of pay.

The studies involve not only the Navy but the other services as well.

\$6.5 MILLION ANNUALLY

The committee report said that as of last Dec. 31 slightly more than 18,000 men out of nearly 29,000 drawing propay were in the noncritical skill areas.

At the minimum \$30 a month payment, the 18,000 men represent a cost of nearly \$6.5 million annually, the committee noted.

"It is generally accepted that proficiency pay was made available particularly for inducement to persons especially qualified in such high specialized areas as electronics and other similarly specialized areas of endeavor," the report said.

"It would appear that the non-critical skills include a great number of persons in the administrative and clerical fields, in general service categories, and other fields seemingly unrelated to technical specialty."

DER

Freddy The
Free Loader

Friday the
13th Cont.

...from driving a car. But, drive again.
 ...essed by automobiles, he got He was accused of driving while
 ...ound the ban. disqualified and dangerous driv-
 Every morning he would start ing.

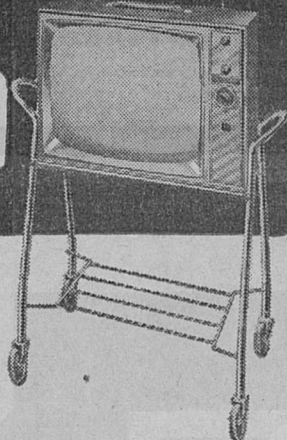
Packard Bell

PORTABLE TV

AS LOW AS **\$139⁷⁷**

FREE STAND

Lowest price for top quality. 19" picture. Hand-wired chassis. Power transformer. Telescope monopole antenna. Model 19T-17.



EASY TERMS!

CURLEY'S

FURNITURE AND APPLIANCES

8204 SECOND AVENUE
 LEE DONALDSON, OWNER

EX 1-7616 OR EX 1-0893
 OPEN THURS. NITES 'TIL 9

THIS IS THE ONE

GAME OF THE WEEK

NEW YORK YANKEES

—VS—

BOSTON RED SOX

11:45 A.M.

Saturday



KRLD-TV



4



"Printer's Devil"—Burgess Meredith and Robert Sterling star in the strange story of a newspaper editor who saves his dying newspaper by hiring a reporter with the knack of writing up disastrous events before they happen. (Rebroadcast).

9:00 THE NURSES



"A Difference of Years"—A specialist in heart surgery—faced with the problem of an unsuccessful marriage and the rigors of his job—finds solace in the company of a young nurse. (Rebroadcast).

10:00 News-Weather-Sports



A candid report on the controversial and colorful events on the local and national news scenes is brought to you by Warren Fulks . . . Jim Underwood follows with the late weather forecast. If you're going fishing this weekend, Wes Wise has up-to-the-minute reports on lake conditions at 10:25 p.m., on "Sportsreel."

10:30 STEVE ALLEN SHOW



Professor Julius S. Miller returns with more fascinating experiments illustrating the principles of physics and Steve takes a nap in an airborne bed over La Mirada Avenue.

KRLD-TV



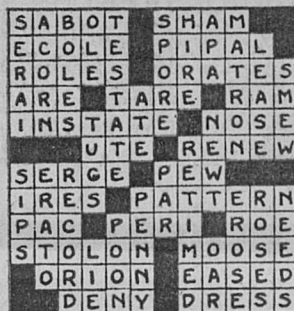
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Freddy The
 Free Loader

Friday the

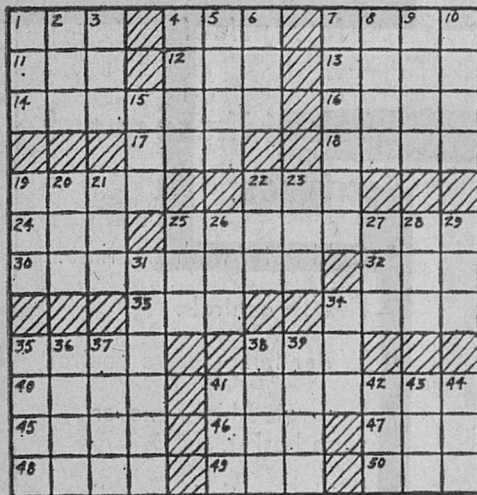
CROSSWORD PUZZLE

- ACROSS**
1. Size of coal
 4. Flow back
 7. Crustacean
 11. Pit for roots: Maori
 12. Suffer remorse
 13. Light cotton cloth
 14. Urges
 16. One opposed
 17. Steep
 18. Christmas
 19. Skulk
 22. Label
 24. Fuss
 25. Provoking
 30. Migratory bird
 32. Constellation
- DOWN**
33. Nigerian negro
 34. Singing voice
 35. Default
 38. Swab
 40. Bedouin tribe
 41. Opposite
 45. Brook
 46. Cyprinoid fish
 47. Word of affirmation
 48. Comply with
 49. Male adults
 50. Female sheep
 1. Bombyx
 2. Weapon



SOLUTION OF YESTERDAY'S PUZZLE

3. Aeriform fluid
4. Gaelic
5. Ram with the horns
6. God of pleasure
7. Resounds
8. Ital. river
9. Pay one's share
10. Seethe
15. Nettle
19. Scientist's workshop
20. Celerylike plant
21. Steal
22. 2000 pounds
23. Diving bird
25. Ecclesiastic's vestment
26. Sp. river
27. Ailing
28. Without deductions
29. Sticky stuff
31. In a suave manner
34. Imitate
35. Card game
36. 7th Hebrew month
37. Small body of land
38. Ancient Persian
39. Kiln
41. Pitcher's edge
42. Cereal grass
43. Baste
44. Compass point



Par time 19 min.

6-27

What's TVing Tonight

- 5:00 — **Frontier Circus** (5): Casey is quarantined in a saloon with several other people and a chimp when a lawman announces the chimp was a passenger aboard a ship carrying bubonic plague. Repeat.
- 6:30 — **The President Goes Home** (4): Mr. Kennedy's nostalgic visit to the family's ancestral home in Ireland's County Wexford, just outside New Ross, will be covered.
- 6:30 — **Wide Country** (5): Mitch and Andy become fascinated by a beautiful but reckless girl, though neither suspects the reason for her daredevil attitude. Laura Devon guests. Repeat.
- 6:30 — **Ozzie and Harriet** (8): Dave talks his wife, June, into going on a camping trip up at Bear Lake in the hope that she will discover the fun of the outdoors. Repeat.
- 7:00 — **Perry Mason** (4): An empty boat found on a storm-tossed lake sets the stage for Willard Nesbitt's plan to have his wife collect his life insurance. Repeat.
- 7:00 — **Donna Reed Show** (8): Donna and Alex observe with astonishment as offspring Mary and Jeff work a deception to give a friend self-confidence. Repeat.
- 7:30 — **Dr. Kildare** (5): A former movie queen, now confined to a wheel chair — is admitted to Blair Hospital where she proceeds to give everyone a hard time. Gloria Swanson guests. Repeat.
- 7:30 — **Leave It to Beaver** (8): Wally receives permission to buy a car, but Dad retains the prerogative of selection. Repeat.
- 8:00 — **Twilight Zone** (4): Burgess Meredith stars as a fantastically gifted linotypist-reporter whose unaccountable supply of startling news beats breathes new life into a dying community paper. Repeat.
- 8:00 — **My Three Sons** (8): Steve takes the boys to Japan on a weekend business trip. Repeat.
- 8:30 — **Hazel** (5): Hazel turns up as the top woman bowler in the community. Repeat. (Color).
- 8:30 — **McHale's Navy** (8): When Capt. Binghamton discovers Ensign Parker is Vice Admiral Parker's nephew, he assigns the Ensign as his own aide. Repeat.
- 9:00 — **The Nurses** (4): A reputable doctor, faced with the problem of his unsuccessful marriage, finds momentary solace in the company of a young nurse. Repeat.
- 9:00 — **Bob Hope Moscow Show** (5): This widely-acclaimed full-hour made-in-Russia film show was originally telecast in April of 1958. Some of Russia's greatest entertainment figures and artists are featured in the Hope show. They include David Oistrakh, the violinist; Galina Ulanova, the prima ballerina; Oleg Popov, the clown; Arakadi Raikin, the comedian; Uri Barov and his animal act; the Ukraine State Dancers and movie stars Shgalova, Skovtsova and Cherednichenko.
- 9:00 — **Premiere** (8): Fred Astaire plays a mystery man-of-the-world in "Guest in the House." Repeat.
- 10:00 — **M Squad** (11): A young boy and a package are two high points in Frank's case tonight. Repeat.
- 10:30 — **Steve Allen Show** (4): Steve takes a nap in an airborne bed over La Mirada Ave. and visits with a talented parrot.
- 10:30 — **Checkmate** (8): Under ground leader faces "execution" as traitor to his country. Richard Conte, Signe Hasso guest. Repeat.
- 10:35 — **Tonight Show** (5): Dr. Rose Franzblau, Rosemary Clooney, Roland Kirk, the "Miss Universe" finalists and Commander Whitehead will be guests. (Color.)

Japan Leads In Percentage Of Savings

TOKYO (AP)—Japanese save a greater percentage of their earnings than any other people in the world. So reports the government's savings promotional council.

A survey for the year 1961 shows that individual savings in Japan totalled 22.3 per cent of individual income after taxes, compared with 7 per cent for the United States, 10.7 per cent for Britain, 8.8 per cent for West Germany and 8 per cent for France.

In amount, 1961 individual savings in Japan came to 707 billion yen (\$7.5 billion) compared to a gross national product that year of 17 trillion yen (\$47.22 billion).

"Part of the reason for the large savings figure in Japan," the survey said, "is that it includes money set aside as business funds by individual entrepre-

level of the advanced countries of Europe and America."

The average city household has a nest egg of 618,000 yen (\$1,717) while the average rural family has 233,000 yen (\$647) put away in savings, the report said.

Identifying the Japanese proclivity for savings as a major factor behind the nation's phenomenal postwar economic growth, the survey noted that total savings—combining individual, corporate and government savings—amounted to 42 per cent of the gross national product in 1961, compared to 27 per cent in 1952.

Ocean Racer Dies

MIAMI, Fla. (AP)—Sam Griffith, 56, ocean powerboat racer, died Wednesday in a Miami hospital of complications following a cancer operation. Griffith helped

The proportion of corporate savings to total savings has stayed in the neighborhood of 30 per cent "but is subject to fluctuation according to the pace of business activity," the survey continued.

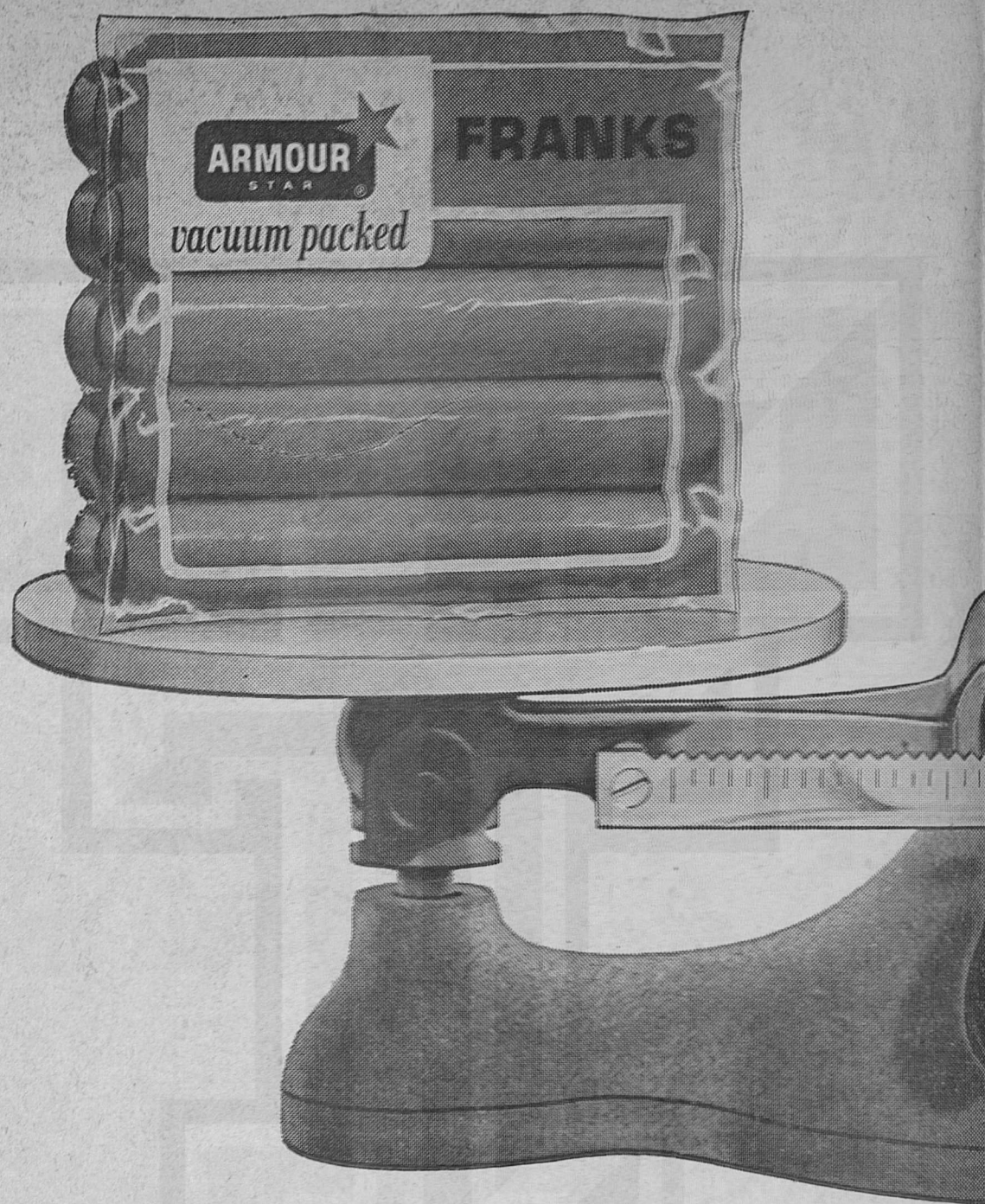
Individual savings have increased steadily each year, while government savings have been maintained at 20 to 25 per cent of the total.

The government-sponsored council said the high savings rate was attributable to (1) the rise in income levels, (2) a still inadequate social security system, (3) government encouragement to save, and (4) the Japanese character and confidence in the yen.

Breaking down individual saving by category, the survey reported 55 per cent in ordinary savings accounts, 22.5 per cent

Navy Cutting

Freddy The
Free Loader



How the Armour hot dog c

Meat did it . . . and nothing else.

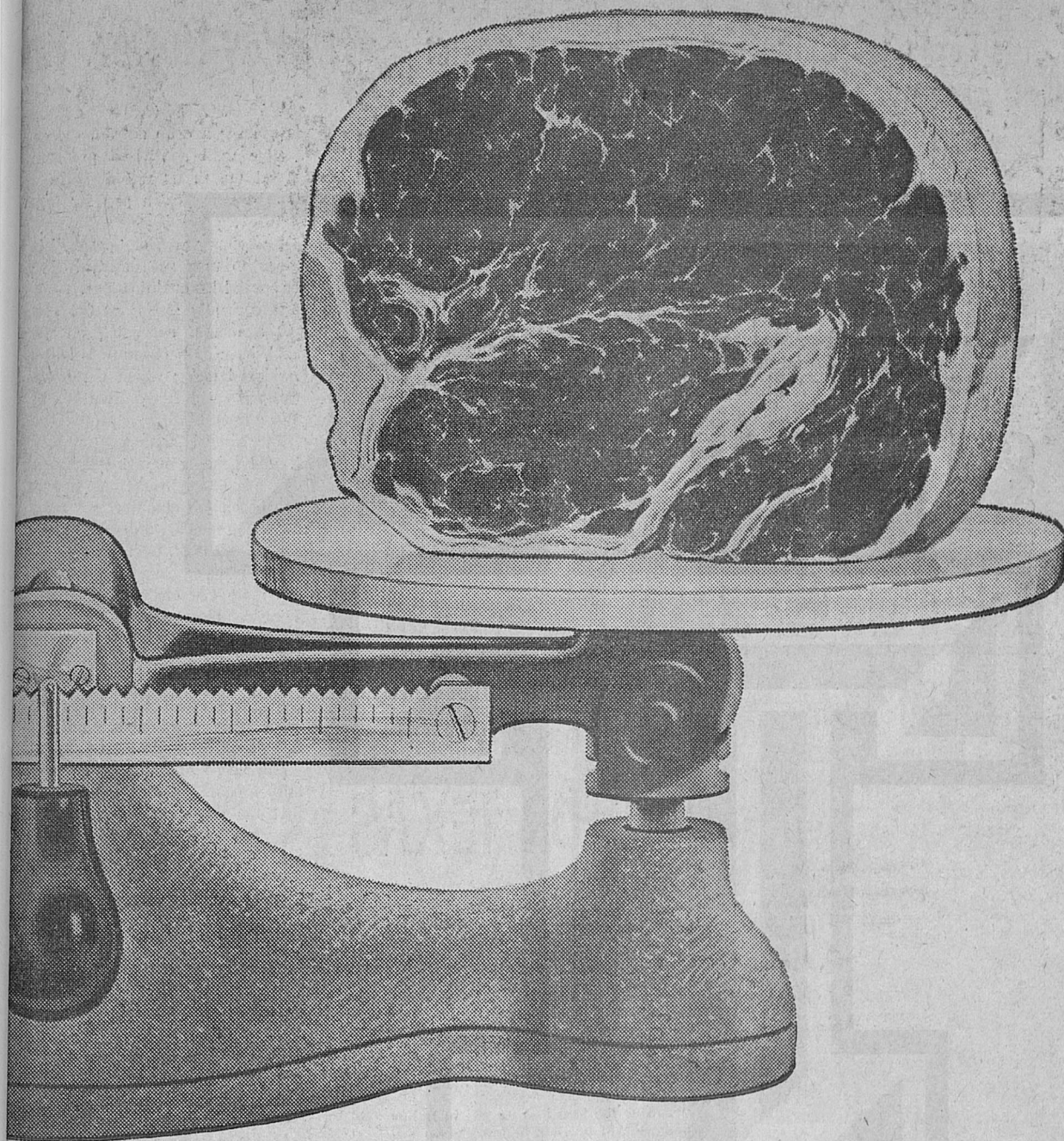
Our hot dogs are made of whole beef
chucks and rounds, whole flanks and
plates, whole pork shoulders and hams.
Not leftovers but big, fresh, solid slabs

of meat picked

You often buy
roasts, round steaks
up a pot of beef
Now that you

Freddy The
Free Loader

Friday the
13th Cont



ame to be as nourishing as steak

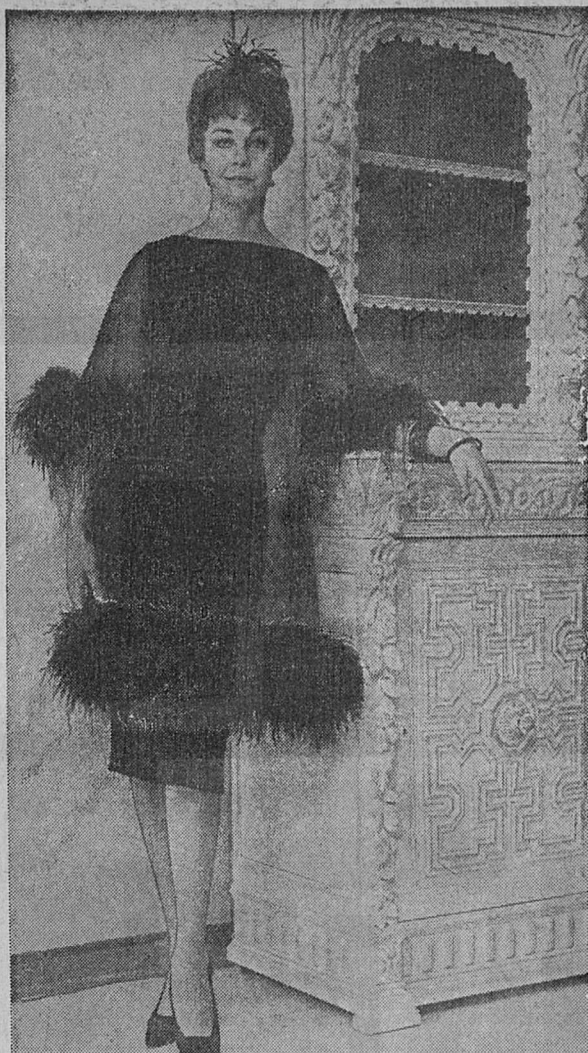
only for hot dogs.
y such meats for pot
teak, and for flavoring
ted beans.
know all this, it's easy

to see why a pound of Armour Star
Franks is as nourishing as a pound of
steak.

And a whole lot of kids like them
better than sirloin.

Freddy The
Free Loader

Friday the
13th Cont



BECAUSE HE BELIEVES every woman at times longs to be a siren, Mr. Hubert of California's Benjamin-Hubert designed this ostrich-frothed black silk chifon tunic dress and called it "Lucrezia Borgia" (to be available in Dallas at the Orchid Shop). It's from the fall "Portraits in Fashion" collection which emphasizes the ensembled and costumed look with short Edwardian jackets or full-length coats, features fine luxury fabrics and generally projects its dramatic chic with understated simplicity.

Ceremony Is Preceded By Series of Parties

The former Miss Judith Carol Wells, whose marriage to Donald Herman Gatlin was solemnized Saturday night, was honored with a series of prenuptial parties.

Mmes. Dorothy Ballard, Frances Goodman, and Margaret Dickson entertained with a china and crystal shower at the home of Mrs. Ballard, 2117 Clarksdale.

A miscellaneous shower was given by Mrs. Tommie Stringer, Mrs. Loreta May and Miss

Cynthia May at the May home, 2036 Clarksdale. Thirty-two guests attended.

Thirteen guests attended a miscellaneous shower given by Mrs. Sharon Ashworth and Mrs. Maureen Bryan, aunt of the bride-elect, at their home, 6830 La Vista. The bride's colors of pink and white were used in the decorations.

Mr. and Mrs. Herman Gatlin, parents of the bridegroom, entertained with a rehearsal dinner Friday night at La Tunisia Restaurant.

Dinner Will Honor Miss Beck, Fiancee

A Thursday night rehearsal dinner at Northwood Club is planned by Dr. and Mrs. John V. Goode in honor of their son, John Goode Jr., and his fiancée, Miss Gudrun Marlies Beck.

The engaged couple will be married Friday night in Lovers Lane Methodist Church. Special guests at the Thursday party will be Mr. and Mrs. Otto H. Malz and Miss Olivia Malz, parents and sister of the bride-elect, who arrived recently from their home in Germany.

A series of parties honoring the couple also included a Thursday luncheon given by Mmes. Carey King Jr. and Henry

Winans Jr. at Bali Hai Restaurant.

Dr. and Mrs. Bruce Knickerbocker entertained with a barbecue and boating party at North Shore Club in Grapevine.

Luncheons were given by Mrs. Claude Bell Jr., 6524 Lafayette Way, and Miss Jane Bell, and by Mrs. Raymond Stehr at her 7818 Kelsey Road home.

Mrs. W. A. Dealey Jr. was hostess for a "sewing bee" luncheon at her home, 6840 Bradbury Lane. A coffee was given in Miss Beck's honor by Mrs. Sam Hogdon and Mrs. D. W. Munsell.

Miss Beck and Mr. Goode shared honors with another engaged couple, Miss Gayle Goodner and Mike Breard, at a luncheon given by Mr. and Mrs. John Vesecky. The dinner was in the garden of the 5020 Park Lane home of Mr. and Mrs. Steve Vesecky.

Mrs. William Browning and Mrs. L. R. Fisher entertained at the Fisher home, 3417 Caruth with a tea and kitchen gadget shower. A tea and linen shower was given by Mrs. Blanch Brentlinger, 6528 Del Norte.

Mrs. Joseph P. McNeill was hostess for a tea and kitchen shower at her home, 5431 Yolanda Drive. The bride-elect was honored with a tea and personal shower at the home of Miss Suzie Solomon, 6457 Brookshire.

The home of Mrs. Staarn Bowman, 4339 Woodfin, was the setting for a luncheon and potlery shower. Mrs. Gilbert Bright feted the bride-elect with a luncheon at Brook Hollow Golf Club.

Bride-Elect Is Honored

A luncheon given at the Chaparral Club by Mrs. Ralph E. Hartman and Miss Sandra Hartman began a series of luncheons honoring Miss Anne Maples, bride-elect of Thomas Wilson Ritter. The couple will be married Saturday at the First Methodist Church in Graham.

Sixteen guests were entertained at the home of Mrs. Thomas Ivan Odom, 11222 Wyatt, with a luncheon.

Mrs. James A. Guinn of Arlington and Mrs. N. D. Stovall of Graham entertained with a luncheon at the Chaparral Club. Twelve guests attended.

Our Commerce St. Store Will

Save 20% to

ON MANY LAWN AND GARDEN

**Garden Tools • Some Insecticides
Some Nationally Advertised Products**

FIXTURES FOR SALE

All Sales Final • No Exchanges • Minimum

**NO
PHONE
CALLS**

Nicholson

Freddy The
Free Loader

Friday the

Teen-Agers To Train At Center

Friday 100 teen-age girls between the ages of 16 and 18 will take part in a one-day orientation program for junior volunteers at Baylor University Medical Center.

The 9 a.m. to 4:30 p.m. orientation will be conducted by members of administration, nursing service, and public relations.

The girls who complete the course and are approved will perform supervised volunteer duties in the Medical Center.

The next class for Junior Volunteers will be in the fall.

Dallasites at Washington Meet

Several Dallasites are in Washington, D.C., this week as delegates to the 26th annual convention of American Gold Star Mothers, Inc. The meeting is being held Wednesday through Friday at the Mayflower Hotel. Among the delegates from the Dallas chapter are Mmes. L. E. Casey, Hettie Miller, Rose Ash, Gladys Wilkins, Edna Harris and Velma Hester.

M. Mitchell Furniture

OF FORNEY

"HOUSE OF QUALITY

AT A PRICE

YOU CAN AFFORD"

Open Mon. thru Fri. 'til 9 P.M.

TAI-9172

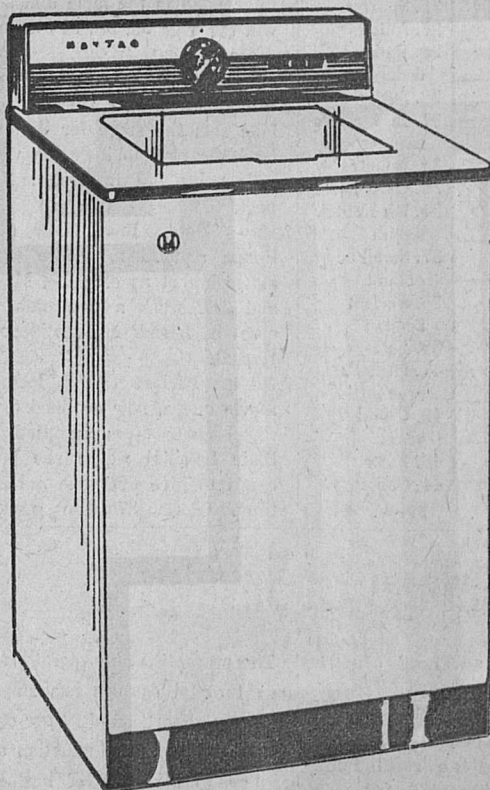
13 Miles E. of Big Town in Forney

ER

THE ALL-NEW MAYTAG WASHER! NO MONEY DOWN!

Only \$2⁵⁰ A WEEK

see our salesmen
for Home's low,
low price!



Look at these great features:

- Cold water wash and rinse.
- Flexible controls.
- Water temperature control.
- Perforated Lint-remover wash basket.
- Swirl-away draining action.
- Full cycle safety lid and tub brake.
- Three-way rust protection.
- Durable, sparkling porcelain.
- Stability of operation.
- Suds-saver system.

Cleans as it whitens!



Get whiter shoes
in half
the time
with new
SHINOLA®
WHITE!

Will Close Soon!

50%

GARDEN SUPPLIES

• Pet Supplies
Items Not Included
SALE!

Free Delivery \$5.00

L's

COMMERCE
at
LAMAR

ALL 3 STORES OPEN MONDAYS AND
THURSDAYS 'TIL 8:30 P.M.

HOME furniture co.

FABULOUS FREE PARKING ADJACENT TO ALL 3 STORES

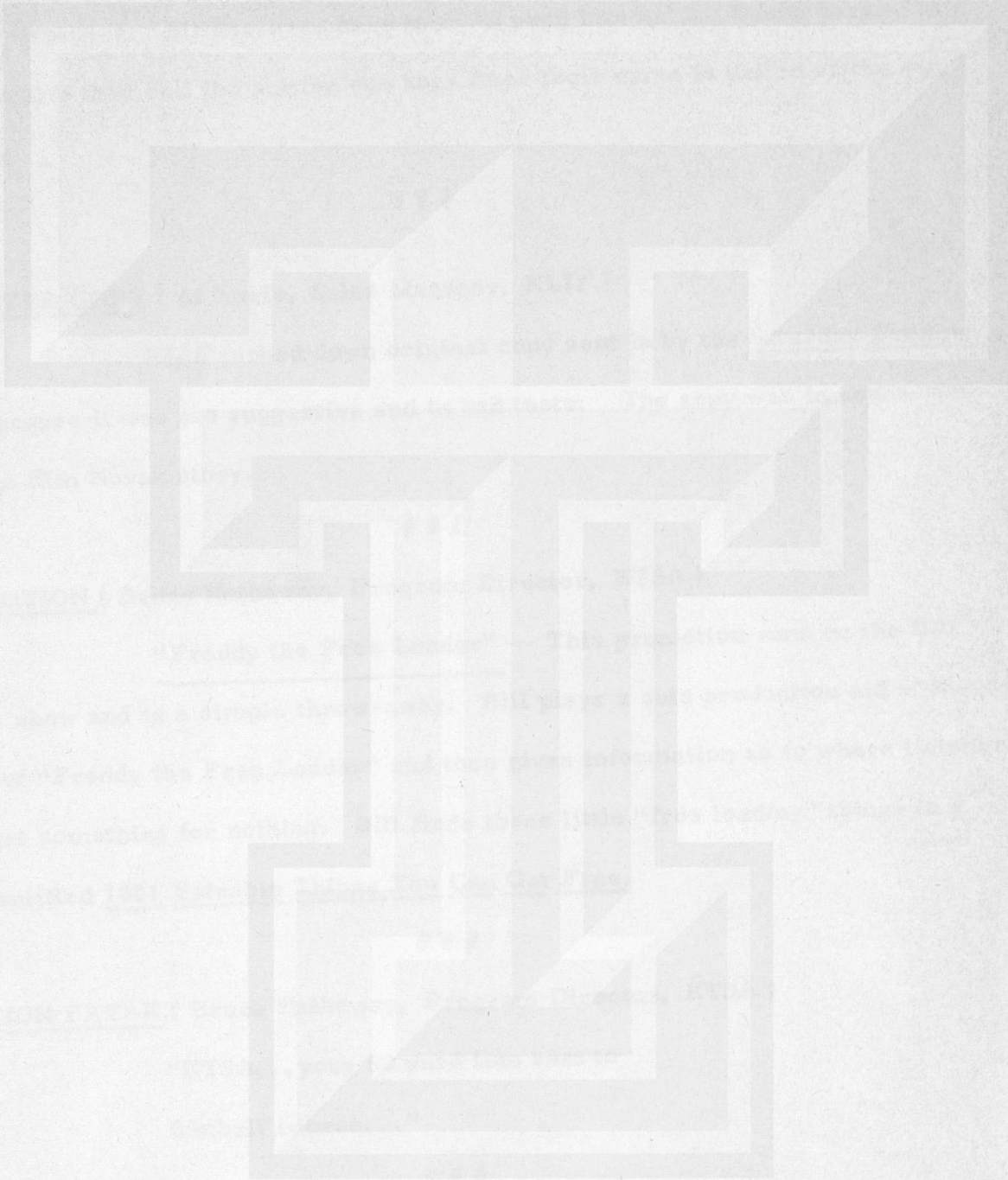
- ★ DOWNTOWN STORE, 2301 ELM, RI 8-4031
- ★ OAK CLIFF STORE, 610 E. JEFFERSON, WH 6-5126
- ★ PLEASANT GROVE STORE, 1654 S. BUCKNER, EX 1-2145



Freddy The
Free Loader

Friday the
13th Cont

FREDDY THE FREE LOADER



Freddy The
Free Loader

Friday the
13th Cont

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

Since there is no surf in Dallas, KLIF worked a promo deal in connection with the movie RIDE THE WILD SURF whereby Skate Boards are given to listeners. All listeners have to do is send in a card. These cards are drawn and if they call the station one hour after their name is called on the air, they win.

###

REJECTED COPY (Al Lurie, Sales Manager, KLIF)

KLIF turned down original copy sent in by the Saturday Evening Post because it was too suggestive and in bad taste. The copy was in connection with the Kim Novak story.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Freddy the Free Loader" -- This promotion runs on the Bill Atkins show and is a simple throw-away. Bill plays a cute production aid of the voice of "Freddy the Free Loader" and then gives information as to where listeners may get something for nothing. Bill finds these little "free loading" things in a book entitled 1001 Valuable Things You Can Get Free.

###

STATION BREAK (Bruce Hathaway, Program Director, KTSA)

"KTSA...your 50 yard line seat to
football scores..."

###

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

Direct Olympic reports through arrangements with Japanese wire service, JIJI, sponsored through Bank of Tokyo. (Attn W-NUS -- There is an obvious follow-through here).

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

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###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Freddy the Free Loader" -- This promotion runs on the Bill Atkins show and is a simple throw-away. Bill plays a cute production aid of the voice of "Freddy the Free Loader" and then gives information as to where listeners may get something for nothing. Bill finds these little "free loading" things in a book entitled 1001 Valuable Things You Can Get Free.

###

STATION BREAK (Bruce Hathaway, Program Director, KTSA)

"KTSA...your 50 yard line seat to
football scores..."

###

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

Direct Olympic reports through arrangements with Japanese wire service, JIJI, sponsored through Bank of Tokyo. (Attn W-NUS -- There is an obvious follow-through here).

PROMOTION IDEA (Don Hayes, Manager, KILF)

Actually, this might be credited to Bob White of KILF since he included the line in his report. However, I see it produced in the following manner.

Sound effects of a terrific knock-down, drag-out fight, followed by the announcer coming to the microphone breathing heavily from exertion and in a breathless manner he speaks and says, "Us KILF listeners (pant, pant) would rather fight than switch!"

FREEBEE CLUB

PROMOTION (Don Weaver, Manager, KILF)

Bob Prosser's new "Freebee" Club -- This is a new gimmicked-up deal where Prosser informs his listeners every day how to get something for nothing. He has a book which tells a million and one ways of getting something for nothing and he uses one deal each day.

ECONOMY IDEA (Bill Weaver, Manager, KILF)

Weaver suggests that about once every three months you ask your Chief Engineer to give you an inventory of spare parts, etc. When he re-orders, check the inventory list against the list of "nothing else." It keeps him on the ball and helps to eliminate unnecessary engineering costs.

CREATIVE SALARY (Don Hayes, Manager, KILF)

Submitted to Don Hayes, Manager, KILF, by Bill Weaver.
To run on KILF one day a week, the salary of the announcer would be \$100.00.
The copy goes like this:

Fun in

From

Fun Club

Fun Radio

Friday the 13th Cont.

rpl

PROMOTION IDEA (Don Keyes, Home Office, Dallas)

Actually, this might be credited to Bob White of KILT since he included the line in his report. However, I see it produced in the following manner.

Sound effects of a terrific knock-down, drag-out fight, followed by the announcer coming to the microphone breathing heavily from exertion and in a breathless manner he speaks and says, "Us KLIF listeners (pant, pant) would rather fight than switch!"

#

PROMOTION (Bill Weaver, Manager, KILT)

Bob Presley's new "Freebee" Club -- This is a new gimmicked-up deal where Presley informs his listeners every day how to get something for nothing. He has a book which tells a million and one ways of getting something for nothing and he uses one deal each day.

#

ECONOMY IDEA (Bill Weaver, Manager, KILT)

Weaver suggests that about once every three months you ask your Chief Engineer to give you an inventory of spare tubes, parts, etc. When he re-orders, check the inventory list against the invoice. If nothing else, it keeps him on the ball and helps to eliminate excessive engineering buying.

#

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

Submitted to Mr. McAdams, local manager for H&R Block Tax Service.
To run on KILT between now and income tax deadline on newscasts at 9AM and 4PM.
The copy goes like this:

Fun in

Frog
Humming

Frozen
tune
laClub

Fun
Radio

Friday the
13th Cont.

PROMOTION IDEA (Don Keyes, Home Office, Dallas)

Actually, this might be credited to Bob White of KILT since he included the line in his report. However, I see it produced in the following manner.

Sound effects of a terrific knock-down, drag-out fight, followed by the announcer coming to the microphone breathing heavily from exertion and in a breathless manner he speaks and says, "Us KLIF listeners (pant, pant) would rather fight than switch!"

#

PROMOTION (Bill Weaver, Manager, KILT)

Bob Presley's new "Freebee" Club -- This is a new gimmicked-up deal where Presley informs his listeners every day how to get something for nothing. He has a book which tells a million and one ways of getting something for nothing and he uses one deal each day.

#

ECONOMY IDEA (Bill Weaver, Manager, KILT)

Weaver suggests that about once every three months you ask your Chief Engineer to give you an inventory of spare tubes, parts, etc. When he re-orders, check the inventory list against the invoice. If nothing else, it keeps him on the ball and helps to eliminate excessive engineering buying.

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Submitted to Mr. McAdams, local manager for H&R Block Tax Service.
To run on KILT between now and income tax deadline on newscasts at 9AM and 4PM.
The copy goes like this:

Fun in

Frog
Humming

Frozen
tune
la Club

Fun
Radio

Friday the
13th Cont.

FRIDAY THE 13th PROMO

Announcer:

"Hi-45 presents this special commentary

for Friday the 13th.

The speaker is Don Keyes,

National Program

McLendon Station."

Keyes:

"Throughout the ages of man, dark superstition has

influenced the lives of royalty and commoner alike.

Today is Friday the 13th. In the 13th Century, this

date held so many terrors that people would lie dead

rather than take a chance on facing the day. Of course,

in the enlightened 20th Century, we know that superstitions

are merely the manifestations of the human mind itself.

Friday the 13th holds no fear for us... after all, what

could possibly go wrong... go wrong! scratch!.... go

wrong! scratch!.... go wrong! scratch!.... go wrong

(scratch).....

Control:

(slow fade)

Fun in

Frog
Jumping

Frozen

tune la Club

Fun
Radio

Friday the
13th Cont.

KLIF
reply

FRIDAY THE 13th CONTEST
FRIDAY THE 13th PROMO

Annex 1:(ominously) "Friday the 13th is coming!"

Annex: "KLIF presents this special commentary
Control: (stab, horror music, fade out...)"

Annex 1: for Friday the 13th. The speaker is Don Keyes,
Annex 1: "Yes, Friday the 13th is coming and we
National Program Director for KLIF and the
have a surprise for you!"

Annex 2: "Simply write us a postcard and tell us if
McLendon Stations."

Keyes: "Throughout the ages of man, dark superstition has
influenced the lives of royalty and commoner alike.
Today is Friday the 13th. In the 12th Century, this
date held so many terrors that people would lie abed
rather than take a chance on facing the day. Of course,
in the enlightened 20th Century, we know that superstitions
are merely the manifestations of the human mind itself.
Friday the 13th holds no fear for us....after all, what
could possibly go wrong...go wrong(scratch)....go
wrong(scratch)....go wrong (scratch)....go wrong
(scratch)....."

Control: (slow fade)

Annex 1: "All entries must be postmarked by noon, Friday.
Win seven years of bad luck! Send your post card entry
Friday the 13th Contest, KLIF, Dallas."

Control: (curtain) CAN OF MARIJUANA REVEALED
A GENUINE CRACKED MIRROR GUARANTEED TO BRING FORTUNE
WRAPPER!

Annex 1: AND AS A BONUS, OUR WISES FOR 77 YEARS OF GOOD LUCK!
CURTAIN

KLIF
mog

FRIDAY THE 13th CONTEST

FRIDAY 13TH CONTEST WINNER PROMO

SOUND: ~~WIND MUSIC~~ Annr 1:(ominously) "Friday the 13th is coming!!!"

1. IT'S TIME FOR TROUBLE TELLING ON KLIF!
Control: (stab, horror music, fade for...)

2. WE HAD NO IDEA SO MANY PEOPLE HAD REAL TROUBLES ON FRIDAY THE 13TH,
Annr 1: "Yes, Friday the 13th is coming and does KLIF
WHEN WE STARTED OUR FRIDAY 13TH CONTEST.
have a surprise for you!!"

1. BUT, THE DECISION HAS BEEN MADE. EN HERE'S THE PERSON WITH THE WORST
Annr 2: "Simply write us a postcard and tell us in
LUCK ON A FRIDAY 13TH!

2. GET OUT A CLEAN HARRY AS WE RELATE THE STORY, OF PRESLEY DUNCAN, OF
713 NEWSOME happened to you on Friday the 13th!"

1. (SOUND: YOU DO IT "The prize for the winning entry is (echo) seven.

~~XXXXXX~~ CHANGE PACE TO HANGNAT'S HENNESSEE MUSIC RIDES, RAPES AND RESCUES.
years of bad luck!! (off echo)

VOICE: IT WAS FRIDAY 13, 1960. THE CARPENTERS WERE RE-ROOFING OUR HOUSE
Annr 2: "Your prize will be securely wrapped in plain black
WITH ASBESTOS SHINGLES. I WENT OUT AND HE DROPPED A SHINGLE ON MY
wrapper and will be mailed directly to your home."

HEAD...I DASHED ~~INTOTHEXHOUSE~~ AND FELL AND BUSTED MY RIGHT LEG
Annr 1: "All entries must be postmarked by noon, Thursday!"
AND THREE TOES ON MY FOOT. ALSO, THAT NIGHT MY GIRLFRIEND AND I BROKE
UP.
Win seven years of bad luck! Send your post card entry

SOUND: BRIGHTEN MUSIC to Friday the 13th Contest, KLIF, Dallas."

1. W Control: WARDING PRESELY (curtain) CAN OF MINEOLA THE FIRST PRIZE!

2. A GENUINE CRACKED MIRROR GUARANTEED TO BRING 7 YEARS BAD LUCK!

~~XXXXXXZWLSEBXHIMXTZXLRSSXOKZFOZBYXZXI~~
#

2. PRESELY, WE ARE MAILING YOU YOUR CRACKED MIRROR IN A EX PLAIN BLACK
WRAPPER!

1. AND AS A BONUS, OUR WISES FOR 77 YEARS OF GOOD LUCK!

CURTAIN

Fun in

Frog
tumbline

Frozen
tune
Club

Fun
Radio

Fun Pill

FRIDAY 13TH CONTEST WINNER PROMO

SOUND: WIERD MUSIC UP AND UNDER QUICKLY

1. IT'S TIME FOR TROUBLE TELLING ON KLIF!

2. WE HAD NO IDEA SO MANY PEOPLE HAD REAL TROUBLES ON FRIDAY THE 13TH,
WHEN WE STARTED OUR FRIDAY 13TH CONTEST.

1. BUT, THE DECISION HAS BEEN MADE. ~~OM~~ HERE'S THE PERSON WITH THE WORST
LUCK ON A FRIDAY 13TH!

2. GET OUT A CLEAN HANKY ~~X~~ AS WE RELATE THE STORY, OF PRESLEY DUNCAN, OF
713 ~~XXXXX~~ NEWSOME STREET, MINEOLA, TEXAS.

1. (SOBBING) YOU DO IT PRESLEY, I CAN'T STAND TO HEAR IT AGAIN....

~~XXXXXX~~ CHANGE PACE TO HANGNAILS HENNESSEE MUSIC RIDES, RAPES AND RESCUES.

~~XXXXXX~~ A WAS
VOICE: ~~XXX~~ IT WAS FRIDAY 13, 1960. ~~XXX~~ CARPENTER ~~X~~ ~~XXXX~~ RE-ROOFING OUR HOUSE
WITH ASBESTOS SHINGLES. I WENT OUT AND HE DROPPED A SHINGLE ON MY
UP THE STEPS, BUT
HEAD...I DASHED ~~XXXXXXXXXXXXXX~~ ~~XXX~~ FELL ANE BUSTED MY RIGHT LEG
AND THREE TOES ON MY FOOT. ALSO, THAT NIGHT MY GIRLFRIEND AND I BROKE
UP.

SOUND: BRIGHTEN MUSIC

1. WE ARE AWARDED ~~PRESLEY~~ DUNCAN OF MINEOLA THE FIRST PRIZE!

2. A GENUINE CRACKED MIRROR GUARANTEED TO BRING 7 YEARS BAD LUCK!

~~XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX~~

2. PRESELY, WE ARE MAILING YOU YOUR CRACKED MIRROR IN A ~~EX~~ PLAIN BLACK
WRAPPER!

1. AND AS A BONUS, OUR WISES FOR 77 YEARS OF GOOD LUCK!

CURTAIN

FRIDAY 13TH CONTEST WINNER PROMO

SOUND: WIERD MUSIC UP AND UNDER QUICKLY

1. IT'S TIME FOR TROUBLE TELLING ON KLIF!

2. WE HAD NO IDEA SO MANY PEOPLE HAD REAL TROUBLES ON FRIDAY THE 13TH,
WHEN WE STARTED OUR FRIDAY 13TH CONTEST.

1. BUT, THE DECISION HAS BEEN MADE. ~~OM~~ HERE'S THE PERSON WITH THE WORST
LUCK ON A FRIDAY 13TH!

2. GET OUT A CLEAN HANKY ~~X~~ AS WE RELATE THE STORY, OF PRESLEY DUNCAN, OF
713 ~~NEWSOME~~ NEWSOME STREET, MINEOLA, TEXAS.

1. (SOBBING) YOU DO IT PRESLEY, I CAN'T STAND TO HEAR IT AGAIN....

~~XXXXXX~~ CHANGE PACE TO HANGNAILS HENNESSEE MUSIC RIDES, RAPES AND RESCUES.

~~XXXXXX~~ A WAS
VOICE: ~~XXX~~ IT WAS FRIDAY 13, 1960. ~~THE~~ CARPENTER ~~X~~ ~~WXXX~~ RE-ROOFING OUR HOUSE
WITH ASBESTOS SHINGLES. I WENT OUT AND HE DROPPED A SHINGLE ON MY
UP THE STEPS, BUT
HEAD...I DASHED ~~INTOTHEXHOUSEX~~ ~~AND~~ FELL ANE BUSTED MY RIGHT LEG
AND THREE TOES ON MY FOOT. ALSO, THAT NIGHT MY GIRLFRIEND AND I BROKE
UP.

SOUND: BRIGHTEN MUSIC

1. WE ARE AWARDDING ~~PRESLEY~~ DUNCAN OF MINEOLA THE FIRST PRIZE!

2. A GENUINE CRACKED MIRROR GUARANTEED TO BRING 7 YEARS BAD LUCK!

~~XXXXXKZKZWLSEKSNIMXX7ZXLEANSXOKZE000XLMCKZ~~

2. PRESELY, WE ARE MAILING YOU YOUR CRACKED MIRROR IN A ~~EX~~ PLAIN BLACK
WRAPPER!

1. AND AS A BONUS, OUR WISES FOR 77 YEARS OF GOOD LUCK!

CURTAIN

1961

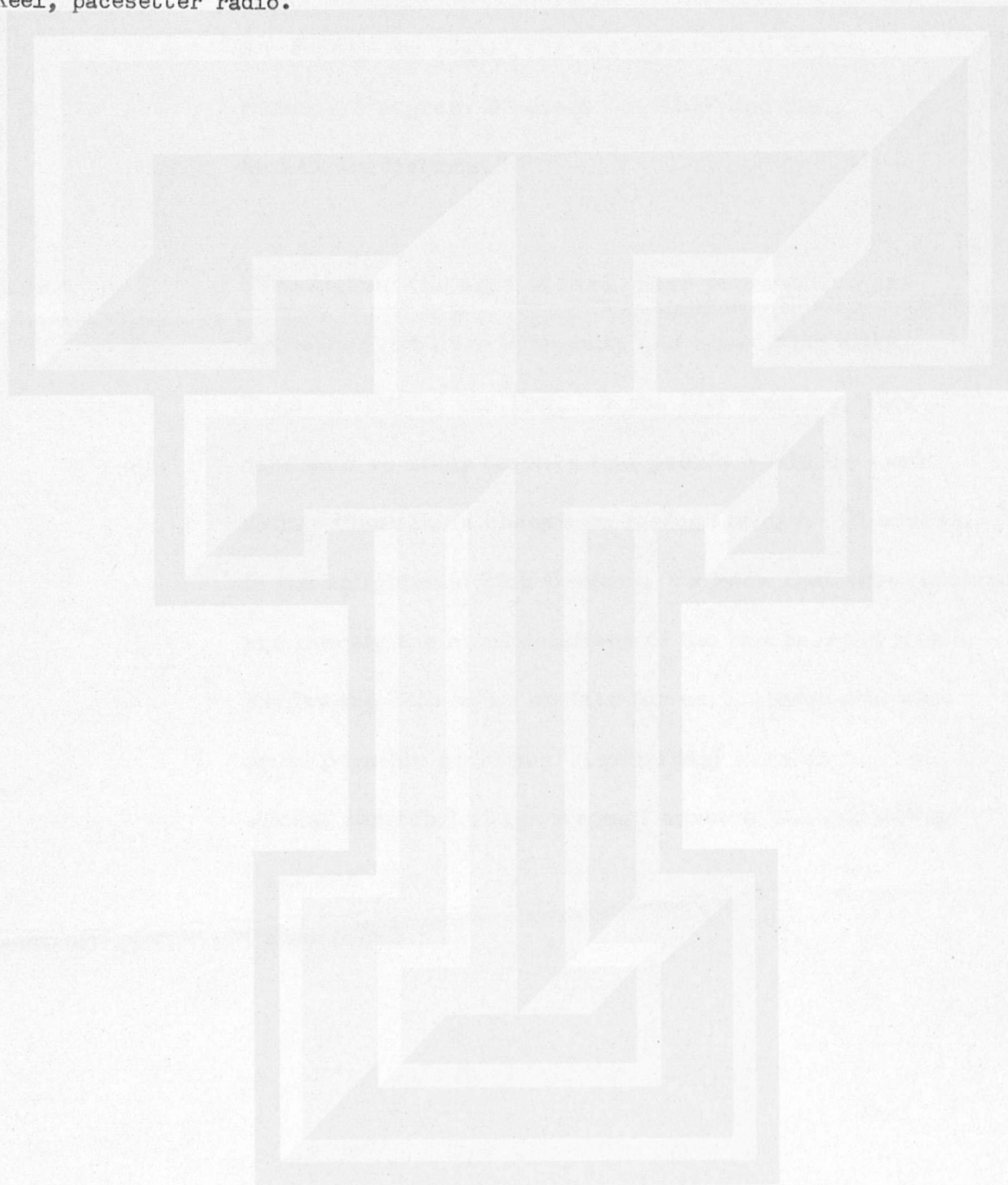
File

KEEL'S FRIDAY THE THIRTEENTH CONTEST

This coming Friday is Friday the Thirteenth. A Bad Luck Day for some....a Good Luck Day for others. Has anything good ever happened to you on Friday the Thirteenth.....Keel wants to know. What's the best thing that ever happened to you on Friday the Thirteenth??? Maybe you were married on that day....maybe you were allowed to go to the Dentist for the first time on a Friday the Thirteenth....maybe you got your first job on a Friday the Thirteenth... Whatever the happy happening that happened to you on a Friday the Thirteenth, tell Keel about it on a postcard in 25 words or less. If your entry is judged best by our Keel's Board of Judges, you'll be awarded, to make this Friday the Thirteenth memorable, SEVEN YEARS OF BAD LUCK. Your prize will be securely wrapped in plain wrapper and mailed directly to your home. Enter Keel's Friday the Thirteenth Contest now! Be the first in your neighborhood to receive SEVEN YEARS BAD LUCK! Send your entry to Friday the Thirteenth, KEEL, Shreveport. Contest deadline - 12 Noon - Thursday the 12th. Make this a never-to-be-forgotten Friday the Thirteenth.

Announcing the winner of Keel's Friday the Thirteenth Contest...Friday the 13th has passed and Keel's Friday the Thirteenth Contest is over. Little did we realize when we devised our fiendish contest that so many would be so eager to receive so little - or so much, depending on how you view the matter. We're happy to note however that so many of our listeners are blessed with so much good fortune that they feel they must have seven years bad luck to maintain a balance. It was difficult to choose someone to receive so much bad luck, but because she seemed so eager and because she has so many good years ahead in which to dissipate seven years bad luck which Keel Judges have awarded the first prize - seven years bad luck - to Charlotte LaFargue, 129 Prospect Avenue, Shreveport. Our condolences to you, Charlotte and in addition to the seven years bad luck may you receive 77 years of good luck.

Your prize is being mailed to you in plain wrapper. Another public service of
Keel, pacesetter radio.



Fun in
the Sun

Frog
Jumping

Frozen
tune

atured
a Club

Fun
Radio

Fun Pill

Promotions
F

FRIDAY THE 13th PROMO

Ann-cr: "KLIF presents this special commentary

for Friday the 13th. The speaker is Don Keyes,
National Program Director for KLIF and the
McLendon Stations."

Keyes:

"Throughout the ages of man, dark superstition has
influenced the lives of royalty and commoner alike.
Today is Friday the 13th. In the 12th Century, this
date held so many terrors that people would lie abed
rather than take a chance on facing the day. Of course,
in the enlightened 20th Century, we know that superstitions
are merely the manifestations of the human mind itself.
Friday the 13th holds no fear for us....after all, what
could possibly go wrong...go wrong(scratch)....go
wrong(scratch)....go wrong (scratch)....go wrong
(scratch).....!"

Control:

(slow fade)

Fun in
The Sun

Frog
Jumping

Frozen
tune
Club

Fun
Radio

Fun Pill

Rph

FRIDAY THE 13th CONTEST

Annrcr 1:(ominously) "Friday the 13th is coming!!!"

Control: (stab, horror music, fade for...) 6

Annrcr 1: "Yes, Friday the 13th is coming and does KLIF
have a surprise for you!!"

Annrcr 2: "Simply write us a postcard and tell us in
50 words or less the worst thing that's ever
happened to you on Friday the 13th!"

Annrcr 1: "The prize for the winning entry is (echo) seven
years of bad luck!! (off echo)

Annrcr 2: "Your prize will be securely wrapped in plain black
wrapper and will be mailed directly to your home."

Annrcr 1: "All entries must be postmarked by noon, Thursday!"
Win seven years of bad luck! Send your post card entry
to Friday the 13th Contest, KLIF, Dallas."

Control: (curtain)

#

Fun in
The Sun

Frog
Jumping

Frozen
tune

tured
aClub

Fun
Radio

Fun Pill

Fun Pill

npl

PROMOTION (Dave McKinsey, Program Director, KABL)

"Chinese New Year Kit" -- includes year of horse poster, a horse hair to put under the pillow, the words to Auld Lang Syne in Chinese, and \$4664 in Chinese money.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

" " " " " "
The frog jumping season is near at hand, what with the Calaveras County-Mark Twain Frog Jumping Contest held in May at Angel's Camp. How about the station (any stations) entering a frog? Build its prowess up with promos, challenge everybody, big deal. Then at the last minute explain that the KABL (KLIF, KILT) frog has been disqualified. Somebody filled it full of buckshot!

###

REJECTED RECORD (Bob White, Program Director, KILT)

Bob White says that the lyrics to BEGINNING FROM AN END by Jan & Dean on Liberty are objectionable.

###

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

"Great Tiger Hunt" -- We proposed the Great Tiger Hunt to a local Pontiac Dealer. With the station sharing in the promotion, we hide a toy tiger with the keys to a new Pontiac sewn inside. Clues are given for listeners on the Great Tiger Hunt. We single out a specific car, the Pontiac Tempest with the overhead cam six cylinder engine. The dealer furnishes the car as a prize and we give an equal amount in promotional announcements. We run with it a \$2000 advertising schedule.

###

Fun in
The Sun

Frozen
Fortune
a Club
Fun
Radio

Fun Pill

PROMOTION (Dave McKinsey, Program Director, KABL)

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PROMOTION (Dave McKinsey, Program Director, KABL)

The frog jumping season is near at hand, what with the Calaveras County-Mark Twain Frog Jumping Contest held in May at Angel's Camp. How about the station (any stations) entering a frog? Build its prowess up with promos, challenge everybody, big deal. Then at the last minute explain that the KABL (KLIF, KILT) frog has been disqualified. Somebody filled it full of buckshot!

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###

Fun in
The Sun

Frozen
Fortune
a Club
Fun
Radio

Fun Pill

FROZEN FORTUNE

ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: JACK SHARP, KLIP

IN THE ABSENCE OF LON KEYS, WHO USUALLY SENDS OUT NOTICES ON STATION PROMOTIONS, I AM SENDING YOU THE FOLLOWING INFORMATION ON A HALF DOZEN STUFF WE ARE USING EFFECTIVE TODAY. MR. McLENDON THOUGHT ALL STATIONS SHOULD BE ALERTED IN CASE YOU WISH TO COVER ANY OF THE PROMOTIONS IN YOUR MARKET BEFORE OTHER STATIONS PICK THEM UP.

1. FROZEN FORTUNE CONTEST A RE-HASH OF THE ICE MELTING CONTEST WE

RAN IN DALLAS ON THE AIR FOR THREE WEEKS THAT WE WERE COVERED FOR THE 10,000 POUNDS OF ICE AT A LOCATION JUST OFF THE CENTRAL EXPRESSWAY, WHICH IS THE MAIN TRAFFIC ARTERY TO TOWN. LISTENERS WERE ASKED TO SUBMIT A POSTCARD GUESS AS TO THE EXACT NUMBER OF DAYS, HOURS AND MINUTES IT WOULD TAKE FOR THE ICE TO MELT. THE DEADLINE FOR ENTRIES WAS MIDNIGHT THE NIGHT BEFORE THE ICE WAS PLENDED. AT THE BOTTOM OF THE STACK OF ICE IS A DIAMONDRING CLOTH. IT WILL GO TO THE PERSON GUESSING CLOSEST TO THE ACTUAL MELTING TIME. RESPONSE HAS BEEN TREMENDOUS, AND THE SIGN'S CALLING ATTENTION TO THE ICE HASN'T HURT. A PINKERTON DETECTIVE IS GUARDING THE ICE AROUND THE CLOCK.

2. RUSSIAN WALKER

WE ARE ATTEMPTING TO BREAK THE "LONG STANDING" RUSSIAN LONG DISTANCE WALKING RECORD WITH A WALKER OF OUR OWN. HE STARTED WALKING THIS MORNING, AND WILL CONTINUE ALL SUMMER LONG. HE WALKS BACK AND FORTH UP AND DOWN THE CENTRAL EXPRESSWAY, AND ON SUNDAY'S WILL WALK AROUND LOOP 12. HE IS SCOOTING FOR THE AMERICAN RECORD FIRST, THEN WILL GO AGAINST THE RUSSIAN RECORD. THE WHOLE IDEA OF THE PROMOTION IS SOMETHING TO TALK ABOUT ALL SUMMER...AND TO BRING THE RECORD BACK TO TEXAS AND THE UNITED STATES. WE HIRED AN ATHLETE FROM THE UNIVERSITY OF DALLAS AS THE WALKER. HE WILL BE WALKING MORNING TRAFFIC THREE TIMES IN THE MIDDLE OF THE DAY, THEN AGAIN IN AFTERNOON TRAFFIC. HE CARRIES A WALKIE TALKIE FOR REPORTING HIS PROGRESS TO THE STATION AND IS EQUIPPED WITH A PEDOMETER TO RECORD THE NUMBER OF MILES WALKED. FOR INFORMATION ON THE RUSSIAN RECORD, YOU WILL HAVE TO CHECK WITH GBM, BUT THE AMERICAN RECORD IS HELD BY A.E. MONTGOMERY WHO WALKED FROM SAN FRANCISCO TO NEW YORK IN 1926. HIS RECORD IS 79 DAYS, 19 HOURS AND 10 MINUTES.

3. LAZY GAL

WE RENTED A BILLBOARD JUST OFF THE CENTRAL EXPRESSWAY (THE MAIN TRAFFIC ARTERY) WHICH IS VISIBLE TO ALL INCOMING TRAFFIC, AND HAD THE BOARD EQUIPPED WITH A SMALL ROOM BIG ENOUGH TO HOLD A GIRL. WE BELIEVE THIS IS THE FIRST LIVE BILLBOARD IN DALLAS. THREE GIRLS ROTATE FROM 6AM THRU 12 MIDNIGHT...AND THE GALS ARE CONSTANTLY URGING DRIVERS TO GO BY AND LOOK. THE GAL IS WEARING GLASSES (NOSADDER) AND BLOUSE, AND IS SITTING IN A CHAIR LISTENING TO HER RADIO. THE SIGN READS... "I HAVE NOTHING ON BUT KLIP". SHE HAS A PHONE IN THE BOOTH, AND TALKS ON THE AIR WITH THE DEejays ABOUT THE PEOPLE SHE SEES AND SO FORTH. HAS CAUSED MUCH COMMENT. SHE TOO IS GUARDED BY A PINKERTON MAN.

Fun in
The Sun

Frozen
Fortune
Club

Fun
Radio

Fun Pill

JUNE 1ST, 1961

ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: JACK SHARP, KLIF

IN THE ABSENCE OF DON KEYES, WHO USUALLY SENDS OUT NOTES ON STATION PROMOTIONS, I AM SENDING YOU THE FOLLOWING INFORMATION ON A BALE OF STUFF WE ARE DOING EFFECTIVE TODAY. MR. McLENDON THOUGHT ALL STATIONS SHOULD BE ALERTED IN CASE YOU WISH TO COVER ANY OF THE PROMOTIONS IN YOUR MARKETS BEFORE OTHER STATIONS PICK THEM UP.

1. FROZEN FORTUNE CONTEST A RE-HASH OF THE ICE MELTING CONTEST. WE

TOLD DALLAS ON THE AIR FOR THREE WEEKS THAT WE WERE GOING TO PUT 10,000 POUNDS OF ICE AT A LOCATION JUST OFF THE CENTRAL EXPRESSWAY, WHICH IS THE MAIN TRAFFIC ARTERY TO TOWN. LISTENERS WERE URGED TO SUBMIT A POSTCARD GUESS AS TO THE EXACT NUMBER OF DAYS, HOURS AND MINUTES IT WOULD TAKE FOR THE ICE TO MELT. THE DEADLINE FOR ENTRIES WAS MIDNIGHT THE NIGHT BEFORE THE ICE WAS PLANTED. AT THE BOTTOM OF THE STACK OF ICE IS A DIAMOND RING COSTING \$1200, WHICH WILL GO TO THE PERSON GUESSING CLOSEST TO THE ACTUAL MELTING TIME. RESPONSE HAS BEEN TREMENDOUS, AND THE SIGNS CALLING ATTENTION TO THE ICE HASN'T HURT. A PINKERTON DETECTIVE IS GUARDING THE ICE AROUND THE CLOCK.

2. RUSSIAN WALKER

WE ARE ATTEMPTING TO BREAK THE "LONG STANDING" RUSSIAN LONG DISTANCE WALKING RECORD WITH A WALKER OF OUR OWN. HE STARTED WALKING THIS MORNING, AND WILL CONTINUE ALL SUMMER LONG. HE WALKS BACK AND FORTH UP AND DOWN THE CENTRAL EXPRESSWAY, AND ON SUNDAY'S WILL WALK AROUND LOOP 12. HE IS SHOOTING FOR THE AMERICAN RECORD FIRST, THEN WILL GO AGAINST THE RUSSIAN RECORD. THE WHOLE IDEA OF THE PROMOTION IS SOMETHING TO TALK ABOUT ALL SUMMER...AND TO BRING THE RECORD BACK TO TEXAS AND THE UNITED STATES. WE HIRED AN ATHLETE FROM THE UNIVERSITY OF DALLAS AS THE WALKER. HE WALKS DURING MORNING TRAFFIC, THREE HOURS IN THE MIDDLE OF THE DAY, THEN AGAIN IN AFTERNOON TRAFFIC. HE CARRIES A WALKIE TALKIE FOR REPORTING HIS PROGRESS TO THE STATION, AND IS EQUIPPED WITH A PEDOMETER TO RECORD THE NUMBER OF MILES WALKED. FOR INFORMATION ON THE RUSSIAN RECORD, YOU WILL HAVE TO CHECK WITH GBM, BUT THE AMERICAN RECORD IS HELD BY A.L. MONTEVERDE, WHO WALKED FROM SAN FRANCISCO TO NEW YORK IN 1926. HIS RECORD IS 79 DAYS, 10 HOURS AND 10 MINUTES.

3. LAZY GAL

WE RENTED A BILLBOARD JUST OFF THE CENTRAL EXPRESSWAY (THAT MAIN ARTERY AGAIN) WHICH IS VISIBLE TO ALL INCOMING TRAFFIC, AND HAD THE BOARD EQUIPPED WITH A SMALL ROOM BIG ENOUGH TO HOLD A GIRL. WE BELIEVE THIS IS THE FIRST LIVE BILLBOARD IN HISTORY. THREE GIRLS ROTATE FROM 6AM THRU 12 MIDNIGHT...AND THE DEEJAYS ARE CONSTANTLY URGING DRIVERS TO GO BY AND LOOK. THE GIRL IS WEARING SLACKS (TOREADOR) AND BLOUSE, AND IS SITTING IN A CHAIR LISTENING TO HER RADIO. THE SIGN READS...."I HAVE NOTHING ON BUT KLIF". SHE HAS A PHONE IN THE BOOTH, AND TALKS ON THE AIR WITH THE DEEJAYS ABOUT THE PEOPLE SHE SEES AND SO FORTH. HAS CAUSED MUCH COMMENT. SHE TOO IS GUARDED BY A PINKERTON MAN.

Fun in
The Sun

Fractured
Fibula Club
Fun
Radio

Fun Pill

3. (CONTINUED) THE GIRL IS REFERRED TO AS KLIF'S LAZY GAL IN ALL MENTIONS.

4. MOVIE MEMORY CONTEST THIS CONTEST IS RUN ONCE PER HOUR, 7AM THROUGH 6PM. THE DEEJAY COMPLETES A CALL FROM THE DALLAS TELEPHONE DIRECTORY, CHOSEN FROM RANDOM CALLS. FOR ABOUT 45 MINUTES BEFORE HE MAKES THE CALL, THE DEEJAY HAS BEEN PLUGGING THE "MEMORY WORD" FOR THE HOUR... TERMS WHICH APPLY TO OUR NEW SOUND...e.g. "SWEET SIXTY", "LAZY GAL", "FROZEN FORTUNE", ETC. IF THE CONTESTANT CAN CORRECTLY REPEAT THE MEMORY WORD FOR THE HOUR, THEY WIN A ONE YEAR PASS TO THE CASA LINDA OR THE PRESTON ROYAL THEATRE.

5. DEEJAY DERBY CONTEST THIS IS THE HORSE RACE CONTEST THAT HAS BEEN GOING AROUND THE COUNTRY, AND YOU ARE ALL PROBABLY AWARE OF HOW IT WORKS, BUT I'LL GO OVER IT AGAIN.

THE CONTEST RUNS ONCE PER HOUR, 7AM THROUGH 6PM. THE DEEJAY CALLS OUT A NUMBER BETWEEN ZERO AND NINE. THE FIRST LISTENER WHOSE TELEPHONE ENDS WITH THE CALLED DIGIT, AND WHO CONTACTS KLIF ON THE PHONE, WINS THE CHANCE TO PLAY THE GAME. DEEJAY TALKS WITH CONTESTANT OVER THE AIR, AND ASKS HIM TO NAME THE KLIF DEEJAY HE PICKS TO WIN THE RACE. WINNER MAKES A GUESS, AND ONE OF 7 DIFFERENT PRE-RECORDED "RACES" IS PLAYED. IF THE CONTESTANT HAS PICKED THE WINNING DEEJAY, HE WINS \$100 CASH. IF THE DEEJAY PICKED BY CONTESTANT COMES IN SECOND, OR "PLACES" HE IS AWARDED \$10 CASH. THIRD, OR "SHOW", HE WINS \$1 CASH. IN THE EVENT THE DEEJAY PICKED BY CONTESTANT DOES NOT WIN, PLACE OR SHOW IN THE RACE, CONTESTANT IS AWARDED TWO TICKETS TO THE PRESTON ROYAL AND TWO TO THE CASA LINDA.

FOR THE SAKE OF TIME, WE RECORDED THE SEVEN "RACES" ON CARTRIDGE, WITH A DIFFERENT DEEJAY WINNING EACH ONE. PLACE AND SHOW ON EACH TAPE WAS MIXED AMONG THE OTHER SIX DEEJAYS. THE RACES PICKED UP ON THE BACKSTRETCH, AND ONLY RUN ABOUT 20 SECONDS. THEY ARE COMICAL IN NATURE, WITH DEEJAYS DROPPING OUT OF THE RACE TO CHASE GOOD HUMOR TRUCKS, ETC.

6. KAY COBELLE, SOCIETY EDITOR KLIF HAS BECOME THE FIRST STATION IN THE NATION TO EMPLOY A FULL TIME SOCIETY EDITOR. OUR'S IS MISS KAY COBELLE, WRITER AND PUBLIC RELATIONS EXPERT OF SOME NOTE, WHO DIGS UP GREAT COLOR STORIES ON BIG DALLAS NAMES. THESE ARE RECORDED IN ADVANCE, AND INSERTED IN ALL TRAFFIC NEWSCASTS. THEY ARE SHORT, TO- THE-POINT STORIES, WRITTEN IN OUR NEWS STYLE.

7. SWEET SIXTY THE TOP 40 HAS GONE OUT THE WINDOW AT KLIF. IN IT'S PLACE, WE HAVE INSTITUTED THE KLIF "SWEET SIXTY" OUR PLAYLIST IS COMPOSED OF ONLY 60 TUNES, NO HARD ROCK OR NEGROID SOUNDS. THIS IS COMPOSED OF THE BEST OF ALL THE NEW RECORDS, BASED ON SOUND, NOT COMMERCIAL APPEAL. THE PLAYLIST OF 60 IS SUPPLEMENTED BY 15 MIXED ALBUMS, AND THE KLIF KLASSTIC LIBRARY. THE FORMAT IS AS FOLLOWS FOR AN HOUR BREAKDOWN. 4 FROM THE TOP 30, FOUR FROM THE BOTTOM 30, TWO KLASSTICS, AND ONE ALBUM CUT. DEEJAYS DO NOT MENTION NUMBERS AT ALL. THERE IS NO PICK HIT, AND THERE IS NO NUMBER ONE TUNE. ALL TUNES ARE MERELY REFERRED TO AS "FROM THE KLIF SWEET SIXTY."

8. IF ANYONE HAS ANY FURTHER QUESTION, FEEL FREE TO CALL.

JACK SHARP

Fun in
The Sun

Fractured
Fibula Club

Fun
Radio

Fun Pill

MUSIC UP AND UNDER

Due to the physical dexterity and elasticity of skiers in the KABL audience, we've not yet had a winner in the KABL music fractured fibula contest. KABL's fractured fibula contest works this way. If you are the first KABL listener to break your leg while skiing this season, simply send a letter of verification from your doctor along with an 8 x 10 glossy of your x-ray to "Fractured Fibula Contest", KABL, San Francisco. If you are the winner of KABL's Fractured Fibula contest, here's what you'll receive. A pair of monogrammed crutches. Free wheelchair rental. A subscription to Ski Magazine. A cup of hot, nourishing broth. A sincere letter of sympathy. Sprains, twists and wrenches will not make you eligible. Fracture may be either simple or compound. Send your entry to "Ouch", KABL, San Francisco.

MUSIC OUT

Fun in
The Sun

Fractured
Fibula Club
Fun
Radio

Fun Pill

FRACTURED FIBULA (REVISED)

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MUSIC OUT

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The Sun

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MUSIC OUT

#

Fun in
The Sun

Fun
Radio

Fun Pill

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 2, 1961

You will soon receive some new promos recorded here in Dallas covering two or three different promotions. This note is just to alert you for their handling.

"WOOLY MASTADON" (Except WYSL) Ron Baxley, Program Director of WYSL, reports terrific response on this off-beat contest. He mentions heavy mail pull and says it may get as much comment as the "Aeolipiles" exotic. Give it a good run along with station breaks coverage.

"FRACTURED FIBULA CLUB" Although most of our stations are not in winter sports areas, some of your listeners probably go to various ski resorts during the winter. Therefore, this should get comment. You offer a free wheel chair for one month, knitting needles, etc., for the first listener who breaks his leg while skiing this winter.

"MYSTERY SNOWFLAKE" Most of our markets receive at least one slight snow flurry each winter. Hold this promo until it snows and then rush it on the air. It's a nutty contest to the effect that your station has a "Mystery Snowflake" designated out of those now in the air. The implication is that the listener is to catch this snowflake and mail it to the station.

A reminder that I still need reports on the Neiman-Marcus Airplane exotic from WAKY, KLIF, KEEL, and KABL.

Don Keyes

ys

Fun in
The Sun

Fun
Radio

Fun
Pill

KLIF

"FRACTURED FIBULA CLUB"

PROMO

Control: (Appropriate music concerning skiing, if possible)

Annncr 1: "Enter KLIF's Fractured Fibula Contest and win!"

Annncr 2: "One month's free use of a wheelchair!"

Annncr 1: "A matched pair of knitting needles!"

Annncr 2: "A subscription to Ski Life Magazine!"

Annncr 1: "A cup of hot, nourishing broth!"

Annncr 2: "Yes, those are the fabulous prizes in KLIF's newest promotion, the KLIF Fractured Fibula Club"

Annncr 1: "Here's all you have to do. Simply be the first KLIF listener to break your leg while skiing this winter. The leg must be broken. Simple twists, sprains, wrenches and charley-horses will not make you eligible. The leg must actually be broken although the fracture may be either simple or compound"

Annncr 2: "If you should be the first KLIF listener to break your leg while skiing this winter, simply send a letter of verification from your doctor along with your favorite X-Ray picture to....."

Annncr 1: "Fractured Fibula Club, KLIF, Dallas"

Control: (Music curtain)

Fun in
The Sun

Fun
Radio

Fun
Pill

- 2 -

FUN PILL CONTEST (Johnny Borders, Program Director, KTSA)

To help carry out the theme of having a 'fun summer' on KTSA, the station gave away "fun pills", which were actually pieces of bubble gum that the station had acquired some time ago.

FUN PILL

Listeners desiring a 'fun pill' were invited to send their name and address on a postcard to KTSA. Once per hour a postcard was drawn, and the person's name and address were announced and they were sent a 'fun pill' plus two theatre passes.

Listeners did not have to call the station.

WALL TO WALL MUSIC (Stan Richards, Program Director, KLLF)

Run by a competitor. This is essentially constant music on the station under all deejay ad libs, under all announcements, and in this case, even under news.

While I wouldn't be in favor of carrying it to that extreme, it is a clever, catchy expression.

VIDEO INTERRUPTION (Rick Bennett, Program Director, WYSL)

Used by a competitor. Occasionally, possibly four or five times during the day, the station interrupts a record that is playing and a voice says, "We have temporarily lost the video portion of our program. Please stand by." Obviously, you can embellish that line from your familiarity with TV program interruptions.

This could be good for some comment. I would say that this should not run over four or five days, and not over five or six times a day. Beyond that, it becomes too cute and its value rapidly deteriorates.

Fun in
The Sun

Fun
Radio

Fun Pill

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#

Fun in
The Sun

Fun
Radio

FUN IN THE SUN

Fun in
The Sun

Fun
Radio

STATION BREAK (Bob White, Program Director, KILT)

"KILT...where sun generates fun...!"

#

PROMOTION (Bob White, Program Director, KILT)

"KILT Fun in the Sun Kit" -- This little kit is designed to help our listeners have fun in the sun. Each kit contains two passes to local amusement park, two passes to miniature golf course, two passes to driving range, two passes to archery range, two passes to swim center, two passes to drag strip, two passes to various theatres and passes to other summertime favorites.

The contest can be run via telephone or mail. There are many very well-known summer vacation spots or resorts. However, most people don't know where these places are located; such as: Yosemite National Park, The Riviera, Ixtapan, Grand Canyon and such. Either have listeners call and if they guess right the state or country where the mystery spot is located, they win; or give several on the air throughout the day and then draw several of the correct entries.

The cost on these little kits is very low.

#

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

I quote from Dickie's report:

"Vacation time is travel time. We have proposed to a chain of service stations that they invite listeners to stop at any of their stations and register the number of miles they plan to drive on vacation. Once a week a drawing will be held and the name selected will receive the amount of gas required to drive the mileage stated on the entry. The gas would be in the form of credit at a station and would be used over a period of time by the winner."

#

WNOE FUN RADIO
NEW ORLEANS

FUN RADIO

To: Staff, Management and Advertisers of The All New WNOE, New Orleans
From: News Department of WNOE
Re: All New WNOE Weekly newscroom Report
Week ending: Twelve noon, Friday, January 3rd, 1958

TOP STORIES OF THE WEEK:

1. Argentine Airliner crashes into water. All 54 aboard safe
2. Buine gas truck explodes blocks traffic on US Highways 11 and 90 for two hours
3. Mississippi beats Texas, 38 to 7, in 1958 Sugar Bowl Game
4. Ten major fires in Greater N. O., 1/2/58, do \$75,000.00 damage
5. Leading candidate in Jefferson Parish President's race, Charles W. Spencer, tells WNOE News that he'll fight parish sheriff William Cool to stamp out gambling

There were a total of seven (7) newsmen on duty in the all new WNOE Newscenter, covering newscasts from six a.m. until midnight, six days, and from 1:00 a.m. until 7:00 p.m. Sunday. There were two WNOE Fun Radio Mobile News Units on the streets of New Orleans on a call basis. WNOE News gathered forty-one (41) bumper and mobile reports during the week ... FIRST NEWS FIRST AS IT HAPPENS ... The biggest day in this respect was Thursday, January Second, 1958, when the newscenter gathered seventeen (17) outside broadcasts, both mobile and bumper.

The average for the week was seven (7) bumper and mobile stories for the 24 hour day. Total for the week was forty-one (41).

"FIRST NEWS FIRST ON THE ALL NEW WNOE, FUN RADIO, IN NEW ORLEANS"

Bob Adams
Fun Adams
News Director
WNOE

Fun
Radio

WNOE FUN RADIO
NEW ORLEANS

Memo

To: Staff, Management and Advertisers of The All New WNOE, New Orleans

From: News Department of WNOE

Re: All New WNOE Weekly newsroom Report
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"FIRST NEWS FIRST ON THE ALL NEW WNOE, FUN RADIO, IN NEW ORLEANS"

Bob Adams
Bob Adams
News Director
WNOE

Funny
Money

Don Keyes

Gordon (F. E.) says please revise the fun summer spots
and cut for all stations.

L&K,
Lupe

Lupe,

Did'ew today. Les will dub in appropriate
music and mail to all stations. Copy follows the
originals closely with variations of expression for indiv.
markets.

Don

FUN RADIO ANNOUNCEMENTS

5/27/57

66 L

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. It's summer in San Antonio and it's going to be a fun summer on the even newer KTSA. All over KTSA-land, you'll be hearing great new personalities, like Ken Knox and Hal Murray, and exciting new KTSA contests. There'll be KTSA's fifty thousand dollar Treasure Hunt, the first KTSA airplane mobile unit, KTSA's hidden thousand dollar bill contest, our identify-your-voice contest, and the KTSA Christmas tree in July. Keep that dial glued to color channel 55, the even newer KTSA, because it's going to be a fun summer in San Antonio on KTSA.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. Ever heard of fun radio? Well, that's what you'll get this summer on the even newer KTSA--fun radio for a fun summer. Wherever you're listening, at the pool, in your car, on the patio--you'll be excited and delighted at the fun on KTSA--fun from our three great new KTSA personalities--Ken Knox, Hal Murray and Jack Elliott. And fun from KTSA's colorful contests--you'll be hearing KTSA's hidden thousand dollar bill contest, our fifty thousand dollar Treasure Hunt, KTSA's first airplane mobile unit, our identify-your-voice contest, not to mention the KTSA Christmas tree in July. So for fun radio on a real fun summer, it's the even newer KTSA.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. That wonderful, lilting, relaxing season of summer is here again in KTSA-land, and this summer it'll bring you fun radio on the even newer KTSA. Whether you're breezing along in your car, sunning yourself by the pool or charcoaling a steak on your patio, you'll make your summer more fun with the companionship of fun radio on the even newer KTSA. You'll love KTSA's three terrific new personalities--Ken Knox, Hal Murray and Jack Elliott. And on KTSA fun radio you'll hear exciting new fun contests--KTSA's fifty thousand dollar Treasure Hunt, and then the KTSA hidden thousand dollar bill contest, our guess-your-voice contest, a Walking Woman contest, the KTSA Christmas tree in July, the first KTSA airplane mobile unit, and that's just the beginning. Don't miss fun radio this summer on the even newer KTSA.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. We're near the season of golden sun and white sand. It's nearly summertime--a season of cameras and pretty girls at the beach, boating, picnicking--wonderful summer...and life under the sun will be fun with the new KTSA...this summer, KTSA will bring you fun radio for a fun summer, with great new KTSA personalities--Ken Knox, Hal Murray, and many others. And on KTSA fun radio you'll be excited this summer by KTSA's fifty thousand dollar Treasure Hunt, the KTSA hidden thousand dollar bill contest, the KTSA Christmas tree in July, the first KTSA airplane mobile unit, and so many other colorful events. This summer, life under the sun will be fun with the new KTSA--fun radio for a fun summer.

Funny
Money

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Funny
Money

CREATIVE SALES IDEA (See the brief, Sales for the HABL.)

HABL proposed that a group of creative, experienced hospital administrators drive time and money by working with John K. Chapin, Inc. to create

documents and proposals for the design of the most efficient and

created a group of creative, experienced hospital administrators

the first call made to the group of creative, experienced hospital

on the first call made to the group of creative, experienced hospital

FUNNY MONEY

on the first call made to the group of creative, experienced hospital

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on the first call made to the group of creative, experienced hospital

Funny
Money

YJB

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

KABL proposed that a chain of convalescent hospitals buy morning drive time and noon time 15 minute news with John K. Chapel to reach both doctors and prospective patients. A five minute version of the newscast was created, complete with open, close, and commercials. Having this to play on, the first call made a very strong impression on the client, as they had never been on radio, and had not heard their virtues extolled orally.

###

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

KLIF proposed to Dr. Nasal Spray, a decongestant remedy, a plan whereby station would schedule spots adjacent to weather report only when a cold front is coming in. This would be a blanket order, allowing for a maximum number of spots during the month. This idea will work for many other products that are so related to cold weather.

###

SPEC SPOT (Al Lurie, Sales Manager, KLIF)

One of the most popular advertising themes for a car dealer on the West Coast has been to personalize the owner. This theme has not been used extensively in Dallas so the idea was presented to a new Ford dealer. As he has a very good voice and ad lib style, he went for the proposed idea and bought a good schedule.

###

PROMOTION (Johnny Borders, Program Director, KTSA)

"Funny Money" contest -- Punchlines taken from top comedy LP's and gimmick pop records ("Alley Oop", etc.). Phone contest in which listener guesses (on air) name of "Funny Money Star" after hearing excerpts broadcast. If correct, he wins \$5.50; (1.) short (2.) humorous (3.) prize involved. Clever production would make it real cute.

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Famous
Names
her-
Favorite Recording
Fictitious
Facts
Fan Club
Picnic
For
Ferris
Wheel
Old

McLendon, Gordon

Papers, 1917 - 1979 and undated

Policy Books, 1953 - 1971

BOX 25 OF 34

REG. PAT.
U.S. OFF.
FAVORITE
DUBL-FRUIT
FILE POCKET
THE COOPER CO.
MADE IN U.S.A.

No. 64 Size 9½ x 11¾
(No. 1524-E)