

WIN A MILLION CONTEST  
(Starts Sun., July 1, 1956)

#1

FOUR BELLS:

And now, for one million French francs and a vacation for two in Paris via Sabena-Belgian World Airlines, the KLIF riddle:

READ RIDDLE

If you are the first to guess the answer to that KLIF riddle, the answer to which is on deposit in the First National Bank in Dallas, you'll be a French millionaire -- KLIF is going to give you one million French francs, about \$2500, and a vacation for two via wonderful Sabena-Belgian World Airlines. You can stay in Paris as long as your million lasts. KLIF will give two new clues each day beginning tomorrow, Monday, and will repeat them only once. We'll read the KLIF riddle once an hour. Write as many answers as you want -- one to a card or letter.

WIN A PARTY

Winter Carnival

WIN A VET

WIN A MILLION CONTEST  
(Starts Sun., July 1, 1956)

#2

FOUR BELLS:

That's the signal again for KLIF's "Win a Million" riddle. Here it is:

READ RIDDLE

If you're first to answer that riddle, you've won one million French francs and a vacation for two in Paris as long as your million francs lasts -- on plush Sabena-Belgian World Airlines. The answer to KLIF's "Win a Million" riddle is on deposit in the First National Bank in Dallas. Guess as often as you want but only one answer to a card or letter.

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WIN A MILLION CONTEST  
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WIN A MILLION PROMO  
(Start Fri., June 29, 1956)

#1

Day after tomorrow (tomorrow) "Win a Million" begins on KLIF --

Cliff will make somebody a French millionaire and give them a  
vacation in Paris via luxurious Sabena-Belgian World Airlines.

Sunday morning KLIF will begin reading the million-franc KLIF  
riddle, the answer to which is in trust in the First National Bank in  
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(tomorrow).

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(Start Fri., June 29, 1956)

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We're only 48 (24) hours away from the start of KLIF's biggest contest -- "Win a Million," starting Sunday morning. The first person to answer the KLIF riddle beginning Sunday morning will receive one million French francs and a vacation for two in Paris via the unequalled luxury of Sabena-Belgian World Airlines. The answer to the KLIF riddle and the one million French francs are held in trust by the First National Bank in Dallas. KLIF's "Win a Million" riddle begins Sunday morning.

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WIN A PARTY

Winter Carnival

WIN A VET

COPY FOR ALL STATIONS

6/25/56

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. How would you like to be a millionaire? Well, KLIF's "Win A Million" contest starts July first. To the first person who can guess the answer to a riddle KLIF will give beginning July first, KLIF will give a vacation for two in Paris, transportation by Sabena-Belgian airlines, and one-million French francs--you'll be a French millionaire. One million French francs is the equivalent of over \$2500 in cash, and you can stay in Paris as long as your million francs holds out. Now, the answer to the KLIF riddle will be in trust in the First National Bank in Dallas, and the First National Bank will also have the one million francs on display in its window. Enter KLIF's "Win A Million" contest, biggest contest ever staged by one radio station, and win a free vacation for

DXN9 DALLAS, TEX., JULY 10--(INS)--MR. AND MRS. JAMES C. MILLER, 3RD, OF DALLAS, WHO LEFT YESTERDAY FOR A VISIT IN EL DORADO, ARK., PROBABLY WILL PROLONG THEIR TRIP TO PARIS, FRANCE.

AS THEY DROVE TO EL DORADO LAST EVENING THEY HEARD ON THE RADIO THAT MILLER HAD SUCCESSFULLY ANSWERED A RIDDLE CONTEST WHICH HAD BEEN CONDUCTED BY A DALLAS RADIO STATION (KLIF) AND THE AWARD WAS ONE MILLION FRANCS, AND A TRIP TO PARIS, WHERE HE AND HIS WIFE MAY REMAIN AS LONG AS THE FRENCH CURRENCY AWARD LASTS.

AT THE EXCHANGE RATE IT WAS SAID THE AWARD AMOUNTS TO ABOUT \$2,500 IN UNITED STATES CURRENCY.

DO1050ACS....

*File Win a Million*

WIN A PARTY

Winter Carnival

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Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. Here's what we promised, details on KLIF's "Win A Million" contest, starting July first. Beginning July first, KLIF will give you a riddle, and hints on that riddle. If you can first guess the answer to that riddle, KLIF will give you a free vacation for two in Paris and make you a French millionaire--we'll give you one million French francs, about \$2500 in American money, and you can stay in Paris as long as it lasts you. You'll be flown to Paris on the finest accommodations offered by world-famous Sabena-Belgian Airlines. Your one million francs will be on display in the window of the First National Bank in Dallas, and the First National Bank will also hold the answer to the KLIF riddle in trust. Here's your chance to be a millionaire, on the biggest contest ever staged by one radio station, "Win a Million," all for the fun of guessing the answer to a riddle--a trip to Paris for two by Sabena-Belgian plus one million French francs. "Win A Million" starts July first on KLIF.

WIN A PARTY

Winter Carnival

WIN A VET

### BEST ON THE AIR PROMOTION

WYSL - "Win a Party", WYSL will give away a complete party to be held at one of Buffalo's young adult night clubs. The party comes complete with two live bands, refreshments and prizes. To win the party, which will be held during Easter vacation, a listener must guess what's in the WYSL Easter Basket. Clues will be given throughout the day to help them to win.

KLIF - KLIF Loser Contest - KLIF is compiling a list of losers (Edsel, Hit Parade Cigarettes, Collier's, etc.) Best loser entry wins an Edsel.

KOST - If you like to "Think About It," if you like to test yourself on famous quotes, whether you "Believe It or Not," if you commonly mispronounce words, or if you seek anything from government information to beauty aids, stay tuned to Coast Music for "Think About It," "Famous Quotes," "Believe It or Not," "Mispronounced Words," "Government Information", and "Coast Beauty Tips."..... Continuous features designed to compliment the Coast and its listeners. Expand your horizons. Keep in constant contact with K.O.S.T.... Oh yes, we also play music.

### BEST OUTSIDE PROMOTION IDEA

- KLIF -
- 1) St. Patrick's Day Parade Saturday morning.
  - 2) Charity pie throw Saturday afternoon netted \$300 for \$.25 and \$.50 pies thrown at dj's.
  - 3) Sunday afternoon KLIF djs defeated in valley ball by all-girl B'Naith B'Rith team for Charity.

### BEST COMPETITIVE OUTSIDE PROMO

KOST - Billboard:

Be A Knowbody  
Listen to Somebody like Don Allen  
KABC Radio/Newswatch

WIN A PARTY

Winter Carnival

WIN A VET  
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Winter Carnival

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5. (Continued)

WYSL -- "WYSL has your number" Listeners mail name, address, telephone number on post card. Each hour different name announced on air. Person named has three minutes to call and claim prize. Hourly winner eligible for grand prize at end of two weeks.

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8.

OBJECTIONAL COMMERCIALS

KLIF -- Blue Cross commercials worst ever heard. Account sponsors 7:20 AM news.

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9.

OBJECTIONAL LYRICS

WYSL -- "Give a Damn" Spanky and Our Gang Mercury 101

12.

STREAMLINING OPERATIONS

WYSL -- Weekend "PromoA" shortened to 20 seconds. It's tailor-made, with end cue introducing a record by the featured million dollar weekend star.

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16.

PROMOTIONS BY COMPETITORS

WYSL -- CKLH's "Win a Vet" contest. Station guy cruises streets of Detroit in Corvette. Air personalities give clues, listeners get hourly chances to guess car's mileage. First listener with correct guess wins car.

NEWS

WYSL -- Best local bumper: Former mental patient, armed with rifle, held up in his home near Buffalo with wife as hostage. Several rifle shots kept police at bay.

Winter Carnival

WIN A VET

5. (Continued)

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Winston  
DiamondSpots

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Winter Carnival

Winston  
DiamondSpots

## WINSTON DIAMOND SPOTS

WINSTON PORTUGUESE DIAMOND SPOTS

#1

For those who know historic jewels of perfect beauty, many will say that the world famous, 127 carat royal Portuguese diamond is the most exquisite gemstone in the world. Now for the first time, this celebrated superb cut diamond is being offered for sale, at one million dollars, by the celebrated jewel house of Harry Winston at 7 East 51st Street in New York. Harry Winston invites interested clients to contact the House of Winston to Arrange exclusive showings of this superb and perfect diamond, cut from the most prized stone of the Portuguese royal family. At one million dollars, the Portuguese diamond represents a remarkable opportunity for the true connoisseur of historic gems. Of an almost indescribable blue, the magnificent Portuguese diamond is the largest gem emerald cut diamond for sale anywhere in the world. For Christmas showings, contact Harry Winston, Inc., at 7 East Fifty First Street, New York City.

57-  
November 5, 1957

Winter Carnival

Winston  
Diamond Spots

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CV--  
November 5, 1957

Winter Carnival

WINSTON PORTUGUESE DIAMOND SPOTS

#2

As connoisseurs of historic jewels well know, the fabled house of Harry Winston in New York owns the world's second largest collection of historic jewels, second only to the British royal family itself. Now, from Harry Winston --most respected of all American Jewel Collectors, comes the offering for sale of the largest gem emerald cut diamond for sale in all of the world's markets -- the famous and amazing 127-carat Portuguese Diamond. This superb emerald cut diamond, of a unique, soft warm blue color found only in the finest of royal Brazilian diamonds, is being offered for the first time by Harry Winston at a price of one million dollars. Harry Winston, Incorporated wishes to emphasize again that the magnificent Portuguese diamond, at one million dollars is today the largest gem emerald cut diamond for sale anywhere in the world. For private Christmas showings of the Portuguese diamond, contact the House of Harry Winston, 7 East Fifty First Street, New York City.

CV.

November 5, 1957

Winter Carnival

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cv.

November 5, 1957

Winter Carnival

CALL  
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February 12 & 13, 1965

DARTMOUTH WINTER CARNIVAL

January 25, 1966

Winter Carnival.

Remove ink for your  
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If I can be of further help, please let me know.

Sincerely,

  
George A. Connell

Winter Carnival



Dartmouth College HANOVER · NEW HAMPSHIRE · 03755

Dartmouth News Service

GEORGE O'CONNELL  
Director

R.P.B

Mr. Art F  
Vice Pres  
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February 12 & 13, 1965

DARTMOUTH WINTER CARNIVAL

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Dartmouth News Service

GEORGE O'CONNELL  
Director

R.P.B

*The Dartmouth Winter Carnival Council*

*presents the Fifty-fifth Annual*

# DARTMOUTH WINTER CARNIVAL

*February 12 and 13, 1965*

*Dartmouth College, Hanover, New Hampshire*



Dartmouth College HANOVER · NEW HAMPSHIRE · 03755

Dartmouth News Service

GEORGE O'CONNELL  
Director

R.P.B.

### Dartmouth Winter Carnival Council

JAMES L. HAZARD '66 *President*

JOHN R. EHRENBERG '65 *Secretary-Treasurer*

JAMES W. SUTHERLAND '66 *Publicity—Green Key*

HARRY M. LOWD III '66 *Features*

KENNETH C. ZUHR '66 *Poster Sales*

WILLIAM W. HAY '67 *Outdoor Evening*

RICHARD D. SELLERS '67 *Heeling Director*

WILLIAM D. HARPER '65 *IFC Representative*

CHARLES W. SPEHRLEY JR. '66 *IDC Representative*

RICHARD A. HART '68 *Freshman Council Representative*

ROBERT P. OWENS '65 *DOC Representative*

PETER L. BAUMBUSH '65

ANGUS S. KING JR. '66 JAMES A. MCGREGOR '66  
*Special Advisors*

JOHN R. SCOTFORD *Faculty Advisor*

### Winter Carnival

THE Dartmouth Winter Carnival is perhaps the most famous and enjoyable college weekend in the country. This is due primarily to two factors—the relaxed atmosphere of Dartmouth, Hanover, and the “wilderness”; and the tremendous variety of events occurring in so short a time.

The first factor works for you. It is what has made the weekend the success that it invariably is. The easy informality of the campus, the crisp cold weather, the riotous parties—all these elements combine to create an unforgettable weekend—if you let them.

But the second factor can work against you. Don't try to do everything, see everything, be everywhere at the same time. There's too much going on; you'll wear yourself out rushing from the Davis Hockey Rink to the Ski Jump to Hopkins Center and then to eat. And anyway, Carnival is great not because of all the individual events; it is the weekend as a whole that you'll remember. Those quiet hours at the house, the short walks together on the crunchy snow, the chat on the couch by the roaring fire—all will seem just as pleasant in retrospect as any of the organized entertainment. Be sure to do and see the things you're interested in, but above all, just relax.

We hope you have a wonderful weekend and one that will remain in your memory for years to come.

Sincerely,

*The 1965 Winter Carnival Council*



Dartmouth College HANOVER · NEW HAMPSHIRE · 03755

Dartmouth News Service

GEORGE O'CONNELL  
Director

R.P.B.

### Friday

... that long train ride—a cold taxi from White Town. Or the even colder wait for her on the Inn Corner ... frosted greetings to the accompaniment of voices from Smith and Brooklyn, Vassar and Nashville, or Bill's girl who came in from Hawaii.

Off to her room with suitcases ... blue sky with snow on the trees, or maybe (God forbid) grey skies with slush underfoot ... —no matter. Ski clothes ... statues, Center of Campus, dorm, fraternity ... funny, original, casual, sometimes just lumps of snow ... Cross country at the Golf Course ... the hiss of skis on snow, the cheers, labored gaspings at the finish line ... or the queen contest in the Studio Theatre ... beautiful girls, colorful judges.

Then skirt and sweater, shift ... coat and tie ... the cocktail Party ... Wellesley? do you know? ... You doooo ... Then out to see the Carnival Queen. Isn't she cute ... really nice ... a glance across the green ... Baker Library and Dartmouth Row in the cold, crisp New Hampshire air ... Fireworks.

Change again into warmer clothes ... Outdoor Activities ... tobogganing, hay rides, snow disks, skating ... beautiful night ... afterwards that hot chocolate in the lodge is perfect ... Over at Hopkins Center the Players present "Wonderful Town". Great play ... good casting, funny presentation ... wonderful. A walk through the Top of the Hop, the paintings and the fireplace, and maybe a rest for a while ... the flames burn brightly.

Back to the dorm, the house, for the windup ... the last keg ... conversation ... the basketball team won! ... the band—getting louder, 1:00 the high point ... Harry? he decided to take a nap ... the keg's dead ... conversation dies, slowly ... the band packs up and departs, quietly.

Upstairs to sit and watch the fire ... or outside to watch the stars ... perhaps the snow falling quietly ... 3:00—stifled yawns ... tomorrow comes quickly ... soft goodnights ... a last look out the window—check the weather ... and up to bed.

### Thursday, February 11, 1965

8:30 PM The Dartmouth Players present "Wonderful Town", a musical comedy by Comden, Green, and Bernstein at the Hopkins Center Theatre.

### Friday, February 12, 1965

9:30 AM Slalom Ski Race at the Dartmouth Skiway in Lyme, New Hampshire.

1:00 PM Judging of Dormitory and Fraternity Ice Statues.

2:00 PM Cross Country Ski Race at the Hanover Golf Course.

2:00 PM Judging for the 1965 Carnival Queen will begin in the Studio Theatre of Hopkins Center. Open to the public.

3:00 PM The Dartmouth Players present "Wonderful Town" at the Hopkins Center Theatre.

4:00 PM Freshman basketball with St. Michael's at Alumni Gymnasium.

6:00 PM Judging of the lighting of Fraternity Ice Statues.

7:30 PM Coronation of the Queen of the Snows, awarding of prizes for the winning Dormitory and Fraternity Ice Statues, and introduction of the Athletic Captains at the Balcony of Hopkins Center. A fireworks display will announce the beginning of this event.

9:00 PM Outdoor Evening Activities at Occom Pond and the Golf Course. Skating, sledding, rides, etc. for students and their dates. Dancing, refreshments, and fun with The Renegades and The Greensmen at the Outing Club House until 4 AM. Sponsored by the Freshman Council.

9:00 PM Winter Carnival Concert by the Glee Club in Spaulding Auditorium.

9:00 PM The Dartmouth Players present "Wonderful Town" at the Hopkins Center Theatre.

11:30 PM IDC Dance until 3:30 AM featuring "Bobby Comstock and the Counts" in Alumni Hall.



Dartmouth College HANOVER · NEW HAMPSHIRE · 03755

Dartmouth News Service

GEORGE O'CONNELL  
Director

R.P.B.

### Saturday

Saturday a.m. . . . 9:00 . . . the big day . . . weather fine (again we hope). Bare feet on a cold floor . . . downstairs and outside . . . cold, but sunny . . . the snow glistening in drifts . . . a deep breath—Aaah! Much better. Downtown for that quick orange, English, and coffee . . . the morning rush and bleary eyes.

Off to the hockey game . . . Yale puts up a good fight . . . the band plays, people talk . . . did you see Peggy last night? . . . On the green, the snowshoe race . . . looks like fun. Back to the room . . . warm clothes again . . . and off to the jump . . . Vale of Tempe . . . ticket takers . . . the sound of snow, creaking under ski boots . . . people sliding down the hill . . . and the annual snowball fight . . . the breathless hush, with only the sound of the wind . . . the takeoff—good form, the landing—fine distance . . . the winners.

Back again for the cocktail party, more relaxed than yesterday . . . who won the swimming meet? . . . did you see the new pool? Supper . . . then the Glee Club. Dartmouth songs . . . spirituals . . . classics . . . Green jackets, voices raised in song . . . cheering, clapping.

Over to the IDC Dance . . . the amazing Exciters . . . did they just cut a new record? . . . keep going—Just one more time . . . or back to the house . . . another keg, another band . . . delicious punch . . . dancing forever . . . very, very close . . .

The hours come and go . . . 11:00 . . . 1:00 . . . 3:00 . . . friends have been met, places revisited. Parties are done, goodnights said . . . you go up to bed again. But the end is still to come . . . the milk punch in the morning, the afternoon bands . . . then as dusk begins to fall, the quiet ride back to White Town . . . the weary ride home or back to school . . . the spirit of Dartmouth . . . the fun, the friends, the flavor . . . and finally the remembrance of things past . . . Winter Carnival . . .

### Saturday, February 13, 1965

- 10:00 AM Downhill Ski Race at the Dartmouth Skiway in Lyme, New Hampshire.
- 10:30 AM Snowshoe Races until 12:00 noon for students and their dates on the Baker Library lawn. Sponsored by the D.O.C.
- 11:00 AM Hockey game with Yale at the Davis Rink.
- 2:00 PM Intercollegiate Ski Jumping Tournament at the Vale of Tempe on the Golf Course.
- 4:00 PM Swimming meet with Army at the new pool in Alumni Gymnasium.
- 5:00 PM Folk Concert in Spaulding Auditorium featuring "Ian and Sylvia".
- 9:00 PM Outdoor Evening Activities at Occom Pond and the Golf Course. Student skating, etc. and the Outing Club House will be open until 4:00 am.
- 9:00 PM Winter Carnival Concert by the Glee Club in Spaulding Auditorium.
- 9:00 PM The Dartmouth Players present "Wonderful Town" at the Hopkins Center Theatre.
- 11:00 PM The Dartmouth Film Society presents "An American in Paris".
- 11:30 PM IDC Dance until 3:30 AM featuring "The Exciters" in Alumni Hall.

### Sunday, February 14, 1965

- 4:00 PM The Dartmouth Film Society presents "An American in Paris".



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GEORGE O'CONNELL  
*Director*

R.P.B

**S**KI clothes constitute the main attire for the weekend, especially for all the outdoor activities and the queen contest. The wise date will make sure she is dressed warmly in boots, mittens, etc. for all the skiing events and Outdoor Evening. The swimming meet, concert, and Players' show are a little warmer entertainment, and she will need a skirt and sweater, wool dress, or shift. These clothes will also be appropriate for dormitory and fraternity parties held later in the evening. Other items which a date would find useful are skis, skates, and if she is ambitious, an alarm-clock.

*Carnival Poster Designed and Painted by*

JON T. ROLL '67

*Carnival Program Cover Designed by*

JAMES W. HAMILTON '65

*Center of Campus Snow Sculpture Designed by*

JOHN H. PILLING '68

OFFICIAL SCHEDULE AS OF JANUARY 19, 1965



Dartmouth College HANOVER · NEW HAMPSHIRE · 03755

Dartmouth News Service

GEORGE O'CONNELL  
Director

R.P.B.

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Dartmouth College HANOVER · NEW HAMPSHIRE · 03755

Dartmouth News Service

GEORGE O'CONNELL  
Director

R.P.B

January 25, 1966

Mr. Art Holt  
Vice President  
The McLendon Stations  
2008 Jackson Street  
Dallas, Texas 75201

Dear Mr. Holt:

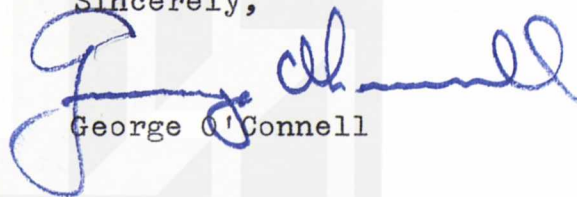
Thank you for your letter about Winter Carnival.

I will set aside a room at the Hanover Inn for your reporter from among those we have reserved for the press pending a definite confirmation from you.

I'm enclosing some background material from last year's carnival. This year's has not yet been completed, but few things will be changed except the general theme and other specifics. It should give your man a feel for Carnival events.

If I can be of further help, please let me know.

Sincerely,



George O'Connell

GOC:jrp

## 1965 WINTER CARNIVAL PRESS BROCHURE

### PRESS ARRANGEMENTS

Dartmouth College and the 1965 Winter Carnival Council welcome you to the 56th annual Dartmouth Winter Carnival.

#### Press Room

Press headquarters on the second floor of Robinson Hall in Room 41 will be open Thursday from 12:30 p.m. until deadlines, and on Friday and Saturday from 8 a.m. until deadlines. All press activity will center here, and phones, typewriters, press brochures, passes, tickets and other helpful materials will be available. A runner to the Western Union office will be on hand from 8 a.m. to 8 p.m. on Friday and Saturday.

George O'Connell, director of the Dartmouth News Service, and Ernie Roberts, director of sports information for the college, will be in the press room at various times to assist in any way they can.

#### Race Results

Official ski results will be posted on the press room bulletin boards as soon as the judges have reached their decisions. Unofficial results will be posted as soon as they are available. Changes in event scheduling and other late-breaking information not contained in the press brochure will also be posted.

#### Photographers

Although we can only guess at how long the Carnival Queen judges will require to reach a decision, we hope that the name of the 1965 Queen will be announced by 6 p.m. Friday in the Hopkins Center Studio Theater. Immediately following the announcement the Queen and her court will be taken to a room directly behind the Studio Theater stage where they will pose for pictures.

The crowning ceremony will take place at 7:30 p.m. on the Hopkins Center balcony.

#### Press Party

The annual Carnival cocktail party for members of the press and their guests will be held at the newly built Tommy Dent Cabin behind the Dartmouth Rowing Club's headquarters on the Connecticut River at 9:30 p.m. Friday. The Carnival Queen is expected to appear at this event to talk informally with the press. For directions or transportation to the cabin inquire at the press room.

Dartmouth College News Service  
Hanover, N.H. Phone: 643-3000, ext. 255, 286  
George O'Connell, Director

FOR RELEASE AT WILL

HANOVER, N.H.--Dartmouth College's annual Winter Carnival, a 48-hour marathon of winter fun for some 3,000 students, their dates and invited guests, will be held February 12-13 this year.

The oldest and most famous winter festival of them all, Winter Carnival was officially celebrated for the first time in 1911 to provide this North Country community with a break from a long New England winter.

The 1965 Carnival, set amid some 50 fanciful ice statues, will again stress student participation in a number of outside activities, including noncompetitive skating and skiing, tobogganing, saucer rides, hay rides and snowshoeing.

There will also be the usual indoor fare of plays, concerts and dances.

Skiing has always been the principal Carnival attraction, however, and this year the major emphasis will again be on the four-event intercollegiate skiing competition.

Teams from eight "A" division Northeastern schools are scheduled to compete for the Carnival Cup, including squads from Middlebury, the University of Vermont, the University of New Hampshire, Harvard, St. Lawrence, Williams, the University of Maine and Dartmouth.

Middlebury edged Dartmouth last year and these same two teams are again expected to be fighting for top honors.

The skiing events will begin with a slalom race on Friday (Feb. 12) at 9:30 a.m. at the Dartmouth Skiway in Lyme Center,  
-more-

2)

N.H., 14 miles from the campus, and will continue at 2 p.m. with the 15-kilometer cross-country race at the Hanover Golf Course. Saturday the downhill will be run at 10 a.m. at the Skiway, with jumping at the Vale of Tempe 40-meter hill at 2 p.m.

Other sports events will include a hockey game with Yale (Saturday at 11 a.m.); a swimming meet with Army (Saturday at 4 p.m.); and a freshman basketball game with St. Michael's (Friday at 4 p.m.).

Other weekend features will include a matinee and two evening performances of the musical comedy "Wonderful Town," by Camden, Green and Bernstein, performed by members of the Dartmouth Players, a folk music concert by "Ian and Sylvia" Saturday afternoon, Dartmouth Glee Club concerts Friday and Saturday evenings and two student dances.

"Call of the Wild," this year's Carnival theme, is expected to inspire a wide variety of original statue designs illustrating the many aspects of Winter Carnival fun.

LOP (The Leader of the Pack), the 35-foot center-of-campus statue, depicts a wolf howling at the winter sky.

Other statues will be built by some 50 dormitories and fraternities. Prizes are awarded for the best efforts.

The Queen of the Snows will be crowned on the balcony of the Hopkins Center Friday at 7:30 p.m. Over 50 candidates will be nominated for this honor by the dormitories and fraternities. The winner and her four court members will be selected by a panel of Dartmouth men, including both students and faculty, at a public judging session beginning early Friday afternoon.

After the crowning, the students and their dates will go

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to the Occom Pond skating rink and to the toboggan runs and bonfire on the nearby Golf Course for an evening of outdoor fun.

#

Dartmouth College News Service  
Hanover, N.H. Phone: 643-3000, ext. 255, 286  
George O'Connell, Director

#### HISTORY OF WINTER CARNIVAL

Dartmouth's Winter Carnival, the North Country's original winter festival, is an annual, two-day celebration for the college community and invited guests. Everyone is invited to be a participant, not merely a spectator.

Set amid a fanciful array of snow sculptures and featuring a frenetic 48-hour schedule of athletic and social events, Carnival today is pretty much in the tradition of the first official celebration in 1911. At that time Dartmouth students and nearly 50 dates spent two snowy February days watching and participating in a number of special events. Included were a dance, a play, a hockey game (with the Massachusetts Aggies), ski and snowshoe races and a ski-jumping contest.

Over the years Carnival was the subject of much national and even international publicity. As the weekend became more popular it also became more and more crowded--to the extent that students were beginning to leave the Hanover area rather than stay for the festivities.

All this came to a head in 1952 when Hanover residents were virtually forced to abandon the town to an influx of exuberant but uninvited guests. The impact of the invasion can be deduced from the fact that there was a traffic jam eight miles long caused by people trying to get to Hanover for the celebration.

After this, it was pretty much agreed that the time had

-more-

2)

come to give Winter Carnival back to the students.

#

The Carnival idea really began in 1910 when Fred Harris, Class of 1911, disappointed at the winter lethargy he found among Dartmouth students, proposed an intramural winter sports meet to liven things up. Despite a big dormitory fire the same day the meet went off without a hitch--the first such competition at any American college.

The following year the first official Carnival was held with nearly 100 undergraduates competing in skiing and snowshoe events--more than twice the number who participated the year before. The most popular event, the ski jumping, was won by A.T. Cobb, Class of 1912, with a leap of 45 feet. Harris was second.

Both of these celebrations were sponsored by the Dartmouth Outing Club which had been founded in 1909, mostly due to the efforts of Harris. As the Dartmouth Alumni Magazine phrased it in an article in 1938, "The D.O.C. Started Something." Except for two interruptions during the First and Second World Wars, Winter Carnival has been celebrated annually ever since 1911.

Although the celebration has been continued year after year, the Carnival program itself has undergone a number of changes.

Skating races were added to the original program in 1914, and in 1915 the skiing events became intercollegiate with McGill, UNH, Williams, UVM, Yale and Harvard in competition. Also in 1915 basketball was added, as was a musical concert by members of Dartmouth's various musical clubs.

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3)

Ski-joring and a ski proficiency event (now known as slalom) were new to the program in 1916, and in 1921 Outdoor Evening with its featured skating show was the new attraction.

Water polo, the interfraternity snow sculpture contest and the first center of campus statue--a modernesque tower-like affair--were all added in 1927:

In 1923 a queen of the carnival ball was chosen, but it was not until 1928 that the first Queen of the Snows, one Miss Florence Rice of New York City, was crowned. Miss Rice, the daughter of famed sportswriter Grantland Rice, later became a movie star.

Also in 1928, the entire management of Carnival was turned over to an undergraduate division of the D.O.C., and a "downhill mile" event was added to the skiing competition.

In 1961 the D.O.C. turned over the responsibility for running Carnival to a special undergraduate Winter Carnival Board, a committee of the Undergraduate Council, which is still in existence.

Through the years Winter Carnival has been a time of many colorful incidents. In 1935, Phi Sigma Kappa fraternity (now Phi Tau) built an 18-foot King Kong statue which peered into the second floor windows of Alpha Theta, the fraternity house next door; and in snowless 1937, Boston and Maine flatcars were used to haul snow for the statues. In 1947, when a January thaw continued on into February, a laboriously constructed Outdoor Evening ice show set began sinking through the slush on Occom Pond while bets were being taken as to the exact time the deteriorating center-of-campus statue would collapse. Cold weather set in just in time, and with a vengeance.

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4)

After the weekend it took three tractors and a bulldozer to pull the statue down.

Today's Winter Carnival is again a completely undergraduate affair with the four-event intercollegiate skiing competition still the major attraction. Swimming and track have been added to the athletic schedule, and there are now two undergraduate dances--one each night. Water polo and the skating races have been dropped, but public skating and skiing as well as toboggan, saucer and hay rides are now standard Carnival pastimes.

Also included are a Glee Club concert, a major dramatic production by the Dartmouth Players and a special event, usually a concert by popular, nationally known entertainers. Basketball and hockey competition remain as traditional features.

##

The following are some hints on statue building that have been collected through the years, and which might be helpful.

1. Introductory Steps: Before working in the snow, considerable thought and planning is necessary. From a series of rough sketches one particular pose is selected. The sketch is drawn to scale. A framework is then sketched into the drawing. Following this, a clay model may be built around the actual size small framework to give you a better idea of the proportions in three dimensions. With an actual scale model before you, your construction work will be easier than if you depend on drawings, but a model is not absolutely necessary. Careful consideration must be given to the actual construction of the framework - the center of gravity must be constructed to support each part of the finished sculpture. Also, you will find it helpful to cover the framework with chicken wire of some sort in order to make the snow stick more easily.
2. Applying the Snow: Slush is made by running water from a hose into a trough of snow. The snow is transformed into the desired degree of fluidity by men with hose and shovels. The wet slush is then applied to the framework by hand, and patted into the rough form of the finished product. A very important point to remember is that your statue should have very sharp lines and features in order to get the full effect of the shadows. Shadows give the statue distinctiveness and beauty - this is lost with rounded slurred features. Details should be as sharp as possible - don't do a sloppy job! Another point to remember is that the final coating of snow should be white - don't dig so deep that you pick up particles of dirt and grass with the snow. The last step consists of spraying the figure with a light stream of water in below freezing weather in order to give the statue as glossy an effect as possible.
3. Illumination: (for fraternities only) In most cases of illumination, small lights should be spaced at proper distances at the base of the statue so as to cause effective shadowing. Colored lights may be used, but it has often been suggested that artificial lighting detracts from the natural beauty of the snow.

PROMOTION ( Bruce Hathaway, Acting Program Director, KTSA )

"The KTSA King Pin" -- This could be good for sale to a bowling alley.

Each automatic pin setter of said bowling alley will have a bright red pin intermixed with the other pins. When this pin comes up in the "King Pin" position, and the person playing the lane makes a strike, he or she will win a free lane of bowling or something of the same value. Also, could be built up to so many strikes on the "King Pin" and receive other prizes ( such as bowling shoes, etc ).

WIZARD OF THE WIND

PROMOTION ( Johnny Borders, Program Director, KLIF )

"Wizard of the Wind" -- Promotion tied-in with March wind concept.

Character voice given to "Wizard", "Mystical king of world's greatest treasures", who awards prize to first listener to call contest number. Dealer puts listener on the air, and reads prize won from the "Wizard of the Wind".

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

"KLIF Ben Casey Calendar" -- Monthly brochure on station with test records, etc., plus notes of cheer for patients. Distributed at local hospitals.

SALES IDEA ( Al Loris, Sales Manager, KLIF )

I quote from Al's report:

"In 1956, KLIF created a very successful series of spots for a new development of apartments called the Columbian. This entire series was a testimonial type announcement with statements from dance instructors, airline pilots, doctors, stewardesses, etc., stating that the Columbian was a fine place to live. We received the idea and submitted to several apartment developments with good results."

npb

PROMOTION ( Bruce Hathaway, Acting Program Director, KTSA )

"The KTSA King Pin" -- This could be good for sale to a bowling alley. Each automatic pin setter of said bowling alley will have a bright red pin inter-mixed with the other pins. When this pin comes up in the "King Pin" position, and the person playing the lane makes a strike, he or she will win a free line of bowling or something of the same value. Also, could be built up to so many strikes on the "King Pin" and receive other prizes ( such as bowling shoes, etc ).

# # #

PROMOTION ( Johnny Borders, Program Director, KLIF )

March  
Wind

"Wizard of the Wind" -- Promotion tied-in with March wind concept. Character voice given to "Wizard", "Mystical king of world's greatest treasures", who awards prize to first listener to call contest number. DeeJay puts listener on the air, and reads prize won from the "Wizard of the Wind".

# # #

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

"KLIF Ben Casey Calendar" -- Monthly brochure on station activities, records, etc., plus notes of cheer for patients. Distributed at local hospitals.

# # #

SALES IDEA ( Al Lurie, Sales Manager, KLIF )

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# # #

You  
World's Ugliest  
Tie  
WNNC  
Promo  
Yakity  
Cash  
You i. d  
World  
Series  
ng Alley  
Woolly  
Mastadon  
Your Weight  
Gold

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# # #

You  
World's Ugliest  
Tie  
WNBC  
Promo.

Yakity  
Cash

You i. d  
World  
Series  
ng Alley

Woolly  
Mastadon  
n Gold  
Your Weight

WNNC PROMOS  
APRIL 23, 1956 tm

WNNC 378

# WNNC PROMOTIONS

THIS IS KLIP.....WNNC IN DALLAS. --- Know what WNNC means? If so...write or wire KLIP what you think WNNC stands for. The first entry with the correct wording will receive \$25.00! No phone calls accepted. Just write or wire KLIP IN DALLAS. Remember...the earliest wire or letter with the correct wording of WNNC will win \$25.00!

You  
World's Ugliest  
Tie

WNNC  
Promo

Yakity  
Cash

You i. d  
World  
Series  
ng Alley

Woolly  
Mastadon  
n Gold  
your Weight

WNNC PROMO  
APRIL 23, 1956 tfn

MONDAY TFN

THIS IS KLIF.....WNNC IN DALLAS. --- Know what WNNC means? If so...write or wire KLIF what you think WNNC stands for. The first entry with the correct wording will receive \$25.00! No phone calls accepted. Just write or wire KLIF IN DALLAS. Remember...the earliest wire or letter with the correct wording of WNNC will win \$25.00!

WNNC - STATION BREAK  
APRIL 21-22, 1956

SAT & SUN ONLY

THIS IS KLIP---WNNC IN DALLAS.

You  
World's Ugliest  
Tie  
World of  
Money

Yakity  
Cash

You i. d  
World  
Series  
ng Alley

Woolly  
Mastadon  
n Gold  
Your Weight

WNNC PROMO

WNNC - STATION BREAK  
APRIL 21-22, 1956

MONDAY 7PM

SAT & SUN ONLY

THIS IS KLIF...WNNC IN DALLAS. --- Know what WNNC  
stands for. The first entry with the correct  
wording will receive \$25.00! No phone calls accepted.  
Just write or wire KLIF IN DALLAS. Remember...the  
earliest wire or letter with the correct wording  
of WNNC will win \$25.00!

You  
World's Ugliest  
Tie  
World of  
Money

Yakity  
Cash

You i.d  
World  
Series  
ng Alley

Woolly  
Mastadon  
n Gold  
Your Weight

WNNC PROMO  
APRIL 23, 1956 tfn

MONDAY TFN

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APRIL 23, 1956 tfn

MONDAY TPN

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WOOLY MASTADON

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 Bailey, 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 "Aesopiles" 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

M E M O R A N D U M

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

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"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.

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MEMORANDUM

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

Here's an added embellishment to the "Wooly Mastadon" promotion I wrote you about.

Every entrant should be declared a winner. Since the prize is only 10¢, you'll only spend a few dollars at best. The promos on this follow-through ought to get much talk.

Naturally, don't say anything about this until you pull the existing promos off the air.

Don Keyes

ys

You  
Tie  
World's Ugliest  
World of  
Money

Yakity  
Cash

You i. d  
World  
Series  
ng Alley

Worth Your Weight  
In Gold

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You  
World's Ugliest  
Tie  
World of  
Money

Yakity  
Cash

You i.d  
World  
Series  
Longest  
Alley

Worth Your Weight  
In Gold

KLIF

"WOOLY MASTADON"

OK-KLIF  
OK-KEEL  
OK-KULT  
OK-KTSA  
OK-WARY  
OK-WASC  
OK-WBL  
PROMO  
(Kron + Trotta)  
"Exoticis"

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

Ann cr 1: "In Paris, scientists are searching every known library for the answer to the question."

Ann cr 2: "In Tokyo, historians are translating ancient Oriental documents in search of the answer. The question is... 'How do you wash a wooly mastadon?'. "

Control: (Change pace of music to something lighter)

Ann cr 1: "KLIF, eager to add to the world's storehouse of knowledge, asks you, for the grand prize of ten cents in cash, 'How do you wash a wooly mastadon?'. "

Ann cr 2: "Send your answer to this provoking question, regardless of its length, to Bubbles, KLIF, Dallas."

Ann cr 2: "How do you wash a wooly mastadon?"

Control: ( Short, bright curtain )

R1-16543

You  
World's Ugliest  
Tie

World of  
Money

Yakity  
Cash

You i. d

World  
Series

's Longest  
ng Alley

Worth your Weight  
In Gold

COMMERCIAL IDEA ( Art Holt, Manager, WYSL )

Art Holt wrote a commercial for Alameda Wines which was sent to their home office in California. They liked it so much that they changed their plans to use their own ET and instead will go with this spot.

Dubs are being sent to each of you.

WORLD OF MONEY

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

KNUZ has a back-to-school contest whereby Hatsco's are invited to guess the cost of school clothes on display in a shopping center's windows. Winner to get the clothes.

It's too late to use this for a back-to-school promotion, but this is readily adaptable to almost anything.

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

KXYZ is running a "World of Money" spot. It is an explanation of old coins, rare coins and bills, and how to spot counterfeit money. It explains how you can put your money in Ben Franklin Savings and not have any worry whatsoever about counterfeit money but knowing that your money is in safe hands and drawing 4% interest at Ben Franklin.

This should be a good spot for our two good music stations.

You  
World's Ugliest  
Tie

World of  
Money

Yakity  
Cash

You i. d.

World's Longest  
Series of Alley

Worth Your Weight  
In Gold

COMMERCIAL IDEA ( Art Holt, Manager, WYSL )

Art Holt wrote a commercial for Alamaden Wines which was sent to their home office in California. They liked it so much that they abandoned their plans to use their own ET and instead will go with this spot.

Dubs are being sent to each of you.

# # #

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

KNUZ has a back-to-school contest whereby listeners are invited to guess the cost of school clothes on display in a shopping center's windows. Winner to get the clothes.

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

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You  
World's Ugliest Te-  
her's  
Yakity  
Cash  
You i.  
World  
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# # #

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

KNUZ has a back-to-school contest whereby listeners are invited to guess the cost of school clothes on display in a shopping center's windows. Winner to get the clothes.

It's too late to use this for a back-to-school promotion, but this is readily adaptable to almost anything.

# # #

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

KXYZ is running a "World of Money" spot. It is an explanation of old coins, rare coins and bills, and how to spot counterfeit money. It explains how you can put your money in Ben Franklin Savings and not have any worry whatsoever about counterfeit money but knowing that your money is in safe hands and drawing 4% interest at Ben Franklin.

This should be a good spot for our two good music stations.

# # #

You  
World's Ugliest  
te-  
her's  
Yakity  
Cash  
You i. d  
World  
Longest  
Alley  
Worth Your Weight  
In Gold

CREATIVE SALES IDEAS ( Ted Van Dorn, Sales Manager, KABC )

For several years now, there has been increasing interest in dynamic reading ( super fast method scan reading ). Organizations are springing up. KABC is close to one of the biggest in the area and will probably sell them a good schedule on the basis of one of the announcers who is taking the course, then cutting tapes each week as he progresses in the course.

\*\*\*

PROMOTION ( Bruce Hathaway, Program Director, KTSA )

"World Series Game" -- Listeners are asked to send in the total number of runs they think will be scored by both teams during the entire World Series. Winner receives \$25.00.

\*\*\*

STATION BREAKS ( Bruce Hathaway, Program Director, KTSA )

"KTSA...the Variety Squad of San Antonio radio..."

"KTSA...the station that carries the ball..."

\*\*\*

CREATIVE SALES IDEAS ( Art Holt, Manager, WTSL )

"Stork Club" -- New arrival featurette being pitched to baby oriented accounts. The station will be in visual promotion by using jocks baby pictures in matching old pictures to jocks present identity.

\*\*\*

You  
Tie  
World's Ugliest  
te-  
her's

Yakity  
Cash

You i.d.

World  
Series

Longest  
Alley

Worth your Weight  
In Gold

nph

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

For several years now, there has been increasing interest in dynamic reading ( super fast method scan reading ). Organizations are springing up. KABL is close to one of the biggest in the area and will probably sell them a good schedule on the basis of one of the announcers who is taking the course, then cutting tapes each week as he progresses in the course.

# # #

PROMOTION ( Bruce Hathaway, Program Director, KTSA )

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# # #

STATION BREAKS ( Bruce Hathaway, Program Director, KTSA )

"KTSA...the Varsity Squad of San Antonio radio..."

"KTSA...the station that carries the ball..."

# # #

CREATIVE SALES IDEA( Art Holt, Manager, WYSL )

"Stork Club" -- New arrival featurette being pitched to baby oriented accounts. The station will tie in visual promotion by using jocks baby pictures in matching old pictures to jocks present identity.

# # #

You  
World's Ugliest  
Tie

Yakity  
Cash

You i. d.  
World's Longest  
Bowling Alley

Worth Your Weight  
In Gold

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

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"KTSA...the station that carries the ball..."

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"Stork Club" -- New arrival featurette being pitched to baby oriented accounts. The station will tie in visual promotion by using jocks baby pictures in matching old pictures to jocks present identity.

# # #

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: WIRE MACHINES IN BG: ANNCR JUMPS IN WITH  
FAST, BREATHLESS DELIVERY

BIZ: Now...time out for ten quick seconds for a  
complete round the world news wrapup...then,  
we'll be scurrin' back with platters and chatter....  
(FADE)

BIZ: Music (soft, lush) (established and fade for...)

ANNCE: No, not so on KROW....K R O W in San Francisco.  
The important happenings of the day are not  
skirted in favor of well-worn records...or sob-  
sister soap operas. Only complete communication  
of important news information can bring San  
Franciscans closer to absolute world understanding.  
On K R O W, you'll hear objective news reports  
hourly; in whatever time it takes to concisely  
present an accurate world picture. 75 percent MORE...  
music....75 percent LESS commercials....than any  
other station in the Bay area....Nine Sixty Skyway Drive,  
a symphony of sound, K R O W, very San Francisco.

You  
World's Ugliest Te-  
Tie

Yakity  
Cash

You i. d.  
Bowling Alley  
World's Longest

Worth Your Weight  
In Gold

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: WIRE MACHINES IN BG: ANNCR JUMPS IN WITH  
FAST, BREATHLESS DELIVERY LONGEST BOWLING ALLEY

BIZ: Now...time out for ten quick seconds for a  
complete round the world news wrapup...then,  
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World's Ugliest Te-  
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Yakity  
Cash

You i. d.  
World's Longest  
Bowling Alley

Worth your Weight  
In Gold

- 2 -

SPEC SPOT SOLD ( Ron Ruth, Sales Manager, WYSL )

I am asking Ron to send you a dub of the spot prepared for Music City.  
It is quite clever and will perhaps help you get a similar account in your area.

WORLD'S LONGEST BOWLING ALLEY

LOCAL EDITORIAL ( Art Holt, Manager, WYSL )

"University professors at University of Buffalo refuse to sign anti-communist oaths because it impairs their academic freedom. This is, of course, wide open for editorial attack."

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

KABL proposed that the Bank of Tokyo sponsor headlines of Summer Olympics activity in Tokyo. Spec tape is being prepared. KABL will attempt to break first with this news in San Francisco.

STATION BREAKS ( Rex Jones, Program Director, KLIF )

- 1.) "KLIF...the right place for the bright pace..."
- 2.) "KLIF...Dallas' winter olympics of fun..."
- 3.) "KLIF...your winter fundal..."

PROMOTION ( Rex Jones, Program Director, KLIF )

"World's Longest Bowling Alley" contest by Charlie & Harrigan. The bowling ball is started rolling during the morning show, and listeners are asked to guess when it will strike pins in afternoon show. Prize: Bowling balls and bags.

Good cross-plug for traffic shows.

cpb

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World's Ugliest  
Tie  
Write-  
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World's Ugliest  
Tie

Yakity  
Cash

You i.d. VIP

Worth Your Weight  
In Gold

SALES PROGRAM IDEA ( Bruce McIlwain, Program Director, KTSA )

Next time a local theatre has a good "Cowboy and Indian" type of motion picture showing, sell them on this idea. Indian head nickles are hard to come by and are favored for buttons. On the opening day of said picture, theatre offers admission on a second ticket purchasable for one "Indian Head Nickel". Along with this promotion goes a good time schedule.

PROMOTION ( Art Holt, General Manager, WYSL )

Fred Sage, one of our top-jays, is walking to work on the 11th... which is a tremendous amount that he lives 10 miles from the Station and will do the whole walk down Main Street starting from home at 7:00 AM. Manager Shook is "footing" the daily adventure and we have several small guessing games built around it.

CREATIVE PROGRAM-SALES IDEA ( John Borders, Program Director, KLF )

"World's Ugliest Tie" - Christmas promotion for department store. Ask retailers to send their candidates for the title of "World's Ugliest Tie". Entries occupy space in store window. Winners receive gift.

EFFICIENCY IDEA ( Charlie Payne, General Manager, KLF )

Ask all stations to recheck their mailroom procedures. Some office mail sent to some stations has actually been returned - unopened - in some envelope to KLF.

ryb

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

Next time a local theatre has a good "Cowboy and Indian" type of motion picture showing, sell them on this idea. Indian head nickles are hard to come by and are few and far between. On the opening day of said picture, theatre offers admission on a second ticket purchase for one "Indian Head Nickle". Along with this promotion goes a good time schedule.

# # #

PROMOTION ( Art Holt, General Manager, WYSL )

Fred Gage, one of our dee-jays, is walking to work on the 11th...which isn't interesting except that he lives 19 miles from the Statler and will do the whole walk down Main Street starting from home at 7:00 AM. Kinney Shoes is "footing" the daring adventure and we have several small guessing games built around it.

# # #

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# # #

You Worm

Write-  
In

Yakity  
Cash

You i.d. VIP

Worth Your Weight  
In Gold

WORM PROMO

MUSIC:

Ump-de-bump

ANNCR:

"KABL MUSIC reminds you that this is  
'be kind to worms week'. Take a worm to  
lunch today. If he's had lunch, take him to  
a show. Remember, the early worm never  
gets the bird!"

SOUND:

Raucous bird call

# # #

You'll Never

Write-  
In

Yakity  
Cash

You i.d. VIP

Worth Your Weight  
In Gold

WORM

WORM PROMO

MUSIC: Ump-de-bump

ANNCR: "KABL MUSIC reminds you that this is  
'be kind to worms week'. Take a worm to  
lunch today. If he's had lunch, take him to  
a show. Remember, the early worm never  
gets the bird!"

SOUND: Raucous bird call

# # #

You'll Never

Write-  
In

Yakity  
Coat

You i.d. VIP

Worth Your Weight  
In Gold

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

I quote from Ted's report:

"We have discovered a somewhat new method of young automobile dealer associations. There is an increasing amount of money available from these groups and the guy who gets there with the most the soonest has to come out with the best schedule. Auto dealers' sales meetings which begin usually before the car comes up, are always looking for new material to inspire the salesman. We are on the threshold of a nice 52-week order by virtue of our attendance at several of these meetings explaining what is being accomplished in the dealer's behalf by short-term schedules that we are currently running."

\*\*\*

PROMOTION ( Bob White, Program Director, KILT )

"Worth Your Weight In Gold" -- This promotion could be sold to a large department store or stores. Take an ordinary bathroom scale and spray-paint it gold. Take the scale to a place of business and invite listeners to step on the scale and weigh free. The scale would always be accompanied by a deejay or deejays. You could either have a certain weight inside a sealed envelope or have a box of various weights. If the person on the scale matches the weight they get 10¢ per pound. You could up the price to \$1.00 per pound since there will not be a lot of winners. A heavy on-the-air promotion as to the location of the scale could really put this over big. You could let a sponsor have use of the scale for a certain amount of days if he buys X amount of advertising or you could sell the promotion to one single sponsor.

\*\*\*

STATION BREAK ( Bob White, Program Director, KILT )

"This is KILT...inviting you to join the team...Ken and Charlie...!"

\*\*\*

You'll Never

Write-  
In

Yakity  
Cakity

You i.d. VIP

Worth Your Weight  
In Gold

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

I quote from Tad's report:

"We have discovered a somewhat new method of wooing automobile dealer associations. There is an increasing amount of money available from these groups and the guy who gets there with the most the soonest has to come out with the best schedule. Auto dealers' sales meetings which begin usually before the sun comes up, are always looking for new material to inspire the salesmen. We are on the threshold of a nice 52-week order by virtue of our attendance at several of these meetings explaining what is being accomplished in the dealer's behalf by short-term schedules that we are currently running. "

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###

STATION BREAK ( Bob White, Program Director, KILT )

"This is KILT... inviting you to join the team... Ken and Charlie...!"

###

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###

STATION BREAK ( Bob White, Program Director, KILT )

"This is KILT... inviting you to join the team... Ken and Charlie...!"

###

right

PROMOTION (Richard Wilcox, General Manager, KATX)

Wilson Office Supply is a leading supplier of office supplies in the San Antonio area. We have been in business for over 20 years and have a reputation for quality and service. We are now looking for a new General Manager to join our team. The position is a full-time, salaried position with a competitive benefits package. The successful candidate will be responsible for the day-to-day operations of the company, including purchasing, inventory control, and customer service. We are looking for someone with a minimum of 5 years of experience in a similar position and a degree in Business Administration or a related field. If you are interested in this position, please send your resume and a cover letter to the Human Resources Department, Wilson Office Supply, 10000 N. Loop West, Suite 100, Houston, Texas 77040. We are an equal opportunity employer.

PROMOTION (Bruce Hathaway, Program Director, KATX)

The Commission on the Arts and Humanities is seeking applications for the position of Program Director. The position is a full-time, salaried position with a competitive benefits package. The successful candidate will be responsible for the day-to-day operations of the commission, including program development, fundraising, and public relations. We are looking for someone with a minimum of 5 years of experience in a similar position and a degree in Public Administration or a related field. If you are interested in this position, please send your resume and a cover letter to the Human Resources Department, Commission on the Arts and Humanities, 10000 N. Loop West, Suite 100, Houston, Texas 77040. We are an equal opportunity employer.

You'll Never

Write-In  
her's

Yakity  
Cash

You i.d. VIP

You Bet  
YourBurrow

ryh

- 4 -

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

Wilson Office Supply on KPRC -- Executive talking to his chief competitor on the phone, listener eavesdrops on conversation. Big shot says, "well, J. B., you thought you pulled a fast one on me when you went down and bought all new office furniture and fixtures from Wilson Office Supply, didn't you? Well, I want you to know that the Jones contract we're both after is going to us. Wanna know why? Because I'm going out this very day and buy even better office furniture from Wilson Office Supply and Mr. Jones is coming by first thing in the morning." Announcer comes in and says in straight voice, "Competition in business is rough, that's why you should always put your best foot forward. And you can begin with beautiful office furniture and fixtures from Wilson Office Supply, 101 Milam in downtown Houston."

###

PROMOTION ( Richard Wilcox, General Manager, KABL )

The Commute Contest -- I am attaching copy.

###

PROMOTION ( Bruce Hathaway, Program Director, KTSA )

"KTSA offers more winners than any other San Antonio Radio Station in a single contest." This is the main punchline to KTSA's recent write-in promotion. The promotion is "fill in the blanks". A total of two well-known survey records are played during the course of the promotion spot. Within each of these songs is one word eliminated by the sound of a "censor horn". Listeners are urged to write in with the correct missing words. Four times each hour the deejay draws the name of a winner from the hamper. The winner receives two tickets to a local movie theatre, and during the course of the contest there will be 200 winners.

###

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###

You'll Never

Your Number's

Yakity Cash

You i.d. VIP

You Bet Your Burrow

COMPETITOR'S PROMOTION (The Mayor, Mayor Manager, KLAS)

Has all the other radio stations in the area, and it's a fact

YAKITY CASH

"Yakity Cash". The first prize is a cash prize of \$1000

a special prize, such as "Yakity Cash". The prize is a cash prize

that is given to the winner of the contest. The prize is a cash prize

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PROMOTIONAL IDEA (The Mayor)

This has been done every time in the past but it's a fact

calling to your attention again what with the winter months approaching.

Your attention should also be drawn to the fact that 10 minutes before

that time that's when the Mayor who are driving to turn on their headlights.

that is given to the winner of the contest. The prize is a cash prize

STATION BREAK (Stan Richards, Program Director, KLAS)

"This is KLAS... the four most exciting letters in the

alphabet..."

You'll Never

Your Number's

Yakity Cash

You i.d. VIP

You Bet Your Burrow

April

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

Jim did not think too highly of this promotion, but I think it's at least different and therefore worth calling to your attention. KONO calls it the "Yakity Cash". The first person to call in from a given exchange is given a subject to discuss, such as "Halloween". The person must then talk on that subject for 30 seconds straight without interruption in order to win the hourly prize which in this case was \$8.60 (860 kc ).

I like this contest because it not only requires listener participation but has an entertainment factor as well; that being, that the audience will find it entertaining listening to an amateur struggle to ad lib for 30 seconds.

# # #

PROMOTIONAL IDEA ( Don Keyes )

This has been done many times in the past but I feel that it is worth calling to your attention again what with the winter months approaching. Your afternoon deejay should ascertain the time of sunset and 20 minutes before that time should advise listeners who are driving to turn on their headlights.

# # #

STATION BREAK ( Stan Richards, Program Director, KLIF )

"This is KLIF....the four most exciting letters in the alphabet...."

# # #

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

Jim did not think too highly of this promotion, but I think it's at least different and therefore worth calling to your attention. KONO calls it the "Yaktty Cash". The first person to call in from a given exchange is given a subject to discuss, such as "Halloween". The person must then talk on that subject for 30 seconds straight without interruption in order to win the hourly prize which in this case was \$8.60 (860 kc ).

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STATION BREAK ( Stan Richards, Program Director, KLIF )

"This is KLIF....the four most exciting letters in the alphabet...."

# # #

YOU BET YOUR BURROW

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
FROM: DON KATES  
DATE: FEBRUARY 2, 1961

While going through the policy book the other day, I ran across an old promotion that KLF did back in '54 or '55. I don't believe any of our other stations have ever done it and even at KLF it would be worth doing again.

It was called the "You Bet Your Burrow" contest and the first prize was a 1955 Hudson Hornet. We had asked for entries in 50 words or less, "Why I would like to have the little burrow...". "Betting" did not enter the contest. It just gave it a provocative title. These Burrows can be obtained in almost any Mexican border town and are for them are always appearing in outdoor-type magazines.

This should be a great conversation piece if you haven't got it.

Don Kates

You i.d. VIP

You Bet  
Your Burrow

file

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: FEBRUARY 2, 1961

While going through the policy book the other day, I ran across an old promotion that KLIF did back in '54 or '55. I don't believe any of our other stations have ever done it and even at KLIF it would be worth doing again.

It was called the "You Bet Your Burro" contest and the first prize was a little Mexican burro. We merely asked for entries in 50 words or less, "Why I would like to have the little burro...". "Betting" did not enter the contest, it just gave it a provocative title. These Burros can be obtained in almost any Mexican border town and ads for them are always appearing in outdoor-type magazines.

This should be a great conversation piece if you haven't run it.

Don Keyes

ys

You'll Never Hear This

Your Number's

You i.d. VIP

Zoo

Rpk

M E M O R A N D U M

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

While going through the policy book the other day, I ran across an old promotion that KLIF did back in '54 or '55. I don't believe any of our other stations have ever done it and even at KLIF it would be worth doing again.

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This should be a great conversation piece if you haven't run it.

Don Keyes

ys

You i.d. VIP

Zoo

September 15, 1955  
September 2, 1955

Mr. Ralph Johnson  
P. O. Box 483  
Laredo, Texas

Dear Mr. Johnson:

P. O. Box 483

Although we went ahead and sent you a check in full payment for the two burros purchased from you, one for Milwaukee and one for Dallas, we feel that a refund should be made on the burro which was sent to Milwaukee. It was sick on arrival in Milwaukee (all broken out with sores) and had to be taken to the vet immediately. The vet was unable to do anything for it and the health officer in Milwaukee ordered the burro destroyed. This was done.

This check represents payment for two burros at \$40.00

We would like, of course, to keep the saddle and bridle but do feel that a refund should be made on the burro itself.

The burro for Dallas arrived okay and was in good condition.

We would appreciate hearing from you at your earliest convenience.

Sincerely,

Cecil Hobbs  
General Manager

RADIO STATION KLIF

CH:bp

Cecil Hobbs  
General Manager

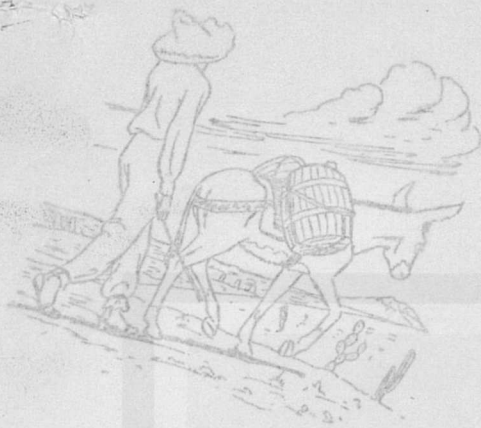
CH:bp

You'll Never  
Hear This

Your Number's

You i.d. VIP

Zoo



September 2, 1955

## RALPH JOHNSON

BURROS - HORSES - PONEYS

WESTERN SADDLES - BURRO SADDLES AND HAND TOOLED LEATHER GOODS.

P. O. Box 483

TEL. 2-1359

Mr. Ralph Johnson  
P. O. Box 483  
Laredo, Texas

LAREDO, TEXAS

August 30th, 1955

Radio Dear Mr. Johnson: S.  
2104 Jackson Ave.  
Dallas, Texas

In reply to your August 30 letter, please be advised that  
check #11051 in the amount of \$125.00 was mailed to you  
on August 26, 1955.

We have not heard from you again.  
This check represents payment for two burros at \$40.00  
each and two saddles at \$22.50 each.  
Please let us hear from you soon.  
in the Mail, please disregard this notice.

Sincerely,

RADIO STATION KLIF

Yours truly,

Ralph Johnson  
Cecil Hobbs  
General Manager

CH:bp

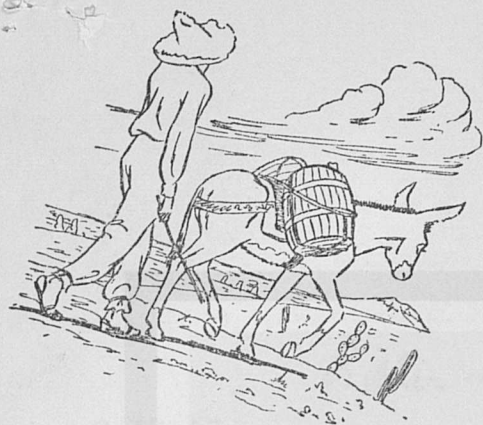
# 11051 8-26-55  
\$125.00  
2 - Asses 40.00 ea  
2 - Saddles 22.50 ea

You'll Never  
Hear This

Your Number's

You i.d. VIP

Zoo



# RALPH JOHNSON

BURROS - HORSES - PONEYS

WESTERN SADDLES - BURRO SADDLES AND HAND TOOLED LEATHER GOODS.

P. O. Box 483

TEL. 2-1359

LAREDO, TEXAS

August 30th, 1955

Radio Station K.L.I.S.  
2104 Jackson Ave.  
Dallas, Texas.

Dear Miss Billy:

We have not heard from you again,  
Hope that you will take care of your account before this.  
Please let us hear from you soon, If your check is already  
in the Mail, please disregard this notice.

Yours truly,

Ralph Johnson

# 11051 8-26-55  
\$ 125<sup>00</sup>  
2 - Asses 40<sup>00</sup> CA  
2 - SAddles 22.50 CA -

You i.d. VIP

Zoo



*Town House*  
Modern Hotels for Motorists

*Billie - send this to the burro people.*

9-12-55

Gordon McLendon & Billie Page

August 10, 1955 *GBM*

I checked on the burro yesterday at the rest home, and found out he was suffering from "Shippers" disease. The County Vet came by last week and check him out, and left word with the boarders to have him destroyed. The Vet said he couldn't be cured and would die a slow death. I looked him over and great gobs of puss were coming from his nose and mouth, and he was in sad shape. He couldn't gain any weight, and was skin and bones.

So I called the Humane Society and they will destroy him this afternoon. Cost me \$5.00 to have the damn thing killed.

Anyway you should write the seller and tell him that the Jack Ass was no good, and all we had was trouble out of him. Since it is so late in the season now, I don't want another one. It's getting cold here already, so I don't want to give a burro away until next spring or summer.

Get your money back if possible. The saddle and bridle are here & I'll keep them until we decide to do this over again sometime.

Sincerely,  
B Weaver

*Day, and*  
GBM:bp  
*System*

*Yours very truly,*  
*J. G. Dief*  
*3434 Bogata Place*  
*Dallas, Texas.*



Town House  
Modern Hotels for Motorists

August 21, 1955

Radio Station KLIF  
You-Bet Your Burro Contest,  
Dallas, Texas.

August 10, 1955

Dear Mr. S. N. Dietz  
3434 Bogata Place  
Dallas, Texas

Dear Mr. Dietz:

I understand from the programming department that your entry in the Bet Your Burro contest was not the winning entry.

I just wanted you to know that the writer, at least, certainly thought it should have been the winner by a complete length.

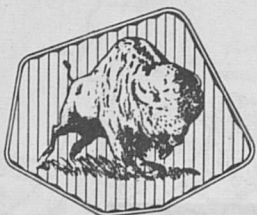
Sincerely,

With the best of regards for KLIF,  
Mr. Gordon McClelland, Gordon McLendon of the  
Day, and the Liberty Broadcasting  
System.

GBM:bp

Yours very truly,

S. N. Dietz  
3434 Bogata Place  
Dallas, Texas.



*Town House*  
Modern Hotels for Motorists

August 2, 1955

Radio Station KLIF  
404-Bet. Wau-Burno Center,  
Dallas, Texas.

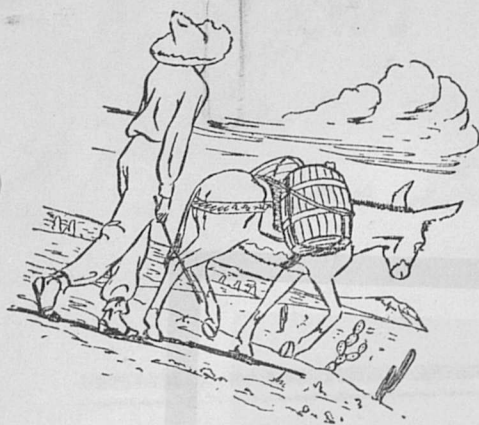
Dear Big-7:

The most appropriate name for  
that burro, as I visualize it, is  
"Commissioner Baseball"

With the best of regards for KLIF,  
Mr. Gordon McClelland, The Game of the  
Day, and the Liberty Broadcasting  
System.

Yours very truly,

J. H. Dietz  
3434 Bogata Place  
Dallas, Texas.



## RALPH JOHNSON

BURROS - HORSES - PONEYS

WESTERN SADDLES - BURRO SADDLES AND HAND TOOLED LEATHER GOODS.

P. O. Box 483

TEL. 2-1359

LAREDO, TEXAS

August 8th, 1955

Miss Billy Page  
Radio Station **K.L.I.F.**  
Dallas, Texas:

Dear Miss Page:

As per our telephone conversation we shipped today to Mr. Weaver of Wisc. one male Mex burro and one complete saddle outfit for same.

Hope to hear from you again as we are ready to make the next shipment.

Please find our invoice or you can wait until the next shipment and send payment for both.

Hope we can serve you again in the near future, We remain,

Yours very truly,

*Ralph Johnson*  
Ralph Johnson

*ordered burros  
for Milwaukee  
Dallas*

You'll Never  
Hear This

Your Number's

You i.d. VIP

Zoo

JAWA  
ke

2-1359

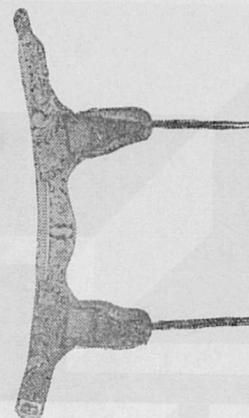
Burro Greasy  
31 MYRTLE ST.

You'll Never  
Hear This



Mex. Burros 3 to 6 months old	\$45.00
7 Months old to 1 year old, each	\$60.00
Bred Females .....	each \$75.00
Mother & Colt .....	\$100.00

LIVE ARRIVAL GUARANTEE.  
F. O. B. LAREDO, TEXAS



Western Holsters for Single Action  
Colts (Double Leather) Hand Tooled.  
Belt and one Holster ..... \$15.00  
Belt and two Holsters ..... \$18.00  
Holster only ..... each \$ 5.00  
Send waist measure and length-of pistol barrel  
Dealers wel come.

## High Quality Skilled hand tooled Leather goods

Western Saddle, Specify Seat Size,	=	=	=	=	\$60.00
Bridle Complete,	=	=	=	=	\$ 5.00
Harness for Pulling Cart,	=	=	=	=	\$17.00
Mexican Saddle, Special for Mex. Burros	=				\$37.50
Beautiful Reversible Ladies Handbag (2 colors)					\$15.00
Western Men's Billfolds	=	=	=	=	\$ 3.50

ALL ITEMS PRE-PAID

**RALPH JOHNSON**

P. O. BOX 483

DIAL 2-1359

LAREDO, TEXAS

JAWA

ke 2-1359

Johnson in  
Laredo, Texas

~~Vol. Clinton~~

and

burro,  
shipped

to WRT, 5407 W. Mart in Dr.,  
if it is not going to cost too  
much for transportation. We want  
the smallest and cutest youngster  
made they have. Tell him this  
is a test and if it works we'll

Burro giveaway

331 MYRTLE ST.

55

Burro  
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You'll Never  
Hear This

Your Number's

You i.d. VIP

Zoo

Memo From The Desk of Gordon McLendon

To: Billie

Surro giveaway  
31 MYRTLE ST.

You'll Never  
Hear This

Call this guy for me and  
tell him we want a burro,  
plus saddle and bridle, shipped  
to WRT, 5407 W. Mart in Dr.,  
if it is not going to cost too  
much for transportation. We want  
the smallest and cutest youngster  
made they have. Tell him this  
is a test and if it works we'll  
probably be ordering several.  
Check with me on overall cost  
before telling him definitely.

457

Gbm

JAWA  
Snake 2-1359  
Johnson in  
Laredo, Texas  
~~Del. Clinton~~

price as follows  
of July 8, and each.  
which Mr. Chill  
sheets but we are  
ent to begin  
certainly con-

You i.d. VIP

Zoo

VIA AIR MAIL

**RALPH JOHNSON**

**P. O. BOX 483**

**LAREDO, TEXAS**



TELEPHONE 62

J. A. HOPE, Jr.

DRAWER 478

UVALDE, TEXAS

July 8, 1955

*Burro Giveaway*

31 MYRTLE ST.

*9 or 10 from*

Mr. Gordon McLendon  
Radio Station KLIF  
Dallas, Texas

July 8, 1955

Dear Sir:

I am in the wholesale Imported Mexican Burro business and would like to quote you our prices.

Mr. Chill Wills at Marfa Texas told me that I at the present time I have  
Drawer 478  
Uvalde, Texas  
choice burros of the typical popular.

Dear Mr. Hope:

I would like to quote you a special price as follows:

Thanks very much for your letter of July 8, and the price quotation on the burro which Mr. Chill Wills asked you about.

We are not quite ready at the moment to begin our giveaway on this but we will certainly contact you when we are ready.

Again, thanks for your prompt attention to our request.

Sincerely,

RADIO STATION KLIF

Gordon McLendon

bp

*Reply that we'll be in touch soon as we get ready to give some away*

*(100)*

You'll Never Hear This

Your Number's Up

7 AMP 1 A

You i. d. VIP

Zoo

TELEPHONE 62

J. A. HOPE, JR.

231 MYRTLE ST.

DRAWER 478

UVALDE, TEXAS

July 8, 1955

Mr. Gordon McClendon  
Radio Station KLIFF  
Dallas, Texas

Dear Sir:

I am in the wholesale Imported Mexican Burro business and would like to quote you our prices. Mr. Chill Wills at Marfa Texas told me that I might contact you. At the present time I have on hand some very choice burros of the typical burro that is so popular.

I would like to quote you a special price as follows:

Load of 25 or more delivered any Texas Point: \$50 each.

I am attaching one of our retail sheets but we are now strictly in the wholesale business.

We would appreciate your order.

Many Thanks,

*Jimmie*  
J.A. HOPE JR.

*Reply that we'll be  
in touch soon as  
we get ready to  
give some away.  
(10 u)*

You i.d. VIP

Zoo

Live Imported Genuine MEXICAN BURROS

America's Newest Back Yard Pet

## HOPE RANCH

J. A. Hope, Jr.

P. O. Drawer 478

Phone 62

Uvalde, Texas

*File in  
my top desk  
drawer*

★ ★  
BABY—2 to 6 months old.  
Approximately 34" to 38"  
high and 50 to 80 pounds.  
Recommended for children up  
to 5 years of age.



★ ★  
YOUNGSTER—7 months to  
1 year old. Approximately  
38" to 42" high and 80 to 125  
pounds. Recommended for  
children up to 12 years old.

★ ★  
CLEAN — GENTLE — EASY TO RAISE — EATS ANYTHING — LIVES 25 YEARS

We ship select, well fed, fine quality, clean and healthy burros. Each animal has been inspected and approved by the United States Department of Agriculture before shipment.

All prices quoted are F. O. B. Uvalde, Texas, and include all costs such as duties, health examinations, delivery at railway station, and food and water for journey to destination.

Check or money order must accompany each order. Live delivery guaranteed. No exchanges or refunds. For transportation charges consult your Railway Express Office.

- |  |   |
|--|---|
| <input type="checkbox"/> Baby Male .....\$55.00  | <input type="checkbox"/> Baby Female .....\$65.00                               |
| <input type="checkbox"/> Youngster Male .....\$55.00   | <input type="checkbox"/> Youngster Female .....\$65.00                          |
| <input type="checkbox"/> Mother and Baby .....\$110.00<br>(young female and suckling, total approximately 200 pounds). | <input type="checkbox"/> Male and Female .....\$110.00<br>(adult breeding pair) |
| <input type="checkbox"/> Burro Saddles .....\$45.00  | <input type="checkbox"/> Female in Foal .....\$75.00<br>(young pregnant female) |
|  | <input type="checkbox"/> Burro Bridles .....\$7.50                              |

DISCOUNTS: Ten percent discount to bonafide dealers who buy for resale providing orders are for 10 or more head.

Check your selection in block(s) shown above. If more than one each of your selection is desired, indicate by writing the quantity just to the left of the block. For example: 2 ☐

195

Please print your name and complete address  
on this order.

DELIVERY: Within 7 days after order  
is received. We will notify you by  
Air Mail expected date of arrival at  
your station. Subject to prior sale.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
or  
RURAL  
NO. \_\_\_\_\_

CITY and  
STATE \_\_\_\_\_

WE WOULD APPRECIATE YOUR ORDER FOR AMERICA'S NEWEST BACK YARD PET —  
THE MEXICAN BURRO

References:

First State Bank, Uvalde, Texas.

Uvalde Retail Merchants Ass'n., Uvalde.

You'll Never  
Hear This

Your Number's  
in

7 AMPA

You i. d. VIP

Zoo

## THE MEXICAN BURRO

The Mexican Burro is a very cute lovable pet and will offer many wonderful hours of fun. Your children will love this little animal and will be delightfully happy during their many hours of play. The novelty of owning a live genuine imported Mexican Burro will cause your friends and neighbors to envy you. They are "life of the party" getters without trying.

People who have never seen a burro close at hand can have little idea how handsome the animals appear. Their gate is highstepping and sure-footed, even over rocky desert or mountain trail. They feed on most anything and even under drought conditions they keep in good shape. They require less food and water than horses, and are very easy to maintain. A ten by ten foot chicken type wire fence will adequately house these animals or you may tie them by rope to a stake. They easily acclimate themselves to a blazing desert heat or a frigid northern cold.

The babies 2 to 6 months old are recommended for the "Kiddies" up to 5 years old to play with and can pull light carts. The young burros 7 to 12 months old are recommended for children 6 to 12 years old, school children, to ride them, play with and pull carts.

At the present time in the U. S., they are used for countless purposes a few of which are: children's pets, advertising "eye catchers" (the novelty of this cute burro associated with your product will certainly draw attention), dude ranches, sightseeing on mountain resorts, carnival burro rides, movies and television; uranium prospecting; and many other uses.

We ship select, well fed, clean and healthy burros. Each animal has been inspected and approved by the United States Department of Agriculture before shipment. Our burros are very tame and gentle.

Due to increased demand, our prices are subject to change within 30 days of this mailing. Place your order with us now.

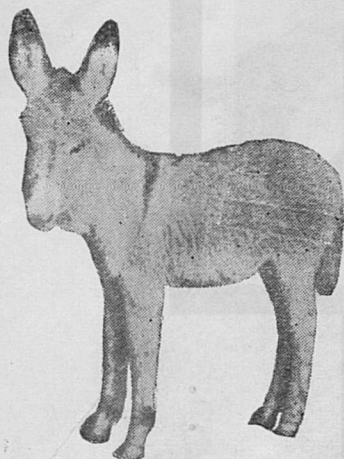
You'll Never  
Hear This

Your Number's  
Up

ZAMPA

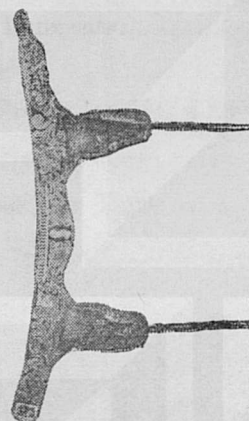
You i. d. VIP

Zoo



Mex. Burros 3 to 6 months old	<b>\$45.00</b>
7 Months old to 1 year old, each	<b>\$60.00</b>
Bred Females .....each	<b>\$75.00</b>
Mother & Colt .....	<b>\$100.00</b>

LIVE ARRIVAL GUARANTEE.  
F. O. B. LAREDO, TEXAS



Western Holsters for Single Action  
Colts (Double Leather) Hand Tooled.  
Belt and one Holster ..... \$15.00  
Belt and two Holsters ..... \$18.00  
Holster only ..... each \$ 5.00  
Send waist measure and length-of pistol barrel  
Dealers wel come.

## High Quality Skilled hand tooled Leather goods

Western Saddle, Specify Seat Size,	=	=	=	=	<b>\$60.00</b>
Bridle Complete,	=	=	=	=	<b>\$ 5.00</b>
Harness for Pulling Cart,	=	=	=	=	<b>\$17.00</b>
Mexican Saddle, Special for Mex. Burros	=				<b>\$37.50</b>
Beautiful Reversible Ladies Handbag (2 colors)					<b>\$15.00</b>
Western Men's Billfolds	=	=	=	=	<b>\$ 3.50</b>

ALL ITEMS PRE-PAID

**RALPH JOHNSON**

P. O. BOX 483      DIAL 2-1359      LAREDO, TEXAS

You'll Never Hear This

Your Number's Up

ZAMORA

You i.d. VIP

Zoo

P.O. BOX 483

DIV. 5-1

LAREDO, TEXAS

RALPH WILSON

ALL ITEMS BE-PAID

Western Men's Billfolds	\$ 3.25
Beautiful Reversible Handbags (2 colors)	\$12.00
Mexican Saddle Special	\$27.25
Harness for Pulling Cart	\$12.00
Bridle Complete	\$ 2.00
Western Saddle Special	\$20.00

High Quality Skilled Hand Tooled Leather Goods

SPECIAL

BUCKSKIN JACKETS FOR MEN AND WOMEN ALL SIZES 32 TO 44  
F.O.B. Laredo, Texas

\$15.00 EACH  
6.00 EACH  
3.00 EACH

Hand tooled leather purses Vaquero Style  
LARIETS

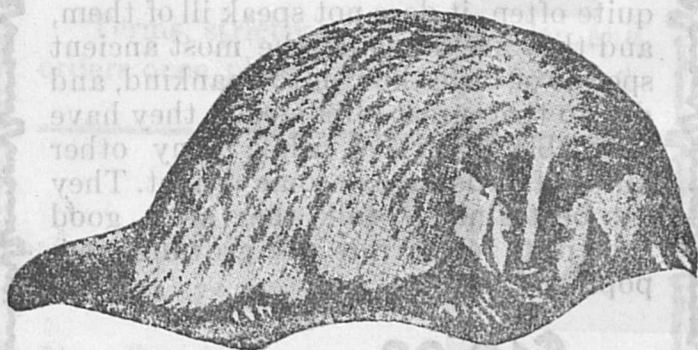
Western Holsters for Single Action  
Cobra Double Leather Hand Tooled  
Belt and one Holster ..... \$15.00  
Belt and two Holsters ..... \$18.00  
Holster only ..... each \$ 5.00  
From Western Store and Dept. of Pistol Parts  
Laredo 741-6000



## Mexican Raven

Each

Rats, trade or pack .....	1.00
Mexican Ravens, . . . . .	10.00
Chipmonks, whistling squirrels. . .	2.50
Kangaroo Rats, real pets.....	2.50
Tortoises, desert or gopher .....	1.00
Lizzards, rusty.....	1.00
Monkeys, Mex. Spider.....	45.00
Monkeys, Rhesus & Ringtails. . .	40.00
Turkey Vultures .....	15.00
Black Vulture . . . . .	15.00



**Genuine Silvertip  
Badger \$20.00**

Established in 1914

## Wholesale Price List.

ANIMALS, BIRDS AND

REPTILES,

ALSO TEXAS REAL STATE



**Zoological Supply  
Company**

Route No. 1 Box No. 177

LAREDO, TEXAS

Importers and wholesale dealers in all kinds Zoological stock, fine game birds and animals, for propagation, restocking and exhibition purposes, also Texas Ranches, Irrigated Farms, City Property, Oil and Gas Lands.

## Big Bargains in Texas Real Estate

THE OPORTUNITY OF A LIFE-TIME KNOCKS AT YOUR DOOR, we have many real bargains in Texas Farms, Ranches, oil and gas lands, and City properties, where soil and climatic conditions are ideal.

Offer good ranches ranging in size from one thousand to twenty-five thousand acres, plenty of game, fine for stock raising, etc. for \$15.00 to \$50.00 per acre. Good farms \$50.00 to \$200.00 per acre, good titles. Cash or terms.

Many farsighted men and women are investing their idle money in land now, many are exchanging money, which is subject to inflation shrinkage, for land that is subject to increase in value.

## Texas, Splendid Texas

Is the 'largest State in the Union, producing more oil and gas than all the rest of the States in U. S. combined.

Opportunities are unlimited for ambitious people. If interested, please write us fully, we will gladly answer your questions and submit quotations and description of any property we have listed for sale.

Our prices are right and we know that we can please you.

**J. W. JOHNSON & SONS**  
Route No. 1 Box No. 177  
Laredo, Texas.

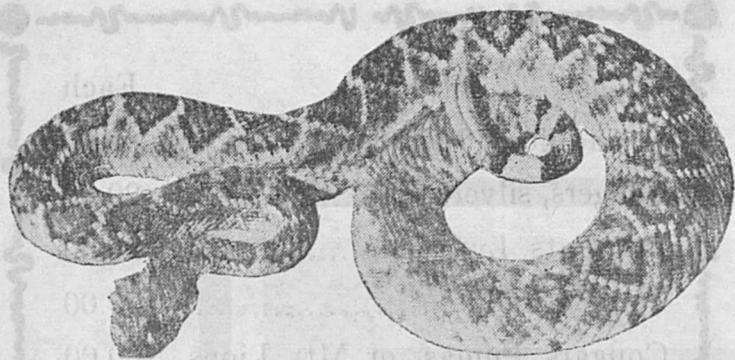


## Mexican Raven

These wonderfully intelligent birds make splendid pets, easy to train and care for, they are jet black in color, resemble the common crow, yet they are a very distinct and different species, at least 1/3 larger, and it does not have the bad habits of crows, they prefer to eat bread, fruits, table scraps, and cooked meats of any kind, while crows prefer grain.

The Holy Bible mentions Ravens quite often, it does not speak ill of them, and they are no doubt the most ancient species of birds known to mankind, and due to their great intelligence, they have been able to survive, while many other kinds of birds have become extinct. They can be trained to talk, they are a good substitute for parrots and growing more popular fast.

**\$10.00 each or  
\$100.00 per Doz.**



## Rattlesnake

Texas and Mexican Diamond back rattlesnakes, \$1.00 per pound, ranging in size from one to five feet in length.

## MEXICAN JUMBO RATT- TLERS,

Extra special attractions, 5½ to 7 ft. long, \$1.50 per pound, weighing from six to ten pounds, according to size. We also offer Indigo and Yellow Bull snakes, harmless and safe to handle, \$1.50 per pound.

WE DO NOT SELL SNAKES IN  
DENS, WE PREFER TO GIVE  
OUR CUSTOMERS MORE VA-  
LUE FOR LESS MONEY, BUY  
THEM BY THE POUND.

Terms, strictly cash with order, and orders once placed cannot be cancelled.

## Cactus Plants

10 NATIVE VARIETIES,

1½ to 3 inch, guaranteed to bloom, 20 choice plants for only \$1.00, or 100 for \$4.50. 1000 for \$40.00 safe arrival guarantee.

## PARROTS

Because of much propaganda and unjust quarantine regulations by our U. S. Public Health Department in Washington, mostly due to the advice given them by one "KARL MEYER" of the Hooper Foundation Laboratory, in San Francisco, California, very few, if any, have been legally imported since 1939, claiming that parrots of all kinds carry a very contagious disease, called "PSITTACOSIS" but statistics show that there are no records of any parrot dealers ever being afflicted with this grossly exaggerated disease, and there are no records of it in the Countries where parrots are native. We certainly do not believe there is such disease, we should know, for we have handled thousands of parrots since 1914. Occasionally we can buy one or two from some families in financial distress, and good talkers bring from \$75.00 to \$125.00 each. Please take notice that only 11 States and Provinces prohibit parrots to be shipped into their districts, while all other States do not prohibit. Calif. Colo. Florida, Maine, Maryland, Mich. N. J., N. Y., Oregon, Penna. and Canada do not allow them shipped. Please take careful notice, before ordering parrots.



## Donkeys or Burros \$40.00

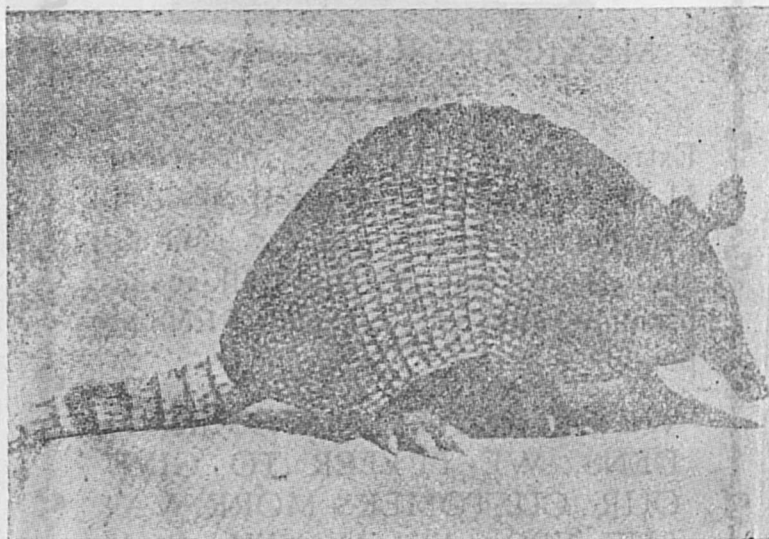
We specialize in gentle broken to ride or work, donkeys, safe for little children to handle, or for use of hunters and prospectors pack trains, they are able to withstand the cold weather. even in Canada. These splendid little beasts of burden are easy to care for, as faithful as a dog, even Jesus Christ rode one, if we are to believe the teachings of the Bible. They are long lived, we have known some to live to be 35 years of age. Donkeys are fast disappearing from districts in Texas where they used to be very plentiful, and our only source of supply is from the Republic of Mexico. We offer male or female, small, medium or large.

**For only \$40.00 each,**

F. O. B. Laredo,

or we will prepay transportation on a  
small one for \$15.00 extra

	Each
Armadillos, [9 banded] .....	5.00
Badgers, silvertip .....	20.00
Bob Cats, Lynx cats.....	25.00
Coati Mundiis .....	35.00
Cougars, Pumas, or Mt. Lions	160.00
Donkeys. Burros, tame .....	40.00
Jaguars, Mexican Tigers .....	500.00
Hawks for falconry .....	15.00



## Armadillo

Ocelots, tiger cats .....	50.00
Opposums, black, rare .....	10.00
Opposums, common grey .....	5.00
Owls, great horned .....	15.00
Peacocks .....	20.00
Peccary, wild pig .....	30.00
Racoons, wash bears .....	10.00

You'll Never Hear This

# ALBUQUERQUE TRIANGLE STATION MANAGER

Travel Triangle Program Directors

Don't miss

February 12, 1963

...and more than one have come up and, finally, they say, "I'll be there for you."

...and more than one have come up and, finally, they say, "I'll be there for you."

...and more than one have come up and, finally, they say, "I'll be there for you."

- 1. Norman Engstrom, Peggy Lee
- 2. Wilson Robert Carter (Robby Davis)
- 3. William Henry Pratt (Boris Karloff)
- 4. Hugh O'Connell (Hugh O'Connell)
- 5. Roy Fitzgerald (Roy Fitzgerald)

Naturally, a lot of people will have a lot of these names, therefore, at least two of them must be extremely different. For those athletic stars of big years. The only point to be made is the fact that there are the names of these men.

A ... ..

Don't miss

You i.d. VIP

yph

M E M O R A N D U M

TO: ALL TEXAS TRIANGLE STATION MANAGERS

cc: Texas Triangle Program Directors

FROM: DON KEYES

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.) 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

YOU'LL NEVER HEAR THIS

You'll Never  
Hear This

our Number's

hear

call

g circus,

a station.

ic of the

ay from

I, a

memory of sound. It's not just, very San Francisco."

musical equals  
table music

I know who can  
enough to send the  
very best.

OK

n ed on Kahl  
a-planned

File under  
"This You'll Never Hear" Promos  
RFB  
No. 3

hear  
W call  
g circus,  
e station.  
usic of the  
day from  
l, a

symphony of sound. ~~K R O W~~, very San Francisco. "

musical experts of  
table music

For those who care  
enough to send the  
very best.

1

OK

Not used on Kahl  
as planned

File under  
"This You'll Never Hear" Promos  
RPB  
No. 3

musical experts of  
able music

For those who care  
enough to send the  
very best.

Your Number's

Zoo

OK

KROW COLOR RADIO, GROUCHY RADIO, ETC.

ANNCR: "No, ladies and gentlemen....you'll never hear  
such absurd labels attached to the <sup>KABL</sup>~~K R O W~~ call  
letters. Rather than turn itself into a blaring circus,  
<sup>Cable</sup>~~KROW~~ feels that its music will speak for the station.  
Rather than nebulous phraseology....the music of the  
masters is showcased twenty four hours a day from  
Aisle Ninety Six on your San Francisco dial, a  
symphony of sound. <sup>KABL</sup>~~K R O W~~, very San Francisco."

musical experts of  
able music

Let those who care  
enough to send the  
very best.

Your Number's

Zoo

2

019

KROW TAG "COOKING SCHOOL"

ANNCR:

"No, ladies and gentlemen, you'll never hear Eggbeater

~~KAB L. Cable~~  
Radio on ~~K R O W~~. KROW Presents a pleasant sound,

where the only delicacies are drawn from the world's

largest musical renderings. A pinch of Gershwin,

two cups of Rodgers and Hart and a dash of Jerome Kern.

Nine hundred and sixty kilocycles sprinkled over a generous

serving of other great composers and presented on Aisle

~~KAB L~~  
Ninety Six, a symphony of sound, ~~K R O W~~, very

San Francisco. "

Your Number's

Zoo

3

KROW

Tag for QUIZ SHOW

OK

ANNCR:

"No, you'll never hear addle-brained masters of

KABL

ceremonies on ~~KROW~~. The only question

Cable

that ~~KROW~~ answers is "whatever happen to good

KABL

listenable music". ~~KROW~~ presents the world's

most memorable music...portraits of priceless orchestral

scorings from one of the world's ~~most~~ largest music

librarys. Aisle Ninety Six on your San Francisco

KABL

dial, a symphony of sound... ~~KROW~~, very

San Francisco. "

cl

Krow Tag for Soap Opera.

OK

AnnCR: "No, you'll never hear saccharine  
Cable KABL  
sob stories on ~~KROW~~. ~~KROW~~  
prefers to be the station that  
has washed off the soap... operas.  
Cable ~~KROW~~ offers instead, a rich flow  
of the absolute ultimate in fine  
musical programming. Aisle 96 on  
your S.F. dial, a symphony of sound,  
KABL  
~~KROW~~, Very San Francisco."

Your Number's

Zoo

5

KROW

TAG FOR "3 or 4 MESSAGES FROM 8 SPONSORS"

OK

ANNCR:

"No, you'll never hear that on ~~K R O W~~. <sup>KABL Cable</sup> KROW  
is proud of its selected, exclusive sponsors and gives  
each dignified, restrained commercial a priceless platform  
of magnificent music. It makes radio instead a warm,  
personable companion, a trusted friend. Aisle  
Ninety Six on your San Francisco dial, a symphony  
<sup>KABL</sup>  
of sound.... ~~K R O W~~, Very San Francisco. "

Your Number's

Zoo

(V) KROW TAG FOR " 10 QUICK SECONDS FOR NEWS" (K)

ANNCR:

"Never, never never. You'll never hear that

~~KABL~~  
on ~~K R O W~~: The important happenings of the  
day are not skirted in favor of the so called "Top

40" tunes that you hear all over your radio. And  
if there is anything ~~KROW~~ <sup>Cable</sup> does not present....

it's "platters and chatter" by self styled personalities.

~~KABL~~  
On ~~KROW~~, you'll hear objective news reports hourly...

submitted by seasoned news veterans all over the globe.

Aisle Ninety Six on your San Francisco dial, symphony of

~~KABL~~  
sound, ~~K R O W~~ very San Francisco. "

Your Number's

Zoo

1  
KROW TAG "SWEET POPPA SMITH"

Joni James

06

ANNCR: "No, ladies and gentlemen, you'll never

KABL

hear irrelevant babble on ~~K R O W~~. Small

talk is of little importance in the ~~new~~ format of

~~Cable~~

~~K R O W~~. And to prove it, good music now

continues from Aisle Ninety Six on the San

KABL

Francisco dial, a symphony of sound, ~~K R O W~~,

very San Francisco. "

KROW TAG "SWEET POPPA SMITH"

Your Number's

Zoo

8  
KROW TAG "WE INTERRUPT THIS COMMERCIAL"

OK

Kid

ANNCR:

"No, you'll never hear music rudely interrupted

~~KABL Cable~~  
for anything so crass on ~~K R O W~~. ~~KROW~~ does

not believe that radio should be a hoarse, hollering

~~KABL~~  
huckster, boiling with chaos. ~~KROW's programming~~ KABL music

is designed to be a warm, wonderful companion for

your daily activities. Aisle Ninety Six on your San

Francisco dial, a symphony of sound, ~~K R O W~~,

Very San Francisco. "

Your Number's

000

(A)

OK

KROW TAG "TIP TOP TEN"

ANNCR:

"No, ladies and gentlemen. You'll never hear

the stars of Nasaltone Records singing on <sup>KABL</sup>~~KROW~~.

No fads or fly-by-nights. <sup>Cable</sup>~~KROW~~ presents instead, the

established musical treasures that live through the years.

Carefully selected, and presented to fit the mood of

the hour, a veritable ~~pan~~ panoply of great music

as you take your seat on Aisle Ninety Six, a symphony of

sound, <sup>KABL</sup>~~KROW~~, very San Francisco."

Your Number's  
Up

Z

ZOO

ANNCR: "THIS YOU'LL NEVER HEAR ON K A B L"

BIZ: NEWS PRINTER

ANNCR: "Good evening, this is H.V. Baltenkon and the news.

I have an authoritative report in the form of a rumor from Washington that a report is forthcoming of a rumorous nature, not really fact, but the fact in fact will be reported as soon as the fact becomes verified as fact and not rumor..." (fade out)

BIZ: MUSIC (FADE FOR...)

ANNCR: "No thank you...you'll never hear things like that presented on KABL. Cable news does not beat around the proverbial bush getting to the point of a news story. No long winded, boring, repetitious fifteen minute news-casts. Cable offers brief capsules of news each hour on the half hour and of course KABL music speaks for itself on Aisle Ninety Six, a symphony of sound, K A B L Very San Francisco.

*No, no, you'll never hear cable-brained music of tomorrow... but you will hear on KABL*

Your Number's

Zoo

QUIZ SHOW.....

ANNCR: (echo) "THIS YOU LL NEVER HEAR ON KROW"

BIZ: OPEN WITH GREAT RAFT OF APPLAUSE: PERHAPS  
AN ORGAN CHORD:

BIZ: Hi there, once again America. This's your  
quizical quiz kid... Stan Shurdlu... and the game  
that all America's playin... "You Can't Take It  
with you - so Grab it and Run"... Now, in (FADE)

BIZ: Music (soft, lush) (establish and fade for...)

ANNCR: No, not so on KROW.... K R O W... music first...  
in San Francisco. There's no question of WHAT to  
expect from KROW. The world's most memorable  
music... portraits of priceless orchestral scorings...  
from the world's largest music library. A soft,  
tasteful selection... and 75 percent more! Restrained...  
informative... selective COMMERCIALS... yet 75 percent  
LESS than any other station in the San Francisco area....  
Nine Sixty Skyway Drive, a symphony of sound, K R O W,  
very San Francisco.

No, no, you'll never hear addle-brained  
master of ceremonies... but you will hear on KROW

MOBILE NEWS UNIT

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: NEWS SOUNDS: BEEPER: TONE SIGNAL ETC...

BIZ: "Now...from our roving news-o-mobile...somewhere in Calcutta county...and on-the-spot report of international incidence. The on-the-scene summary of a brush fire that threatens to engulf a whole back yard....and now...

BIZ: MUSIC...(SOFT LUSH) (ESTABLISH AND FADE FOR..)

ANNCR: No, not so...on KROW.....K R O W ....music first in San Francisco. The real news that effects the lives and interests of the <sup>bay</sup> area can be, will be heard in concise, accurate, complete hourly reports.

K R O W does not believe in "crying Wolf". Rather, <sup>KROW news comes from</sup> ~~it would be a~~ trusted, infallible source...with news gathered from unimpeachable, experienced authorities in every field. 75 percent MORE MUSIC and noteworthy <sup>FEWER</sup> ~~LESS~~ COMMERCIALS than any other bay area station.....throughout the day and night.....~~Nine Sixty Skyway Drive~~...a symphony of sound, ....K R O W....very San Francisco.

Your Number's

Zoo

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: MUSIC: SWIRLING: BUILDING TO CRECENDO: WINDING:  
ETC:

MANY VOICES

BIZ: "Color Radio....Sparkle radio...HAPPY radio...  
Glitter Radio...GROUCHY radio...Carefree and  
Gay radio... Peachy radio...Razz-Ma-Tazz Radio..  
Scintillating radio ....DEPTH radio.... Subliminal  
Radio...Motivational radio... action radio....(FADE)

BIZ: MUSIC (SOFT, LUSH ) (ESTABLISH AND FADE FOR...)

ANNCR: No, not so...on KROW....K R O W.....Music first  
and foremost in San Francisco. Rather than nebulous  
phraseology...out-of-this world music...from a  
library as vast as to fill Pantibiblia itself. 75 percent  
MORE music...75 percent LESS commercials....than  
ANY other verbally glorified station in the area....  
Nine Sixty Skyway Drive....a symphony of sound...  
K R O W.....very San Francisco..

Your Number's

Zoo

## DOUBLE SPOTTING

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: "Now, time out kids for jus' 3 or 4 more  
meaningless messages from 8 more sponsors and  
we'll be back to try to wedge in a platter or two  
from our.....(FADE)

BIZ: MUSIC (SOFT, LUSH) (ESTABLISH AND FADE FOR...)  
No, not so on KROW....K R O W... Music first and  
foremost in San Francisco. The shouting shopping  
guide falls on deaf ears. K R O W is proud of  
its selected, exclusive sponsors... and gives each  
and every informative...restrained....and tailored  
commercial a priceless platform of magnificent music.  
It makes radio, instead, a warm, personal companion...  
a dignified, trusted friend. 75 percent MORE MUSIC..  
and 75 percent LESS commercials add up to 150  
percent MORE absolute pleasure than any other  
station in the area.....Nine Sixty Skyway Drive...  
a symphony of sound....K R O W....very San Francisco.

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: WIRE MACHINES IN BG: ANNCR JUMPS IN WITH  
FAST, BREATHLESS DELIVERY

BIZ: Now...time out for ten quick seconds for a  
complete round the world news wrapup...then,  
we'll be scurrin' back with platters and chatter...

(FADE)

BIZ: Music (soft, lush) (established and fade for...)

ANNCR: No, not so on KROW....K R O W in San Francisco.

The important happenings of the day are not

skirted in favor of well-worn records...or sob-

sister soap operas. Only complete communication

of important news information can bring San

Franciscans closer to absolute world understanding.

On K R O W, you'll hear objective news reports

hourly; in whatever time it takes to concisely

present an accurate world picture. 75 percent MORE...

music....75 percent LESS commercials....than any

other station in the Bay area....Nine Sixty Skyway Drive,

a symphony of sound, K R O W, very San Francisco.

LONE RANGER

ANNCR: (ECHO): THIS you'll never hear in K R O W....

MUSIC: WILLIAM TELL OVERTURE: UP THEN UNDER FOR

VOICE 1 ...Hi Yo Silver....Awayyyy....

VOICE 2 Say Dad...who WAS that masked man, anyhow...

VOICE 3 Beats me boy....'reckon it might've been  
a travelin' man peddlin' HiYo Silver...

biz: MUSIC (Soft, lush) EASTABLISH THEN UNDER FOR:

ANNCR: ...Not so with KROW...K R O W...MUSIC

FIRST in San Francisco. Cowboys and indians  
can lurk in other places on the dial. K R O W'S  
reservation is just for the World's finest  
musical treasures. 75 percent MORE music....  
75 percent LESS commercials...than any other  
station in the Bay Area. Nine, sixty Sky-way  
Drive...a symphony of sound...K R O W...  
very San Francisco.

LONE RANGER

ANNCR: (ECHO): THIS you'll never hear in K R O W....

MUSIC: WILLIAM TELL OVERTURE: UP THEN UNDER FOR

VOICE 1 ...Hi Yo Silver....Awayyyy....

VOICE 2 Say Dad...who WAS that masked man, anyhow...

VOICE 3 Beats me hey....'reckon it might've been  
a travelin' man peddlin' HiYo Silver...

biz: MUSIC (Soft, lush) ESTABLISH THEN UNDER FOR:

ANNCR: ...Not so with KROW...K R O W...MUSIC

FIRST in San Francisco. Cowboys and indians  
can lurk in other places on the dial. K R O W'S  
reservation is just for the World's finest  
musical treasures. 75 percent MORE music....  
75 percent LESS commercials...than any other  
station in the Bay Area. Nine, sixty Sky-way  
Drive...a symphony of sound...K R O W...  
very San Francisco.

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON K R O W"

BIZ: SOFT BLUES PIANO IN BG: ANNCR JUMPS  
IN WITH LOW RESTRAINED VOICE:

BIZ: "And a solemn salutation to you Katz and Jammers...  
this is the old Sweet Poppa Smith ....mellow as  
caramel pudding...hip as young Dizzy...an...(FADE)

bi z: MUSIC (SOFT, LUSH) (ESTABLISH AND FADE FOR...)  
No, not so on KROW...K R O W...Music, First, in  
San Francisco. Small talk is of little importance in  
the new format of K R O W. With the vast musical  
treasures of the World's Largest Library to draw from...  
K R O W does not intend to detract with irrelevant  
babble. The World's really great musical selections..  
from every field...and 75 percent more. Informative..  
restrained...dignified...commercials...in the vein of  
good taste...and 75 percent less than any other station  
in San Francisco....Nine Sixty Skyway Drive....a  
symphony of sound....K R O W....very San Francisco

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON K R O W"

ANNCR: (Echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: SOFT BLUES PIANO IN BG: ANNCR JUMPS

BIZ: LIGHT, JIBBERY VOICE: "We interrupt this  
IN WITH LOW RESTRAINED VOICE:

BIZ: "And a solemn salutation to you Katz and Jammers..."

BIZ: MUSIC (SOFT, LUSH) (ESTABLISH AND FADE FOR...)

this is the old Sweet Poppa Smith ....mellow as

ANNCR: No, not so with KROW...K R O W Music, First,  
caramel pudding...hip as young Dizzy...an...(FADE)

In San Francisco.... a warm and wonderful companion...

biz: MUSIC (SOFT, LUSH) (ESTABLISH AND FADE FOR...)

filling the background...NOT a hoarse, hollering

No, not so on KROW...K R O W...Music, First, in

huckster...boiling with chaos. MUSIC... as it

San Francisco. Small talk is of little importance in

should be... and 75 percent more. COMMERCIALS

the new format of K R O W. With the vast musical

....restrained, in good taste...yet 75 percent LESS!

treasures of the World's Largest Library to draw from...

Nine Sixty Skyway Drive... a symphony of sound...

K R O W does not intend to detract with irrelevant

K R O W...very San Francisco.

babble. The World's really great musical selections..

from every field...and 75 percent more. Informative..

restrained...dignified...commercials...in the vein of

good taste...and 75 percent less than any other station

in San Francisco....Nine Sixty Skyway Drive....a

symphony of sound....K R O W....very San Francisco

from every field...and 75 percent more. Informative..

restrained...dignified...commercials...in the vein of

good taste...and 75 percent less than any other station

in San Francisco....Nine Sixty Skyway Drive....a

symphony of sound....K R O W....very San Francisco

ANNCR: (Echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: LIGHT, JIBBERY VOICE: "We interrupt this  
commercial with a brief bar of music...."

BIZ: MUSIC (SOFT, LUSH) (ESTABLISH AND FADE FOR ..)

ANNCR: No, not so with KROW....K R O W Music, first,  
in San Francisco..... a warm and wonderful companion..  
filling the background....NOT a hoarse, hollering  
huckster...boiling with chaos. MUSIC... as it  
should be... and 75 percent more. COMMERCIALS  
....restrained, in good taste...yet 75 percent LESS!  
Ninety Sixty Skyway Drive... a symphony of sound...  
K R O W....very San Francisco.

ANNCR: (Echo) "THIS YOU'LL NEVER HEAR ON KROW" KROW"

BIZ: LIGHT, JIBBERY VOICE: "We interrupt this

BIZ: Now... commercial with a brief bar of music...."

BIZ: great MUSIC (SOFT, LUSH) (ESTABLISH AND FADE FOR ..)

ANNCR: off... No, not so with KROW....K R O W. Music, first,  
rock... in San Francisco..... a warm and wonderful companion..

BIZ: Music filling the background....NOT a hoarse, hollering

ANNCR: No, not huckster...boiling with chaos. MUSIC... as it

Franci should be... and 75 percent more. COMMERCIALS

No fads...restrained, in good taste...yet 75 percent LESS!

musical Nine Sixty Skyway Drive... a symphony of sound...

Careful K R O W....very San Francisco... to fit the  
mood of the hour. Brilliant music... 75 percent more  
so....restrained commercials.... 75 percent LESS...

than any other station in San Francisco. Isn't this  
the way that radio should be? A warm and wonderful  
companion.... Nine Sixty Skyway Drive, a symphony  
of sound, K R O W, very San Francisco.

ANNCR; (ech) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: HAWAIIAN GUITAR SKID:

BIZ: Now..kids...let's start in again for another  
great go-round on the tip top ten. Leadin'  
off...little San Jackson...and the side-saddle  
rock....(FADE)

BIZ: Music (soft, lush) (established and fade for...)

ANNCR; No, not so....on KROW... K R O W in San  
Francisco. Only the music proven over the years.  
No fads or fly-by-nights...but the established  
musical treasures that live through the years.  
Carefully selected...and programmed to fit the  
mood of the hour. Brilliant music....75 percent more  
so....restrained commercials....75 percent LESS....  
than any other station in San Francisco. Isn't this  
the way that radio should be? A warm and wonderful  
companion....Nine Sixty Skyway Drive, a symphony  
of sound, K R O W, very San Francisco.

ANNCR; (ech) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: HAWAIIAN GUITAR SKID:

BIZ: Now...kids...let's start in again for another  
great go-round on the tip top ten. Leadin'  
off...little San Jackson...and the side-saddle

BIZ: rock....(FADE) lush) (established and fade for...)

BIZ: Music (soft, lush) (established and fade for...)

ANNCR; No, not so....on KROW... K R O W in San  
Francisco. Only the music proven over the years.  
No fads or fly-by-nights...but the established  
musical treasures that live through the years.  
Carefully selected...and programmed to fit the  
mood of the hour. Brilliant music....75 percent more  
so....restrained commercials....75 percent LESS....  
than any other station in San Francisco. Isn't this  
the way that radio should be? A warm and wonderful  
companion....Nine Sixty Skyway Drive, a symphony  
of sound, K R O W, very San Francisco.

*I eliminated this one*  
*122*

ANNCR; (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: HIGH TRUMPET CRESCENDO ENDING

BIZ: Now just two short minute messages from a  
pair of sponsors...an' we'll have to wedge  
in a record from (FADE)

BIZ: Music (soft, lush) (established and fade for...)

ANNCR: No, not so with KROW... K R O W...music, first,  
in San Francisco... Commercials can be informative....  
entertaining...and appealing...if, like seasoning,  
sprinkled lightly over a regalement of the world's  
greatest orchestral treasures. MUSIC...as it  
should be...75 percent more. COMMERCIALS ..  
restrained, in unchallenged taste...yet 75 percent  
LESS than any other station in the San Francisco  
area....Nine Sixty Skyway Drive, a symphony of  
sound, K R O W, very San Francisco.

Your Number's  
Up

ZAN

Zoo

COOKING SCHOOL

ANNCR; (echo) "THIS YOU'LL NEVER HEAR ON KROW"

ANN BIZ: (ECHO) HIGH TRUMPET CRESCENDO ENDING K R O W....

biz BIZ: Now just two short minute messages from a

biz: "and now...ladies...time for a REAL  
pair of sponsors...an' we'll have to wedge  
mummy delicacy...marinated mango upside-  
in a record from (FADE)

BIZ: down pie. Doesn't that sound almost too  
Music (soft, lush) (established and fade for...)  
good to eat...well, it is. first, lets

ANNCR: No, not so with KROW... K R O W...music, first,  
drop in the eggshells from two

in San Francisco... Commercials can be informative....

biz:

ANNCR:

entertaining...and appealing...if, like seasoning, FIRST

sprinkled lightly over a regalement of the world's delicacies are

greatest orchestral treasures. MUSIC...as it

renderings. 75 percent MORE music....75  
should be...75 percent more. COMMERCIALS ..

percent LESS commercials than any other  
restrained, in unchallenged taste...yet 75 percent

station in San Francisco...adding up to  
LESS than any other station in the San Francisco

a wonderful one hundred, fifty percent increase  
area....Nine Sixty Skyway Drive, a symphony of 24 hours

in priceless programming...a day. K R O W, very San Francisco. Drive....a

symphony of sound....K R O W....very San Francisco.

Your Number's  
Up

Zoo

COOKING SCHOOL

ANNCR: (ECHO): THIS you'll never hear on K R O W....

biz: (Appropriate special recorded effect)

biz: "...and now ...ladies...time for a REAL  
mummy delicacy...marinated mango upside-  
down pie. Doesn't that sound almost too  
good to eat...well, it is. First, lets  
drop in the eggshells from two (FADE)

biz: MUSIC (Soft, lush) ESTAB THEN UNDER FOR:

ANNCR: Not so...on KROW...K R O W....Music FIRST  
in San Francisco...where the only delicacies are  
drawn for the World's Largest musical  
renderings. 75 percent MORE music....75  
percent LESS commercials than any other  
station in San Francisco....adding up to  
a wonderful one hundred, fifty percent increase  
in priceless programming pleasure...24 hours  
a day. Nine,,sixty...Skyway Drive....a  
synphony of sound....K R O W....very San Francisco.

COOKING SCHOOL

*Kitchen*

ANNCR: (ECHO): THIS you'll never hear on K R O W....

biz: (Appropriate special recorded effect)

biz: "...and now ...ladies...time for a REAL  
jummy delicacy...marinated mango upside-  
down pie. Doesn't that sound almost too  
good to eat...well, it is. First, lets  
drop in the eggshells from two (FADE)

biz: MUSIC (Soft, lush) ESTAB THEN UNDER FOR:

ANNCR: Not so...on KROW...K R O W....Music FIRST  
in San Francisco...where the only delicacies are  
drawn <sup>FROM</sup> ~~for~~ the World's Largest musical  
renderings. 75 percent MORE music....75  
percent LESS commercials than any other  
station in San Francisco...adding up to  
a wonderful one hundred, fifty percent increase  
in priceless programming pleasure...24 hours  
a day. Nine, sixty...Skyway Drive....a  
symphony of sound....K R O W....very San Francisco.

WILD WESTERN

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: TAKE HILLBILLY ENDING LIKE: "Hear that train  
blow-ow-ow-owe...."

BIZ: "Now ain't that purty? You betcha. But now..  
all you peapickin' cousins...and goober-grabbin  
nieces and nephews out there.. ole Kindly Cousin  
Clyde uz gotta scat...so jess remember.....(FADE)

BIZ: Music (soft, lush) (establish and fade for...)

ANNCR: No, not so on KROW...K R O W....music first  
and foremost in San Francisco. Country music is  
fine in its place...in the country. But K R O W  
is dedicated to refreshing San Franciscan's  
cosmopolitan tastes...with hour after hour of the  
world's most imaginative orchestral scorings.  
Relaxing...soothing...beautiful music...and  
75 percent MORE <sup>R</sup>restrained...informative..  
dignified commercials that do not insult your  
intelligence...yet 75 percent less....than  
any other station in the area.....Nine Sixty  
Skyway Drive, a symphony of sound, K R O W,  
very San Francisco.

Your Number's  
Up

Zoo  
007

WILD WESTERN

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: TAKE HILLBILLY ENDING LIKE: "Hear that train  
blow-ow-ow-owe...."

BIZ: "Now ain't that purty? You betcha. But now..  
all you peapickin' cousins...and goober-grabbin  
nieces and nephews out there.. ole Kindly Cousin  
Clyde uz gotta scat...so jess remember.....(FADE)

BIZ: Music (soft, lush) (establish and fade for...)

ANNCR: No, not so on KROW...K R O W....music first

and foremost in San Francisco. Country music is

fine in its place...in the country. But K R O W

is dedicated to refreshing San Franciscan's

cosmopolitan tastes...with hour after hour of the

world's most imaginative orchestral scorings.

Relaxing...soothing...beautiful music...and

75 percent MORE restrained...informative...station in

dignified commercials that do not insult your

intelligence...yet 75 percent less....than

any other station in the area.....Nine Sixty

Skyway Drive, a symphony of sound, K R O W,

very San Francisco.

SOAP OPERA

ANNCR: (ECHO): THIS you'll never hear on K R O W...  
MUSIC: PHRASE OR TWO FROM "CLARE DE LUNE"....  
biz: "...and now, another heart rending

episode from Katherine Krupshank...  
answering the age-old question can an  
innocent WAK drill sargeant from the tiny  
little mining town of Brooklyn New York  
...find true love and happiness as the  
wife of Switzerland's First Lord of the  
Admiralty..."

biz: MUSIC (Soft, lush) ESTAB., THEN UNDER FOR:  
ANNCR: No Not so on KROW....K R O W....MUSIC first  
and only in San Francisco...not out to  
burden you down with other people's troubles...  
rather, to lighten your burden with the lush  
musical interludes of the World's greatest  
composers. 75 percent MORE music....75 percent  
LESS commercials than any other station in  
the San Francisco area. ~~KVAYXWTV~~ Nine-sixty...  
Sky-way Drive...a symphony of sound....  
K R O W...very San Francisco.

SOAP OPERA

ANNCR: (ECHO): THIS you'll never hear on K R O W...  
MUSIC: PHRASE OR TWO FROM "CLARE DE LUNE"....  
biz: "...and now, another heart rending

episode from Katherine Krupshank...

answering the age-old question can an  
innocent WAK drill sergeant from the tiny  
little mining town of Brooklyn New York  
...find true love and happiness as the  
wife of Switzerland's First Lord of the  
Admiralty..."

biz: MUSIC (Soft, lush) ESTAB., THEN UNDER FOR:

ANNCR: Not so on KROW....K R O W....MUSIC first  
and only in San Francisco...not out to  
burden you down with other people's troubles...  
rather, to lighten your burden with the lush  
musical interludes of the World's greatest  
composers. 75 percent MORE music....75 percent  
LESS commercials than any other station in  
the San Francisco area. ~~EXXYXWIX~~ Nine-sixty...  
Sky-way Drive....a symphony of sound....  
K R O W...very San Francisco.

Your Number's

Zoo

ANNCR: "THIS YOU'LL NEVER HEAR ON K A B L"

BIZ: NEWS PRINTER

ANNCR: "Good evening, this is H.V. Baltenkon and the news.

I have an authoritative report in the form of a rumor  
from Washington that a report is forthcoming of a rumorous  
nature, not really fact, but the fact in fact will be reported  
as soon as the fact becomes verified as fact and not rumor..." (fade out)

BIZ: MUSIC (FADE FOR...)

ANNCR: "No thank you...you'll never hear things like that  
presented on KABL. Cable news does not beat around  
the proverbial bush getting to the point of a news story.  
No long winded, boring, repetitious fifteen minute news-  
casts. Cable offers brief capsules of news each hour on  
the half hour and of course KABL music speaks for itself  
on Aisle Ninety Six, a symphony of sound, K A B L  
Very San Francisco.

ANNCR: "THIS YOU'LL NEVER HEAR ON KABL"

BIZ: NEWS PRINTER

ANNCR: "Good evening, this is H. V. Baltenkon and the news. I have an authoritative report in the form of a rumor from Washington that a report is forthcoming of a rumorous nature, not really fact, but the fact in fact will be reported as soon as the fact becomes verified as fact and not rumor" (Fade Out)

BIZ: MUSIC (FADE FOR..)

ANNCR: "No thank you...you'll never hear things like that presented on KABL. Cable news does not beat around the proverbial bush getting to the point of a news story. No long winded boring, repetitious fifteen minute news-casts. Cable offers brief capsules of news each hour on the half hour and of course KABL music speaks for itself on Aisee Ninety Six, a symphony of sound, K A B L Very San Francisco.

Your Number's Up

7/10/17

Zoo

QUIZ SHOW.....  
QUIZ SHOW.....

ANNCR: (echo) "THIS YOU LL NEVER HEAR ON KROW"

BIZ: OPEN WITH GREAT RAFT OF APPLAUSE: PERHAPS  
AN ORGAN CHORD:

BIZ: Hi there, once again America. This's your  
quizzical quiz kid... Stan Shurdlu... and the game  
that all America's playin... "You Can't Take It  
with you - so Grab it and Run"... Now, in (FADE)

BIZ: Music (soft, lush) (establishand fade for...)

ANNCR: No, not so on KROW.... K R O W... music first...  
in San Francisco. There's no question of WHAT to  
expect from KROW. The world's most memorable  
music... portraits of priceless orchestral scorings...  
from the world's largest music library. A soft,  
tasteful selection... and 75 percent more! Restrained...  
informative... selective COMMERCIALS... yet 75 percent  
LESS than any other station in the San Francisco area....  
Nine Sixty Skyway Drive, a symphony of sound, K R O W,  
very San Francisco.

Your Number's  
Up

ZAMBIA

Zoo

QUIZ SHOW.....  
MOBILE NEWS UNIT

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"  
ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: OPEN WITH GREAT RAFT OF APPLAUSE: PERHAPS  
AN ORGAN CHORD:

BIZ: Hi there, once again America. This's your  
quizical quiz kid... Stan Shurdlu... and the game  
that all America's playin... "You Can't Take It  
with you - so Grab it and Run"... Now, in (FADE)

BIZ: Music (soft, lush) (establishand fade for...)

ANNCR: No, not so on KROW.... K R O W... music first...  
in San Francisco. There's no question of WHAT to  
expect from KROW. The world's most memorable  
music... portraits of priceless orchestral scorings...  
from the world's largest music library. A soft,  
tasteful selection... and 75 percent more! Restrained...  
informative... selective COMMERCIALS... yet 75 percent  
LESS than any other station in the San Francisco area....  
Nine Sixty Skyway Drive, a symphony of sound, K R O W,  
very San Francisco.

Your Number's  
Up

ZAMBIA

Zoo

MOBILE NEWS UNIT

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: NEWS SOUNDS: BEEPER: TONE SIGNAL ETC...

BIZ: "Now...from our roving news-o-mobile...somewhere in Calcutta county...and on-the-spot report of international incidence. The on-the-scene summary of a brush fire that threatens to engulf a whole back yard....and now...

BIZ: MUSIC...(SOFT LUSH) (ESTABLISH AND FADE FOR..)

ANNCR: No, not so...on KROW.....K R O W ....music first in San Francisco. The real news that effects the lives and interests of the area can be, will be heard in concise, accurate, complete hourly reports. K R O W does not believe in "crying Wolf". Rather, it would be a trusted, infallible source...with news gathered from unimpeachable, experienced authorities in every field. 75 percent MORE MUSIC and noteworthy NEWS....75 percent LESS COMMERCIALS than any other bay area station.....throughout the day and night.....Nine Sixty Skyway Drive...a symphony of sound,....K R O W....very San Francisco.

Your Number's  
Up

ZAMBIA

Zoo

MOBILE NEWS UNIT

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: NEWS SOUNDS: BEEPER: TONE SIGNAL ETC...

BIZ: "Now...from our roving news-o-mobile...somewhere

BIZ: in Calcutta county...and on-the-spot report of

international incidence. The on-the-scene

summary of a brush fire that threatens to engulf

(FADE) a whole back yard....and now...

BIZ: MUSIC...(SOFT LUSH) (ESTABLISH AND FADE FOR..)

ANNCR: No, not so...on KROW....K R O W ....music first

in San Francisco. The real news that effects the

lives and interests of the area can be, will be heard

in concise, accurate, complete hourly reports.

K R O W does not believe in "crying Wolf". Rather,

it would be a trusted, infallible source...with news

gathered from unimpeachable, experienced authorities

in every field. 75 percent MORE MUSIC and noteworthy

NEWS....75 percent LESS COMMERCIALS than any

other bay area station....throughout the day and

night....Nine Sixty Skyway Drive...a symphony of

sound,....K R O W....very San Francisco.

Your Number's  
Up

ZAMBIA

Zoo

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: MUSIC: SWIRLING: BUILDING TO CRESCENDO: WINDING:  
ETC.

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"  
MANY VOICES

BIZ: WIRE MACHINES IN BG: ANNCR JUMPS IN WITH  
FAST, BREATHLESS DELIVERY...HAPPY radio...

BIZ: Now...time out for ten quick seconds for a free and  
complete round the world news wrapup...then radio...  
we'll be scurrin' back with platters and chatter...  
(FADE) radio...Motivational radio... action radio....(FADE)

BIZ: Music (soft, lush) (established and fade for...) FOR...)

ANNCE: No, not so on KROW....K R O W in San Francisco.  
The important happenings of the day are not nebulous  
skirted in favor of well-worn records...or sob-  
sister soap operas. Only complete communication  
of important news information can bring San...  
Franciscans closer to absolute world understanding.  
On K R O W, you'll hear objective news reports...  
hourly; in whatever time it takes to concisely  
present an accurate world picture. 75 percent MORE...  
music....75 percent LESS commercials....than any  
other station in the Bay area....Nine Sixty Skyway Drive,  
a symphony of sound, K R O W, very San Francisco.

Your Number's  
Up

ZAMBIA

Zoo

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: MUSIC: SWIRLING: BUILDING TO CRECENDO: WINDING:  
ETC:

MANY VOICES

BIZ: "Color Radio....Sparkle radio...HAPPY radio...  
Glitter Radio...GROUCHY radio...Carefree and  
Gay radio... Peachy radio...Razz-Ma-Tazz Radio..  
Scintillating radio ....DEPTH radio.... Subliminal  
Radio...Motivational radio... action radio....(FADE)

BIZ: MUSIC (SOFT, LUSH) (ESTABLISH AND FADE FOR...)

ANNCR: No, not so...on KROW....K R O W.....Music first  
and foremost in San Francisco. Rather than nebulous  
phraseology...out-of-this world music...from a  
library as vast as to fill Pantibiblia itself. 75 percent  
MORE music...75 percent LESS commercials....than  
ANY other verbally glorified station in the area....  
Nine Sixty Skyway Drive....a symphony of sound...  
K R O W.....very San Francisco..

Your Number's  
Up

ZAMBIA

Zoo

# DOUBLE SPOTTING

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: MUSIC: SWIRLING: BUILDING TO CRECENDO: WINDING:  
ETC:

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"  
MANY VOICES

BIZ: "Now, time out kids for jus' 3 or 4 more  
"Color Radio....Sparkle radio...HAPPY radio...

meaningless messages from 8 more sponsors and  
Glitter Radio...GROUCHY radio...Carefree and  
we'll be back to try to wedge in a platter or two  
Gay radio... Peachy radio...Razz-Ma-Tazz Radio..  
from our....(FADE)  
Scintillating radio ....DEPTH radio.... Subliminal

BIZ: MUSIC (SOFT, LUSH) (ESTABLISH AND FADE FOR...)  
Radio...Motivational radio... action radio....(FADE)

BIZ: No, not so on KROW....K R O W... Music first and  
MUSIC (SOFT, LUSH ) (ESTABLISH AND FADE FOR...)

ANNCR: foremost in San Francisco. The shouting shopping  
No, not so...on KROW....K R O W.....Music first  
guide falls on deaf ears. K R O W is proud of  
and foremost in San Francisco. Rather than nebulous  
its selected, exclusive sponsors... and gives each  
phraseology...out-of-this world music...from a  
and every informative... retained...and tailored  
library as vast as to fill Pantibiblia itself. 75 percent  
commercial a priceless platform of magnificent music.  
MORE music...75 percent LESS commercials....than  
It makes radio, instead, a warm, personal companion...  
ANY other verbally glorified station in the area....  
a dignified, trusted friend. 75 percent MORE MUSIC..  
Nine Sixty Skyway Drive....a symphony of sound...  
and 75 percent LESS commercials add up to 150  
K R O W.....very San Francisco..

percent MORE absolute pleasure than any other  
station in the area.....Nine Sixty Skyway Drive...  
a symphony of sound....K R O W....very San Francisco.

Your Number's  
Up

ZAMBIA

ZOO

## DOUBLE SPOTTING

ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

BIZ: "Now, time out kids for jus' 3 or 4 more  
meaningless messages from 8 more sponsors and  
we'll be back to try to wedge in a platter or two  
from our.....(FADE)

BIZ: MUSIC (SOFT, LUSH) (ESTABLISH AND FADE FOR...)  
No, not so on KROW....K R O W... Music first and  
foremost in San Francisco. The shouting shopping  
guide falls on deaf ears. K R O W is proud of  
its selected, exclusive sponsors... and gives each  
and every informative...restrained....and tailored  
commercial a priceless platform of magnificent music.  
It makes radio, instead, a warm, personal companion...  
a dignified, trusted friend. 75 percent MORE MUSIC..  
and 75 percent LESS commercials add up to 150  
percent MORE absolute pleasure than any other  
station in the area.....Nine Sixty Skyway Drive...  
a symphony of sound....K R O W....very San Francisco.

Your Number's  
Up

ZAMBIA

Zoo

## DOUBLE SPOTTING

KLIF PROMO

"YOU'LL NEVER HEAR THIS ON KLIF" .....

#1 ANNCR: (echo) "THIS YOU'LL NEVER HEAR ON KROW"

S.E.: HAPPY BIZ:

"Now, time out kids for jus' 3 or 4 more

(COME IN OVER ABOVE) No, no, no! You'll never hear Happy Dan, the Record Man on meaningless messages from 8 more sponsors and

KLIF! No, No! Just entertaining, music-playing disc jockeys--and fast, late news, we'll be back to try to wedge in a platter or two day and night, over radio Dallas, KLIF.

from our.....(FADE)

BIZ:

MUSIC (SOFT, LUSH) (ESTABLISH AND FADE FOR...)

No, not so on KROW....K R O W... Music first and

#2

foremost in San Francisco. The shouting shopping

S.E.: HILLBILLY RECORD

guide falls on deaf ears. K R O W is proud of

(COME IN OVER ABOVE) No, no, no! You'll never hear tired hillbillies on KLIF? Its selected, exclusive sponsors... and gives each

No hillbillies singing through their respective noses....just the real thing...pop and every informative...restrained....and tailored music and late up-to-the second news, day and night, over channel 119, KLIF. commercial a priceless platform of magnificent music.

It makes radio, instead, a warm, personal companion...

a dignified, trusted friend. 75 percent MORE MUSIC..

and 75 percent LESS commercials add up to 150

#3

percent MORE absolute pleasure than any other

S.E.: QUIZ SHOW

station in the area.....Nine Sixty Skyway Drive...

(COME IN OVER ABOVE) No, no, no! You'll never hear a Quiz Show on KLIF. No, sir. a symphony of sound....K R O W....very San Francisco.

The big 7 of Big D answer your entertainment questions just with pop music and late news. The only quiz show KLIF has is Stop The Money, where we give away music.

Radio Dallas, KLIF.

Your Number's  
Up

ZAMBIA

Zoo

KLIF PROMO

"YOU'LL NEVER HEAR THIS ON KLIF".....

#1

S.E.: HAPPY DAN

(COME IN OVER ABOVE) No, no, no! You'll never hear Happy Dan, the Record Man on KLIF! No, No! Just entertaining, music-playing disc jockeys-and fast, late news, day and night, over radio Dallas, KLIF.

#2

S.E.: HILLBILLY RECORD

(COME IN OVER ABOVE) No, no, no! You'll never hear tired hillbillys on KLIF! No hillbillys singing through their respective noses....just the real thing...pop music and late up-to-the second news, day and night, over channel 119, KLIF.

#3

S.E.: QUIZ SHOW

(COME IN OVER ABOVE) No, no, no! You'll never hear a Quiz Show on KLIF. No, sir. The big 7 of Big D answer your entertainment questions just with pop music and late news. The only quiz show KLIF has is Stop The Money, where we give away music. Radio Dallas, KLIF.

Your Number's  
Up

ZAMBIA

Zoo

#4

S.E.: DRAMA

(COME IN OVER) No, no, positively not! You'll never be subjected to dramatic productions on KLIF! Although we feel tense dramatic offerings have their place, we don't think KLIF is the place. That's why we studiously avoid them. The best in popular music and 5 minutes of late newsoon the hour is always the thing on KLIF.

#5

S.E.: OPERA

(COME IN OVER) Oh, no, no, no! NEVER, NEVER will you hear inane, uninteresting interviews on KLIF. We leave Opera in the capable hands of the Metropolitan- and double talk to the politicians. The only star on KLIF is MUSIC. The stars are on record on KLIF, where you can hear them around the clock.

#6

S.E.: AMATEUR

(COME IN OVER) No, no, no! Not on your life, friends. You'll NEVER hear an amateur hour on KLIF-just the greatest musical talent on our star-studded cast of daily entertainment. Music and news are the greatest on KLIF.

Your Number's  
Up

ZAMBIA

Zoo

#7

S.E.: POETRY

(COME IN OVER) No, No, no! NEVER on KLIF. No mealy-mouthed poetry oozing with ooze-just music and news to cure your blues....with all the top stars of the record world, the very best in pop music...and sparkling news around the clock...on channel 119, KLIF.

#8

S.E.: NEWSCAST

(COME IN OVER) No, no, no. NEVER on KLIF. You'll NEVER hear a long, confusing stumbling, repetitious newscast on KLIF; just crystal-clear, 5 minute capsules of news every hour on the hour, 24 times a day-from the radio newscaster for Dallas, KLIF.

#9

S.E.: SOAP OPERA

(COME IN OVER) No, no, no! You'll NEVER hear a soap opera on KLIF. The odds are 27 to one your radio is turned on right now....and the odds are 27,000 to one that cliff-hanging soap operas WON'T assault your eardrums on KLIF. Only the tops in popular music and late news for you around the clock on RADIO DALLAS, KLIF.

Your Number's  
Up

ZAMBIA

ZOO

#13

S.E.: KIDDEE RECORD

(COME IN OVER) No, no, no--you'll NEVER hear a kiddie record on KLIF. We have nothing against kiddie records, but KLIF never deviates from the policy of bringing you the very best in popular music together with up-to-the-second news coverage all day and all night.....on RADIO DALLAS, KLIF.

#2

S.E.: HILLBILLY RECORD

(COME IN OVER ABOVE) No, no, no! You'll never hear tired hillbillys on KLIF! No hillbillys singing through their respective noses....just the real thing...pop music and late up-to-the second news, day and night, over channel 119, KLIF.

#3

S.E.: QUIZ SHOW

(COME IN OVER ABOVE) No, no, no! You'll never hear a Quiz Show on KLIF. No, sir. The big 7 of Big D answers your entertainment questions just with pop music and late news. The only quiz show KLIF has is Stop The Wacky, where we give away music. Radio Dallas, KLIF.

Your Number's  
Up

ZAMBIA

ZOO

KLIF PROMO

"YOU'LL NEVER HEAR THIS ON KLIF".....

#1

S.E.: HAPPY DAN

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#2

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#3

S.E.: QUIZ SHOW

(COME IN OVER ABOVE) No, no, no! You'll never hear a Quiz Show on KLIF. No, sir. The big 7 of Big D answer your entertainment questions just with pop music and late news. The only quiz show KLIF has is Stop The Money, where we give away music. Radio Dallas, KLIF.

Your Number's  
Up

ZAMBIA

ZOO

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the tops in popular music and late news for you around the clock on RADIO  
DALLAS, KLIF.

Your Number's  
Up

ZAMBIA

Zoo

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Your Number's  
Up

ZAMBIA

Zoo

#13

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Your Number's  
Up

ZAMBIA

Zoo

MEMORANDUM

YOUR NUMBER'S UP

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
 FROM: DON KEYES  
 DATE: MARCH 21, 1960

Red Jones, Program Director of KILT, has come up with an interesting variation on the old "Three To Get Rich" Contest that merits your attention. I quote from his memo:

KILT's "Your Number's Up" Contest

"In KILT's World of Numbers, we have YOUR number! You have a number on your driver's license, your social security card, in your age, etc. Your numbers mean cash from KILT.

KILT will call out three numbers each hour. One number at approximately ten past the hour; another at approximately twenty past; and the third one at approximately 45 past. Then we will announce the item they must appear in -- driver's license, social security card, etc. If all three numbers appear in THAT order; in that item we mentioned, be the first to present the item at our studios for the cash prize.

Example: 9:00 - 10:00 AM

9:08 First number is "3"  
 9:23 Second number is "5"  
 9:45 Third number is "7"

If these three numbers, "3-5 and 7" appear in that exact order in your driver's license, come to our studios with your driver's license. If you are the first to do so, you win the cash prize. \*

Don Keyes

Your Number's  
Up

ZAMATA

Zoo

RPB

MEMORANDUM

(new label)

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
FROM: DON KEYES  
DATE: MARCH 21, 1960

Red Jones, Program Director of KILT, has come up with an interesting variation on the old "Three To Get Rich" Contest that merits your attention. I quote from his memo:

KILT's "Your Number's Up" Contest

"In KILT's World of Numbers, we have YOUR number! You have a number on your driver's license, your social security card, in your age, etc. Yôur numbers mean cash from KILT.

KILT will call out three numbers each hour. One number at approximately ten past the hour; another at approximately twenty past; and the third one at approximately 45 past. Then we will announce the item they must appear in -- driver's license, social security card, etc. If all three numbers appear in THAT order in that item we mentioned, be the first to present the item at our studios for the cash prize.

Example: 9:00 - 10:00 AM

9:08 First number is "3"  
9:23 Second number is "5"  
9:45 Third number is "7"

If these three numbers, "3-5 and 7", appear in that exact order in your driver's license, come to our studios with your driver's license. If you are the first to do so, you win the cash prize. "

Don Keyes

ZAMBIA

Zoo

# MEMORANDUM

KILT'S "YOUR NUMBER'S UP" CONTEST

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: MARCH 21, 1960 1-2 PM 1:00 ITEM  
8:20 1:20  
8:45 PRIZE 1:45 PRIZE

ALL 3: Red Jones, Program Director of KILT, has come up with an interesting variation on the old "Three To Get Rich" Contest that merits your attention. I quote from his memo:

2-10 AM 9:00 2-3 PM 2:00 ITEM  
9:20 2:20  
9:45 PRIZE 2:45 PRIZE

ALL 3: KILT's "Your Number's Up" Contest

10-11 AM 10:00 In KILT's World of Numbers, we have YOUR number! You have a  
10:20 number on your driver's license, your social security card, in your age,  
10:45 etc. Your numbers mean cash from KILT. 3:00 ITEM

KILT will call out three numbers each hour. One number at approximately ten past the hour; another at approximately twenty past; and the third one at approximately 45 past. Then we will announce the item they must appear in -- driver's license, social security card, etc. If all three numbers appear in THAT order in that item we mentioned, be the first to present the item at our studios for the cash prize.

TO:

DATE:

Example: 9:00 - 10:00 AM

9:08 First number is "3"

9:23 Second number is "5"

9:45 Third number "7"

FROM:

SUBJECT:

KILT'S "YOUR NUMBER'S UP" CONTEST

If these three numbers, "3,5,7", appear in that exact order in your driver's license, come to our studios with your driver's license. If you are the first to do so, you win the cash prize.

KILT will call out 3 numbers each hour. 1 number at appl. 10 past hour; another at app. 20 past; and third one at app. 45 past. Then, we will announce the item they must appear in -- driver's license, social security card, etc. If all three numbers appear in THAT order in that item we mentioned, be the first to present the item at our studios for the cash prize.

Don Keyes

Example: 9-10 A.M.

9:08 First number is 3.

9:23 Second number is 5.

9:45 Third number is 7.

If these three numbers, 3-5-and 7 appear in that exact order in your driver's license, come to our studios with your driver's license. If you are the first to do so, you win the cash prize.

ZAMRIA

ZOO

RPB  
Sample  
Format

K I L T's "YOUR NUMBER'S UP" CONTEST

DAY \_\_\_\_\_ DATE \_\_\_\_\_

8-9 AM 8:03 \_\_\_\_\_ ITEM \_\_\_\_\_  
8:20 \_\_\_\_\_  
8:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_

1-2 PM 1:03 \_\_\_\_\_ ITEM \_\_\_\_\_  
1:20 \_\_\_\_\_  
1:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_

9-10 AM 9:03 \_\_\_\_\_ ITEM \_\_\_\_\_  
9:20 \_\_\_\_\_  
9:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_

2-3 PM 2:03 \_\_\_\_\_ ITEM \_\_\_\_\_  
2:20 \_\_\_\_\_  
2:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_

10-11 AM 10:03 \_\_\_\_\_ ITEM \_\_\_\_\_  
10:20 \_\_\_\_\_  
10:45 \_\_\_\_\_ PRIZE \_\_\_\_\_

3-4 PM 3:03 \_\_\_\_\_ ITEM \_\_\_\_\_  
3:20 \_\_\_\_\_

# KILT

## HOUSTON

TO:

DATE:

FROM:

SUBJECT:

KILT'S "YOUR NUMBER'S UP" CONTEST:

"In KILT's World of Numbers, we have YOUR number! You have a number on your driver's license, your social security card, in your age, etc. Your numbers mean cash from KILT."

KILT will call out 3 numbers each hour. 1 number at app. 10 past hour; another at app. 20 past; and third one at app. 45 past. Then, we will announce the item they must appear in---driver's license, social security card, etc. If all three numbers appear in THAT order in that item we mentioned, be the first to present the item at our studios for the cash prize.

Example: 9-10 A.M.

9:03 First number is 3.

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If these three numbers, 3-5-and 7 appear in that exact order in your driver's license, come to our studios with your driver's license. If you are the first to do so, you win the cash prize.

ZAMBIA

ZOO

RPB  
Sample  
Format

K I L T's "YOUR NUMBER'S UP" CONTEST

DAY \_\_\_\_\_ DATE \_\_\_\_\_

8-9 AM 8:00 \_\_\_\_\_ ITEM \_\_\_\_\_  
8:20 \_\_\_\_\_  
8:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

9-10 AM 9:00 \_\_\_\_\_ ITEM \_\_\_\_\_  
9:20 \_\_\_\_\_  
9:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

10-11 AM 10:00 \_\_\_\_\_ ITEM \_\_\_\_\_  
10:20 \_\_\_\_\_  
10:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

11-12 AM 11:00 \_\_\_\_\_ ITEM \_\_\_\_\_  
11:20 \_\_\_\_\_  
11:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

12-1 AM 12:00 \_\_\_\_\_ ITEM \_\_\_\_\_  
12:20 \_\_\_\_\_  
12:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

1-2 PM 1:00 \_\_\_\_\_ ITEM \_\_\_\_\_  
1:20 \_\_\_\_\_  
1:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

2-3 PM 2:00 \_\_\_\_\_ ITEM \_\_\_\_\_  
2:20 \_\_\_\_\_  
2:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

3-4 PM 3:00 \_\_\_\_\_ ITEM \_\_\_\_\_  
3:20 \_\_\_\_\_  
3:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

4-5 PM 4:00 \_\_\_\_\_ ITEM \_\_\_\_\_  
4:20 \_\_\_\_\_  
4:45 \_\_\_\_\_ PRIZE \_\_\_\_\_  
ALL 3: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

CONTEST INSTRUCTIONS: JOCK SPINS IN E.T. OPENING, WHICH EXPLAINS THAT YOU ARE ABOUT TO CALL A NUMBER. YOU CALL THREE NUMBERS PER HOUR, ONE AT A TIME. AFTER YOU CALL ALL THREE NUMBERS (AROUND 45 PAST), YOU THEN GIVE THEM THE ITEM THE NUMBERS MUST APPEAR IN. EXAMPLE: DRIVER'S LICENSE. THEN THE FOLLOWING VERBATEM:

"NOW, YOU HAVE ALL THREE NUMBERS FOR THIS HOUR: NOS. \_\_\_\_\_, \_\_\_\_\_, AND \_\_\_\_\_. IF ALL THREE NUMBERS APPEAR IN THAT EXACT ORDER IN YOUR (item) \_\_\_\_\_, BE THE FIRST TO COME TO THE KILT STUDIOS, 500 LOVETT, TO CLAIM YOUR PRIZE, \_\_\_\_\_. YOU HAVE ONE HOUR TO GET HERE. AS SOON AS A WINNER HAS BEEN DECLARED, WE WILL IMMEDIATELY ANNOUNCE IT. SO KEEP TUNED."

Numbers are listed above for each hour, along with the item and prize for that hour.

Duplicate sheets to control room and switchboard.

Don-Sent a memo on this earlier. Here's sample format to make it swing.  
Contest here to run 4/25 - 5/9  
Red

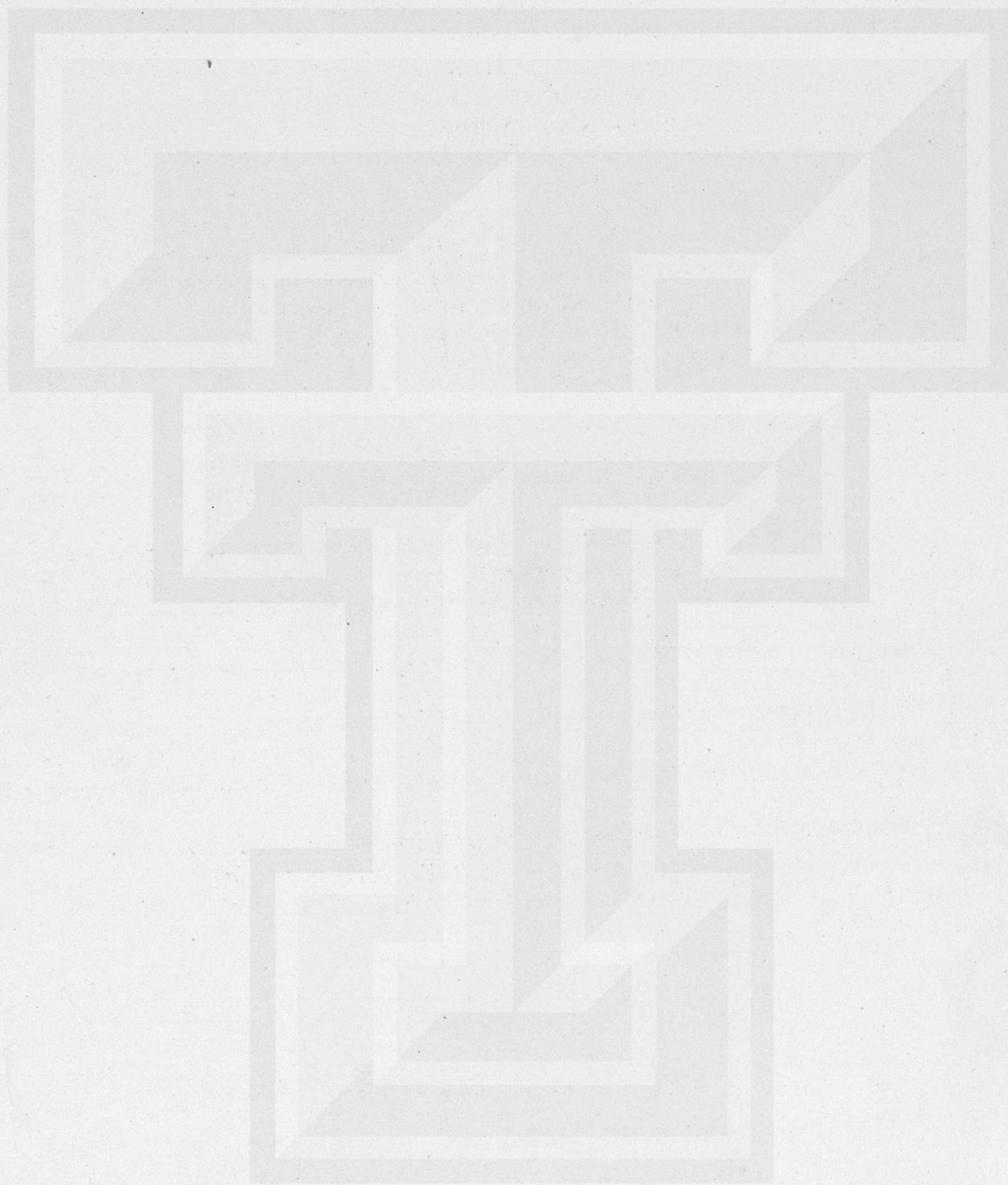
ZAMBIA

ZOO

ZAMBIA PROMO

ZAMBIA

Zoo



PROMOTION (Johnny Barger, Program Director, WYSL)

"Brick and Rolling Pin Competition" -- Monday luncheon scheduled with the General Manager of the Buffalo Bison Baseball team to iron out details of having the finale for the Buffalo area in-between the Rochester-Buffalo double header involving at least 4,000 onlookers. Five area playgrounds will be used July 11-14 as preliminaries. WYSL will select the top eight men and top eight women for the War Memorial Stadium finale, July 16th (in competition with the local Strouds). Buffalo Mayor is being approached to rename city "Stroud" for a day, almost secured of this. Letters and calls on local union officials to encourage broad participation. Ribbons to everyone who enters.

\*\*\*

PROMOTION (Johnny Barger, Program Director, WYSL)

"WYSL Good Guy Helping Hand" -- Sponsor this: Anybody.

Fifty times a day, the Good Guys would go upon the streets of Buffalo and deposit a nickel in the parking meter of some traffic overtime violator (who of course is yet to be ticketed). A little printed note would be slipped under the windshield either saying this was a good turn by the WYSL good boys and the XXXXXX Corp., and a merchandising message would be printed on the back. Source: Vance.

\*\*\*

PROMOTION (Johnny Barger, Program Director, WYSL)

Larry Vance is the only one who has done this in three other markets with reasonable success. Vance will throw his own party for missing remarks about the quality of snow in the city. He will pull his show from the top cage, preferably adjacent to a business that is right up for a two-day weekend period. Vance will be encouraged to collect a few items in some manner in order that he can have a small party for his

upb

PROMOTION ( Johnny Barger, Program Director, WYSL )

"Brick and Rolling Pin Competition" -- Monday luncheon scheduled with the General Manager of the Buffalo Bison Baseball team to iron out details of having the finals for the Buffalo area in-between the Rochester-Buffalo double header insuring at least 4,000 onlookers. Five area playgrounds will be used July 11-14 for preliminaries. WYSL will select the top eight men and top eight women for the War Memorial Stadium finals, July 16th ( in competition with the four Strouds. ) Buffalo Mayor is being approached to rename city "Stroud" for a day, almost assured of this. Letters and calls on local union officials to encourage broad participation. Ribbons to everyone who enters.

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"WYSL Good Guy Helping Hand" -- Sponsor tie-in: Anybody. Fifty times a day, the Good Guys would go upon the streets of Buffalo and deposit a nickel in the parking meter of some traffic overtime violator ( who of course is yet to be ticketed ). A little printed note would be slipped under the windshield wiper saying this was a good turn by the WYSL good buys and the XXXXXX Co., and a merchandising message would be printed on the back. Source: Vance.

# # #

PROMOTION ( Johnny Barger, Program Director, WYSL )

Larry Vance in the Zoo -- Vance has done this in three other markets with reasonable success. Mayor will throw Vance in a zoo cage for making remarks about the quality of snow-cones sold in the zoo. He will do his show from the zoo cage, preferably adjacent to a vicious lion or tiger cage for a two-day weekend period. People will be encouraged to come by and donate to some charity in order that Vance be released. Source: Vance.

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