

...and please issue a check to Ray Russell in the amount of \$177.45, which represents the round trip fare from Dallas to Los Angeles. Russ was our 1957 Bachelor's Day winner and as our sponsor arranged a suitable time for him to make the trip. It was hoped to have him on a national television show, but this did not come off.

Consequently, Russ got married and moved from Dallas and was no longer in the office. The money instead of the ticket, should have been...

American Airlines informed us that they would give us the round trip ticket and we can use it whenever we wish. We have been in touch with Bill Davis who says he will see to it that the ticket is used.

Now that Russ moved back to Dallas and currently is a photographer with the Dallas Times-Herald.

Thank you for your letter of the 11th and for the money. We will be in touch with you again.

Very truly yours,
 [Signature]

Enclosed for you are the round trip ticket and the money. We will be in touch with you again.

Annual Bachelors Day

C O P Y

WJR

THE GOODWILL STATION
BUILDING - DETROIT, MICHIGAN 48202

Dorothy Manning
cc: Gordon McLendon ✓

December 4, 1967

March 9, 1967

Mitch Lewis

Can you please issue a check to Russ Russell in the amount of \$177.45, which represents the round trip fare from Dallas to Los Angeles. Russ was our 1967 Bachelor's Day winner and we could never arrange a suitable time for Russ to take the trip. We had hoped to have him on a national television show, but this did not come off.

Subsequently, Russ got married and moved from Dallas and wrote to me asking if he could have the money instead of the ticket. Gordon okayed this.

American Airlines informed us that they would give us the round trip ticket and we can use it internally. Leigh has been in touch with Bill Davis who says he will see to this immediately.

Russ now has moved back to Dallas and currently is a photographer with the Dallas Times-Herald.

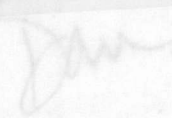
Thanks.

MIL:lr

While I am, naturally, not aware of the exact nature or breadth of the Bachelors' Day promotion registration of which you speak, I feel sure that our little essay contest is not directly comparable. Please be assured, however, that if this is not the case you will have no future difficulties in this area with WJR since trying to give away Stanton has proved disastrous. It is impossible!

Many thanks for your letter. I understand its purpose completely.

Best personal regards,



DBB/s

WJR

THE GOODWILL STATION
FISHER BUILDING • DETROIT, MICHIGAN 48202

DANIEL J. BURKE
VICE PRESIDENT
AND GENERAL MANAGER

March 9, 1967

Mr. Mitchell I. Lewis
The McLendon Stations
2008 Jackson Street
Dallas, Texas 75201

Dear Mitch:

Your interesting letter of March 6 is received and constitutes further proof that in Roger Stanton the McLendon Stations persist in employing a man who is at best prone to exaggeration.

Roger was not selected by WJR as bachelor of the year, the month, the day, or even the hour. Rather, he was merely used as a somewhat questionable prize in a 25-word-or-less essay contest which asked girls in our listening audience to submit reasons why they would like an expense-paid evening on the town with the Great One.

While I am, naturally, not aware of the exact nature or breadth of the Bachelors' Day promotion registration of which you speak, I feel sure that our little essay contest is not directly comparable. Please be assured, however, that if this is not the case you will have no future difficulties in this area with WJR since trying to give away Stanton has proved disastrous. It is impossible!

Many thanks for your letter. I understand its purpose completely.

Best personal regards,

[Signature]

DBB/s

RRB



FRANK A. SEDITA
MAYOR

CITY OF BUFFALO

OFFICE OF THE MAYOR

-: PROCLAMATION :-

WHEREAS, this year, One Thousand Nine Hundred and Sixty-Six, having a specific day falling on the twenty-eighth day of the month of February; and

WHEREAS, on this day it is a specific day where women have the right, and, in fact, are expected and encouraged to assume the lead and courtship; and

WHEREAS, it is estimated that many of our citizens, both in Buffalo and throughout the United States not presently enjoying the fruits of marital companionship,

NOW, THEREFORE, I, FRANK A. SEDITA, Mayor of the City of Buffalo, do hereby proclaim this special day, Monday, February 28, 1966 as

"FIRST ANNUAL BACHELORS' DAY IN BUFFALO"

and urge all good citizens of Buffalo to observe this day in the spirit it is intended.

I further urge all single males to wear in their lapels the flower that is known as the Bachelor's Button on this day to indicate that they are unmarried.

Further, I, Frank A. Sedita, being the duly elected and sworn Mayor of Buffalo, do hereby commission Buffalo Radio Station WYSL to examine, qualify and select the outstanding group of the most outstanding and eligible bachelors and, subsequently, on the date of National Bachelors' Day, February 28 next, for WYSL to signify and honor them in a manner that befits their station.

GIVEN under my hand and Seal for
the City of Buffalo this 25th
day of February 1966.



Frank A. Sedita
MAYOR OF BUFFALO

✓

STATION PROMO
National Bachelor's Day
Run Feb. 20--forward
Do not run after Feb. 27th.

One of the least celebrated American Holidays is National Bachelor's Day, scheduled this year Monday, February 28. The reason this day is so little celebrated is not only the fact that both married men and single women resent a day devoted to bachelors, but also that until approximately the age of 50, no single man is totally confident he has the will power, good sense or poor sense to remain a bachelor.

But, at 50, the true bachelor begins to emerge. He is now able to feel that when a woman approaches, he is being tagged rather than caught; that his position is no longer one of mere opportunity but, more likely, one of pleasant contemplation.

And, from that mental cocoon at 50, the true bachelor emerges--still aware but no longer so wary; still watchful but no longer so watched; still fascinated but no longer so fascinating; still interested but no longer so fetching. He views the lack of return interest with both amusement and growing alarm.

To those 10 most eligible Chicago bachelors--those over 50--W-NUS extends the invitation to its first annual National Bachelor's Day luncheon, to be held at the Playboy Club on National Bachelor's Day, February 28th. There, 10 young ladies, selected by owner Hugh Hefner as being those most likely to renew that doubt which the confirmed bachelor has never denied -- to himself -- will confirm or shatter the code he has lived by. The true bachelor will rise and continue his pursuit--until he is physically neither able or appealing to be, alas, pursued. W-NUS says "all hail to the victor" -- National Bachelor's Day, Monday, November 28th.

STATION PROMO
National Bachelor's Day
Run Feb. 20--forward
Do not run after Feb. 27th

The bachelor is a strange animal. He is pursued and pursuing. He is self-supporting and, yet, occasionally frantic for help. The bachelor knows women only enough to know that he knows them not at all. The bachelor, actually, is not altogether so smart as he thinks he is. For instance, few American bachelors know their own holiday-- Monday, February 28th is National Bachelor's Day.

Before that day, W-NUS will name its list of Chicago's 10 most eligible bachelors. In naming Chicago's 10 most eligible bachelors on National Bachelor's Day, February 28th, W-NUS will bestow on them all a certain distinction and, yet, a certain disdain. The distinction for having remained in a monogamous or singular state; and the disdain for having not owned up to the responsibilities so many, suffering before, have shouldered.

W-NUS feels that the only true bachelor is over 50. Before that age, he might cagily feel, like Horace, "he who travels alone, travels the faster." After 50, a man either has traveled or, sadly, has never gotten on the track. Therefore, his state is confirmed. A success or a doomed failure. A lover or still a learner. A bachelor or just a poor closer.

As a fitting test, W-NUS will host the first annual bachelor's luncheon at the Playboy Club on February 28th. On that date, commemorating National Bachelor's Day, Playboy owner Hugh Hefner will select the 10 most appealing young ladies to prove to the 10 professed confirmed bachelors conclusively whether they are, indeed, victors by choice or circumstance.

NATIONAL BACHELOR'S DAY
EXCERPT (Standish F. Hansell)

EXCERPT #1

"Well, the idea of Bachelor's Day sprang to life in 1956 when, at a luncheon with a friend, Jim DuBois of the Philadelphia Inquirer, I happened to mention that the newspapers were losing a bet by not sponsoring February 29th as Bachelor's Day since it was then leap year. So after luncheon our enthusiasm took us to City Hall where Richison Dillworth, then Mayor of Philadelphia, agreed to proclaim the last day of February as Bachelor's Day. This gave continuity to the movement by making it an annual celebration rather than just on leap year."

NATIONAL BACHELOR'S DAY

EXCERPT (Standish F. Hansell)

EXCERPT #2

"Well, the idea of Bachelor's Day sprang to life in 1956 when, at a luncheon with a friend, Jim DuBois of the Philadelphia Inquirer, I happened to mention that the newspapers were losing a bet by not sponsoring February 29th as Bachelor's Day since it was then leap year. This was closely discussed during luncheon and the potential from a merchandising standpoint sort of was evident. You see, Valentine's being a time when most gifts are purchased by men for girls. Bachelor's Day is ideally placed at the beginning of the Lent when girls can reverse the process and purchase gifts for men. So after luncheon our enthusiasm took us to City Hall where Richison Dillworth, then Mayor of Philadelphia, agreed to proclaim the last day of February as Bachelor's Day. This gave continuity to the movement by making it an annual celebration rather than just on leap year. And having received an official proclamation, we then looked around for a single male to be proclaimed Bachelor of the Year. At that time, Dave Garroway happened to be in Philadelphia telecasting his "Today" program on a visitation basis and Mr. Muggs, the trained chimpanzee, was the star performer. So I thought it would be amusing to appoint Mr. Muggs at Philadelphia City Hall as Bachelor of the Year, and so it was arranged. Mr. Muggs, in the presence of half a dozen models, was the first recipient of this coveted honor and the Cornflower, being known as Bachelor's Button, was adopted as the symbol of Bachelor's Day and all unmarried males were urged to wear one in their lapel. This made them free bait for any girl to approach or to date and Bachelor's Day became sort of a fun day as well as a practical promotion for

NATIONAL BACHELOR'S DAY

Promo #1

{ Open }

A leading Philadelphia advertising man, Standish F. Hansell, began the first National Bachelor's Day in 1956, ten years ago. And it has grown with each passing year. Now, WYSL sponsors the National Bachelor's Day celebration in Buffalo. WYSL contacted Standish Hansell in Philadelphia and asked him to explain the beginning of National Bachelor's Day.

{ EXCERPT #1 }

{ Close }

That was Mr. Standish Hansell, noted business executive in Philadelphia, explaining the origin of National Bachelor's Day, which he began throughout the nation ten years ago. WYSL sponsors the National Bachelor's Day celebration in Buffalo on Monday.

NATIONAL BACHELOR's DAY

Promo #2

(Open)

A leading Philadelphia advertising man, Standish F. Hansell, began the first National Bachelor's Day in 1956, ten years ago. And it has grown with each passing year. Now, WYSL sponsors the National Bachelor's Day celebration in Buffalo. WYSL contacted Standish Hansell in Philadelphia and asked him to explain the beginning of National Bachelor's Day.

(EXCERPT #1)

(Close)

WYSL sponsors the National Bachelor's Day celebration in Buffalo today.

NATIONAL BACHELOR'S DAY

Promo #3

{ Open }

Philadelphia business leader, Standish F. Hansell, in 1956 realized that while there was a day for almost everyone else, there was none for the American bachelor. And so Mr. Hansell began in Philadelphia, by Mayor's proclamation, what was to become National Bachelor's Day. National Bachelor's Day is Monday; has been proclaimed as such by the Buffalo Mayor and as its Buffalo sponsor, WYSL asked Standish Hansell in Philadelphia to explain how National Bachelor's Day started ten years ago in 1956.

{ EXCERPT #1 }

{ Close }

Standish F. Hansell, noted Philadelphia business leader, and founder of National Bachelor's Day in 1956. WYSL brings National Bachelor's Day to Buffalo on Monday, and along with it, WYSL brings beautiful Jo Collins, all-time Playboy Magazine Playmate of the year.

NATIONAL BACHELOR'S DAY

Promo #5

Day after tomorrow, Monday, February 28th, is National Bachelor's Day. And on Monday, National Bachelor's Day, WYSL brings to Buffalo Playboy Magazine's Playmate of the year, Jo Collins, who will name for WYSL Buffalo's most eligible bachelors. Jo Collins will be making personal appearances throughout Buffalo for WYSL--all day Monday and Tuesday, as WYSL celebrates National Bachelor's Day.

NATIONAL BACHELOR'S DAY

Promo #6

She's coming to Buffalo for WYSL, day after tomorrow, National Bachelor's Day. Jo Collins, gorgeous star of "Bikini Beach Party" and other pictures and famous as Playboy Magazine's all-time Playmate of the year, comes to Buffalo for WYSL on Monday, National Bachelor's Day, and will make frequent Buffalo area public appearances for WYSL Monday and Tuesday. Miss Collins just returned from a tour entertaining our troops in Vietnam; is WYSL's National Bachelor's Day gift to Buffalo.

NATIONAL BACHELOR'S DAY

Promo #7

Now, WYSL's bringing her to Buffalo. Who? The girl selected by publisher Hugh Hefner of Playboy Magazine as the most beautiful girl ever to grace the pages of that best selling national magazine. Jo Collins comes to Buffalo for WYSL Monday and Tuesday to grace the queen city on National Bachelor's Day, Monday, and to select Buffalo's most eligible bachelors. Don't miss beautiful Jo Collins in one of her many WYSL personal appearances in Buffalo Monday and Tuesday.

NATIONAL BACHELOR'S DAY

Promo #8

Who is the most beautiful woman in the world? Playboy Magazine says stunning Jo Collins is the world's most beautiful woman. She's the all-time Playboy Playmate of the year, according to Playboy Magazine. Since Monday is National Bachelor's Day, WYSL brings breathtaking Jo Collins to Buffalo on Monday and Tuesday to name Buffalo's most eligible bachelors. Watch for Jo Collins as WYSL brings the all-time Playmate to Buffalo Monday and Tuesday on WYSL.

NATIONAL BACHELOR'S DAY

Promo #9

Tomorrow, Monday, February 28, is National Bachelor's Day. And tomorrow, Monday, National Bachelor's Day, WYSL brings to Buffalo Playboy Magazine's Playmate of the year, Jo Collins, who will name for WYSL Buffalo's most eligible bachelors. Jo Collins will be making personal appearances throughout Buffalo for WYSL all day tomorrow and Tuesday as WYSL celebrates National Bachelor's Day.

NATIONAL BACHELOR'S DAY

Promo #10

Playboy Magazine Playmate of the year, Jo Collins, visits Buffalo tomorrow and Tuesday for WYSL to celebrate National Bachelor's Day as proclaimed by WYSL by Buffalo Mayor Frank Sadeta. It's tomorrow, National Bachelor's Day. Miss Collins, just back from entertaining U. S. troops in Vietnam, recently was named Playboy's all-time Playmate. Jo Collins will name for WYSL on Monday, Buffalo's most eligible bachelors and make numerous personal appearances. Don't miss her--Jo Collins, WYSL's gift to you on National Bachelor's Day...tomorrow.

NATIONAL BACHELOR'S DAY

Promo #11

WYSL brings Jo Collins to Buffalo tomorrow for National Bachelor's Day as proclaimed for WYSL by Buffalo Mayor Frank Sadeta. In naming Jo Collins Playboy's all-time Playmate of the year, publisher Hugh Hefner declared that she was, quote, the most strikingly lovely girl ever to appear on Playboy's pages, end quote. Miss Collins comes to Buffalo tomorrow to help WYSL select Buffalo's most eligible bachelors on National Bachelor's Day, tomorrow. Don't miss Playboy's all-time Playmate, Jo Collins, in her Buffalo appearances tomorrow and Tuesday for WYSL.

All Managers

March 3, 1967

cc: Gordon McLendon, Bill Stewart

Mitch Lewis

March 6, 1967

In regard to National Bachelors' Day, we are anxious to accumulate a file here for Hart Schaffner & Marx concerning what publicity was given to your recent National Bachelor's Day promotion. If you did not run this promotion, simply indicate it.

Mr. Daniel B. Burke
WJR Radio
Fisher Building
Detroit, Michigan

Here in Detroit we did manage to get a great deal of newspaper space (advance, during, and afterwards) as well as a two-minute TV spot on the local CBS outlet. I think it will grow throughout the years.

Dear Dan:

A card recently received from Roger Stanton from Miami informed me that he was named Detroit's Bachelor of the Year by WJR.

While in no manner are we up in arms over the matter, since we originated the contest some two years ago and have since developed the program jointly with Standish Hansell of Hansell-Zook (who has held title to the rights for National Bachelors' Day since 1957), and Hart Schaffner & Marx, we did want to go on record as owners of this promotion in those markets wherein we own stations. Our attorneys inform us that the promotion is, indeed, fully protected under the registration rights.

Dan, I just mention this because it is our full intention to pursue the Bachelors' Day promotion in Detroit in future years when we have WDTM's new programming in full force. At such future date, we sure as hell don't want to get in any imbroglio over the matter. I'm confident you understand.

In the meantime, best personal regards.

Sincerely,

Mitchell I. Lewis
National Director, Public Affairs

cc: Gordon McLendon ✓
Andre Dunstetter
Cohn & Marks

All Managers

March 3, 1967

cc: Gordon McLendon, Bill Stewart

Mitch Lewis

March 3, 1967

In regard to National Bachelors' Day, we are anxious to accumulate a file here for Hart Schaffner & Marx concerning what publicity was garnered over your recent National Bachelor's Day promotion. Of course, if you did not run this promotion, simply indicate it.

Here in Dallas we did manage to get a great deal of newspaper space (advance, during, and afterwards) as well as a two-minute TV feature on the local CBS outlet. I think it will grow throughout the years.

Would you please send me any and all material for a master file and policy book.

Thank you. We select the ten outstanding single men in the particular city from prominent civic life (councilmen, administrative, etc.), professional life (professional football, newspaper men, photographers, etc.), and the business world (investments, insurance, banking, etc.). This year Bachelors were selected in Buffalo, Chicago and Dallas.

The selection in Buffalo was a Daniel Erb, head of the mortgage department of the Western Savings Bank of Buffalo.

In Chicago, the selection was Henry Norton, president of Burton G. Feldman & Company, a very prominent advertising agency in that city, billing well over ten million dollars.

Finally, in Dallas, the selection was a Russ Russell, an aspiring young photographer for the Dallas Times Herald. Incidentally, Mr. Russell won out over two Dallas Cowboys football stars-- among the two, Craig Morton, formerly of the University of California.

It seemed to us that combining the three top bachelors in these areas would make an extremely interesting program for "The Dating Game". We would arrange to fly the three representatives

to California at our expense for them to be on a future program. Helen Marcus of Goodson-Todman, with whom I have done business several times, advised that you were the one to contact in regard to this suggested forthcoming program. March 3, 1967

Naturally, since it does have some sort of time value, we would hopefully send the representatives to you at the nearest available. Mr. Chuck Barris please advise if (1) this is possible, and (2) 1313 Vine Street, a Friday or Monday since some of these men Hollywood, California had time arranging for a middle of the week hiatus. You can be confident that we can make all arrangements. Dear Mr. Barris: I will do everything possible to cooperate.

This corporation operates fourteen AM-FM radio stations in seven major U. S. markets. One of our annual promotions is National Bachelors' Day (February 28), in conjunction with Hart Schaffner & Marx and the local men's store carrying that suit brand. We select the ten outstanding single men in the particular city from prominent civic life (councilmen, administrative, etc.), professional life (professional football, newspaper men, photographers, etc.), and the business world (investments, insurance, banking, etc.). This year bachelors were selected in Buffalo, Chicago and Dallas. National Director, Public Affairs

The selection in Buffalo was a Daniel Erb, head of the mortgage department of the Western Savings Bank of Buffalo.

In Chicago, the selection was Henry Norton, president of Burton G. Feldman & Company, a very prominent advertising agency in that city, billing well over ten million dollars.

Finally, in Dallas, the selection was a Russ Russell, an aspiring young photographer for the Dallas Times Herald. Incidentally, Mr. Russell won out over two Dallas Cowboys football stars-- among the two, Craig Morton, formerly of the University of California.

It seemed to us that combining the three top bachelors in these areas would make an extremely interesting program for "The Dating Game". We would arrange to fly the three representatives

Bachelor's Day

- 2 -

to California at our expense for them to be on a future program. Helen Marcus of Goodson-Todman, with whom I have done business several times, advised that you were the one to contact in regard to this suggested forthcoming program.

Naturally, since it does have some sort of time value, we would hopefully send the representatives to you at the nearest available time. Would you please advise if (1) this is possible, and (2) what date (hopefully a Friday or Monday since some of these men have an extremely hard time arranging for a middle of the week hiatus). You can be confident that we can make all arrangements from this office and will do everything possible to cooperate.

Can you please let me know on this matter?

Thank you very much.

Sincerely,

Mitchell I. Lewis
National Director, Public Affairs

MIL:lr
cc: Gordon McLendon ✓

Since Mr. Hansell conceived the promotion, we naturally contacted him. Since together we all could see potential in such a promotion, the arrangement was (and is) that we mutually would promote and share in such a promotion. The third party is currently Hart Schaffner & Marx. I can only presume that either Mr. Hansell or a representative from Hart Schaffner & Marx approached your editors and/or promotion director, Nelson Fitch. Thus, although it might have seemed that we were at diverse purposes, we are, in fact, working toward the same end result. In the back of my mind, I recollect that Gordon McLendon talked to both Hugh Hefner and Dick Rosenzweig about it--all parties came away most enthusiastic.

Bachelor's Day

- 2 -

While we, in no way, would expect to receive special editorial consideration, we cannot see where this in any way conflicts with the integrity of Playboy. We have presumed that the overall philosophy of Playboy is directed to bachelors (would-be or in fact) and naturally feel that this does not conflict with any sort of philosophy. We are only looking for a tie-in which reflects the state of bachelorhood.

January 31, 1967

Mrs. Dee Harris, Coordinator
Playmate and Bunny Promotions
Playboy Magazine
232 East Ohio
Chicago, Illinois 60611

Dear Mrs. Harris:

We were disappointed to learn that the editors of Playboy are reluctant to tie-in with our stations on the forthcoming National Bachelor's Day promotion. Actually, we believe there has been some cross-up in communications.

National Bachelor's Day was founded in 1957 by Mr. Standish Hansell of Hansell-Zook, an advertising agency in Philadelphia. The promotion lay dormant for almost 10 years until we seized upon it last year and presented it in some of the markets wherein we have stations. As a result, the subsequent publicity and retailer enthusiasm reflected an indication that we did, in fact, have a promotion which would capture consumer interest.

Since Mr. Hansell conceived the promotion, we naturally contacted him. Since together we all could see potential in such a promotion, the arrangement was (and is) that we mutually would promote and share in such a promotion. The third party is currently Hart Schaffner & Marx. I can only presume that either Mr. Hansell or a representative from Hart Schaffner & Marx approached your editors and/or promotion director, Nelson Futch. Thus, although it might have seemed that we were at diverse purposes, we are, in fact, working toward the same end result. In the back of my mind, I recollect that Gordon McLendon talked to both Hugh Hefner and Dick Rosenzweig about it--all parties came away most enthusiastic.

While we, in no way, would expect to receive special editorial consideration, we cannot see where this in any way conflicts with the integrity of Playboy. We have presumed that the overall philosophy of Playboy is directed to bachelors (would-be or in fact) and naturally feel that this does not conflict with any sort of philosophy. We are only looking for a tie-in which reflects the state of bachelorhood.

Quite frankly, I am reluctant to see the matter dropped without exploring the possible points wherein there might have been some misunderstanding. I do know that Hart Schaffner & Marx has considered making it a national promotion and has been advised that Playboy, and subsequent merchandising of Playboy, would be paramount in such a promotion. It just seems to us to be good business on everyone's part -- again, without conflicting with editorial aims, goals and objectives of the magazine.

Dear Jim:

Since the promotion date is four weeks away and the start of our broadcast promotion just two weeks away, is there any way we can resubmit our requests for reconsideration?

Thank you for pursuing the matter.

Sincerely,

Mitchell I. Lewis
National Director
Public Affairs

MIL:lr

cc: Richard S. Rosenzweig
Gordon McLendon ✓
Standish Forde Hansell
Ron Ruth
Bill Stewart

gbm
6

Bachelor's Day

Naturally, Jim, if you have suggestions, additions, etc., we will be glad to incorporate them into the overall plan.

April 20, 1966

January 20, 1967

Mr. James K. Wilson, Jr.
Hart Schaffner & Marx
36 South Franklin
Chicago, Illinois

Mitchell I. Lewis
National Director
Public Affairs

Dear Jim:

This morning Al Lurie, general manager of KLIF, Dave Muhlstein, station account executive, and I were in a long meeting with Alex Cochrane and Charles Martin at James K. Wilson. We went over the complete Bachelor's Day promotion and I believe that both of them were very enthused. You will note some of the plans we have suggested in line with the overall promotion, and all were accepted.

While the store intended on restricting their budget to \$500, we now have a budget of \$1500.00. Coupled with the station promotions, it seems to me that we are going to create an excellent promotional barrage in this market. We look forward to this being a big annual event at James K. Wilson, as well as within the community.

In order to keep you fully advised as to all our efforts in making it a success, I will, from time to time, send you carbons of all correspondence.

Charles Martin said that he would like for me to work with him on developing a brochure for presentation at your meeting in Chicago on February 8th. It might be included on the agenda of upcoming promotions.

cont'd

Bachelor's Day

Naturally, Jim, if you have suggestions, additions, etc., we will be glad to incorporate them into the overall plan.

April 20, 1966

Best personal regards,

Mr. S. F. Hansell, President
Hansell-Zook, Inc.
Land Title Building
Philadelphia, Pa.

Mitchell I. Lewis
National Director
Public Affairs

MIL:lr

Attachments

Dear Mr. Hansell:

The writer is President of a Corporation which operates the following Radio Stations:

KLIF AM-FM, Dallas
KILT AM, Houston
KOST FM, Houston
WYSL AM-FM, Buffalo
WNUS AM-FM, Chicago
KABL AM-FM, San Francisco
K-TRA NEWS over Los Angeles--Exclusive sales
Representative for the U.S.

Furthermore, applications for the acquisition of KGLA-FM in Los Angeles and WDTM-FM in Detroit, are now pending before the FCC.

You were kind enough to help us with the historical background on "National Bachelor's Day" and provide us with a telephone interview which made our promotion for that particular day that much more effective. This year we staged the event on the appropriate day in Buffalo as an experiment, looking to a possible broader use of the event next year. I thought it went off unusually well in Buffalo and, as a result, can be twice as effective next year, now that it has one year of historical precedence in that city. We selected Buffalo's leading bachelors and honored them at a cocktail party, promoting the event heavily on our WYSL-AM and WYSL-FM radio facilities, and we brought in Jo Collins, Playboy Magazine's Playmate of the Year, to help promote the event. In addition, we had the better looking airline stewardesses available locally as escorts for the bachelors. I must confess, a bit ashamed--cedly, that the bachelors were chosen

cont'd

Bachelor's Day

April 20, 1966

Mr. S. F. Hansell, President
Hansell-Zook, Inc.
Land Title Building
Philadelphia, Pa.

Dear Mr. Hansell:

The writer is President of a Corporation which operates the following Radio Stations:

KLIF AM-FM, Dallas
KILT AM, Houston
KOST FM, Houston
WYSL AM -FM, Buffalo
WNUS AM -FM, Chicago
KABL AM -FM, San Francisco
X-TRA NEWS over Los Angeles--Exclusive sales
Representative for the U. S.

Furthermore, applications for the acquisition of KGLA-FM in Los Angeles and WDTM-FM in Detroit, are now pending before the FCC.

You were kind enough to help us with the historical background on "National Bachelor's Day" and provide us with a telephone interview which made our promotion for that particular day that much more effective. This year we staged the event on the appropriate day in Buffalo as an experiment, looking to a possible broader use of the event next year. I thought it went off unusually well in Buffalo and, as a result, can be twice as effective next year, now that it has one year of historical precedence in that city. We selected Buffalo's leading bachelors and honored them at a cocktail party, promoting the event heavily on our WYSL-AM and WYSL-FM radio facilities, and we brought in Jo Collins, Playboy Magazine's Playmate of the Year, to help promote the event. In addition, we had the better looking airline stewardesses available locally as escorts for the bachelors. I must confess, a bit shamed-facedly, that the bachelors were chosen

cont'd

-2-

with some little eye to those who were about the better advertising prospects for our radio stations in the city.

Having had so many of my own ideas pirated over the years, I am not about to do anything with what is manifestly your idea without asking and hoping that you take part in the project. You mentioned in earlier correspondence that the Bachelor's Day idea needed some nationwide concern to begin promoting it. We'd be in a pretty good position to do that, and I think I can interest a number of our friends in the radio business in joining us. I also got some ideas on how this could be made a profitable nationwide venture through two or three different forms of commercial sponsorship. I don't think that either at this time or in the future it would be necessary for you to put up any money at all, because we should be able to handle the matter handily but I suggest that we, in correspondence, work out some percentage contribution to you for use of the idea--and, I might mention, any amplifications of the idea which may come to you after you hear my own thoughts on the matter.

In going into National Bachelor's Day, I believe it important that both of us gain the maximum amount of possible protection, realizing that there is no full protection for any idea. However, we have contacted our Communications Council in Washington, and I am enclosing a copy of his letter to one of our attorneys, John Barger, explaining the present posture of and possibilities for protection. We have done nothing whatever toward this end other than make the inquiry which you now have in front of you, and will do nothing until we hear further from you.

It may turn out to be one of those things where, in the end, much glory and much fun can be had but no great profits accrue. I've had any number of ideas myself that ended up in that category. However, there is a definite chance that this one might bear commercial fruit and with that in mind, I would appreciate a letter from you at your convenience. With best wishes,

Cordially,

Gordon B. McLendon

GBM:ad



HART SCHAFFNER & MARX

36 South Franklin Street, Chicago, Illinois 60606
(312) FRanklin 2-6300

June 28, 1966

Mr. Gordon McLendon
The McLendon Stations
2008 Jackson Street
Dallas, Texas 75201

Dear Gordon:

We have developed a great amount of enthusiasm for Bachelor's Day, and we have our advertising agency working on ways that this might be incorporated in our promotion program for Spring 1967. I am about 90% sure that we would like to go ahead with this if it is still available to us.

You gave me a tentative idea of what payment your advertising friend in Philadelphia would want for our use of his idea, but it would be helpful at this point if you could give me the exact amount. We would naturally like to do whatever you think is fair but need to have a more definite idea of what this would involve, so we can see if it fits into our budget.

It is possible that we might tie in one of our national ads with the Bachelor's Day theme, but we would also encourage our own stores, as well as our independent retail customers throughout the country to use the idea in their own store promotions. We do not have all the details worked out yet, but I will report to you as soon as we do.

Thanks again for your thoughtfulness in bringing this idea to me.

Warmest regards.

Sincerely,

J. K. Wilson, Jr.
Jas. K. Wilson, Jr.

JKW:eb

THE *McLendon* STATIONS ~~MEMORANDUM~~

To MITCH LEWIS - HOME OFFICE, DALLAS
→ cc: Andre Dunstetter (re telecon,
18 July)

Date 21 JULY 1966

From JACK DANAHY - OFFICE MANAGER,
WYSL, BUFFALO

Subject "NATIONAL BACHELORS' DAY", 28 FEBRUARY 1966,
WYSL, BUFFALO, NEW YORK

DEAR MITCH:

ENCLOSED IS ALL MATERIAL AVAILABLE AT WYSL RE THE BACHELORS' DAY PROMOTION:

1. FIFTEEN PHOTOGRAPHS -CANDIDS- OF COCKTAIL PARTY. INDIVIDUALS IN PHOTOS ARE NOT IDENTIFIED BECAUSE OF LACK OF TIME IN GETTING THIS TO YOU, BUT I'VE ATTACHED A LIST OF BUFFALO BACHELORS TO THE PACKAGE.
2. A PRINT OF FIVE OTHER SHOTS WHICH YOU HAD EVIDENTLY GIVEN TO BOB LUTHER, INCLUDING LETTER FROM LOCAL UPI BUREAU CHIEF, JACK GILMOUR.
3. A COLLECTION OF ALL COPY (PROMOS AND DROP-INS) CONCERNING HANSELL, COLLINS AND THE PROMOTION IN GENERAL.
4. A TAPE OF PROMOS AND YOUR CONVERSATION WITH HANSELL, WHICH WAS USED FOR STRIP-INS, AS REFLECTED IN THE COPY.

I HAVE COPIES OF ALL MATERIAL IN THIS PACKAGE FOR USE NEXT YEAR.

THIS PACKAGE IS BEING FORWARDED TO YOU, IN DALLAS, RATHER THAN TO JAMES K WILSON, IN CHICAGO, PER YOUR TELECON INSTRUCTIONS TO ME ON 20 JULY 1966.

IF YOU NEED ANY OTHER SPECIFIC INFORMATION RELATIVE TO THIS PROMOTION, PLEASE HOLLER.

REGARDS,

JD



HART SCHAFFNER & MARX

CHICAGO
NEW YORK

MAR
JOT

May 7, 1966

Mr. Gordon McLendon
The McLendon Stations
2008 Jackson Street
Dallas, Texas 75201

Dear Gordon:

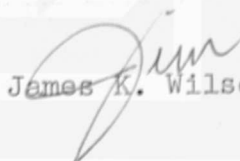
I am sorry we have been delayed in getting together on the telephone concerning your recent letter. I have been traveling most of the last two weeks but have called twice during periods I was in the office. During that time you were out of the city.

I would like very much to hear what you have in mind and will look forward to a visit in the very near future on the phone. I am going to be traveling most of next week but will call you Monday before I leave in the hope that you will be in your office at that time. If I don't get you then, I will try on my return the last of the week.

I sure enjoyed being with you in Chicago and thought you made a wonderful speech.

Warmest regards.

Sincerely,


James K. Wilson, Jr.

MARCUS COHN
PAUL DOBIN
STANLEY S. NEUSTADT
STANLEY B. COHEN
ROY F. PERKINS, JR.
MARTIN J. GAYNES
JOEL H. LEVY
ROBERT B. JACOBI

LAW OFFICES
COHN AND MARKS
CAFritz BUILDING
WASHINGTON, D. C. 20006

TELEPHONE
STERLING 3-5880

CABLE ADDRESS
COMAR-WASHINGTON, D. C.
151-N

March 23, 1966

While I do not wish to dissuade you from proceeding with the filing of a Federal registration, I can advise you that, based on our investigation of the Federal trade mark records, the mark can now be used without registration. If no long term usage is contemplated, it may serve your purposes merely to use the mark without applying for a registration.

John Wheeler Barger, Esq.
The McLendon Corporation
2008 Jackson Street
Dallas, Texas 75201

Yours very truly,

Marcus Cohn

Dear Mr. Barger

I have your letter of February 14, 1966 concerning the phrase "Bachelor's Day". I have had a search conducted in the Trade Mark Section of the United States Patent Office and find the following pertinent registrations on record:

"Bachelors", No. 668386, issued October 14, 1958
For - Magazines

"Bachelor Party", No. 680182, issued June 9, 1959
For - Travel tour services

In my opinion, neither of the above registrations would prevent the use and/or registration of your proposed marks in connection with broadcasting services.

The function of a trade mark is to identify the goods or services of its owner. I am not able to ascertain from your letter exactly what goods or services you propose to identify. However, once that obstacle is overcome, in order to secure Federal registration, the trade mark must be used in interstate commerce and a record should be kept of the first date of use in such commerce. If you intend to go forward with registration of the trade mark, the afore-said preliminary steps must be taken. Thereafter, it will be possible to prepare an application for Federal registration.

Joyce Chalki
Playmate and Beauty Promotion Coordinator

Enclosure



- 2 -

While I do not wish to discourage you from proceeding with the filing of a Federal registration, I can advise you that, based on our investigation of the Federal trade mark records, the mark can now be used without registration. If no long term usage is contemplated, it may serve your purposes merely to use the mark without applying for a registration.

232 east ohio - chicago

Michigan 2-1000

Yours very truly, 1966

W. J. S. J.
Public

Mr. Gordon McClendon
Suites 14, 18 and 20
Statler Hilton
Buffalo, New York

Marcus Cohn

cc: Gordon McLendon

Dear Mr. McClendon:

This letter will confirm our conversation of earlier today. Miss Jo Collins will be arriving in Buffalo, New York on American Flight #926 at 8:17 AM, Monday morning, February 28th.

At this point you will be able to give her a briefing on your promotion and escort her to her hotel.

She will be working for you on Monday, February 28th - radio interviews and newspaper interviews. Monday night she will attend a cocktail party and introduce Buffalo's five outstanding bachelors. Tuesday morning she will do radio phone interviews with Buffalo's outstanding bachelors.

Tuesday afternoon she will have to chance to go back to her hotel and pack and be escorted to the airport for American Airline's flight #304 departing for New York City at 5:05 PM.

I am enclosing a Playboy Promotion Booklet filled with details and cost breakdowns for a promotion of this type and a Playboy Promotion Agreement form. We would appreciate your signing the latter and sending it to my attention.

It is a pleasure to serve you and I hope your promotion is a great success.

Very truly yours,

Joyce Chalecki

Playmate and Bunny Promotion Coordinator

1/17/67 : with Brant's Airline
replaced by
D.E. Harris

JCH:rs
Enclosure



PLAYBOY

232 east ohio • chicago, illinois 60611

michigan 2-1000

February 24, 1966

Mr. Gordon McClendon
Suites 14, 18 and 20
Statler Hilton
Buffalo, New York

Dear Mr. McClendon:

This letter will confirm our conversation of earlier today. Miss Jo Collins will be arriving in Buffalo, New York on American Flight #926 at 8:17 AM, Monday morning, February 28th.

At this point you will be able to give her a briefing on your promotion and escort her to her hotel.

She will be working for you on Monday, February 28th - radio interviews and newspaper interviews. Monday night she will attend a cocktail party and introduce Buffalo's five outstanding bachelors. Tuesday morning she will do radio phone interviews with Buffalo's outstanding bachelors.

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It is a pleasure to serve you and I hope your promotion is a great success.

Very truly yours,

Joyce Chalecki
Playmate and Bunny Promotion Coordinator

JC:rrs
Enclosure

1/17/67 : with Briefing Airline
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Dee Harris

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Jo Collins, sound stage to battlefield

... 'things you never forget'

In the Spotlight

Jo Collins Impressed By Trip to Viet Nam

By BOB SOKOLSKY

BUSY GIRL—A year in the life of a glamour girl can include many things, especially if her name happens to be Jo Collins. It can consist of motion pictures, magazine publicity, national tours and trips to the battlefronts of Viet Nam.

And, if that glamour girl still happens to be Jo Collins the greatest and most rewarding of those items can be the last.

In Buffalo Monday in behalf of "National Bachelor's Day" and the new WYSL format, the pretty Eugene, Ore. native and Playboy's "Playmate of the Year" for 1965-66, revealed a busy schedule that includes another film and a second trip to Viet Nam.

FILM — On March 9 Jo will be in Los Angeles to start work on American International's "Fireball 500" with Frankie Avalon and Fabian. Coincidentally, that will be the same date her last picture, the United Artists release, "Lord Love a Duck," opens in Buffalo at the Cinema and Amherst theaters.

The Viet Nam journey will come in July and will mark the second time this year she has been to that war-torn country. The first was in January when she was sent there by her magazine to present a life-time subscription to a company of 173rd Airborne Regiment.

"We didn't really do any entertaining," Jo said. "I just spoke to the boys, visited camps and hospitals and took messages to deliver to their wives, nar-

COSTLY — After some producing, she admitted that the visit cost her the most promising movie role of her career so far, a part in Jerry Lewis' new picture, "Way . . . Way Out." "I couldn't get back in time to make the shooting schedule," Jo said.

Jo did make another kind of shooting schedule, however.

"There was small arms fire all around us while we were in Viet Nam. Then our plane flew right over several bombings. It was shaking, but I would never have missed it for the world," she declared.

"I've never had anything more rewarding than going over there and seeing those guys. The reception they gave me was absolutely fantastic."

HOSPITAL VISIT—Jo particularly recalls a visit to a field hospital where she was greeted by medics and patients. "Just to show you how high the morale is over there, they called me over to one stretcher where there was this poor boy who had just had arms and legs shot off. They said he wanted to talk to me.

"He looked up and grinned and said, 'Hi, gorgeous, so glad you could come. Then he rolled over.'" Jo paused for a moment and then added, "Those are things you never forget."

PERFECT PART—Jo's show business career began a little more than two seasons ago as a page on the former ABC tele-

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Telemark,"

9:25 p.m.

Colvin—"The Spy v.

From the Cold," drama,

p.m.

North Park-Cinema—"Our Man,

Flint," drama, 7:30, 9:15 p.m.

vision show, "Queen For a

Day." That led to roles in such

series as "Burke's Law" and

"The Farmer's Daughter," not

to mention a full set of various

magazine pictures and spreads.

American International signed

her for a number of its "Bikini

Beach" style movies, including

"Sky Party," "How to Stuff a

Wild Bikini," and "Sergeant

Deadhead." Appropriately

enough, in "Lord Love a Duck"

she plays an ex-beach film

queen.

"It was kind of a perfect

part for me," Jo said. "It was

really a cameo role and they

didn't think I'd take it because

it was so small. But I love

George Axelrod. He is a great

producer and director and I

was really thrilled to work for

him."

HELD OVER

2ND BIG WEEK

Exc

Ext

*Write - all
 advise we'll
 keep in touch
 this letter to
 TK Wilson:
 I can Jimmy I can
 do to anything I can
 furnish further
 assistance on Bachelors Day.
 Regards,
 Gordon*



HANSELL-ZOOK Inc.
Advertising
 LAND TITLE BUILDING
 PHILADELPHIA

August 32, 1966

Mr. Gordon McLendon
 The McLendon Stations
 2008 Jackson Street
 Dallas, Texas 75201

Dear Mr. McLendon:

Orchids to you in behalf of Bachelor's Day
 for stirring up such an impressive potential spon-
 sor as Hart Schaffner & Marx. Best of luck and
 also many thanks for keeping me advised.

Sincerely,

Standish Forde Hansell

SFH:ams

Standish Forde Hansell

Advertising-the index of trade



HANSELL-ZOOK Inc.

Advertising

LAND TITLE BUILDING
PHILADELPHIA

May 13, 1966

Mr. Gordon B. McLendon
The McLendon Stations
2008 Jackson Street
Dallas, Texas 75201

Dear Mr. McLendon:

Very much appreciated receiving your letter of April 20, and this tardy reply is no indication of lack of interest in its contents.

I am most interested in your group of stations' participating in the promotion of a "National Bachelor's Day." The enthusiasm with which you undertook the initial experiment this year proves that you are a fellow member of pioneers.

What impressed me the most in your letter was the obvious consideration for the originator of an idea. This shows a deep understanding of problems involving the value and protection of intangibles.

Have given the matter much thought as to a fair compensation for carrying the Bachelor's Day banner this far and have come to the conclusion that beforehand agreed rigid percentages would be either unfair to you or to me. Now think the best arrangement would be to rely on good faith between us. Why not compare your promotion costs to the success of the venture and whatever you think is a fair percentage for Hansell-Zook would be okay with us.

Have always considered that a girl-boy television program would be advisable dealing with dates, romance, and problems and sponsored by Hallmark Cards, Arthur Murray Dance Studios, Robert Hall Clothes, any product dealing with the swing set. Also it is

Advertising—the index of trade

To

Mr. Gordon B. McLendon

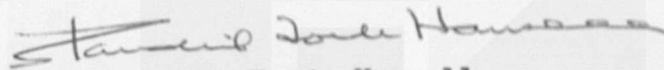
-2-

May 13, 1966

believed the Society of American Florists would co-operate in promoting the cornflower (Bachelor's Button) as the national symbol for Bachelor's Day.

Who knows, this all might lead to another merchandising day of importance.

Sincerely,



Standish Forde Hansell

SFH:ams

2



HART SCHAFFNER & MARX

36 South Franklin Street, Chicago, Illinois 60606
(312) FRanklin 2-6300

To

June 20, 1966

From

Mr. Gordon McLendon
The McLendon Stations
2008 Jackson Street
Dallas, Texas 75201

Dear Gordon:

Just a note to tell you that we are developing considerable interest in our organization concerning Bachelor's Day, and I am reasonably certain we would like to take you up on your offer to make this a part of our promotion program for Spring 1967. I will either call or write you in the next few days to tell you exactly how we would like to handle this to see if this meets with your approval.

I am grateful to you for getting in touch with me about this excellent idea.

Warmest regards.

Sincerely,

Jas. K. Wilson, Jr.

JKW:eb

Pol. B.B.

THE McLendon STATIONS MEMORANDUM

To Gordon McLendon

Date January 4, 1967

From Mitch Lewis

Subject

During the holidays Jim Wilson, Jr., called concerning National Bachelor's Day. They are planning to move ahead on the matter although on a localized level rather than nationally.

When I talked with Jim earlier, he asked what I thought was fair in regard to paying for the rights to Hansell and, of course, compensating us for adapting this promotion to HS&M. I believe I wrote you at the time that I told him we would be most cooperative and realized it was a pioneering effort at the best. I suggested that he offer Hansell \$500 for the first year and we would take another look later. He said it seemed to him that 50 to 100 stores would carry the promotion. I said I thought it only fair that all HS&M stores in our markets advertise on our stations exclusively. He agreed, but said that only Chicago and Dallas were definite. He said, however, that he would call the president of Hastings-Moore in Buffalo, Norton Ditto in Houston and other points where we have stations. Too, thinking of our close relationship with the Starr Stations, I mentioned several other markets who had run the promotion last year and he said they would be included--Indianapolis, Omaha and Portland.

If this does not go along with your thinking, please advise immediately and I will be in touch with Jim.

MIL:r

Gordon:
Hansell planned here between
Xmas + New Year's. Maybe you'd
better call him back + also discuss
above with him. He's such a nice
guy! Phila: LO3-6131 MS



Chuck Barris Productions

1313 north vine street
hollywood, california 90028
462-3243

Bachelors Day

March 10, 1967

Mr. Mitchell I. Lewis
National Director, Public Affairs
THE MC LENDON STATIONS
2008 Jackson Street
Dallas, Texas

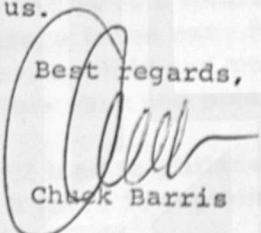
Dear Mr. Lewis:

Thank you for your letter of March 3rd. I think the idea is a good one, and I will pass it quickly to my staff to put into operation.

You will hear from either a Mr. Larry Gottlieb or a Mr. Walt Case within the next few days, to try to make the necessary arrangements.

Thank you for thinking of us.

Best regards,


Chuck Barris

CB:ls

Memo: Al Lorie, KLF; Bob Luther, WSL; Manny Levin, KFWB
c/c GBM, Standish Hansell, Tim Wilson, Jr.; Ches. Martin
Buckley

The above is producer of "The Dating Game" -- a network show with both daytime and evening exposure. We intend to present the "Bachelor of the Year" from Dallas, Buffalo and Chicago on a forthcoming broadcast. Since all were tied in with Hart, Schaffner & Marx as well as local stations, we should receive more publicity value in the wake of their appearance. F.V.I.

Bachelor
R.P.B.
Pruney

August 3rd, 1966

Mr. S. F. Hansell, Pres.
Hansell-Zook, Inc.
Land Title Building
Philadelphia, Pa.
Mr. Standish Forde Hansell
Hansell-Zook, Inc.
Land Title Building
Philadelphia, Pennsylvania

August 25, 1966

Dear Standish:

I thought I should let you know that we are engaged in negotiations with Schaffner & Marx in Chicago, which could very well lead to their picking up a Bachelor's Day project. Since I have every hope that we will be working closely through the years on National Bachelor's Day, I'm taking the liberty of putting things on a first name basis. The only "Mr. McLendon" I know is my father. I'm just Gordon.

All the material we had accumulated in our first probe into Bachelor's Day has been forwarded to James K. Wilson, who is the executive vice president in charge of sales for Hart Schaffner & Marx. Quite frankly, they are most enthusiastic and I'm confident they will proceed although we must put our heads together to ascertain rights, fees, etc. I would very much like to have your thinking concerning the project. I have known Jimmy for years and he is a man of remarkable imagination. Since I will probably be in Chicago in the near future, I'll call him and keep you advised. It is your brain-child and we have no intention of proceeding without your complete okay and blessing.

Standish, I do hope my path will lead to Philadelphia because I would like to meet you personally. If there is anything I can do in the meantime, please just drop me a line.

Cordially,

Gordon McLendon

GBM:lr

cont'd

Bachelor's Day

August 3rd, 1966

April 30, 1966

Mr. S. F. Hansell, Pres.

Hansell-Zook, Inc.

Land Title Building

Philadelphia, Pa.

Dear Mr. Hansell:

I thought I should let you know that we are engaged in negotiations with Hart Schaffner & Marx in Chicago, which could very well lead to their picking up a Bachelor's Day promotion nationally.

I will keep you constantly advised.

With best wishes,

Cordially,

Gordon McLendon

GBM:us

Furthermore, applications for the acquisition of KGLA-FM in Los Angeles and WDTM-FM in Detroit, are now pending before the FCC. You were kind enough to help us with the historical background on "National Bachelor's Day" and provide us with a telephone interview which made our promotion for that particular day that much more effective. This year we staged the event on the appropriate day in Buffalo as an experiment, looking to a possible broader use of the event next year. I thought it went off unusually well in Buffalo and, as a result, can be twice as effective next year, now that it has one year of historical precedence in that city. We selected Buffalo's leading bachelors and honored them at a cocktail party, promoting the event heavily on our WYSL-AM and WYSL-FM radio facilities, and we brought in Jo Collins, Playboy Magazine's Playmate of the Year, to help promote the event. In addition, we had the better looking airline stewardesses available locally as escorts for the bachelors. I must confess, a bit shamed-facedly, that the bachelors were chosen

cont'd

Bachelor's Day

-2-

with some little eye to those who were about the better advertising prospects for our radio stations in the city.

Having had so many of my own ideas pirated over the years, I am not about April 20, 1966 anything with what is manifestly your idea without asking and hoping that you take part in the project. You mentioned in earlier correspondence that the Bachelor's Day idea needed some nationwide concern to begin promoting it. We'd be in a pretty good position to do this. I can interest a number of our friends in joining us. I also got some ideas on how this suitable nationwide venture through two or three Land Title Building Philadelphia, Pa. commercial sponsorship. I don't think that either at this time or in the future it would be necessary for you to put up any money at all, because we should be able to handle the matter handily but I suggest that we, in correspondence, work out some

Dear Mr. Hansell: I am writing to you for use of the idea--and, I might mention, any amplifications of the idea--to you after the writer is President of a Corporation which operates the following Radio Stations:

KLIF AM-FM, Dallas
KILT AM, Houston
KOST FM, Houston
WYSL AM -FM, Buffalo
WNUS AM -FM, Chicago
KABL AM -FM, San Francisco
X-TRA NEWS over Los Angeles--Exclusive sales Representative for the U.S. inquiry which you now

Furthermore, applications for the acquisition of KGLA-FM in Los Angeles and WDTM-FM in Detroit, are now pending before the FCC.

You were kind enough to help us with the historical background on "National Bachelor's Day" and provide us with a telephone interview which made our promotion for that particular day that much more effective. This year we staged the event on the appropriate day in Buffalo as an experiment, looking to a possible broader use of the event next year. I thought it went off unusually well in Buffalo and, as a result, can be twice as effective next year, now that it has one year of historical precedence in that city. We selected Buffalo's leading bachelors and honored them at a cocktail party, promoting the event heavily on our WYSL-AM and WYSL-FM radio facilities, and we brought in Jo Collins, Playboy Magazine's Playmate of the Year, to help promote the event. In addition, we had the better looking airline stewardesses available locally as escorts for the bachelors. I must confess, a bit shamed-facedly, that the bachelors were chosen

cont'd

Advertising the index of bachelors

with some little eye to those who were about the better advertising prospects for our radio stations in the city.

Having had so many of my own ideas pirated over the years, I am not about to do anything with what is manifestly your idea without asking and hoping that you take part in the project. You mentioned in earlier correspondence that the Bachelor's Day idea needed some nationwide concern to begin promoting it. We'd be in a pretty good position to do that, and I think I can interest a number of our friends in the radio business in joining us. I also got some ideas on how this could be made a profitable nationwide venture through two or three different forms of commercial sponsorship. I don't think that either at this time or in the future it would be necessary for you to put up any money at all, because we should be able to handle the matter handily but I suggest that we, in correspondence, work out some percentage contribution to you for use of the idea--and, I might mention, any amplifications of the idea which may come to you after you hear my own thoughts on the matter.

In going into National Bachelor's Day, I believe it important that both of us gain the maximum amount of possible protection, realizing that there is no full protection for any idea. However, we have contacted our Communications Council in Washington, and I am enclosing a copy of his letter to one of our attorneys, John Barger, explaining the present posture of and possibilities for protection. We have done nothing whatever toward this end other than make the inquiry which you now have in front of you, and will do nothing until we hear further from you.

It may turn out to be one of those things where, in the end, much glory and much fun can be had but no great profits accrue. I've had any number of ideas myself that ended up in that category. However, there is a definite chance that this one might bear commercial fruit and with that in mind, I would appreciate a letter from you at your convenience. With best wishes,

Sincerely,

Cordially,

Standish Forde Hansell
Standish Forde Hansell

Gordon B. McLendon

SFH:ams

GBM:ad

Art Kelt, Vice President
The McLendon Stations
2008 Jackson Street
Dallas, Texas 75201

Advertising the index of trade



HANSELL-ZOOK Inc.

Advertising

LAND TITLE BUILDING
PHILADELPHIA

January 25, 1966

Dear Mr. Holt:

Many thanks for your recent inquiry requesting promotional material for Bachelors' Day. Regrettably there is none currently available, the reason being that in former years we found it quite costly to comply with the hundreds of requests for free posters, copy, etc., and interest waned when even a nominal charge was suggested.

The idea of Bachelors' Day has worked out successfully in a number of promotions sponsored by local stores, but what actually is needed to get the idea off the ground is a nationally sponsored program, which has never been attempted.

You have our permission to use Bachelors' Day as a promotion and would appreciate receiving tear sheet or copy of your efforts for our files.

We appreciate your interest and, perhaps, in another year we may be better organized.

Sincerely,

Standish Forde Hansell

SFH:ams

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

Advertising—the index of trade

Mr. Buck Marryat

- 2 -

January 20, 1967

gbm
6

As mentioned, last year in Buffalo and Chicago we even took the promotion a few steps further. The stations invited nominations for the city's 19 "Most Eligible Bachelor" and after their selection, hosted the honorees at a cocktail party. In every instance, since it carried a community involvement (and we were careful to select outstanding representatives), we garnered a great deal of newspaper and television coverage.

Mr. Buck Marryat

American Airlines interest, we flew in Jo Collins, Playboy Magazine's 3406 Republic National Bank along with "Miss Buffalo" and "Miss Dallas, Texas" as hostesses, along with chosen stewardesses from major airlines. This year, again, we intend to fly in (or have on Dear Buck: Playboy Playmate to every market carrying the promotion.

We have, in finalized form, an upcoming promotion which we have run before in other markets with tremendous success. This year we intend adding this promotion in Dallas, Houston, and San Francisco. In reverse. In all, we intend to go heavy on the promotion, starting this promotion, run last year in Buffalo and Chicago, immediately attracted the attention of the national offices of Hart Schaffner & Marx in Chicago. As a result, this year stores carrying Hart Schaffner & Marx clothing will partner the promotion in our markets carrying the promotion as well as other markets throughout the country.

While the purpose of this letter mainly concerns Dallas, I did want to give you this background -- just in case you become so boundlessly enthused over the project that you want to recommend participation in our other markets American may serve. In every situation, you can count on 500 percent cooperation from the particular McLendon station. city -- Acapulco, Mexico City, New York. While we will pick up the tab for hotel and expenses, we would

The promotion is "National Bachelor's Day" -- this year, February 28th. Actually, National Bachelor's Day was conceived in Philadelphia in 1956 by a very imaginative advertising man, Standish Hansell. He reasoned that there was a great merchandising potential in a special day wherein single girls could take legitimate justification in pursuing and wooing single men -- a sort of "selling Sadie Hawkins Day." Stores in Philadelphia picked up the idea, the mayor issued a proclamation, bachelors sported "bachelor buttons" in their lapels, and so forth. Would you present it to the powers that be and let us know as soon

Mr. Buck Marryat

- 2 -

January 20, 1967

As mentioned, last year in Buffalo and Chicago we even took the promotion a few steps further. The stations invited nominations for the city's 10 "Most Eligible Bachelors", and, after their selection, hosted the honorees at a cocktail party. In every instance, since it carried a community involvement (and we were careful to select outstanding representatives), we garnered a great deal of newspaper and television coverage.

To create further interest, we flew in Jo Collins, Playboy Magazine's Playmate of the Year. She, along with "Miss Buffalo" and "Miss Chicago" acted as hostesses, along with chosen stewardesses from major airlines. This year, again, we intend to fly in (or have on hand) a Playboy Playmate to every market carrying the promotion.

National Director

James K. Wilson, here, intends to give the one person selected as "the" most eligible bachelor a wardrobe. We will probably stage the Dallas cocktail party at the Press Club -- sort of a Miss America in reverse. In all, we intend to go heavy on the promotion, starting the day after Valentine's Day.

James K. Wilson, Jr.

Now, what are we looking for from you?

Alex J. Cochran

- 1.) Hopefully, American would furnish three or four of the most representative and attractive stewardesses to serve on the selection board with Val Imm, Ann Donaldson, Miss Dallas, et al.
- 2.) We would like to highlight the affair (in addition to the HS&M wardrobe) with a trip for two to some resort city -- Acapulco, Mexico City, New York. While we will pick up the tab for hotel and expenses, we would like the airlines to furnish the air transportation for two.
- 3.) Somewhere, roosting in the back of my mind, is the idea that "Mr. Bachelor" could be the honored guest at a lunch, dinner, graduation or whatever at the American Airlines' Stewardess College. This, certainly, should merit publicity.

Buck, if you think that this promotion has the potential we believe it has, could you present it to the powers that be and let us know as soon

KLIF NATIONAL BACHELOR'S DAY PROMOTION

Mr. Buck Marryat

- 3 -

January 20, 1967

TIME OF PROMOTION:

Wednesday, February 15 through Tuesday, February 28 (14 days)

STATION PROMOTIONAL ANNOUNCEMENTS:

as possible. We are in the process of making up this year's promotional announcements -- naturally we would highlight the air carrier in all of the station announcements, publicity, photographs and so forth.

Will appreciate your most charitable consideration.

Best regards,

Mitchell I. Lewis

National Director

Public Affairs

MIL:lr

TOTAL 60 second NCSA Announcements - 168

TOTAL Station NCSA ID Announcements - 168

SPECIAL BROADCASTS:

cc: Gordon McLendon

James K. Wilson, Jr.

Standish Hansell Boyles

Alex J. Cochrane

KLIF will broadcast one 1-Hour Show on February 23 (Bachelor's Day) for a forum discussion with the representatives among the 10 selected finalists to discuss "The Fine Art of Staying Single". Jo Collins, Playmate of the Year, and Chuck Boyles to moderate.

SPECIAL APPEARANCES:

Radio Station KLIF will fly in Jo Collins, Playboy Magazine's Playmate of the year, to judge final contest at the Press Club reception. Also to appear at James K. Wilson stores for minimum of one hour/store.

PRESS RECEPTION:

Radio Station KLIF will host a press party at Press Club from 4:30 - 7 PM for 10 Bachelor's Day finalists, officials of NS&M and James K. Wilson as well as members from newspapers and television. KLIF news will cover event. Jo Collins, stewardesses, Val Imm, Ann Donaldson, Martha Bumpas to serve on judging panel.

KLIF NATIONAL BACHELOR'S DAY PROMOTION

TIME OF PROMOTION: KLIF will furnish and pay for a grand prize for Wednesday, February 15 through Tuesday, February 28 (14 days)

STATION PROMOTIONAL ANNOUNCEMENTS:

February 15 through February 21:

SPECIAL MERCHANDISING: 1 60 second Promotional Announcement EOH - 6 am through 10 pm -- 8/Day x 7 days -- Total 56
1 Station ID EOH - 6 am through 10 pm candidates 8/day x 7 days -- Total 56

February 22 through February 28:

1 60 second Announcement Every Hour -- 6 am through 10 pm -- 16/Day x 7 Days -- Total 112
1 Station ID Every Hour -- 6 am through 10 pm 16/Day x 7 Days -- Total 112

LOGICAL CANDIDATES FOR TOTAL 60 second NCSA Announcements - 168
TOTAL Station NCSA ID Announcements - 168

SPECIAL BROADCASTS: Radio Station KLIF will broadcast one 3 Hour Chuck Boyles' Show on February 27 (Bachelor's Day Eve) for a forum discussion with the representatives among the 10 selected finalists to discuss "The Fine Art of Staying Single". Jo Collins, Playmate of the Year, and Chuck Boyles to moderate.

SPECIAL APPEARANCES: Radio Station KLIF will fly in Jo Collins, Playboy Magazine's Playmate of the year, to judge final contest at the Press Club reception. Also to appear at James K. Wilson stores for minimum of one hour/store.

PRESS RECEPTION: Radio Station KLIF will host a press party at Press Club from 4:30 - 7 PM for 10 Bachelor's Day finalists, officials of HS&M and James K. Wilson as well as members from newspapers and television. KLIF news will cover event. Jo Collins, stewardesses, Val Imm, Ann Donaldson, Martha Bumpas to serve on judging panel.

SPECIAL GRAND PRIZE: KLIF will furnish and pay for a grand prize for "Dallas' Most Eligible Bachelor" comprising a weekend in Acapulco, Mexico City, Hollywood or New York.

LL-ZOOK Inc.

Advertising

SPECIAL MERCHANDISING: Radio Station KLIF will direct all entries to National Bachelor's Day to be submitted to all James K. Wilson stores - as well as five stations. Entries will be reviewed but it will be stipulated in all announcements that candidates "will be selected" by a panel consisting of officials from James K. Wilson, Hart Schaffner & Marx, and Radio Station KLIF.

Dear Mr. Holt:

Many that If desired, KLIF will provide (at cost - \$15/gross) plastic "Bachelor's Button" boutonnieres to be given away on National Bachelor's Day to single men at five James K. Wilson stores. requests for free posters, copy, etc., and interest waned when even suggested.

LOGICAL CANDIDATES FOR FINALISTS:

The idea of Bachelor's Day has worked out successfully in a number of promotions sponsored by local stores, but we have found it quite costly to get the idea off the ground. Prominent Businessman which has been successful in the past.

Don Lively - Prominent Investor
John McFarland - Goodbody Investments
Sam Price - Dallas Advertising Agency Executive
Jimmy Rabbitt - KLIF disc jockey

We appreciate your interest and, perhaps, in another year we may be better organized.

Sincerely,

Standish Forde Hansell

SFH:ams

Standish Forde Hansell

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

Advertising-the index of trade



HANSELL-ZOOK Inc.

Advertising

LAND TITLE BUILDING
PHILADELPHIA

January 25, 1966

Dear Mr. Holt:

Many thanks for your recent inquiry requesting promotional material for Bachelors' Day. Regrettably there is none currently available, the reason being that in former years we found it quite costly to comply with the hundreds of requests for free posters, copy, etc., and interest waned when even a nominal charge was suggested.

The idea of Bachelors' Day has worked out successfully in a number of promotions sponsored by local stores, but what actually is needed to get the idea off the ground is a nationally sponsored program, which has never been attempted.

You have our permission to use Bachelors' Day as a promotion and would appreciate receiving tear sheet or copy of your efforts for our files.

We appreciate your interest and, perhaps, in another year we may be better organized.

Sincerely,

SFH:ams

Standish Forde Hansell

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

Advertising—the index of trade

note

PROMOTION (Johnny Bangers, Program Director, WYSL)

"Lei Day" -- WYSL had 500 Hawaiian leis left over from previous promotions. Two WYSL deejays are to be placed at sponsor's place of business along with two go-go girls in grass skirts. Simple promotion, listener drops by to get an Official WYSL Hawaiian Lei. Source: McLendon Memo, Lei Day, May 1st.

###

STATION BREAKS (Johnny Borders, Program Director, KLIF)

Series of summer breaks to be added next week. Good summer line, "The Top Down Sound of big KLIF" (from new Pams Series).

###

PROMOTION (Johnny Borders, Program Director, KLIF)

"KLIF Backstage Pass" -- In conjunction with Gene Pitney's record, which looks like a hit, and utilizing the record in the promo, award several KLIF "backstage passes" in a postcard game. Pass would entitle winner to meet the stars, get their autographs, chat with them, "rub shoulders with the stars", etc. and would be good for all shows presented by the station for a solid year.

###

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

The Hayfever Season is upon us and we have proposed a regular schedule of reports giving the ragweed pollen count to Jones Apothecary.

###

STATION BREAKS (Bill Young, Program Director, KILT)

"Springtime KILT... with April Showers of constant hit music..."

"Springtime KILT... big league radio..."

"Springtime KILT... where everyday you get showers.. of constant hit music..."

Back to School

Balloon-Derby

Balloon

Balloon Satellite

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Back to
School

BACK TO SCHOOL

Balloon-Derby

Balloon

Balloon Satellites

PROMOTION (Larry Vance, Program Director, WYSL)

A large number of Indian tribes originate in this area (Mohawk, Seneca, Iriquois). Currently thinking about station i.d.'s in Indian language for this day (September 23rd).

###

PROMOTION (Larry Vance, Program Director, WYSL)

Am sending letters to all area High School Cheerleader Captains requesting that cheerleaders visit station and record brief "fight" yell for school attended. Cheers of course would include WYSL call letters. This may not have the production benefits of jingles available for same purpose but will have personalized "endorsement" sound from actual student cheerleaders themselves.

###

PROMOTION (Larry Vance, Program Director, WYSL)

"WYSL Dynamic Duo" -- Have begun twin spin feature at 45 minutes past every hour. Feature entitled "WYSL Dynamic Duo". Minute news now at 15 and 43. Dynamic Duo of course takes place during WKBW news.

###

PROMOTION (Larry Vance, Program Director, WYSL)

"Contact" -- Currently promo-ing "contact" feature coming to WYSL. Feature simply a "sound off" type of service. Bob Harper will make daily calls to area residents in various walks of life and record their views on matters of local concern. These of course will be trimmed and "staged" with production. Total feature to last 45-60 seconds. Will run every third hour.

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###

nyh

PROMOTION (Bob White, Program Director, KILT)

① "Ask For It and It's Yours" -- This is a take-off on "Name It and Claim It". It will be run during the afternoon drive or night show. Listeners send in their name and the name of their favorite record. Each hour, one card is selected and that person calls the station and claims their favorite record.

###

PROMOTION (Bob White, Program Director, KILT)

It might be a good idea to run a "Back to School Promotion" whereby listeners send in a statement why they are returning to school. The best ones received get X prize. Then call them on the phone and record their statement. It's not too early to start on such a gimmick since school is about five weeks away.

###

① CREATIVE SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

The Carnation Company has come out with an ice cream bar called the "Bea'te Bar". We proposed to Blue Bell Ice Cream Company that they come out with an ice cream bar called the "Weird Beard" Bar, named after our nighttime deejay. This could be done in all of our Top 40 markets where we have personality deejays.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

To capitalize on KILT's play-by-play coverage of Oiler football and to boost Sunday revenue, we propose to program an "Analysis of the League" and use a former all pro tackle, Al Jamieson, as the voice. Jamieson also does the color broadcast on the Oiler games. The five-minute program will discuss relative strength, injuries, etc., of the teams meeting that particular week.

###

Balloon-Derby

Balloon

Balloon Satellite

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###

zpl

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

As another back-to-school revenue idea, we are approaching the various music shops in Houston with the idea of advertising their band instruments. Thousands of new band members are prospects, and most of these can only be reached by KILT .

#

PROMOTION (Bob White, Program Director, KILT)

Here are some Vacation I. D. 's I came up with. Perhaps some of our stations might get some use from them. They are recorded in a friendly, bright voice with medium tempo music that sorta sounds carefree like a vacation.

"If you're on vacation, KILT welcomes you to Houston. The nation's sixth largest city. Home of the nation's first domed stadium and the James Bond program from 6 until 10 AM"

"If you're vacationing, KILT welcomes you to Houston, the nation's sixth largest city. Home of the manned Spacecraft center and the Bob White program from 10 AM until Noon."

We also used the Port of Houston (third largest in the U. S.), the Humble Building (tallest building in the South), The San Jacinto Monument, the Houston Oilers (three-time champions of the AFL), etc. There is one done with each deejays name and a different landmark. We picked the landmarks that would be well known, even to a person from New York or Los Angeles. They are good spot breakers.

#

PROMOTION (Doug McCall, Sales Manager, KTSA)

Proposed to Tom Benson Chevrolet: Mystery Money Car Promotion. Dealership picked a car (not necessarily known to the owner) that is the money car and posts clues over KTSA daily. Reducing prize starting at \$10,000. Plan is to give away minimum of \$3,000 supplied by dealership. Benson has rear window stickers he wants to draw attention to. Of course car will have one. \$2500 schedule.

#

Balloon-Derby

Balloon

Balloon Satellite

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#

MEMORANDUM

1961

BACK TO SCHOOL

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: SEPTEMBER 12, 1961

Jack Murray of KLIF has submitted an idea to me which is certainly worth your attention. It is something new that might well appeal to the kids.

First, you should designate several new records as "pick hits" for your various high schools. The jockeys have been doing this and mentioning it on the air thusly, "Here's the Crozier Tech Pick of the Week, Bobby Darin sings 'You Must Have Been A Beautiful Baby'....." He then segues into the record.

The new twist is this. Each year members of each high school football team come to your recording studios and voice the following:

"This is Joe Jones from Crozier Tech. I pick the Crozier Tech Wolves to beat North Dallas this weekend and at Crozier, we pick this record on KLIF...."

Obviously, these are "Open End" and you substitute a new record each week.

The only thing you need to prepare this gimmick is:

- 1.) Some football players from the schools, preferably the "stars."
- 2.) Recording facilities.
- 3.) A copy of the High School football schedules.

Don Keyes

ys

Ballroom-Derby

Ballroom

Ballroom Satellite

nph

PROMOTION (Dave McKinsey, Program Director, KABL)

"Friday 13th" promotion. See attached copy.

###

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

Here's an idea as old as radio and yet, new. Salesman Roy Rogers sold a one-spot-a-week schedule to Town & Country Lodge. Got \$416.00 budget for the year. It is small, but we're happy to take the money, and would like more of the same kind of business.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Let KTSA send you back to school... in a car" -- In conjunction with a local car dealer you work up a deal for 6 or 7 fairly good used cars. Each day you hide a car at some location in San Antonio, and give clues to its hiding place. The first student to find the car, wins it.

###

STATION BREAKS (Bruce Hathaway, Program Director, KTSA)

"Play it cool... take KTSA with you back to school..."

"Reading, 'riting, and KTSA, makes going back to school OK..."

MONEY SPENT (Art Holt, General Manager, WYSL)

UPI "TIS" wire for concentrated news coverage (\$35.00 weekly).

Covers national, International, state, and local news with gerater emphasis.

###

PROMOTION (Richard Wilcox, General Manager, KABL)

"Manager" promo. See attached copy.

PROMOTION (Dave McKinsey, Program Director, KABL)

"Friday 13th" promotion. See attached copy.

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Covers national, International, state, and local news with gerater emphasis.

###

PROMOTION (Richard Wilcox, General Manager, KABL)

"Manager" promo. See attached copy.

but it has already been reported in Broadcasting magazine and you should all be familiar with it. I am quite sure it does not close the door on our reporting the news, but it does set up a few warning flags. So, I would advise strongly that you read your Broadcasting and make it a point of getting a copy of the actual court decision.

BACK TO SCHOOL PROMOTION (Jim Hamby, Sales Manager, KTSA)

KTSA is apparently going to be able to sell to a department store a bonus stamp promotion which works as follows:

Each student bringing in last year's report card to the sponsor receives so many trading stamps based upon awards for each A, B, C, etc.

PUBLIC SERVICE PROMOTION (Jim Hamby, Sales Manager, KTSA)

KTSA's Jim Hamby makes the following suggestion:

Usually every church group has a pet project which it supports. For example, a church may be individually responsible for the support of a missionary family in Africa. Usually, the church group gets no outside credit for these worthwhile projects. Why not, by letter, invite churches of all denominations to send us information on their pet projects and give them recognition on Sunday programming?

#

Balloon-Derby

Balloon

Balloon Sale

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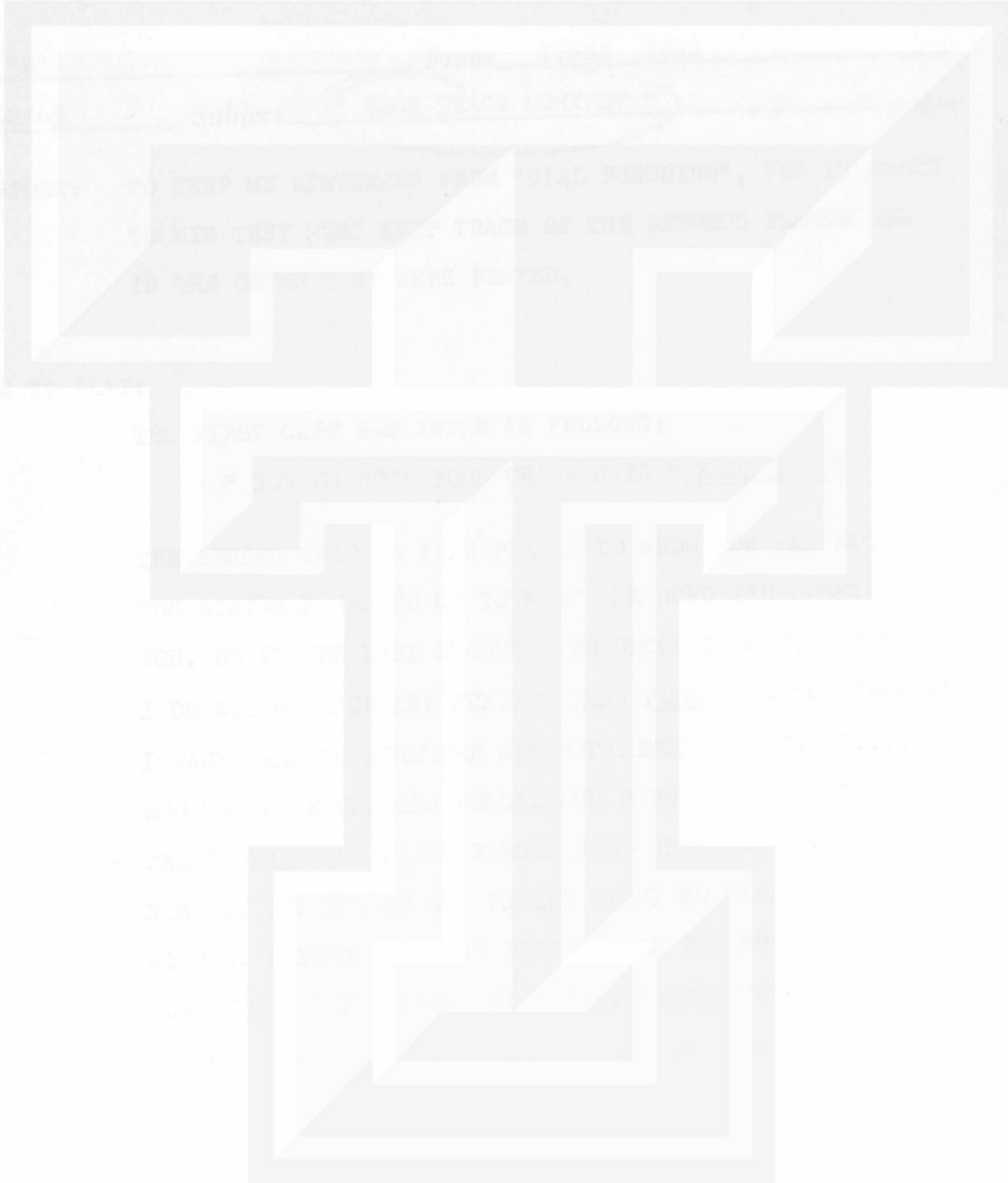
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Barber Shop Day

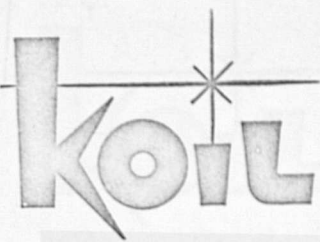
Balloon Sale

BACK TRACK



Barber Shop Day

Balloon Sale



HOUSE MEMO

AQUILA COURT
OMAHA, NEBRASKA
PHONE 342 - 7626
AREA CODE 402

ryle

To MR "B" From TIGER TODD
Date 5/12/65 Subject " BACK TRACK CONTEST "

PURPOSE: TO KEEP MY LISTENERS FROM "DIAL PUNCHING", FOR IN ORDER TO WIN THEY MUST KEEP TRACK OF THE RECORDS PLAYED AND IN THE ORDER THEY WERE PLAYED.

HOW TO PLAY:

THE FIRST CART HAS INTRO AS FOLLOWS;

" NOW ON KOIL TODD CHASE SAYS " BACK TRACK "

THE SECOND CART IS THEN PLAYED TO SHOW HOW FAR BACK THE LISTENER HAS TO GO TO FIND THE SONG I'M LOOKING FOR. BE IT THE LAST RECORD, TWO RECORDS BACK, ETC ETC.

I DO NOT GO BACK ANY FURTHER THAN FOUR RECORDS, BECAUSE I WANT THEM TO REMEMBER WITHOUT PENCIL AND PAPER....

WHO THE HECK CARRIES PENCIL AND PAPER AROUND WITH

THEM? THEN THE FIRST PERSON WHO CORRECTLY GIVES THE NAME OF THE RECORD AND IS THE FIRST TO CALL ... IS THE

WINNER. PRIZES ARE: ONE RECORD FROM THE SURVEY PER "BACKTRACK"

ALSO NOTE, THE CONTEST IS RUN AT RANDOM THROUGHOUT THE SHOW.

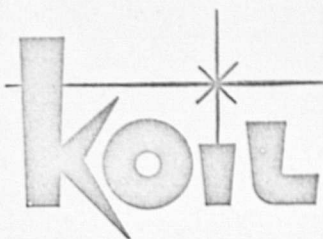
*FH.
5th for Floyd Hill*

*42.4
4.8
37.6
4.8
32.8*

Balloon-Derby

Barber Shop Day
Balloon

Balloon Satellite



AQUILA COURT
OMAHA, NEBRASKA
PHONE 342 - 7628
AREA CODE 402

HOUSE MEMO

To MR "B" From TIGER TODD
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THE FIRST CART HAS INTRO AS FOLLOWS;

" NOW ON KOIL TODD CHASE SAYS " BACK TRACK "

THE SECOND CART IS THEN PLAYED TO SHOW HOW FAR BACK THE LISTENER HAS TO GO TO FIND THE SONG I'M LOOKING FOR. BE IT THE LAST RECORD, TWO RECORDS BACK, ETC ETC. I DO NOT GO BACK ANY FURTHER THAN FOUR RECORDS, BECAUSE I WANT THEM TO REMEMBER WITHOUT PENCIL AND PAPER.... WHO THE HECK CARRIES PENCIL AND PAPER AROUND WITH THEM? THEN THE FIRST PERSON WHO CORRECTLY GIVES THE NAME OF THE RECORD AND IS THE FIRST TO CALL ... IS THE WINNER. PRIZES ARE: ONE RECORD FROM THE SURVEY PER "BACKTRACK" ALSO NOTE, THE CONTEST IS RUN AT RANDOM THROUGHOUT THE SHOW.

Balloon-Derby

Barber Shop Day
Balloon

Balloon Satellite

BALLOON DERBY

May 4, 1955

TO: ABE MARRAS

RE: BALLOON DERBY PROMOTION SCHEME

I. Anyone wanting to enter the "KLIP BALLOON DERBY" mails in a request for 2 balloons.

A. The balloons which are mailed back to each person requesting same, to have printed on their surfaces promotional material about KLIP, such as:

1. Reprint of the same little section that appears on our regular letterhead.

2. Station "Call letters" and 1190, etc.

3. Something pertaining to the fact that this balloon belongs to the KLIP Balloon Derby, Dallas, Texas.

II. At a predetermined deadline, no more balloons to be mailed.

A. Various locations throughout the city of Dallas, to be designated as points where anyone desiring to say he able to get their balloons filled with helium.

1. You may be able to sell this idea to someone like Genoco, throughout our coverage area, for the obvious advertising value connected with this scheme.

III. It would be necessary to have someone get their balloons aloft from any certain point all at the same time, say some place like the Cotton Bowl.

A. Make provision to go into the naming of this site and the time and date for the launching of the balloons.

Balloon-Derby

Barber Shop Day
Balloon

Balloon Satellite

May 4, 1955

TO: ADL MANAGERS

RE: BALLOON DERBY PROMOTION SCHEME

I. Anyone wanting to enter the "KLIF BALLOON DERBY" mails in a request for a balloon.

A. The balloons which are mailed back to each person requesting same, to have printed on their surfaces promotional material about KLIF, such as:

1. Imprint of the same little Scotchman that appears on our regular letterhead.

2. Station "Call letters" and 1190, etc.

3. Something pertaining to the fact that this balloon belongs to the KLIF Balloon Derby, Dallas, Texas.

II. At a predetermined deadline, no more balloons to be mailed.

A. Various locations throughout the city of Dallas, to be designated as points where anyone desiring to may be able to get their balloons filled with helium.

1. You may be able to sell this idea to someone like Conoco, throughout our coverage area, for the obvious advertising value connected with this scheme.

III. It would be necessary to have everyone set their balloons aloft from any certain point all at the same time, say some place like the Cotton Bowl.

A. Much promotion to go into the naming of this site and the time and date for the launching of the balloons.

Rank Job

Barber Shop Day
Balloon

Balloon Sale

Poly. Book

THE GREAT KTSA ~~BALLOON~~ BALLOON RIDE

"Everybody says Ricci Ware is full of hot air. Now he is going to prove it. See Ricci Ware ascend into the heavens aboard a gigantic gas-filled balloon. Watch and wait as Ricci attempts to set a new balloon endurance record. Hear him broadcast from astounding heights---Ricci is really going into outer space. Will he set new records??? Will he finally settle safely to earth??? Or will his hot air give out in mid-flight? See Ricci Ware launched in the gigantic KTSA balloon this Saturday. Stay tuned to KTSA for the astonishing details of his history-making flight. Send a postcard guessing the exact number of hours Ricci Ware remains airtight and win a _____ in the GREAT KTSA BALLOON RIDE.

Thus begins the publicity for the GREAT KTSA BALLOON RIDE. The danger and uniqueness of the promotion should attract at least as much attention as the first successful KTSA FLAG POLE SITTER some five years ago.

Because balloon rides were popular in the 1890's, the tie-in possibilities are limitless. For example, the other jacks could "sit tight" after each announcement: "I wonder why Ricci is going up in the balloon?" This angle would be slowly pushed into a prominent position in the promotion as follows:

Rank Job

Barber Shop Day
Balloon
Ride

Balloon Satchel

Pricing Book

THE GREAT KTSA BALLOON RIDE

"Everybody says Ricci Ware is full of hot air. Now he is going to prove it. See Ricci Ware ascend into the heavens aboard a gigantic gas-filled balloon. Watch and wait as Ricci attempts to set a new balloon endurance record. Hear him broadcast from astounding heights---Ricci is really going into outer space. Will he set new records??? Will he finally settle safely to earth??? Or will his hot air give out in mid-flight? See Ricci Ware launched in the gigantic KTSA balloon this Saturday. Stay tuned to KTSA for the astonishing details of his history-making flight. Send a postcard guessing the exact number of hours Ricci Ware remains airborne and win a _____ in the GREAT KTSA BALLOON RIDE.

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Because ballon rides were popular in the 1890's, the tie-in possibilities are limitless. For example, the other jocks could "ad lib" after each announcement: "I wonder why Ricci is going up in the balloon?" This angle would be slowly pushed into a prominent position in the promotion as follows:

Rank Job

Barber Shop Day

Balloon Sale

(SOAP OPERA ORGAN---EMOTIONAL ANNCR.)

Why is Ricci Ware doing it?
Why is Ricci risking life and limb just to set
a new endurance record in the GREAT KTSA BALLOON RIDE?
Everybody likes Ricci. Well---some people like him---
that is----his MOTHER likes him. So why would he
throw everything away on such a reckless venture.
Why does he insist on going up? Be sure to be at
_____, Saturday, when Ricci Ware sets off on the
GREAT KTSA BALLON RIDE. Send a post card guessing the
exact number of hours KTSA remains airborne and win
a _____. Meanwhile...stay tuned for more
heart-gripping looks into this pressing question:
(SOBS) "Why is Ricci Ware doing it?"

Why is Ricci Ware doing it? Why, to set the stage for the
Gay Nineties Sale at _____. Buy at prices
prevalent during the gay nineties.

This is a promotion that packs a triple wallop.
It offers present listeners a gripping drama with the
chance to win a prize---it attracts new listeners through
the uniqueness of the stunt---and it enables you to add a
"balloon-full" of new business billing. In other words...
it's a "Gas."

Bill Peck

Rank Job

Barber Shop Day

Balloon Satellite

BALLOON SATELLITE

BALLOON SATELLITE

I am very high on this particular promotion because it is an outdoor, unusual promotion and, if properly handled, should be seen in a matter of a couple of weeks by virtually everyone in your city. The idea is that you obtain a large balloon at least ten to fifteen feet in diameter when inflated--it will have to be inflated with helium. This should cost in the vicinity of \$75.00 to \$100.00. I have seen advertisements for these balloons quite recently in the back pages of magazines such as Argosy, Cavalier and others of that nature. I believe they are Navy surplus weather balloons and I think you can buy a large one for \$10.00 to \$12.00, which is ridiculously cheap when you consider what can be done with this.

After the balloon is inflated, your call letters should be painted around its middle in bright, vivid colors, and it should be moored to the roof of the highest building in your city with about a hundred foot rope. Dangling on a string about fifteen feet below the balloon should be a box of a size that will be visible to the viewers. The box contains a mystery prize. It could be anything you wish to designate.

You give clues from day to day on the air indicating what the mystery prize is. The first person to guess it wins the prize. Naturally, all your promotion should be directed at calling your listeners' attention to the KJLF Satellite Balloon which is now on the Southland Center Building.

As an afterthought, you might wish to cut the balloon loose and offer a prize for its recovery. This is highly improbable because the helium will take it so high it will probably explode.

Rank Job

Barber Shop Day

Balloon Satellite

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P.B. No. 1



OFF THE GROUND go three WCAU Philadelphia announcers with plans to inflate audience interest. Ed Harvey (in balloon on left) eventually landed in prison yard of Graterford Penitentiary. Startled warden thought the inmate had escaped on his own.

Barber Shop Day

Barber Shop Day

Notes:

Attached is an article from Ad Age, "Broadcast Salesmen see 'Wildcat' potential." I am also attaching a self-explanatory diagram that explains a plan Brad Mawer came up with to crack "Northeast" and other severe weather warnings. Also attached are some sales ideas from the Store Digest.

Bill Stewart

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

As a new Easter Promotion, KRLA is presenting a contest to advertisers in which three persons will be awarded a three minute telephone call to a loved one anywhere in the world on Easter. The winner will be selected by simply drawing from registrations in the advertiser's store. The appeal of the chance to talk with a loved one, in Viet Nam for instance, will be a strong traffic stimulation for an advertiser. (KRLA)

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

Fanale Bank

Spot very effectively done through use of counting, and varying sound effects with copy content saying: "Get a loan \$1,000 different. Well, get it off its green and white backside and make it open its loop by earning 2% for a minimum of 90 days at Fanale Bank! It's Fanale Bank's not 5% nest egg savings plan." (KRLA)

KRLA - "Bank Job"

Once every hour, KRLA invites listeners to call station to try to "crack the KRLA safe." Safe number first and foremost is 1-800-1. Caller chosen to play wire \$1,000 for calling. He can keep it or he can go for the bigger money. Participant also announces ten digits that he thinks will crack the safe. Sound effects of clicking, tumblers, etc. used. All digits are required to combination lock. As player loses, sound effects of burglar alarm in sound. Because of the wide, pleasant tone of the safe, perfectly correct answer is he is on "Bank Job" as you can hear it. (KRLA)

Bank Job

Barber Shop Day

Note:

Attached is an article from Ad Age "Broadcast Salesmen are 'Wishful Thinking'". I am also attaching a self-explanatory diagram that explains a plan Brad Messer came up with to track "Northerners" and other severe weather warnings. Also attached are some sales ideas from the Storz digests.

Bill Stewart

###

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

As a novel Easter Promotion, KILT is presenting a contest to advertisers in which three persons will be awarded a three minute telephone call to a loved one anywhere in the world on Easter. The winner will be selected by simple drawing from registrations in the advertiser's store. The appeal of the chance to talk with a loved one, in Viet Nam for instance, will be a strong traffic stimulation for an advertiser. (KILT)

###

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

Fannia Bank

Spot very effectively done through use of snoring, and yawning sound effects with copy content saying: "Got a lazy \$1,000 dollars? Well, get it off its green and white backside and make it earn its keep by earning 5% for a minimum of 90 days at Fannia Bank! It's Fannin Bank's new 5% nest egg savings plan." (KILT)

###

KRLA - "Bank Job"

Once every hour, KRLA invites listeners to call station to try to "crack the KRLA safe." Safe contains \$111.00 (frequency is 1100). Caller chosen to play wins \$1.10 for calling. He can keep \$1.10 or he can go for the bigger money. Participant tells announcer two digits that he thinks will crack the safe. Sound effects of clicking tumblers are used as digits are applied to combination lock. As player loses, sound effect of burglar alarm is used. Because of the odds, players usually lose. There is apparently no sales tie-in on "Bank Job" as promoted by KRLA. (KADS)

###

rpv

PROMOTION (John M. Borders, Program Director, KLIF)

"Beat the Bell (Bomb)... Telephone contest" Listener on line may tell dj when to stop. Next cash amount is his. Clock is ticking in background, as produced cash amounts of varying denominations are announced with a second or so between. Bomb explodes or bell rings. If listener has not yet said stop he didn't "beat the bomb", etc. If he does "beat the bomb", next amount up is his.

###

PROMOTION (Bill Young, Program Director, KILT)

Heard on the West Coast: Contest prize of a "bank job." Winner of phone-in type contest gets all money in bags (pennies & nickels) he can carry from a bank vault to the "get-away" car a block away (Time limit is 5 minutes.) They also get the gold "Mustang" getaway car.

###

SPEC SPOT (Ron Ruth, Sales Manager, W-NUS)

We have pitched a one minute sports capsule done by one of the Chicago Bears to Zenith TV. Looks good for big money and long term.

###

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

"Young Dunaway Contest" Sold a monthly schedule to a Yamaha Dealer involving one of our dee jays in contest. A photo of Chuck Dunaway when he was 3 years old is mixed in with dozens of other photos of other people when they were babies. Listeners pick the one they think is "Young Dunaway." Winner gets a Yamaha 50. Pictures on board at Dealer's store.

###

Barber Shop Day

"DALLAS BARBER SHOP DAY"

To: KLIF employees

From: Cecil

Monday, October 10th. has been set aside as the ^{first} annual KLIF Barber Shop Day. On that date, KLIF will pay tribute to all Dallas barbers throughout the day. A number of call will be made to barber shops throughout Dallas, and any shop that answers the telephone by saying "KLIF Barber Shop Day" will win a cash prize. We will possible make 8 to 10 calls and the cash prize is to be \$5.00 per calls, letting the pot mount for any failure to answer correctly.

On October 8th. cards like the attached one will be mailed to every barber shop in Dallas and on October 9th. or 10th., we'll call as many shops as possible to remind them to listen. We hope to have most of the barber shops in Dallas listening to KLIF, which will certainly help to form the KLIF habit in another out-of-home listening point.

Later on we'll have Beauty Shop Day, Grocery Store Day, Filling Station Day, ect.

I think the cards are very attractive, and I can assure you quite expensive. Therefore, let's do every thing we possible can to have every barber shop in Dallas tuned to KLIF on Monday, October 10th.

This gimmie is meant to be a gesture of good will, and we want the Barber Shops to feel that KLIF is THEIR station.

BUBBLES-----Please prepare some promotion copy to be run Friday, Saturday, Sunday, and Monday. Also, station break copy for the 3 1/2 days.

Larry-----Please follow thru on the station breaks and be sure they are used a lot of times.

Thanks, Guys and Dolls.

Music and News

'round the clock

KLIF

Dallas

Music and News

'round the clock

KLIF

Dallas

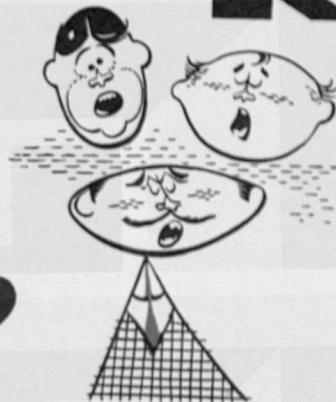
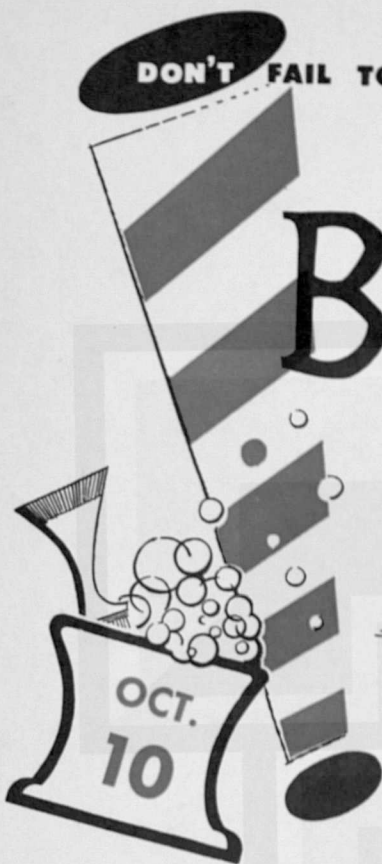
DON'T FAIL TO HEAR THE ANNUAL

Dallas

Barber Shop Day

on

KLIF



FREE!

Throughout Barber Shop Day on KLIF, Monday, October tenth, our KLIF announcers will pay tribute to all the barbers of Dallas and the fine community service of Dallas barber shops. And, just as important, throughout Dallas Barber Shop Day, KLIF will be making telephone calls on the air to many Dallas barber shops — awarding cash prizes to all those listening to KLIF when the KLIF announcer calls. Your shop may be called — so keep that dial in your shop on KLIF's first annual Barber Shop Day all day long Monday, October tenth.

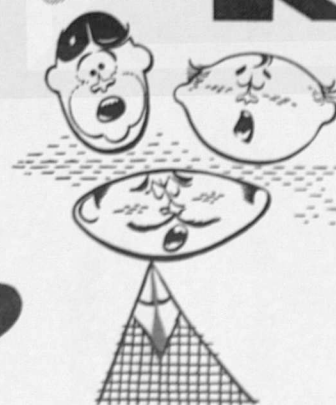
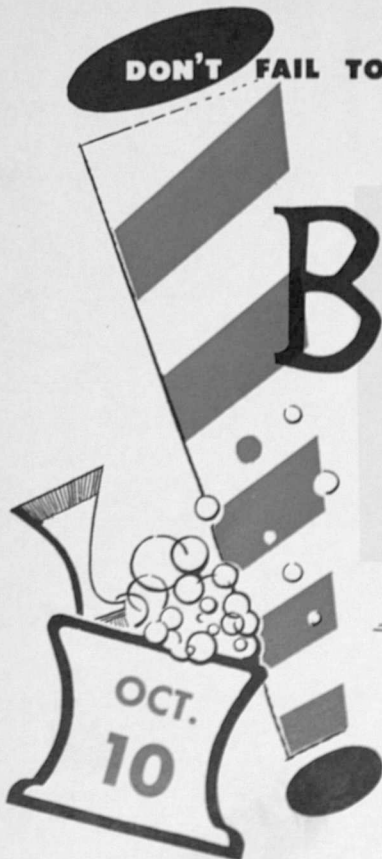
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BAREFOOT CONFEDERATE ARMY HIKE



Battle of the
Creek
New South

Barefoot Confederat
Army Hike

nyh

PROMOTION (Bruce Hathaway, Program Director, KTSA)

In conjunction with Bob Sinclair's "Barefoot Confederate Army" (Bob's fan club) KTSA is urging Bob Sinclair's listeners to be sure and get a yellow light bulb. Then starting next week, during the course of Bob's show each night, he will urge his fan club members to have their yellow lights burning on their front porches. Each night a special "Barefoot Confederate General" will stop at 25 homes between seven and nine p.m. that have their yellow lights burning and award them a "Bob Sinclair Barefoot Confederate Army 'E' Ration Kit", which consists of all types of "entertaining things", such as movie passes, records, etc.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Housewife Scavenger Hunt" -- during the housewife time of day, once per hour KTSA will call out a household item (such as one piece of black thread one inch long, a piece of chocolate cake, etc). At 2:30 PM, the last item is announced and the first housewife that can bring all the items of the day to KTSA is awarded \$20.00 KTSA cash.

###

STATION BREAKS (Bruce Hathaway, Program Director, KTSA)

"KTSA... 'King Of The Road'... and home, too..."

###

STATION BREAKS (Johnny Borders, Program Director, KLIF)

"KLIF... a-go-go-gettun radio..."

"KLIF... Always on the a-go-go..."

"KLIF... 24 hours a-go-go..."

"KLIF... Disco-take-us-along... we're portable..."

"KLIF a-go-go... no jerk, no slop, but we do monkey around..."

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ryh

STATION BREAKS (Bob White, Acting Program Director, KILT)

"KILT... with a smile as wide as your dial..."

"KILT... Where music always heads our menu..."

###

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"Barefoot Confederate Army Hike" -- Last Saturday, KTSA deejay Bob Sinclair and his Barefoot Confederate Army (Fan Club) did their annual 60 mile march to New Braunfels, Texas, and back, a total of 14 hours. This promotion was promoted over the air, and in turn sold to two local sponsors-- Self's Hamburger chain, and the Texas Theatre in connection with their latest showing "Advance to the Rear".

At 6:00 AM Saturday, with light drizzle and the threat of rain, Bob started his march with over 400 people. KTSA gave prizes for the best signs promoting KTSA and "Advance to the Rear" and Self's Hamburgers signs on "T" shirts.

Public and sponsor response to this was great.

###

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

I quote from Tad's report:

"We have produced a tape of typical KABL MUSIC which will be played in the main window of Oakland's largest department store--with a display of flowers which were grown to music alongside some which were not. Naturally ours are larger and more beautiful. This was done in conjunction with the California Spring Garden Show, which has purchased 10,000 badges for distribution at the store saying 'I've been watching them do it.' (Flowers growing to KABL MUSIC)."

###

Battle of the Creek New Sound... Basketbucksauman

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###

Barrell-Full-
Of-Monkeys

Battle of
Creek New Sound... Basketbuck's a man

BARRELL-FULL-OF-MONKEYS

BARREL FULL OF MONKEYS PROMOTION

This promotion has been on our list of suggestions for many months and to the best of my knowledge has never been carried out by any of our stations. It is designed for listener comment more than participation and lends itself beautifully to good production spots.

The question is put to the listeners, "why is listening to KTSA more fun than a barrel full of monkeys?". The prize for the best answer is a barrel full of monkeys.

This, as you can understand, is similar to the shark promotion. No one will really want the prize but if you are forced to give one, I would suggest that you figure on a maximum of six monkeys since certainly no more than six could comfortably live in a barrel. You should be able to buy them or trade them out at a local pet shop.

DK/ys

Barrell-Full-Of-Monkeys

Battle of the Creek New Sound... Basketbucksalman

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Battle of the
Creek New Sound
... Basketballman

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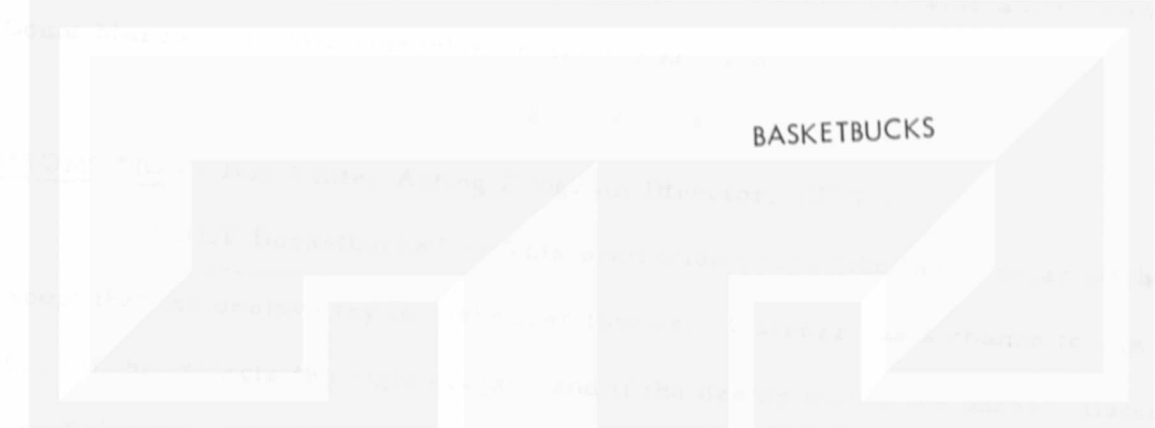
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Battle of the
Creek New Sound
Basketbuckatman

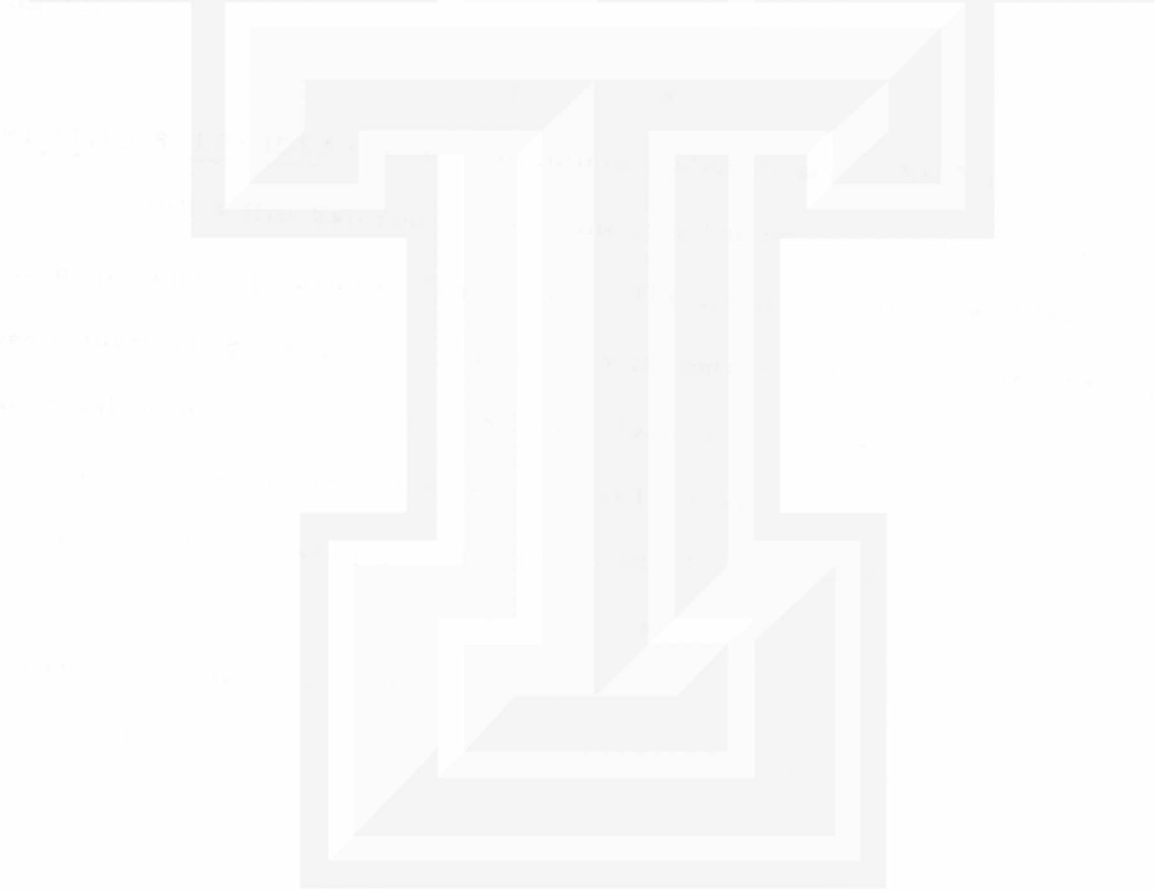
PAVING THE WAY: Richard Williams, 84, is

"Grand Master of the Carpet" who has been in the carpet business for 40 years. He is the son of a



BASKETBUCKS

He is the son of a



Battle of the
Creek New Sound... Basketbuckatman

Apb

PROMOTION (Richard Wilcox, Manager, KABL)

"Count Marco Leap Year Contest" -- The lady over 21 and single who sends in the ten best "most desirable" qualities in a man wins a date with Count Marco, who will wine-n'-dine her for an evening.

#

PROMOTION (Bob White, Acting Program Director, KILT)

"KILT Basketbucks" -- This promotion works like the "Deejay Derby" except that the deejays try to make free throws. Listener has a chance to win \$6.10 if he selects the right deejay, and if the deejay makes the basket, listener wins \$12.20.

#

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

"Hill & Hill Exterminators -- the idea behind this promotion is to tie-in with the present popularity of The Beatles. The client will purchase at least a two-week saturation spot schedule. The spots will contain a contest in which the listeners will be asked to draw a picture of the worst looking beetle (beetle?) they have ever seen and the three entries which are the best (rather, worst) will be the winners of a complete exterminating job from Hill & Hill Exterminators."

#

PROMOTIONS (Jim Hamby, Manager, KTSA)

"Beatles vs Elvis" -- All Beatle and Elvis records all day on alternate basis. The listeners were invited to call and vote for their favorite.

Hamby reports that the phone rang "off the wall".

#

Battle of the
Creek
New Sound
THE CO
Batman

PROMOTION (Richard Wilcox, Manager, KABL)

"Count Marco Leap Year Contest" -- The lady over 21 and single who sends in the ten best "most desirable" qualities in a man wins a date with Count Marco, who will wine 'n' dine her for an evening.

#

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#

PATH HOUSE BRASS BUGGY

Battle of the
Creek New Sound
Battle of the
THE CO
Batman

PROMOTION STAGED BY COMPETITOR

KYA in San Francisco is crossing the Bay in a Bath House Buggy (same kind as KLIF recently gave away). It is a motorized bathtub. Do between the jocks whether Gary Shaffer will make it. Item made Herb

KVIL in Dallas is teasing "The 21st Century is Coming to KVIL". No indication of what it means.

STREAMLINE PRODUCTION

KLIF added about 15 jingles to the station's library by splicing parts and pre-records together.

BATH HOUSE BRASS BUGGY

MMW is noting music B3 used on commercials or other copy in case original is later destroyed and needs to be reproduced as before.

MUSIC

A concerted effort is being made in Dallas to enlarge the base number of different titles on our good music stations. A team in Dallas is averaging 75 new titles daily with the total, as of 8/21, over 1900 different titles and total selections in the area of 5,000.

As of 8/28 the "good music" operations have been mailed 215 music tapes. Selections in the process of being made up and dubbed represent 446 additional for a total count of 5606 musical pieces. Of this total, 2242 are different titles.

NEWS

A management study from New York was recently completed for the City of Buffalo and the story was spoon-fed to the Buffalo Evening News. All media took the News story as fact except WYSL who called the president of the consulting firm to learn that there was no effluence of 700

BATH HOUSE BRASS BUGGY

Battle of the
Battle of the
New Sound
THE CO
Batman

PROMOTION STAGED BY COMPETITOR

KYA in San Francisco is crossing the Bay in a Bath House Brass Buggy (same kind as KLIF recently gave away). It is a motorized bathtub. Bets between the jocks whether Gary Shaffer will make it. Item made Herb Caen.

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"Beat the Bell"

Battle of the
Salado Creek New Sound

THE
Batman

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Batchelor of the Year

"Beat the Bell"

Battle of
Salado Creek
New Sound

THE CO

Batman

Batchelor of the Year

"Beat the Beat"

Battle of
Salado Creek
New Sound

Battle of the

THE

Batman

VALENTINE'S DAY PROMO: Dave McManis, Program Director, KABL

"The KABL Match-Maker" - Send us your name, address and phone

PROMOTIONS: Walter Smith, General Manager, KABL

Have recently worked out tentative arrangements to have KABL's

"Think About It" repeated on Los Angeles in Chicago's market, 25, 100 stations per

BATMAN Promotions (Bob White, Program Director, KILT)

Shocking Batman 2000 has caught on like wildfire in the

retailing could easily be the most popular and successful

Good Batman 2000 is a hit in the sky. The book then put a tremendous

as a hit and sold out early. The hit in the market place is a real

and the book is a hit in the market place. The book is a hit in the

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"Beat the Bell"

Battle of the
Salado Creek New Sound

Batman

yrb

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

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

###

PROMOTIONS (Heber Smith, General Manager, KABL)

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

###

BATMAN Promotion (Bob White, Program Director, KILT)

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

###

REJECTED RECORD (Johnny Borders, Program Director, KLIF)

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

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226

INCREASED EFFICIENCY (Charlie Payne, General Manager, KLIF)

All managers should go back and periodically review all memos from the Home Office as guidelines for tight operations.

###

PROMOTION (Johnny Borders, Program Director, KLIF)

"KLIF Jingles of Yesteryear" -- Best of old jingles slotted every other hour and changed daily with intro : "For those who have grown up with KLIF, another KLIF Jingle of Yesteryear" with Lone Ranger hoofbeats, Wm. Tell Overture, etc, segue-ing to jingle. Should cause talk and be of nostalgic value to longtime listeners.

###

Batman

PROMOTION (Johnny Borders, Program Director, KLIF)

"Bat Talk" or "Bat Sayings" -- for night jock. With popularity of dialogue from Batman series, i.e., "What a way to go-go", "You swing a mean cape", etc., deejay could award a library of Batman records to first to call him on contest line whenever he uses a "Bat Saying" on the air.

###

HOT KLIMBERS

KLIF

- 1.) "These Boots...."
- 2.) " The Rains Came"
- 3.) "Here Comes Batman"

Nancy Sinatra
Sir Douglas Quintet
Scotty McKay

Reprise
Tribe
Savanna

KILT

- 1.) "Listen People"
 - 2.) "Somewhere There is Someone"
 - 3.) "Honey Chile"
- Herman's Hermits
Dean Martin
Johnny Williams

MGM
Reprise
Cinema

"Beat the Bell"

Battle of the
Salado Creek
New Sound

THE COON

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Dean Martin
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MGM
Reprise
Cinema

"Beat the Bell"

Battle of the
Salado Creek
New Sound

THE COAST

KTSA SAN ANTONIO

BATTLE OF SALADO CREEK

"Beat the Bell"

Battle of the
Salado Creek New Sound

THE CO...

KTSA

SAN ANTONIO

R. P. B

TO Gordon McLendon AT McIC DATE Sept 9, 1961
FROM Fiedler
SUBJECT Battle of the Salado

"Deathless is the fame of those who were sacrificed at the Alamo, imperishable the reknown of those who fell at Coleta and Goliad, while San Jacinto is known as one of the world's most decisive battles.

Yet another battle was fought during the struggle of the Texans for liberty which had a powerful effect upon the future of the Lone Star Republic about which comparatively little is said or written....

...The pages of Texas history have been beautified and adorned by names of many men who served their country in the hours of danger and who risked their lives to shield their commonwealth and fellow citizens from tyranny and disgrace. There are no more glorius names among the great of any land than those of Jack Hayes and Henry E, McCulloch and their magnificent comrades who, of their own volition and at their own command, fought and won the Battle of the Salado, Sept. 17, 1842. The example of these patriots should be a deathless inspiration to all of the people of Texas and induce them to rededicate their talents to the cause of liberty and good government.

Let it never be forgotten that, whenever men were needed, there was always a man from the Guadalupe."

J. M. Woods; "Frontier Times"

cc: B R McLendon

"Beat the Bell"

Battle of the
New Sound

THE GOOD

BATTLE OF THE NEW SOUNDS

KLIF started the "Battle of the New Sounds" Friday, September

BATTLE OF THE NEW SOUND

1, 1961. On that morning, the following teaser promo was recorded via
beeper phone and was run twice per hour along with ad lib teaser comments
from Jacks. A rerun aired at 7:30 PM.

"This is Don Keyes, National Program Director of KLIF.
I'm speaking to you from the offices of the Program Depart-
ment here at KLIF. We've prepared something brand new
especially for the young people of Dallas. It's a special
surprise that we think you'll like. You'll hear it tonight
at seven on the Russ Knight show. That's tonight, at
seven on KLIF."

At seven, the glimmex was sprung and promos started the next

day.

9/6/61

Enclosed is a copy of the letter to the
Don Keyes

"Beat the Bell"

Battle of the
New Sound

THE GOOD

KLIF
prog.

BATTLE OF THE NEW SOUNDS

KLIF started the "Battle Of The New Sounds", Friday, September 1, 1961. On that morning, the following teaser promo was recorded via beeper phone and was run twice per hour along with ad lib teaser comments from jocks. It was killed at 7:00 PM.

"This is Don Keyes, National Program Director of KLIF. I'm speaking to you from the offices of the Program Department here at Cliff. We've prepared something brand new especially for the young people of Dallas. It's a special surprise that we think you'll like. You'll hear it tonight at seven on the Russ Knight Show. That's tonight, at seven on Cliff."

At seven, the gimmick was sprung and promos started the next day.

4 Oct '61

Tremendous success. Almost 1000 phone calls per night.

Don Keyes

DK

ys

"Beat the Bell"

"BEAT THE GOOD"

KLIF THE NEW SOUNDS
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Tremendous success, Almost 1000 phone calls per nite.

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DK

ys

BATTLE OF THE NEW SOUNDS

PROMO # 1

Control:

(fight crowd, bell, fade forl.....)

Annecr:

"The judges of ringside are you! Your referee,
the Weird Beard, Russ Knight. The main
event, 5 top record contenders for the
championship crown. The Battle Of The
New Sounds, each night at 7:00 on KLIF's
Russ Knight Show. 'The Battle Of The New
Sounds.!...be listening tonight at 7:00..."

Control:

(3 bells)

#

#

#

"Beat the Bell"
Telephone

"BEAT THE GOOD...

BATTLE OF THE NEW SOUNDS

INTRO # 1

BATTLE OF THE NEW SOUNDS

PROMO # 2

(fight crowd, bell, fade for....)

Control: (fight crowd, bell, fade for.....)

"The judges at ringside are you!

Your referee, the Weird Beard, Russ Knight. Listen now as KLIF presents

Annex:

5 top record contenders slugging it out for the

'The Battle Of The New Sounds' championship. It's the Battle Of The New

Sounds' on Cliff's Russ Knight Show, tonight

Control:

(bell, keep crowd noise under)
at seven. The judges at ringside are you.

Annex:

(LIVE) (Rules of contest)
'The Battle Of The New Sounds', tonight at

Annex:

'Round One!'
seven on Cliff...."

Control:

(bell, continue crowd noise)

Control:

(3 bells)

(LIVE) (Introduce challenger No 1)

(Play record)

#

"Beat the Bell"
Telephone

Best

"BEAT THE GOODTIMERS" contest
BEAT THE PROS"

BATTLE OF THE NEW SOUNDS

INTRO # 1

BATTLE OF THE NEW SOUNDS

INTRO # 2

Control:

(fight crowd, bell, fade for....)

Anncr:

("The judges at ringside are you!")

Your referee, the Weird Beard, Russ

Anncr:

(Knight. Listen now as KLIF presents,

'The Battle Of The New Sounds'....!!"

Control:

(hold crowd noise)

Control:

(hold crowd noise)

Control:

(bell, keep crowd noise under...)

Anncr:

Anncr:

(LIVE) (Rules of contest) 2)

Anncr:

("Round One!!")

Control:

(bell, continue crowd noise)

Anncr:

(LIVE) (Introduce challenger No 1)

(Play record)

#

"Beat the Bell"
Telephone

Best

"BEAT THE GOODTIMERS" contest
"BEAT THE PROS"

BATTLE OF THE NEW SOUNDS

BATTLE OF THE NEW SOUNDS

INTRO #4

INTRO #2

Control: (Fight crowd, 4 bells, fade for...)
 Control: (Fight crowd, 3 bells, fade for....)
 Control: (Fight crowd, 2 bells, fade for...)
 Anncr: "Round Number Four!", fade for...
 Anncr: "Round Three!"
 Anncr: "Round Two"
 Control: (hold crowd sound)
 Control: (hold crowd noise)
 Control: (hold crowd noise)
 Anncr: (LIVE) (Introduce challenger #4)
 Anncr: (LIVE) (Introduce Challenger #3)
 Anncr: (LIVE) (Intro challenger #2)
 Anncr: (play record)
 Anncr: (Play record)

 # # # #

"Beat the Bell"
 Telephone

Best

"BEAT THE GOODTIMERS" contest
 BEAT THE PROS"

BATTLE OF THE NEW SOUNDS

INTRO # 4

BATTLE OF THE NEW SOUNDS

INTRO # 5

Control: (fight crowd, 4 bells, fade for...)

Annecr: "Round Number Four!", fade for...)

Control: (hold crowd sound)

Annecr: (LIVE) (Introduce challenger # 4)

(Play record)

Annecr: (LIVE) (Introduce Challenger # 5)

(Play record)

#

#

artist:....

"Beat the Bell"
Telephone

Best

"BEAT THE GOODTIMERS" contest
BEAT THE PROS

BATTLE OF THE NEWSOUNDS (Winner Announcement)

BATTLE OF THE NEW SOUNDS INTRO # 5

Control: (fight crowd, three bells rapidly
fade for.....)

Annrc: "Your attention please, the voting is in!
Control: (fight crowd, five bells, fade for...)
You, the judges, have spoken. And here it is,

Annrc: the record challenger you've chosen as tonight's
"Round Number Five!"
champ in "The Battle Of The New Sounds."

Control: The winner will now step forward to accept the
(hold crowd sound)
championship crown!

Annrc: (LIVE) (Introduce Challenger # 5)

Control: (continue crowd)
(Play record)

Annrc: (LIVE) "The championship in tonight's

'Battle Of The New Sounds' is.....

number _____,(give title and
artist).....

"Beat the Bell"
Telephone

Best

"BEAT THE GOODIMERS" contest
BEAT THE PROS"

Jack Sharp

September, 1, 1961

Don Keyes

These station breaks will need to be posted in time to start tomorrow morning.

"This is Big Cliff in Dallas, featuring THE BATTLE OF THE NEW SOUNDS, each night at seven on the Russ Knight Show...."

"This is the show business station of the nation, KLIF in Dallas, now presenting a new feature, the BATTLE OF THE NEW SOUNDS, each night at 7:00 on the Russ Knight Show..."

"This is KLIF in Dallas continuing to set the pace in Dallas radio with the newest show in town. THE BATTLE OF THE NEW SOUNDS, each night at seven on the Russ Knight Show...."

Write three more.

Don Keyes

ys

"Beat the Bell"
Telephone

Best

"BEAT THE GOODTIMERS" contest
"BEAT THE PROS"

PROMOTION (John M. Borders, Program Director, KLLB)

"Beat the Bell (Bomb)... Telephone contest" Listener as long as will

when he stop. Next cash amount is his. Clock is ticking in background, as various
cash amounts of varying denominations are announced with a second as he hears
Bomb explodes or bell rings. If listener has not yet said stop he didn't "beat the bomb"
etc. If he does "beat the bomb", next amount up is his.

###

PROMOTION (Bill Young, Program Director, KLLB)

"Head on the West Coast" Contest prize of a "bank job." Winner of previous

type contest gets all money in bags (pennies & nickels) he can carry from a bank vault in
the "get-away" car a block away (Time limit is 5 minutes). They also get the gold
"Mustang" getaway car.

###

SPEC SPOT (Ron Galt, Sales Manager, W-100)

We have pitched a one minute sports capsule done by one of the Chicago
Stars to Zenith TV. Looks good for big money and long term.

###

SPEC SPOT (Donna Donnelly, Sales Manager, KLLB)

"Long Term Contest" ... Sold a car to a listener in a remote location
for \$100,000.00. It was a car that was in a remote location. It was a car that was in a remote location.
It was a car that was in a remote location. It was a car that was in a remote location.

"Beat the Bell"
Telephone

Best

"BEAT THE GOODTIMERS" contest
"BEAT THE PROS"

rpb

PROMOTION (John M. Borders, Program Director, KLIF)

"Beat the Bell (Bomb)... Telephone contest" Listener on line may tell dj when to stop. Next cash amount is his. Clock is ticking in background, as produced cash amounts of varying denominations are announced with a second or so between. Bomb explodes or bell rings. If listener has not yet said stop he didn't "beat the bomb", etc. If he does "beat the bomb", next amount up is his.

###

PROMOTION (Bill Young, Program Director, KILT)

Heard on the West Coast: Contest prize of a "bank job." Winner of phone-in type contest gets all money in bags (pennies & nickels) he can carry from a bank vault to the "get-away" car a block away (Time limit is 5 minutes.) They also get the gold "Mustang" getaway car.

###

SPEC SPOT (Ron Ruth, Sales Manager, W-NUS)

We have pitched a one minute sports capsule done by one of the Chicago Bears to Zenith TV. Looks good for big money and long term.

###

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

"Young Dunaway Contest" Sold a monthly schedule to a Yamaha Dealer involving one of our dee jays in contest. A photo of Chuck Dunaway when he was 3 years old is mixed in with dozens of other photos of other people when they were babies. Listeners pick the one they think is "Young Dunaway." Winner gets a Yamaha 50. Pictures on board at Dealer's store,

###

Best

"BEAT THE GOODTIMERS" contest "BEAT THE PROS"

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###

Best

"BEAT THE GOODTIMERS" contest "BEAT THE PROS"

NEW AND CREATIVE SALES IDEAS - SOME OF PROPOSED

WYSL - Sold an idea to small supermarket chain that low prices aren't everything. Took Horvitz tape recorder and interviewed 30 customers - Question: "Why do you shop at Park Edge?" Only 3 named price. Others very surprised give WYSL nice spot schedule. Theme: "All supermarkets give you price, Park Edge gives you more."

KILT - DeMontford Sales - The American Furniture Institute is running a series of newspaper ads called "Beat the Old Dealer's with a Chase to Home Auto Trip." This makes excellent copy for an automobile dealer to use. For example the trip starts in Houston, goes to Rosenberg, Victoria, United, Guero, Georgia, Tallah, Florida, Wakar, Seal, and then returns to Houston. The title of this is "Where Parker & Playgrounds pay homage to service of Texas Independence." The first part of commercial outlines points of interest on trip. The second part sells DeMontford Sales as a necessary part of the trip.

KID - KID proposed a Buckaroo business that he call himself "The Captive Store" to give the impression of a new decorated location.

KILT - Sales idea proposed to KILT golf course. The copy shows a record of competitive golf, and shows he has his store gets a free game. Other sales are involved, such as golf balls, etc.

4

BEST NEW COMMERCIAL APPROACH BY COMPETITION

KILT - CAPITAL NATIONAL BANK - A commercial for the National Bank makes a play on the words "Capital Bank" and "National Bank" and shows the bank's location in the city. The commercial is a 30 second spot, and shows the bank's location in the city. The commercial is a 30 second spot, and shows the bank's location in the city.

Spoke sales idea of all members of the bank, etc. to Capital Bank.

Travel Service has adopted a unique idea to sell travel. The idea is to have a travel agent in the city, and have a travel agent in the city, and have a travel agent in the city.

Best

"BEAT THE GOODTIMERS" contest "BEAT THE PROS"

NEW AND CREATIVE SALES IDEA SOLD OR PROPOSED:

WYSL - Sold an idea to small supermarket chain that low prices aren't everything. Took Norelco tape recorder and interviewed 20 customers - Question: "Why do you shop at Park Edge." Only 5% named price. Owners very impressed gave WYSL nice spot schedule. Theme: "All supermarkets give you price, Park Edge gives you more."

KILT - DeMontrond Buick - The American Petroleum Institute is running a series of newspaper ads called "Break the Old Routine with a Close to Home Auto Trip." This makes excellent copy for an automobile dealer to use. For example one trip close to Houston, goes to Rosenberg, Victoria, Goliad, Cuero, Gonzales, Luling, Flatonia, Weimer, Sealy and then returns to Houston. The title of this is "Where Parks & Playgrounds pay homage to heroes of Texas Independence." The first part of commercial outlines points of interest on trip. The second part sells DeMontrond Buicks as a necessary part of the trip.

KLIF - KLIF proposed to Buckner Plymouth that he call himself "The country store" to give the impression of a low overhead location.

KILT - Sales idea proposed. A beat the "KILT goodtimers" contest at the Putt-Putt golf course. The deejay shoots a round of miniature golf, and anyone he beats his score gets a free game. Other prizes are involved, such as golf balls, etc.

#

BEST NEW COMMERCIAL APPROACH BY COMPETITOR

KILT - CAPITAL NATIONAL BANK - A commercial for Capitol National Bank makes a play on the words "Airplane Loans." It refers to "Airloans." As an exotic, the copy narrates what it is like to have your girl friend spin your prop, your engine coughs, then catches...she pulls the chocks and you zoom away above the crowded freeway traffic.

Spot sells idea of small loans for autos, boats, etc. at Capitol National Bank.

Frizzell Pontiac has adopted a fictitious trade mark called "Little Profit." He is depicted in their graphic advertising as a little character with turbin. All radio spots are built around the "Little Profit" theme. Frizzell's "Little Profit" means savings for you, etc.

Best

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"BEAT THE PROS"

"BEAT THE PROS"

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

KNUZ (also KILT) Mel Croan Volkswagen (KILT)

AnnCR: This is sound of a regular Volkswagen
Sound: VW accelerating
AnnCR: Now, this is the sound of a Mel Croan VW!
Sound: Repeat
AnnCR: Hear the difference! Well, there is! The Mel Croan VW is just a little different. No, it's not roomier, faster or prettier...it just seems so... it has a look which says!...man...those Mel Croan VW people know how to care for me! That's why you see so many Mel Croan license plate holders around town. He's the large size economy dealer on Old Spanish Trail,

###

Bryant Air Conditioning & Heating - KTHT (KILT)

Theme of spot is:

AnnCR: Did you know...for only 88¢ a day you can enjoy the comforts of Bryant year 'round climate control?
AnnCR 2: Why, that's less than I spend a day for cigarette!
AnnCR: Right...and just think of the luxury you'll enjoy with Bryant.
AnnCR 2: I've been wanting to give up smoking anyhow -- so -- I'm off to the nearest Bryant Dealer! (Tag)

###

WHAT IS THE BEST NEW COMMERCIAL APPROACH USED ON STATION THIS WEEK?

(WYSL)

Ten-second "chipsteaks" commercial. Using metronome to get Intro and background beat: "Chipsteaks! Quick 'n Easy! Chipsteaks! Quick 'n Easy! (repeated... alternating male and female voices... ending with female voice) Quick and Easy Chipsteaks!"

###

(KILT)

For Rainbo Roman Meal Bread, we developed a combination spot & promo giving listeners 5 basic facts about Roman Meal Bread and inviting them to "beat the pros" and write their own commercial for Roman Meal Bread. Best commercial wins a year's supply of bread.

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Andre Dunstetter came up with the great suggestion that most of the hotels where GBM stays have TWX's and will be glad to deliver urgent messages to him when he is unavailable on the phone, if the message says deliver to GBM staying in your hotel.

###

BEST NEW STATION BREAK

(KILT)

K. I. L. Terrific

KILT...Set solid for spring!

###

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

(KILT)

Nitty Gritty Dirt Band....Liberty LRP 3501 -- "fun" album for "good old days" type production.

###

QUESTIONABLE MOVIE SPOTS OR RECORDS YOU CAME ACROSS THIS WEEK.

"Younger Generation Blues" - Janis Ian --Verve 5041

Although picked in most trades, Bill Young feels that, because of the line that "today's generation makes us regurgitate" it is in extremely bad taste.

###

BEST SALES PROMOTION IDEA.

Bear the Bread
In conjunction with Rainbo Bread, we are having a contest in which the listeners send in commercials for Roman Meal Bread that they wrote. Each entry receives one loaf of bread and the best commercial wins 250 loaves of bread.

###

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COMPETITION PROMOTION (Homer Olson, XTRA NEWS Sales Manager)

"Morse Bonanza on KLAG -- About 4 times a hour, and Olson says 'We have to play Morse Bonanza.' First three digits of a phone number are announced (such as 9-3-7). The next three digits are selected, one at a time, by a random number selector. Listeners can hear a winning number of the ANS, and determine the digits. Then, after all 6 digits are known, any listener who has who has the first six digits in the proper order and the last digit is 3 or the seventh and last digit in his telephone number. Listeners who win are to call or call, using a special number. Any listener calling the station whose number whose number is the same as announced (with the exception of the last digit) wins a Chevrolet Monza.

BEST LAUGH

PROMOTION (Bruce Hathaway, Program Director, KLAG)
"Secret Agent 55" -- One hour from the KLAG "Secret Agent 55" calls in (pre-recorded T.O. from a different part of the United States. This agent is on a special assignment to find winners to his book of the "hot 55". Each time when he calls, the agent will talk about some well-known feature of the location in the area where he is supposed to be. For example, "This is Secret Agent 55, and during the course of my secret mission this week, I have seen such things as the 'Bowling Green', the 'Old Frontier', etc." The first person to call and identify the location will win \$2.50 cash.

Best
Laugh

COMPETITION PROMOTION (Dave Hathaway, Program Director, KLAG)

"Morse Bonanza on KLAG -- About 4 times a hour, and Olson says 'We have to play Morse Bonanza.' First three digits of a phone number are announced (such as 9-3-7). The next three digits are selected, one at a time, by a random number selector. Listeners can hear a winning number of the ANS, and determine the digits. Then, after all 6 digits are known, any listener who has who has the first six digits in the proper order and the last digit is 3 or the seventh and last digit in his telephone number. Listeners who win are to call or call, using a special number. Any listener calling the station whose number whose number is the same as announced (with the exception of the last digit) wins a Chevrolet Monza.

npw

COMPETITOR'S PROMOTION (Homer Odom, XTRA NEWS Sales, Manager)

"Monza Bonanza on KLAC -- About 6 times an hour, announcer says "It's time to play Monza Bonanza." First three digits of a phone number are announced (such as 9-3-7). The next three digits are selected, one at a time, by a random number selector. Listeners can hear a whirring sound as the RNS determines the digits. Then, after all 6 digits are known, any listener can call who has the first six digits in the proper order and any digit from 0 to 9 as the seventh and last digit in his telephone number. Listeners have exactly one minute to call, using a special number. Any listener calling the station within one minute whose number is the same as announced (with the exception of the last or 7th digit) wins a Chevrolet Monza.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Secret Agent 55" -- Once per hour the KTSA "Secret Agent 55" calls in (pre-recorded T. G.) from a different part of the United States. This agent is on a special assignment to find winners in the land of the "fun 55". Each hour when he calls, the agent will talk about some well-known feature that is located in the area where he is supposed to be. For example: "This is KTSA's Secret Agent 55, and during the course of my secret mission this hour, I have seen such things as the 'Battleship Texas', the Gulf Freeway, etc." The first person to call and identify the location will win \$5.50 cash.

###

COMPETITOR'S PROMOTION (Dave McKinsey, Program Director, KABL)

KNBR's "Best Laugh" promo asks listeners to call in and laugh on the phone for them. The laugh is recorded and I assume will be judged later on. Phyllis Diller is to be the judge. The one with the best laugh wins the last laugh and gets a night on the town.

###

COMPETITOR'S PROMOTION (Homer Odom, XTRA NEWS Sales, Manager)

"Monza Bonanza on KLAC -- About 6 times an hour, announcer says "It's time to play Monza Bonanza." First three digits of a phone number are announced (such as 9-3-7). The next three digits are selected, one at a time, by a random number selector. Listeners can hear a whirring sound as the RNS determines the digits. Then, after all 6 digits are known, any listener can call who has the first six digits in the proper order and any digit from 0 to 9 as the seventh and last digit in his telephone number. Listeners have exactly one minute to call, using a special number. Any listener calling the station within one minute whose number is the same as announced (with the exception of the last or 7th digit) wins a Chevrolet Monza.

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###

BETTER BUSINESS LISTENER

Better
Business
Listener
Promo

Better
Business
Listener

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

"4th of July Spectacular" -- KTSA is proposing to food advertisers that they participate in the KTSA 4th of July Family Outing. It will be a full afternoon of summer activities topped off by a fireworks display and dance starring Willie Nelson. Cost for entry to the activities is proof of purchase from any participating food advertiser. Advertisers furnish food to crowd.

###

PROMOTION (Bob White, Program Director, KILT)

"KILT Better Business Listener" -- This is a take-off on a promo done by KLIF, "The KLIF Listening Post". Will work the same way as KILT will recognize business establishments that keep KILT on their radio. The only difference is in the name. KILT will state on the air that any time you go into "x" business establishment, you will find their radio set on 610 then, "Now from KILT's Better Listener's Bureau, here is a KILT Better Business Listener". They are putting emphasis on small business establishments.

###

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

Since most people don't display American Flag on Flag Day or July 4th, a sponsor might have "All American Sale" and give flags when shoppers make a certain purchase.

###

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

For Downtown Bank of Houston -- Prospect has universal problem--that of competing against convenience of suburban banks. Periodically, buys morning and afternoon traffic but difficulty still exists. Presented noon news to excite downtown workers about convenience of noon time banking. Offer free brunch, bus rides, style shows, parking and premiums. Will go if pass committee.

###

Beetle
Promo

Bicycle-Buc

BEETLE PROMO (PUB-PROM)
KRLD MUSIC

AUGUST, 1965

1

LADIES AND GENTLEMEN, THE BEETLES ARE COMING TO SAN FRANCISCO! UNABLE TO FIGHT THIS MUSICAL SCOURGE WITH NELSON RODY ALBUMS, KRLD SHOWS TO PUBLIC OFFERS AND OFFERS THE BEETLES ON TUESDAY, AUGUST 31st. KRLD WILL ACTUALLY PLAY ~~BEETLES~~ SELECTIONS. HEAR BEETLES THURSDAY, ON KRLD... *ugh!*

2

LADIES AND GENTLEMEN, A KRLD FIRST! FOR THE FIRST TIME, KRLD WILL BRING PRESENT AND, TO HONOR THE C.B.S. FROM LIVERPOOL, WILL PLAY ~~BEETLES~~ SELECTIONS TUESDAY, AUGUST 31st. HEAR BEETLES ON KRLD, TODAY, WHETHER YOU LIKE IT OR NOT!

3

LADIES AND GENTLEMEN, I HAVE JUST RECEIVED SIXTY EIGHT COPIES OF THE C.B.S. FROM LIVERPOOL, UK. ~~BEETLES~~ KRLD WILL ACTUALLY ~~PLAY~~ *special and exclusive* SPECIAL BEETLES SELECTIONS. ~~ON THURSDAY, AUGUST 31st~~ *on Thursday, August 31st* HEAR BEETLES ON KRLD, TODAY, WHETHER YOU LIKE IT OR NOT!

Beetle
Promo

Bicycle-Bud

BEETLE PROMO (PRE-PROM)
KABL MUSIC

AUGUST, 1965

#1

LADIES AND GENTLEMEN, THE BEETLES ARE COMING TO SAN FRANCISCO!
UNABLE TO FIGHT THIS MUSICAL SCOURGE WITH NELSON EDDY ALBUMS, KABL
SUCUMBS TO PUBLIC DEMAND AND SALUTES THE BEETLES. ON TUESDAY, AUGUST
31st, KABL WILL ACTUALLY PLAY ^{selected genuine and exclusive} GENUINE BEETLE SELECTIONS. HEAR BEETLES,
TUESDAY, ON KABL...~~DISGUSTING!~~ Ugh!

#2

LADIES AND GENTLEMEN, A KABL FIRST!
FOR THE FIRST TIME, KABL WILL BREAK PRECEDENT AND, TO HONOR THE O.B.E.'s
FROM LIVERPOOL, WILL PLAY ^{selected and exclusive} BEETLE SELECTIONS TUESDAY, AUGUST 31st. HEAR
BEETLES ON KABL, TUESDAY, WHETHER YOU LIKE IT OR NOT!

#3

LADIES AND GENTLEMEN, IN DEFERENCE TO THOSE DISTINGUISHED GENTLEMEN OF
THE O.B.E. FROM LIVERPOOL, THE "BEETLES", KABL WILL ACTUALLY ~~NOT~~ PLAY
^{selected and exclusive} SPECIAL BEETLE SELECTIONS ON TUESDAY, AUGUST 31st. WE APOLOGISE FOR YOUR
INCONVENIENCE AND ASK THAT YOU NOT BE ALARMED. WHO KNOWS...WHO MIGHT
LIKE KABL'S BEETLES!

BEETLE PROMO (AUGUST 31st ONLY)
KABL MU SIC

LADIES AND GENTLEMEN, KABL PRESENTS THE SOUNDS OF BEATLES!

MU SIC: UP DRAMATIC

FROM ONE OF THE MOST UNUSUAL BEATLE ALBUMS EVER RECORDED, WE

NOW PRESENT:

(name of selection: JAPANESE BEATLE ON ROSE - or "GRAPELEAF BEATLE" ETC)

(FOR INSTANCE:). "THE JAPANESE BEATLE ON A ROSE...JAPANESE BEATLE,
POPILLA JAPONICA."

ET CUT

MUSIC: IN FULL

YOU HAVE JUST HEARD ANOTHER AUTHENTIC BEATLE SELECTION FROM THE
KABL LIBRARY OF UNUSUAL RECORDINGS. A KABL EDUCATIONAL FEATURE!

MUSIC: BUTTON

BICYCLE BUCKS CONTEST

We sent a team of two girls to the BICYCLE BUCK CONTEST to copy every name and address of youngsters who had purchased bicycles licenses from the city. On completion of this, we then photographed a form letter to every registered bicycle owner, explaining the contest, and containing a KLIF Bicycle Bucks sticker. Each sticker has a serial number, and is to be glued to the rear fender of the bicycle.

Once each hour, from 8:00 AM to 10:00 PM, we will call a bicycle license number. The youngster who owns that license has three minutes to call KLIF and give us his name and address. If he calls in time, he wins the current jackpot, ranging from \$25.00 upward, depending on the success of the contest. Our jackpot builds up \$5.00 per day until won, then drops back to \$25.00 for the next contest.

I believe that all these contests require bicycle plates, so there will be files handy to obtain names and addresses. A simpler and less expensive way to conduct the contest would be to send one person to take down a batch of names and numbers from the police files, and start with that as a basis. Instead of mailing out all the stickers, which was incidental except for the billboard effect, a trade-out could be arranged so that kids could pick the stickers up at some chain store or station. For the details of the program, the number could be picked up daily by telephone.

CONTINUED

BICYCLE BUCKS CONTEST

We sent a team of two girls to the Dallas Police Department, to copy every name and address of youngsters who had purchased bicycle licenses from the city. On completion of this, we then mimeographed a form letter to every registered bicycle owner, explaining the contest, and containing a KLIF Bicycle Bucks sticker. Each sticker has a serial number, and is to be glued to the rear fender of the bicycle.

Once each hour, from 6:00 AM to 10:00 PM, we call out a bicycle license number. The youngster who owns that license has three minutes to call KLIF and gives us his name and address. If he calls in time, he wins the current jackpot, ranging from \$25.00 upward, depending on the success of the contest. Our jackpot builds up \$5.00 per day until won, then drops back to \$25.00 for the next contest.

I believe that all three markets require bicycle license plates, so there will be files handy to obtain numbers and addresses. A simpler and less expensive way to handle the contest would be to send one person to take down a batch of names and numbers from the police files, and start with that as a basis. Instead of mailing out all the stickers, which are incidental except for the billboard effect, a trade-out could be arranged so that kids could pick the stickers up at some chain store or station. For the duration of the summer, the numbers could be picked up daily by telephone.

CONTINUED

BICYCLE BUCKS CONTEST continued
BICYCLE BUCKS CONTEST

To make the contest even cheaper, you could dispense entirely. We sent a team of two girls to the Dallas Police Department, to copy every name and address of youngsters who had purchased bicycle licenses from the city. On completion of this, we then mimeographed a form letter to every registered bicycle owner, explaining the contest, and containing a KLIF Bicycle Bucks sticker. Each sticker has a serial number, and is to be glued to the rear fender of the bicycle.

Once each hour, from 6:00 AM to 10:00 PM, we call out a bicycle license number. The youngster who owns that license has three minutes to call KLIF and gives us his name and address. If he calls in time, he wins the current jackpot, ranging from \$25.00 upward, depending on the success of the contest. Our jackpot builds up \$5.00 per day until won, then drops back to \$25.00 for the next contest.

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CONTINUED

BICYCLE BUCKS CONTEST continued

To make the contest even cheaper, you could dispense entirely with the stickers, and go for license numbers and kiddies natural born hunger for money. Whatever they do with it, I think it's too good a gimmick for KONO or KJOE or WAKY's competition to use against them.

If you

DEEJAY: (After three minutes) The owner of bicycle bucks

has been

who (did) (did not) call within three minutes, and (is) (is not) a winner.

(Add his congratulations or congratulations)

DEEJAY: Next hour bicycle bucks contest is worth \$

Stay tuned... you may be KJOE's next bicycle bucks winner.

BICYCLE BUCKS CONTEST continued

To make the contest even cheaper, you could dispense entirely with the stickers, and go for license numbers and kiddies natural born hunger for money. Whatever they do with it, I think it's too good a gimmick for KONO or KJOE or WAKY's competition to use against them.

If that is the license number, the owner of the bicycle, you have three minutes to call Cliff for \$_____. The number one is to be glued to the rear fender of the bicycle. Telephone number to call is _____.

Once each hour, from 6:00 AM to 10:00 PM, we call out a bicycle

PLAY RECORD

license number. The youngster who owns that license has three minutes

to call KLIF and give us his name and address. If he wins the

DEEJAY: (After three minutes) The owner of bicycle bucks - wins the current jackpot, ranging from \$25.00 upward, depending on the license number _____ was _____ who (did) 9(did not) call within three minutes, and (is) (is not) then drops back to \$25.00 for the next contest.

a winner.
(Ad lib congratulations or commiserations)

I believe that all three markets require bicycle license plates, so there

will be files handy to obtain numbers and addresses. A simpler and less

DEEJAY: Next hour's bicycle bucks number is worth \$_____.

Stay tuned....you may be KLIF's next bicycle bucks winner.

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For the duration of the summer, the numbers could be picked up daily by telephone.

To make the contest even cheaper, you could dispense entirely with the stickers and go for license numbers and kiddies' natural born hunger

BICYCLE BUCKS CONTEST

BICYCLE BUCKS CONTEST FORMAT

RPB

We sent a team of two girls to the Dallas Police Department, to copy

PLAY ET INTRO FOR CONTEST

every name and address of youngsters who had purchased bicycle licenses from the city. On completion of this, we then mailed out

DEEJAY: For \$_____, here's this hours bicycle bucks license letter to every registered bicycle owner, explaining the contest and number._____. If that is the License number on your containing a KLIF Bicycle Bucks sticker. Each winner has a serial_____. The bicycle, you have three minutes to call Cliff for \$_____. The number and is to be glued to the rear fender of the bicycle. telephone number to call is_____.

Once each hour, from 6:00 AM to 10:00 PM, we call out a bicycle

PLAY RECORD

license number. The youngster who owns that license has three minutes

to call KLIF and give us his name and address. If he calls, he wins

DEEJAY: (After three minutes) The owner of bicycle bucks wins the current jackpot, ranging from \$25.00 upward, depending on the license number_____ was_____. success of the contest. Our jackpot builds up \$5.00 per day, and (is) (is not) who (did) 9 (did not) call within three minutes, and (is) (is not) then drops back to \$25.00 for the next contest. a winner.

(Ad lib congratulations or commiserations)

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will be files handy to obtain numbers and addresses. A simple and less

DEEJAY: Next hours bicycle bucks number is worth \$_____ expensive way to handle the contest would be to read an entire book

Stay tuned....you may be KLIF's next bicycle bucks winner. take down a batch of names and numbers from the police files, and start with

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To make the contest even cheaper, you could dispense entirely with the stickers and go for license numbers and kiddies' natural born hunger

CONTINUED

BICYCLE BUCKS CONTEST

RPB

Big Contest

Ris Bad

We sent a team of two girls to the Dallas Police Department, to copy every name and address of youngsters who had purchased bicycle licenses from the city. On completion of this, we then mimeographed a form letter to every registered bicycle owner, explaining the contest and containing a KLIF Bicycle Bucks sticker. Each sticker has a serial number and is to be glued to the rear fender of the bicycle.

Once each hour, from 6:00 AM to 10:00 PM, we call out a bicycle license number. The youngster who owns that license has three minutes to call KLIF and give us his name and address. If he calls in time, he wins the current jackpot, ranging from \$25.00 upward, depending on the success of the contest. Our jackpot builds up \$5.00 per day until won, then drops back to \$25.00 for the next contest.

I believe that all three markets require bicycle license plates, so there will be files handy to obtain numbers and addresses. A simpler and less expensive way to handle the contest would be to send one person to take down a batch of names and numbers from the police files, and start with that as a basis. Instead of mailing out all the stickers, which are incidental except for the billboard effect, a trade-out could be arranged so that kids could pick the stickers up at some chain store or station. For the duration of the summer, the numbers could be picked up daily by telephone.

To make the contest even cheaper, you could dispense entirely with the stickers and go for license numbers and kiddies' natural born hunger

CONTINUED

RPB
BICYCLE BUCKS CONTEST continued

for money. Whatever they do with it, I think it's too good a gimmick for KONO or KJOE or WAKY's competition to use against them.

DEEJAY: For \$_____, here's this hour's bicycle bucks license number, _____. If that is the license number on your bicycle, you have three minutes to call KLIF for \$_____. The telephone number to call is _____.

PLAY RECORD

DEEJAY: (After three minutes) The owner of bicycle bucks license number _____ was _____ who (did) (did not) call within three minutes, and (is) (is not) a winner.

(Ad lib congratulations or commiserations)

DEEJAY: Next hour's bicycle bucks number is worth \$_____. Stay tuned....you may be KLIF's next bicycle bucks winner.

Big Contest

Rise Bad

BICYCLE BUCKS CONTEST ¹¹ FORMAT

RPB

PLAY ET INTRO FOR CONTEST

DEEJAY: For \$ _____, here's this hours bicycle bucks license number _____ . If that is the License number on your bicycle, you have three minutes to call Cliff for \$ _____. The telephone number to call is _____.

PLAY RECORD

DEEJAY: (After three minutes) The owner of bicycle bucks license number _____ was _____ who (did) ~~or~~ (did not) call within three minutes, and (is) (is not) a winner.

(Ad lib congratulations or commiserations)

DEEJAY: Next hours bicycle bucks number is worth \$ _____. Stay tuned....you may be KLIF's next bicycle bucks winner.

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RPB
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July 4, 1960

Big Contest
Big Bad

Don:

Thought I would pass along all pertinent information on the Bicycle Bucks Contest, in case you wanted to send it to KTSA, WAKY and KEEL. I think it would be a fine gimmick for all three markets. I'm very happy with the results, and it scared the competition so bad, you know what they did to combat the thing.

We sent a team of two girls to the Dallas Police Department, to copy every name and address of youngsters who had purchased bicycle licenses from the city. On completion of this, we then mimeographed a form letter to every registered bicycle owner, explaining the contest, and containing a KLIF Bicycle Bucks sticker. Each sticker has a serial number, and is to be glued to the rear fender of the bicycle.

Once each hour, from 6 AM til 10 PM, we call out a Bicycle license number. The youngster who owns that License has three minutes to call KLIF and gives us his name and address. If he calls in time, he wins the current jackpot, ranging from \$25 upward, depending on the success of the contest. Our jackpot builds \$5 per day until won, then drops back to \$25 for the next contest.

I believe that all three markets require bicycle license plates, so there will be files handy to obtain numbers and addresses. A simpler and less expensive way to handle the contest would be to send one person to take down a batch of names and numbers from the police files, and start with that as a basis. Instead of mailing out all the stickers, which are incidental except for the billboard effect, a trade out could be arranged so that kids could pick the stickers up at some chain store or station. For the duration of the summer, the numbers could be picked up daily by telephone. To make the contest even cheaper, you could dispense entirely with the stickers, and go for license numbers and kiddies natural born hunger for money. What ever they do with it, I think it's too good a gimmick for KONO or KJOE or WAKY'S competition to use against them.

If you decide to send out the info, i'll be happy to furnish the hourly sheets and any other information necessary to fully explain the bit.

Jack
Jack Sharp

BICYCLE BUCKS CONTEST FORMATPLAY ET INTRO FOR CONTEST

DEEJAY: FOR \$_____, HERE'S THIS HOURS BICYCLE BUCKS LISCENSE NUMBER.
_____. IF THAT IS THE LISCENSE NUMBER ON YOUR BICYCLE,
YOU HAVE THREE MINUTES TO CALL CLIFF FOR \$_____. THE
TELEPHONE NUMBER TO CALL IS _____.

PLAY RECORD

DEEJAY: (AFTER 3 MINUTES) THE OWNER OF BICYCLE BUCKS LISCENSE NUMBER
_____ WAS _____
WHO (DID)(DID NOT) CAL WITHIN THREE MINUTES, AND (IS)(IS NOT)
A WINNER.

(AD LIB CONGRATULATIONS OR COMMISERATIONS)

DEEJAY: NEXT HOURS BICYCLE BUCKS NUMBER IS WORTH \$_____. STAY TUNED...
YOU MAY BE KLIF'S NEXT BICYCLE BUCKS WINNER.

1000

BIG CONTEST

Big Contest

Rio Bad

#1 KLF's Big Contest is on the air
#2 Big is the biggest KLF contest of all time
#3 With the biggest KLF prize
#1 What is the biggest prize?
#1 Well, that's the point... KLF can't tell you, but we can tell you
It's the biggest prize KLF has ever given

#1 Maybe you'd like to enter to win the cash prize to
win the biggest prize in the KLF Big Contest
#2 You must agree to accept the prize if you enter
#1 It's the KLF Big Contest - enter today and win the
biggest prize KLF has ever given...

Contest (Continued)

#1 KLF has started the Big Contest with KLF's biggest prize...
#2 What is the KLF Big Prize?
#1 KLF won't say. All they'll say is that it's the
biggest prize any KLF station has ever given.

#1 To enter, all you have to do is write Cliff a
postcard but you must agree to accept the KLF
Big Prize if you win...

#2 You mean I won't know what I'm winning?

#1 No, KLF won't tell you. Guess what the prize is,
except that it's the biggest prize in KLF history.

#2 Well, if Cliff says it's big it must be big.

#1 Sure. Write Cliff today. Tell him you want to
be entered in the Big Contest. KLF's Big Contest.

Contest (Continued)

Control: (Stb)

- #1 KLIF's Big Contest is on the air 'Big Contest Promo' #1
- #2 Big... the biggest KLIF contest of all time
- #1 With the biggest KLIF prize of all
- #2 What is ~~the~~ biggest this biggest of all KLIF prizes... have
- #1 Well, that's the point... KLIF ~~can't~~ ^{won't} tell you ^{exactly} what the KLIF prize is, but we can tell you
- #2 It's the biggest prize KLIF or any radio station has ever given
- #1 All you have to do to enter is write ~~to~~ ^{KLIF} a card agreeing to accept the KLIF big prize in the KLIF Big Contest
- #2 You must agree to accept the prize if you enter
- # It's the KLIF Big Contest - enter today and win the biggest prize KLIF has ever given...

Control: (Carbin)

Control: (Stb)

- #1 KLIF has started the Big Contest with KLIF's biggest prize... Promo #2
- #2 What is this KLIF Big prize?
- #1 KLIF won't say. All they'll say is that it's the biggest prize any radio station has ever given...
- #1 To enter, all you have to do is write Cliff a postcard but you must agree to accept the KLIF Big Prize if you win...
- #2 You mean I won't know what I'm winning
- #1 No, KLIF won't tell you ~~exactly~~ what the prize is, except that it's the biggest prize in KLIF history...
- #2 Well, if Cliff says it's big it must be big
- #1 Send KLIF a card today, Enter - all you have to do is accept the Big Prize in KLIF's Big Contest.

Control: (Carbin)

*Allen
Jeffries
2860
M
Dulawone
S
Sedman*

E.T. "ON THE ALAMO" - TED HEATH RECORDING

ANNCR 1: Would you like to spend the day with Hollywood's top stars...on the Alamo? In Brackettville... as John Waynes personal guest...during the actual shooting of the 12 million dollar motion picture spectacular....THE ALAMO?

ANNCR 2: John Wayne has asked KLIF alone to uncover a breathtaking beauty in Dallas...a gorgeous girl of fabulous face and figure...and fly her to "THE ALAMO" location. There, she'll meet the stars - John and Pat Wayne, Robert Stack, Richard "Palladin" Boone, Chill Wills, Linda Cristal - more than a billion dollars of Hollywood talent...and the chance at a possible Hollywood career...

ANNCR 1: And all you do is send a recent picture or snapshot ...and your name, address and age...to Brackettville Beauty...KLIF...Dallas. All photographs will be returned after the final judging October 15th if you enclose a stamped, self-addressed envelope. Again, KLIF can make your dreams-come-true... on the set with the stars...in Brackettville... On the Alamo

Rio Bad

THE BIG CONTEST

The script on this contest does not stipulate deadlines for the same reason as stated on previous explanations; that is, the fact that you will wish telephone response. For one entire week, preferably rating week, you abandon your regular music format and play only Klassics, or as they are called in Chicago, Dusty Disca. When you wish to terminate the contest, simply recut the promos and announce the deadline.

You can promote this any number of ways ahead of time. For example, you can refer to "...the Top 500 hits of the past five years...", that is actually, physically big. It does not pertain to large amounts of money. "Dusty Disca Week"... "The Favorite records of all time...". You can

even ask listeners to send in postcard requests for their favorites of past years and that you will try to include them. For example, in Dallas we gave away an acre of land on top of a mountain somewhere in the Southwest. We billed this as the entire

mountain; that is to say, when we announced the winner's name, we said begins and continue it through midnight of the last day of rating week. that he had won a mountain--the biggest prize of all--when actually

it is a very simple promotion and requires no more than I have outlined here. he was given a deed to the land on the summit.

In Houston, Bill Weaver gave away a freight car.

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5/9/63

5/9/63

KLASSIC WEEK

Like other contests aimed primarily at teenagers, this contest should be restricted to those hours in which teenagers are available to listen.

This idea has a proven track record in increased ratings and tremendous telephone response. For one entire week, preferably rating week, you abandon your regular music format and play only Klassics, or as they are called in Chicago, Dusty Discs.

You can promote this any number of ways ahead of time. For example, you can refer to "...the Top 500 hits of the past five years...", "Dusty Discs Week...", "The Favorite records of all time...". You can even ask listeners to send in postcard requests for their favorites of past years and that you will try to include them.

5/9/63 Actually, you should start this a couple of days before rating week begins and continue it through midnight of the last day of rating week.

It is a very simple promotion and requires no more than I have outlined here.

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ys

5/9/63

AL DOLLAR SCHOLAR

This is a promotion geared specially to the teenage audience and

Like other contests aimed primarily at teenagers, this contest during those months of the year when school is in session, should only be should be restricted to those hours in which teenagers are available to listen. run during those times of the day when kids are available to listen.

And, as a matter of fact, we have been most successful with this when we

Note that the copy does not stipulate a deadline for this contest.

have restricted this to one disc jockey show, specifically the 7:00 to 12:00M

This is done deliberately in order that we might allow the contest to continue segment. I believe anything else pertinent to this contest is covered on the If entries are slow, or should we wish to eliminate the contest, we can simply attached explanation.

change the copy with a fresh promo and indicate a deadline. Rie Bad

After 50 postcards are received, one should be drawn from the lot

and that person should be announced as the winner. You should then write

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yourself a reminder to have a \$10.00 check issued each week to the winner,

or you may wish to have a \$40.00 check issued and get the whole thing out

on 5/9/63 in one move. as the disc jockey's opinion can be introduced

or commented upon.

It is important to have a young child, say between 5 and 7 years of age, record these because before that age, chances are that the child will be sloppy, and after the age of 7, the voice will tend to lose the charm which is heard during earlier years. We have usually used the title of an employee 5/9/63

who repeats the words of the parent during the recording session. This way the child will imitate the parent's diction. After the session, the tape is edited to remove the parent's voice and to splice together the voice of the child.

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5/9/63

ALLOWANCE CLUB

This is a promotion geared specially to the teenage audience and during those months of the year when school is in session, should only be run during those times of the day when kids are available to listen.

Note that the copy does not stipulate a deadline for this contest. This is done deliberately in order that we might allow the contest to continue if entries are slow, or should we wish to eliminate the contest, we can simply change the copy with a fresh promo and indicate a deadline. changes lest they

After 50 postcards are received, one should be drawn from the lot and that person should be announced as the winner. You should then write yourself a reminder to have a \$10.00 check issued each week to the winner, or you may wish to have a \$40.00 check issued and get the whole thing out of the way in one move. at the disc jockey's option, can be introduced 5/18/63 or commented upon.

It is important to have a young child, say between 5 and 7 years of age, record these because before that age, chances are that the diction will be sloppy, and after the age of 7, the voice will tend to lose the charm which is sound during earlier years. We have usually used the child of an employee 5/9/63 who repeats the words of the parent during the recording session. This way the child will imitate the parent's inflection. After the session, the tape is edited to remove the parent's voice and to splice together the voice of the child.

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5/9/63

Big Bad
John

CHILD PROMOS

These were first used by KLIF in 1961 and incorporate not only humorous writing, but the charm of a child's voice. They receive much comment and were extremely successful.

You will have to obtain a limousine, the flowers, and schedule for the disc jockey to perform the chauffeur service. It is a small package promotion but it is an excellent one, to two weeks and then either eliminated or recorded again with fresh copy.

I suggest, by the way, that the limousine have signs on each side stating As in any humorous situation, jokes and punch lines grow old rapidly and, therefore, items such as this demand frequent copy changes lest they become irksome. With fresh copy constantly supplied, this gimmick can

run almost indefinitely.

They are especially easy to work with in that they require no preparation on the part of the disc jockey. They stand alone, all by themselves within the format or, at the disc jockey's option, can be introduced or commented upon.

It is important to have a young child, say between 5 and 7 years of age, record these because before that age, chances are that the diction will be sloppy, and after the age of 7, the voice will tend to lose the charm which is found during earlier years. We have usually used the child of an employee who repeats the words of the parent during the recording session. This way the child will imitate the parent's inflection. After the session, the tape is edited to remove the parent's voice and to splice together the voice of the child.

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ys
5/9/63

Big Bad

CODDLED COED

The copy on this promotion is pretty much self-explanatory. I would run this for a week or ten days and then draw a card from those received and announce the winner. The only details left to work out are the mechanics of awarding the prize.

BIG BAD JOHN

You will have to obtain a limousine, the flowers, and schedule for the disc jockeys to perform the chauffeur service. It is a small teenage promotion but it is an excellent one.

I suggest, by the way, that the limousine have signs on each side stating very simply that the car contains the "WYNR Coddled Coed". Obviously, this should only be run when school is in session. Therefore, if you're going to do it in Chicago, you'd best get on with it.

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ys
5/10/63

Big Bad

SIG BAD JOHN CONTEST WINNER PROMO

Annor 1: (echo) "KLIF's Big Bad John has been identified" (off mch)

Control: (excerpt -- "Big Bad John", cross fade to chorus
for, ...)

Annor 2: "KLIF's Big Bad John was ..."

BIG BAD JOHN

Annor 1: "John Heyn, a Senior at Bryan Adams High School"

Annor 2: "The winner in KLIF's Big Bad John Contest, the
first person to correctly determine Big Bad John's
identity was...."

Annor 1: "Buddy Wells of 2107 Clarkdale. He is a Sophomore
at Bryan Adams High School."

Annor 2: "Buddy has won for his Homeroom class, tickets to
the Dallas Cowboys - N. F. Giants Game in the
Cotton Bowl this Sunday. Some of the people who will
receive tickets to the game are..."

B'cast Control: (list six names)

Annor 1: "Congratulations to Buddy Wells of Bryan Adams
High School for identifying John Heyn as KLIF's..."

Control: (excerpt -- "Big Bad John")

Big Bad
John

BIG BAD JOHN CONTEST WINNER PROMO

KLIF
mog.

Ann cr 1: (echo) "KLIF's Big Bad John has been identified" (off echo)

Control: (excerpt -- "Big Bad John", cross fade to chorus
for....)

Ann cr 2: "KLIF's Big Bad John was...."

Anndr 1: "John Heyn, a Senior at Bryan Adams High School"

Ann cr 2: "The winner in KLIF's Big Bad John Contest, the
first person to correctly determine Big Bad John's
identity was...."

Ann cr 1: "Buddy Wells of 2107 Clarksdale. He is a Sophomore
at Bryan Adams High School."

Ann cr 2: "Buddy has won for his Homeroom class, tickets to
the Dallas Cowboys - N. Y. Giants Game in the
Cotton Bowl this sunday. Some of the people who will
receive tickets to the game are..."

B'cast Control: (list six names)

Ann cr 1: "Congratulations to Buddy Wells of Bryan Adams
High School for identifying John Heyn as KLIF's..."

Control: (excerpt -- "Big Bad John")

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BIG BAD JOHN CONTEST WINNER PROMO

Annrcr 1: (echo) "KLIF's Big Bad John has been identified" (off echo)

Control: (excerpt -- "Big Bad John", cross fade to chorus

for....)

Annrcr 2: "KLIF's Big Bad John was...."

Annrcr 1: "John Heyn, a Senior at Bryan Adams High School"

Annrcr 2: "The winner in KLIF's Big Bad John Contest, the

first person to correctly determine Big Bad John's
identity was...."

Annrcr 1: "Buddy Wells of 2107 Clarksdale. He is a Sophomore
at Bryan Adams High School."

Annrcr 2: "Buddy has won for his Homeroom class, tickets to
the Dallas Cowboys - N. Y. Giants Game in the
Cotton Bowl this Sunday. Some of the people who will
receive tickets to the game are..."

B'cast Control: (list six names)

Annrcr 1: "Congratulations to Buddy Wells of Bryan Adams

High School for identifying John Heyn as KLIF's..."

Control: (excerpt -- "Big Bad John")

"His school colors are green and white"

"He lives in the northeast part of Dallas"

"He attends a Presbyterian Church"

"He once attended Gaston Junior High"

"He works part time as a package boy
in a supermarket"

BIG BAD JOHN CONTEST WINNER PROMO

Annncr 1: (echo) "KLIF's Big Bad John has been identified" (off echo)

Jan Control: (excerpt -- "Big Bad John", cross fade to chorus
for....)

Don Annncr 2: "KLIF's Big Bad John was...."

Annncr 1: "John Heyn, a Senior at Bryan Adams High School"

Annncr 2: "The winner in KLIF's Big Bad John Contest, the
first person to correctly determine Big Bad John's

identity was...."

Friday, October 6th

Annncr 1: "Buddy Wells of 2107 Clarksdale. He is a Sophomore
at Bryan Adams High School."

Annncr 2: "Buddy has won for his Homeroom class, tickets to
the Dallas Cowboys - N. Y. Giants Game in the

Saturday, October 7th

Cotton Bowl this sunday. Some of the people who will
receive tickets to the game are...."

B'cast Control: (list six names)

Annncr 1: "Congratulations to Buddy Wells of Bryan Adams

Sunday, October 8th

High School for identifying John Heyn as KLIF's...."

Control: (excerpt -- "Big Bad John")

4:15 PM Clue # 8 # "His school colors are green and white"

6:40 PM Clue # 9 "He lives in the northeast part of Dallas"

Monday, October 9th

4:20 PM Clue # 10 "He attends a Presbyterian Church"

5:45 PM Clue # 11 "He once attended Gaston Junior High"

6:40 PM Clue # 12 "He works part time as a package boy
in a supermarket"

2
Tuesday, October 10th

Jack Sharp

4:20 PM Clue # 13

"His last name is easy to pronounce, but it is not spelled the way you might imagine"
October 6, 1961

Don Keyes

5:45 PM Clue # 14

"One of his two brothers is his twin" name "The Cougars"..."
BIG BAD JOHN CONTEST CLUES

Here are the clues for BIG BAD JOHN. Post # 1 at the time indicated and add to the control list as scheduled so they will all be there for review. Jocks should lead off after the ET by saying "Now, here are the latest clues as to the identity of KLIF's BIG BAD JOHN. Clue number one....." etc.

Friday, October 6th

4:20 PM Clue # 1

"He is a Cadet Second Lieutenant" "He is almost 18 years old"

5:45 PM Clue # 2

"He is a native Dallasite"

6:40 PM Clue # 3

"He is 6 foot 1"

Saturday, October 7th

12:15 PM Clue # 4

"He weighs about 142 pounds"

4:15 PM Clue # 5

"He has green eyes"

6:15 PM Clue # 6

"He has two brothers"

Sunday, October 8th

12:15 PM Clue # 7

"He has dark brown hair"

4:15 PM Clue # 8

"His school colors are green and white"

6:40 PM Clue # 9

"He lives in the northeast part of Dallas"

Monday, October 9th

4:20 PM Clue # 10

"He attends a Presbyterian Church"

5:45 PM Clue # 11

"He once attended Gaston Junior High"

6:40 PM Clue # 12

"He works part time as a package boy in a supermarket"

MEMORANDUM

KLIF
msg.

Tuesday, October 10th

TO: 4:20 PM Clue # 13 "His last name is easy to pronounce, but it is not spelled the way you might imagine"

FROM: 5:45 PM Clue # 14 "One of his two brothers is his twin" name

DATE: 6:40 PM Clue # 15 "His High School team/is "The Cougars".."

Actually, this memo is directed to all jocks except Miller as it pertains to Harrison's middle of the name. However, I want We should have a winner in Wednesday morning's mail, if not, have these ready to go:

Wednesday, October 11th

4:20 PM Clue # 16 "He is a Cadet Second Lieutenant at Bryan Adams High School"

5:45 PM Clue # 17 "His last name begins with an 'H'..."

Listen to the pro and familiarize your mind. It is restricted to non-housewife hours but it will affect all of you on Wednesday. You'll notice a type of restriction. There is no curtain; Clues will be posted from time to time. There is no curtain; Jack Sharp is to handle the daily entries.

Don Keyes
Do Don Keyes

PLEASE READ & INITIAL

PLEASE READ & INITIAL

- ys
- Murphy
- Harrigan
- Miller
- Brownie
- Knight
- Laurie
- Murray

MEMORANDUM

KLIF
prog.

TO: ALL KLIF DISC JOCKEYS
cc: Bill Morgan, Jack Sharp
FROM: DON KEYES
DATE: OCTOBER 5, 1961

Actually, this memo is directed to all jocks except Miller and Harrigan as it pertains to Harrigan's middle of the day shift. However, I want them to be aware of what's going on.

We have started a new contest aimed right at the kids tied in with the record "Big Bad John".

Listen to the promo and familiarize yourself with it. It is restricted to non-housewife hours but it will affect all of you on weekends.

NOTE: You'll notice a tape carrying "background" music for the clues. It is an endless tape of choral "Big John's" taken from the record. There is no curtain; Jack Sharp is to handle the daily entries.

Don Keyes
Don Keyes
Don Keyes

ys READ & INITIAL

PLEASE READ & INITIAL

Harrigan
Murphy
Harrigan
Miller
Brownie
Knight
Laurie
Murray

MEMORANDUM

TO: ALL KLIF DISC JOCKEYS

cc: Charlie Brown / Russ Knight
Bill Morgan, Jack Sharp 1961

FROM: DON KEYES

DATE: OCTOBER 6, 1961 "Big Bad John" Contest

As of this morning, the mail pull on the "Big Bad John". Shortly, we will begin to give clues as to the identity of "Big Bad John". They will be posted on the large board to the left of the console. Let it be understood that you are to give the clues after each promo even though the log doesn't say so. Russ and Charlie should really lay on the clues throughout their shows.

NOTE: You'll notice a tape cartridge labeled "Big John Clues BG". This "BG" means "background" music for the clues. It is an endless tape of choral "Big John's" taken from the record. There is no curtain; when you've run through the clues, segue to your next item.

READ & INITIAL

Murphy
Harrigan
Miller
Brown
Knight
Laurie
Murray

Don Keyes

Don Keyes, Simmons

22.1 Mr. Kenneth Winslow
3616 Delford Circle
Dallas, Texas

23.1 Mr. Ronnie
1112 Gaston
Dallas, Texas

24.1 Mr. Logsdon
11920
Dallas, Texas

25.1 Miss Beverly Brooks
454 Wagon Wheel Circle
Dallas, Texas

26.1 Miss Sandra Maxwell

"BIG BAD JOHN" CONTEST WINNERS

KLIF
"mog."

1.) Barbara Allen
2614 San Medina
Dallas, Texas

14.) Mr. Phillip Ellison
11837 Rutley Lane
Dallas, Texas

2.) Charlie Brown / Russ Knight
2303 Winthrop
Dallas, Texas
cc: Bill Morgan / Jack Sharp

15.) October 9, 1961
2715 Marbella
Dallas, Texas

3.) Don Keyes
2629 Marbella
Dallas, Texas

16.) "Big Bad John" Contest
7829 Claremont
Dallas, Texas

As of this morning, the mail pull on the "Big Bad John" contest was horrible. This is quite likely due to the fact that the clues thus far have not been specific enough. However, now that we've announced the school colors, it should really begin to take hold.

Now let's really lay on this thing and get the kids interested. I want you both to really get on it. Be excited, mention the prize, suggest that it almost has to be a student at Bryan Adams High School. Hit it after every other record. Review the clues stressing the most recent ones.

6.) Miss Karen Kanatzer
11020 Mandalay
Dallas, Texas

19.) Mr. Don Parrish
2640 Blyth
Dallas, Texas

In other words, I'm depending on you two guys to give it some "spark".
Go!!

7.) Miss Karen Kanatzer
11020 Mandalay
Dallas, Texas

20.) Mr. Paul Rostrad
11215 Ulloa Lane
Dallas, Texas

8.) Miss Paula Mason
Dallas, Texas
2510 Sweetbriar Drive

21.) Don Keyes
2741 San Paula
Dallas, Texas

9.) Miss Judy Sharp
10110 Lingo Lane
Dallas, Texas

22.) Mr. Kenneth Winslow
3616 Delford Circle
Dallas, Texas

10.) Miss Pam Stewart
11802 Fernald
Dallas, Texas

23.) Mr. Ronnie Wright
1112 Castolon
Dallas, Texas

11.) Miss Susie Tribble
8530 Forest Hills Blvd.
Dallas, Texas

24.) Mr. Logsdon, William
11920 Antrock
Mesquite

12.) Mr. James Baker
3105 Healey
Dallas, Texas

25.) Miss Beverly Brooks
934 Mayfield Circle Apt C

13.) Mr. Jimmy Dossett
8115 Claremont Drive
Dallas, Texas

26.) Miss Sandra Maxwell

"BIG BAD JOHN" CONTEST WINNERS

27.) 1.) Barbara Allen
2614 San Medina
Dallas, Texas

28.) 2.) Carolyn Carter
2303 Winthrop
Dallas, Texas

3.) Judy Day
2629 Marbella
Dallas, Texas

29.) Miss 4.) Mr. Bobby Goodwist
2408 Toloza
Dallas, Texas

30.) 5.) Miss Susan Goveley
9775 Ash Creek
Dallas, Texas

6.) Miss Carol Hauser
2304 San Francisco
Dallas, Texas

7.) Miss Karen Kanatzer
11020 Mandalay
dallas, Texas

8.) Miss Paula Mason
Dallas, Texas
2510 Sweetbriar Drive

9.) Miss Judy Sharp
10110 Lingo Lane
Dallas, Texas

10.) Miss Pam Stewart
11802 Fernald
Dallas, Texas

11.) Miss Susie Suzzzy Tribble
8530 Forest Hills Blvd.
Dallas, Texas

12.) Mr. James Baker
3105 Healey
Dallas, Texas

13.) Mr. Jimmy Dossett
8115 Claremont Drive
Dallas, Texas

14.) Mr. Phillip Ellison
11837 Rutley Lane
Dallas, Texas

15.) Mr. David Gatlin
2715 Marbella
Dallas, Texas

16.) Mr. Bobby Holt
7829 Claremont
Dallas, Texas

17.) Mr. Howard Hunter
661 Harter Road
Dallas, Texas

18.) Mr. Bruce Montgomery
10105 Champa Drive
Dallas, Texas

19.) Mr. Don Parrish
2640 Blyth
Dallas, Texas

20.) Mr. Paul Rostrad
11215 Ulloa Lane
Dallas, Texas

21.) Mr. Don Simmons
2741 San Paula
Dallas, Texas

22.) Mr. Kenneth Winslow
3616 Delford Circle
Dallas, Texas

23.) Mr. Ronnie Wright
1112 Castolon
Dallas, Texas

24.) Mr. Logsden, Willard
11920 Androck
mesquite

25.) Miss Beverly Brooks
934 Magellan Circle Apt C

✓ 26.) Miss Sandra Maxwell

CONTEST WINNERS continued

27.) Miss Evelyn Raines

9914 Eladio

Dallas,

28.) Miss Kay Swindell

29.) Miss Paula Upchurch

8345 Bangus Drive
Dallas

30.) ////

October 12, 1961

Congratulations! Perhaps you've heard by now that one of your home room classmates, Buddy Wells, is the winner of KLIF's "Big Bad John" Contest.

As a member of Buddy's home room class at Bryan Adams High School, you have won the enclosed ticket to the Dallas Cowboys - New York Giants Football Game this Sunday at the Cotton Bowl.

Hope you have a good time at the game and that you'll continue listening to "Big KLIF in Big D".

Sincerely,



Donald C. Reeves
Vice President, Programming
The McLendon Stations

DCK/ys

Enclosure - 1

P.S. Please forgive this form letter but we had to get these tickets in the mail in a hurry and didn't have time for individual personal letters to all your classmates.

KLIF



A McLENDON STATION

50,000 WATTS * 1190 KILOCYCLES * 2104 JACKSON * DALLAS 1, TEXAS

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Vice President, Programming
The McLendon Stations

DCK/ys

Enclosure - 1

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October 12, 1961

Mr. Frank Walker
3128 Santa Teresa
Dallas, Texas

Dear Frank:

Here are a couple of tickets to the game Sunday as I mentioned previously. Thanks for helping me set the contest up.

The tickets will automatically crumble to dust if you don't come over and finish the back yard by Saturday!

Regards.

Sincerely,

Donald C. Keyes
Vice President, Programming
The McLendon Stations

DCK/ys

Enclosures - 2

P. S. If you know anyone on the staff of your school paper who wants to write a feature story on the contest, have them give me a call.

dck