

car

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

For Pasadena Dodge on KNUZ -- Commercial opens with low, villainous type laughter, two men back and forth, "Bend your spleen, release your aggression, be hostile, be happily hostile at Pasadena Dodge. Take advantage of a car salesman at the Pasadena Dodge marathon sale. The Pasadena Dodge salesmen will be exhausted, the showroom doors will not be closed. Here's what to do: saunter in to Pasadena Dodge, 1831 S. Richey, pick out one of the 200 cars in stock, and then pick yourself a staggering, bleary-eyed, tired salesman. Enjoy your free refreshments as you remind him that fully fifty cars must be sold at the marathon sale before Saturday midnight. Everything must go. Soon you'll have the poor fellow reeling before your persuasive logic. Soon the bewildered Pasadena Dodge salesman will offer you the deal of a lifetime. Take it on the spot because you'll never buy better than at the marathon sale. To save, go to Pasadena Dodge, 1831 S. Richey in Pasadena, for the marathon sale. Save a bundle at Pasadena Dodge now."

###

INCREASED EFFICIENCY (Art Holt, General Manager, WYSL)

Time order forms are set up on a six-sheet basis with six sequential colors, whereas we actually employ eight copies of the time orders. It is most likely that if we require eight, so do the other stations. Suggestion: eight sequential colors on future pads.

###

INCREASED EFFICIENCY (Jack Fiedler, General Manager, WNUS)

Tag for identification of all keys. Those that have a habit of accumulating, throw away if they don't fit anything. Avoids confusion.

###

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

Proposed -- KTSA's Fun-Tastic 55 Promotion. Station supplies the promotion, merchants supply prizes and buy spots. See attached copy.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

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cb This is seed and bulb planting time and Sunday is the day most home gardeners get to work on this project. We have proposed a schedule of Sunday announcements to Newberry's garden store pushing the fact that they have a complete line of gardening supplies and are open all day Sunday.

###

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

The service of radio during times of extreme emergency is too often overlooked...pointing this fact out can result in time sales. For example: The power failure in the eastern part of the US recently was cause of widespread concern as people asked the question, "Can it happen here?" Sure it could, and transistor radios would be the only source of information. So with this thought as the central commercial theme, we are presenting spec spots which say, "Give a Transistor radio this Christmas."

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

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They are running a series of spots which are built around the style of the popular comedian Justin Wilson. These are done by Justin in a very heavy Cajun dialect, but they are understandable and each one tells a little story. One deals with his wanting to sue Bud Moore Chevrolet because Justin and his wife have been sleeping on a somewhat lumpy mattress. After hearing about the great deals at Bud Moore's on a new Chevy, he bought a car and now his wife won't sleep on the lumpy mattress anymore. She sleeps in the car.

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SUNDAY REVENUE (Tad Van Brunt, Sales Manager, KABL)

Tad suggests seeing the "San Francisco Bay Cruises" about Sunday

schedule for tourist season ahead.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

Worm Promotion -- see attached copy.

###

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

"Hart's Kentucky Fried Chicken" -- Client was sold KILT noon news.

There's a common problem in take-home food business to get noon trade volume up comparable to night take-home business. Hart's no exception...no...came up with idea to offer noon and afternoon specials such as pint of potato salad free with King Size chicken order or 1/2 doz biscuits with thrift order.

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

Knapp Chevrolet on KPRC -- Knapp Chevrolet, a downtown car dealer is utilizing its central location by using personal testimonial type of radio spots. One of the better ones is done by a man who says, "I work in the downtown area and it makes good sense to deal with a downtown car dealer like Knapp, since I spend forty or forty-five hours a week there, it is convenient to leave my car for servicing in the morning and pick it up in the evening just a block from the office.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

Due to the fact that the Houston and Gulf Coast area is becoming more and more boat conscious, KILT pitched Gulf Oil an idea that centers around their marine gas. The commercial itself contains about forty seconds of information telling of Gulf's Marine Gas ' great qualities, and the latter twenty seconds pin-pointing Marinas in the area that sell it.

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WHL

CREATIVE SALES IDEA (Warren Kelly, Sales Manager, WYSL)

A woman's feature of hints on how to take care of your car. Be independent of your husband, surprise your friends at bridge, etc. Brought to you by Brost Motors.

Sponsor open, hint, commercial, sponsor close.

###

SPEC SPOT SOLD (Warren Kelly, Sales Manager, WYSL)

Loud roaring of racing cars, people over-ridden by the sound. Then 3 or 4 seconds of absolute quiet. Voice comes in loud and clear and says, "There, with the windows up we can talk. I said I bought my Olds at Metzloff. They really keep them tight, etc., etc. "

###

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

Simulated electronic voice ordering hamburgers at Charcos. Orders are placed this way at the drive-in chain. Sold schedule.

###

STATION BREAK (Bob White, Program Director, KILT)

"KILT...home of Houston's BAT guys...!"

###

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

We convinced Boyd Mullen Chevrolet to make a definite pitch for the youth market by hiring a teenage salesman. We encouraged the teen to solicit his friends, and by using his voice in production, we established Boyd Mullen Chevrolet as THE place for a teen to buy a new or used car.

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

"Halloween Weekend Promotion" -- Have a horror-type movie at a local theatre. KTSA deejays will be dressed as Monsters, etc. and will perform on stage with tricks and prizes. This will also require the use of a local magician to add to the show. Other details can be worked out with local theatre managers.

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

I quote from Tad's Weekly Report:

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"Fresh automobile copy is one of the scarcest commodities in the business. We have a dealer interested in a campaign with spots opening with weird sound effects (weird but real). For instance, there could be a trumpeting elephant followed by copy based on the elephant sized deal you can get at XXX Motors. The openings will be attention-getting and, if handled properly, would be perfectly acceptable at any of our stations."

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INCREASED EFFICIENCY IDEA (Bill Weaver, General Manager, KILT)

Normal office hours are from 9:00 AM to 5:00 PM, Monday through Friday. Bill suggests that Sales staff report to work each morning at 8:30 AM in order to hold a short sales meeting and get the jump on outside work early.

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PUBLIC SERVICE IDEA (Charlie Payne, General Manager, KLIF)

Charlie suggests that all stations present complimentary copies of THE FATEFUL HOURS to history professors in every college and university within the coverage area of the stations. Too, a copy should be sent to the libraries at these universities.

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COMMERCIAL (Ron Ruth, Sales Manager, WNUS)

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The spots for Car-Tan Travel Agency which I mentioned in a previous Digest, are quite simple and approximately 5-seconds in length:

"Gotta travel to _____ ? Call Car-Tan Travel today."

They merely insert various locations in the blank and run this spot several times daily in morning traffic. There is absolutely no musical production on these spots.

###

EDITORIAL (Don Keyes, Home Office, Dallas)

The attached copy of a letter addressed to Bill Weaver was the result of some very good thinking within the confines of our editorial policies. Weaver not only editorialized against the higher excise taxes on beer, but made it a point to mail copies of the editorial to all distilleries and breweries concerned. The letter from Mr. Fabacher is certainly more than friendly.

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PROMOTIONS (Johnny Borders, Program Director, KLIF)

I asked Johnny to evaluate a number of promotions and those listed below are those that he deemed the most useful.

EASTER EGG MYSTERIES -- Station built a large Easter basket in its studio. Placed in it were five big Easter egg packages--each one containing a mystery item. The packages were described by the personalities and listeners were urged to write in on postcards what they thought was in the packages. The listener guessing correctly with the earliest postmark was to receive the basket on Easter morning.

The packages contained transistor radios, record albums, huge stuffed Easter bunny, fishing pole and four-dozen chocolate eggs.

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SPEC.SPOT (Dickie Rosenfeld, Sales Manager, KILT)

note
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For Lottman Mattress Company -- The idea is simple. Client will sponsor the 9:00 PM newscast and the nighttime personality will do the spot in the news. Commercials will be along the lines of Mother Goose stories such as "The Smart little pig not only had a brick house but a Lottman Serta perfect sleeper mattress..." and "No wonder Goldilocks went to sleep in the Little Bear's bed... it had a Lottman Serta perfect sleeper mattress on it..." and so on.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

KILT has proposed to the C.B. Delhomme Boat Sales Company a schedule on Sundays featuring Boating and Water Safety hints and tips on good boating.

###

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

Car

I quote from Dickie's Weekly Report :

"What with Goldfinger, The Gold Flow, etc., people are more aware of and interested in gold than ever before. To capitalize on this interest, we have proposed to Republic Ford that each person taking a demonstration ride be made a part owner of an existing, producing gold mine. There are a number of gold stocks listed on the Toronto Exchange that can be purchased for less than 50¢ a share (some as low as 5¢ a share). Copy will be handled "tongue-in-cheek" emphasising the fact the shares may never be worth anything but then, who knows? and it will be fun to be part owner of a gold mine. At the time of the demonstration ride, a printed certificate entitling the person to a share is given and the name recorded. The dealer will not actually purchase the stock until the promotion is over. The purchase of the stock is made at one time, to reduce broker fees. The promotion arrangements must be made with the broker in advance of the start date. As an added feature, the purchases of a car can be given 100 or even 1000 shares of stock."

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

KNUZ is running the License Plate Contest which they run every year. Call out a name each hour, and if the person returns the call within 5 minutes, KNUZ will buy their 1965 license plates.

#

PROMOTION (Bob White, Program Director, KILT)

"Memo To Mom" -- This would be used in either housewife time segment. There are many times that a busy housewife forgets an important thing she needs to do. Have housewives send in important things they need to remember and earlier that day the deejay reminds her of the appointment.

#

REJECTED RECORD (Bob White, Program Director, KILT)

Bob has rejected the record TEN LITTLE BOTTLES by Johnny Bond on Starday.

#

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

After noticing an ad in a Houston paper seeking employees to staff the new Houston Astrodome, KILT created several speculative spots for the Harry Martin Catering Company. The client bought them at once. They ran over the weekend of Feb 20 and have been scheduled again for the weekend of Feb 27.

#

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

Willingham Rambler on KIKK -- Cute and novel idea for automobile sale for low priced cars. It's called Topsy Turvey sale, whereby a designated number of his economy cars are priced at \$1611.61. Announcer says, "Read it frontwards and backwards, and it comes out the same \$1611.61, at Willingham Rambler, etc. "

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PROMOTION (Richard Wilcox, General Manager, KABL)

KABL is running the Wild Boar promotion. Copy is attached.

###

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

El Antonio Motor Hotel is attempting to introduce their facilities to sales executives for use as a place to hold sales meetings. KTSA suggested they supply pads, pencils, name tags and coffee when a sales meeting is held with them. Copy is based on the idea "The purpose of a sales meeting is more sales (sound of cash register). Make your next sales meeting more successful by using El Antonio. We take care of all the details... you have time for the essentials."

###

SPEC SPOT (Doug McCall, Sales Manager, KTSA)

Prepared for Rhodes Department Stores -- Rhodes wasn't interested in radio until they started feeling the impact of Thom McAn's campaign on KTSA and Station B. KTSA proposed the idea of selling shoes in their department with a similar approach: "Rhodes shoes are so special we call them 'moods'... and the only way to describe them is 'supercalifragilistic expialidocious'..." They were convinced to the tune of \$1000... some now and the balance in August.

###

SUNDAY REVENUE (Doug McCall, Sales Manager, KTSA)

Car

The local Rambler Dealer was opposed to Sunday radio. KTSA salesmen simply took him for a ride in Brackenridge Park on Sunday afternoon and showed him the potential. He is using Sunday announcements on KTSA now.

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###

Nph
C.C.
cars

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

"Driver Courtesy Award" on WGR -- Mobile unit notes car which performs act of driving courtesy, notifies station, station broadcasts license number. If driver is listening to station, he pulls to curb at first opportunity and gets \$10.00.

###

CREATIVE SALES IDEA (Tyler Dunn, Program Director, WYSL)

Clever ten-second spots on WKBW for local beer:

Anncr 1: "Do you know what it feels like to sink a 40 foot put on the 18th green and win the National Open?"

Anncr 2: "No. Do you know what it feels like to drink _____ Beer?"

Anncr 1: "No."

Anncr 2: "Then I'd say we're even."

###

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

KABL sold British Motors on plan to "give" air personality a car (for 13 weeks), so he could talk about "his" car and put the commercial on a testimonial basis.

###

PUBLIC SERVICE IDEA (Bruce Hathaway, Program Director, KTSA)

"Hot Dogs" -- produced testimonies from local Veterinarians on hot weather tips on how to keep dogs, cats, parakeets, and other household pets comfortable and healthy during the hot summer months.

###

REJECTED RECORD (Bob White, Program Director, KILT)

Bob feels that the record "House of The Rising Sun" by The Animals on MGM is the most vulgar song he's ever heard. Listen closely to this record and use good judgement.

cor

SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

Bob Ring has just purchased River Oaks Chrysler-Plymouth. KILT was able to obtain some extra money from this account by utilizing the ringing of a telephone at the open and throughout the spot. Bob Ring answers the phone and says, "Yes, we sell Chrysler-Plymouths..." etc., etc.

This might be a good hook to get any account whose name is "Ring".

#

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

Tommy Pope Homes on KTRH --

Annrc: "Ladies and gentlemen, here we are at the construction site of another one of those beautiful Tommy Pope Homes. Tommy himself is always vitally interested in the exact construction, to his specifications, of a Tommy Pope Home. As a matter of fact they are laying the foundation of this home today and there is Tommy looking inside the truck delivering cement to make sure of its proper consistency. Perhaps he will come down and say a few words to us about those fine Tommy Pope Homes. LOOK OUT, LOOK OUT TOMMY, YOU'RE GOING TO FALL IN THE CEMENT TRUCK!" (At this point hollering and grinding sound effects are heard)

Annrc: "Well, it's like we always say, folks...there's a little bit of Tommy in every Tommy Pope Home! "

#

SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

Dickie suggests a twist on one of our old Christmas promotions which we have called "Christmas Cards in Sound". In these, our employees give quick Christmas greetings in their own voices and are identified by name. Dickie suggests selling this idea to firms and letting their employees say "Merry Christmas", along with a short message. Seems like a good idea, because the client is bound to end up with a great deal of comment from his employees about the number of people who heard their voices on the air.

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SALES APPROACH (Jack Schatz, Manager, WYNR)

'A Mountain of Pepsi'. A deejay will sit on top of a mountain of Pepsi Cola cartons in a Chicago supermarket on a given day and will, by telephone beeper, request listeners to help get him down by buying cartons of Pepsi.

#

PROMOTION (Bill Weaver, Manager, KILT)

KILT has obtained a little booklet concerning information about hurricanes since the hurricane season is now upon us. He is mailing them out to listeners writing in requesting one, providing they enclose a stamped, self-addressed envelope.

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COMMERCIAL APPROACH (Bill Weaver, Manager, KILT)

River Oaks Chrysler -Plymouth in Houston is running a kangaroo promotion on KILT utilizing Rolf Harris' record "Tie Me Kangaroo Down Sport".

A live kangaroo is kept at the sponsor's location, and a gift certificate for a specific item is in the kangaroo's pouch. The listener is invited to stop by the location and write out his guess as to what the gift certificate can be redeemed for.

I have heard these commercials and the effect is quite good in that they do catch your attention.

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A live kangaroo is kept at the sponsor's location, and a gift certificate for a specific item is in the kangaroo's pouch. The listener is invited to stop by the location and write out his guess as to what the gift certificate can be redeemed for.

I have heard these commercials and the effect is quite good in that they do catch your attention.

#

Guy: "Once I was a 97 pound weakling. On the beach bullies used to throw sand in my face. Girls used to look at me and giggle."

Control: (Girl giggles)

Guy: "Then my fairy godmother appeared one night and said..."

Girl: (echo) "What you need is a new Midway Chevrolet..."

Guy: "Why Midway Chevrolet?"

Girl: (echo) "Because right now Midway Chevrolet is offering an extra trade-in allowance on all of your present car's accessories. Get a full value trade for your car--PLUS Midway will give you EXTRA trade-in allowance for all accessories--power equipment, radio, heater, even for a good set of tires. Get extra trade-in allowance on your present car's accessories when you trade now at Midway Chevrolet... 2 East Garfield."

Guy: "Gee! So I took my fairy godmother's advice and bought a new Midway Chevrolet. I'm still a 97 pound weakling... but with a Midway Chevrolet, who needs muscles."

Control: (Stinger)

###

Gal: "Sir, it's about your car..."

Guy: "Oh, you mean my beautiful new Midway Chevrolet, parked outside? "

Gal: "Yes...but..."

Guy: "Well, I'm just about to record a commercial for Midway. You'll hear all about it. Okay...orchestra...ready for the fanfare. Take it!"

Control: (Up Music)

Guy: "Now Midway Chevrolet cuts your monthly car payments in half for SIX FULL MONTHS. Buy now at Midway...get Chicago's best trade...best deal...best financing! You get the best of everything and still the best is yet to come. After you figure out your low monthly payments...Midway will pay half...for six full months! So cut your monthly payments in half...at Midway Chevrolet...2 East Garfield. Go...Midway!"

Control: q (Stinger)

Guy: "There young lady...is that what you wanted to know about my new Midway Chevrolet?"

Gal: "No, sir. I just came up to tell you. There was a Policeman outside writing you a parking ticket!"

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PUBLIC SERVICE IDEA (Jim Randolph, WYNN)

WYNN proposed to Lever Bros a public service program which would feature a thirty spot campaign weekly. The spots would be testimonials from drop-outs who have returned to school and have profited from their return.

PUBLIC SERVICE IDEA (Jim Randolph, WYNN)

August and September are Child Foot Health months. A good tie-in with back-to-school and could possibly be sold in with a department store or shoe store.

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

uph
cc
cars

KILT sold Luke Johnson Ford Company on an idea of being the back to school car company. KILT is playing the fight songs of Rice University, Texas A&M, the University of Texas, U of H, etc., and telling the college students of the terrific used cars that are perfect for college students.

Luke Johnson was sold the idea that this could become an annual affair and that it would give his company the image of catering to the college crowd by playing the fight songs. Resulted in an \$1850 sale for KILT.

###

REJECTED COMMERCIALS (Dickie Rosenfeld, Sales Manager, KILT)

"Not Tonight, Henry" and "Everybody Likes It" were rejected due to the suggestive titles.

###

STATION BREAK (Jim Randolph, Program Director, WYNR)

"You're on cloud 139... WYNR..."

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###

Commercial COPY

apb
car

- 1.) Tedson makes a guy feel like a man!
- 2.) What, dear?
- 1.) I said Tedson Rambler makes a guy feel like a really big wheel!
Are you listening to me?
- 2.) M-m-m. Just reading about the gorgeous new Rambler... say here
they were voted "Car of the Year" by Motor-Trend magazine.
Sure can see why.
- 1.) Out in Hamburg, at 505 Pierce Avenue.
- 2.) Pierce Arrow!!!
- 1.) Pierce Avenue! (Chee) Tedson Rambler doesn't push a guy around---
lets him take his own sweet time about buying a Rambler... kind of old
fashioned, makes you feel Tedson really cares that a guy's happy about
every aspect of his new Rambler.
- 2.) Says here, Rambler's got low first-cost, low up-keep, and low
operating costs, too. Prettiest colors I ever saw... look at this one
in the ad... exactly the color of your eyes, huh?
- 1.) Don't you care at all what I'm telling you about Tedson Rambler?
- 2.) Ted? Ted? I didn't know Ted had any kids! Ted's son's got a
new Rambler, huh?
- 1.) NO, NO, Tedson Rambler at 505 Pierce Avenue in Hamburg!
- 2.) Wish WE could have a Rambler.
- 1.) We DO have, dear.
- 2.) We DO ?
- 1.) I've been trying to tell you... I just bought it at Tedson Rambler in
Hamburg,....., and it's exactly the color of your eyes.
- 2.) DARLING!!!

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THE *McLendon* STATIONS ~~MEMORANDUM~~ *ryl*
"A"

To Gordon McLendon

Date May 23, 1963

From Joe Long

Subject

Here's an adaptation of the Avis Rent-A-Car ad that might be a comment-provoker.

"If you ever hear a mistake on K L I F.....let us know. It's for our own good. We need your help to stay on top. We are number one...but we want to stay there. So...we have to keep plugging away. Even if it's only a record played at the wrong speed....or one of the newsmen says - 'President Eisenhower,' instead of - 'President Nixon,' sound off! We understand and our switchboard operator has been briefed on all this. We know we can't afford to give you anything less than the best entertainment and news coverage. It's got to be top-notch...all the way. Otherwise...make a noise.

A Mrs. Carter did. She caught us giving the temperature as 60 degrees when it was really.....61.

Joe

STATION BREAKS (MEMORANDUM Director, WTSL)

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: MAY 29, 1963

STATION BREAKS (Ann Paul, Sales Manager, WTSL)

I am attaching a fax copy of Joe Long's promo based on the Avis Rent-A-Car ad. If you'll remember, we read this at the Managers' Meeting and you wanted copies of it.

STATION BREAKS (Floyd Brown, P. Don Keyes, WYNN)

ys

Enclosures - 1

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

Two men in neighborhood talking

1st man: "Boy, who's driving the good looking Comet round and round the block?"

2nd man: "That's my wife. We just bought our new Comet from Jacobs Pearson Lincoln Mercury and she is so crazy about driving it she won't stop until she runs out of gas. Here she stops now! (Sound of car coming to stop) Oh my goodness, there she is with an extra gallon filling the tank and ready to take off again! (car starts) These Comets get so many miles to the gallon, I won't get to see her for another two days."

1st man: "That's great. I'm going to get my wife a Comet from Jacobs Pearson Lincoln Mercury so I won't have to see her for two days!"

STATION BREAKS (J. Tyler Dunn, Program Director, WYSL)

rep
can

"This is WYSL...as glittering as tinsel..."

"This is WYSL...a wreath of holiday music..."

"This is WYSL...a holiday tradition in Buffalo..."

###

REJECTED COPY (Ron Ruth, Sales Manager, WYSL)

Ron questioned the spots for "The Cardinal" because of their reference to the church. WYSL is running live copy which they wrote. The schedule was retained.

###

STATION BREAKS (Floyd Brown, Program Director, WYNR)

"WYNR Chicago...giving you more in '64..."

"WYNR Chicago...your New Year's resolution..."

" WYNR Chicago...ringing out the old and swinging in the new..."

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

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Two men in neighborhood talking:

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

Proposed Aviation "Weather Casts" to local Beechcraft dealer.

Information for casts to be taken from FFA continuous broadcasts.

#

STATION BREAK (Johnny Borders, Program Director, KLIF)

KLIF and Dallas... Don't settle for one without the other.

KLIF... Our best reference is listener preference!

#

PROGRAM-SALES IDEA (Johnny Borders, Program Director, KLIF)

"KLIF will pay your (A&P, Safeway, etc.) grocery bill"... put your name and address on the back of your grocery tape and send it to KLIF. One tape will be drawn each week and the amount paid by KLIF, or the sponsor pays for promos along with regular paid schedule.

#

CREATIVE SPOTS (Al Lurie, Sales Manager, KLIF)

Proposed a marathon sale to last continuously for 72 hours. If a customer could catch a salesman sleeping in the showroom, the customer would get a free car. This was sold to Mohr Chevrolet.

#

COMPETITIVE COMMERCIAL (Del Markoff, Sales Manager, WYN-R)

Lincoln-Mercury Comet. Man and woman in clever dialogue with humorous and ridiculous endings such as -- (LOUD NOISE) Man asks, "What was that?" Woman replies, "That was my charm bracelet." Man retorts, "Do you always wear a hub cap on your charm bracelet?"

#

ryb
car

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#

ryh
car

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

On KODA for Mel Croan Volkswagen Company. A Volks owner is talking to his Attorney about drawing up his will...

Volks Owner: "I want to leave the 25 miles per gallon I save on my Volks to my children."

Lawyer: "But you can't will something like that..."

Volks Owner: "I want my wife to have the \$100.00 per year I save on maintenance."

Lawyer: "That is no way to write a will..."

Volks Owner: "But I get so much mileage and save so much on maintenance I ought to be able to leave it to someone."

Lawyer: "Alright, alright, who are you going to leave the Volks to?"

Volks Owner: "Nobody. I'm taking the Volks with me...."

#

SPEC SPOT ACCOUNT (Dickie Rosenfeld, Sales Manager, KILT)

Royal Homes has a new model that they are selling called the Space Princess. The commercial begins "Once upon a time.. not so very long ago... a beautiful Princess told her Prince Charming she wanted a new castle..." This in turn is tied in with the real facts of the copy.

#

STATION BREAKS (Johnny Borders, Program Director, KTSA)

"KTSA... full of tricks and always a treat!"

"KTSA... for a spook-tacular Halloween!"

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CREATIVE SALES IDEA I (Dickie Rosenfeld, Sales Manager, KILT) *Can mba ac*

We got very good reaction from Sam Montgomery Olds on a spot schedule built around "Rocketman". This is a take-off on Batman, using some of the theme music from the Batman series. Each spot features a short 20-second gripping adventure of "Rocketman" starring Sam Montgomery. Each little adventure is amusing and really grabs attention. The remaining 40 seconds of each spot plugs the low prices on Oldsmobile rockets.

###

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

World of Color TV on KPRC -- Have you seen the beautiful show out on San Felipe featuring six, count them, six gorgeous models on stage at all times? And I mean gorgeous. Let me tell you, these beautiful models are the kind you want to take home after the show and, as a matter of fact, they want you to take them home. Tonight why don't you come out to the World of Color theatre on San Felipe, it's free, and sit down in our comfortable seats and enjoy watching any one or all of our models on stage, etc., etc. (gets into the standard Color TV pitch).

###

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

We have sold a package of ten football scoreboards Saturday and 10 scoreboards Sunday for the entire football season to a car dealer.

###

PROMOTION (Bill Young, Program Director, KILT)

"Welcome Back Beatles" -- Capitol records has supplied us with plane tickets, hotel reservations, concert tickets and \$100 spending money for 3 people to see the Beatles in Los Angeles.

###

EDITORIALS (Bill Young, Program Director, KILT)

Not in an editorial as such, but we discussed the record "They're Coming to Take Me Away" on the Housewives Hotline midway through Bill Young's program. We received word that BMI had dropped its licensing of the record. We called N.Y. and L.A. to determine the reasons. This caused a great deal of comment and we have even had papers calling to get the full story.

###

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

A local Ford dealer is running a series of spots built around the fact that you can now buy a new 1966 Ford and not make one single payment until you sing this song. Then they play Auld Lang Syne. You can buy a new Ford and make no payments until 1967. No payments for the rest of this year.

###

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

We urge all McLendon Stations to call on Business Colleges. They are all interested in bulding fall classes. We have just sold a schedule to our fifth business school.

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Jack Roach Ford on KPRC -- Salesmen say yes to anything at Jack Roach Ford, if you only want to pay "X" dollars down and "X" dollars per month on a new Mustang...we say, Yes..."X" dollars on a new Fairlane, we say, Yes..."X" dollars on a new Galaxie, we say, Yes...etc., etc. "I don't know why we say yes to every deal...it's the sales manager's idea. If you want to only pay "X" dollars for a used, etc., etc. we may cry a little but we say, Yes. Maybe the reason we say yes is because our sales manager is a Karate champion and if we say that other word.....C-R-U-N-C-H! (Sounds of boards splintering).

###

SPEC SPOT SOLD (Dickie Rosenfeld, Sales Manager, KILT)

We have proposed to Newberry's Department Store that they establish a first floor, easily accessible fixture to display Father's Day gift items, all priced under \$10.00. They will gear a schedule on KILT to the teenager promoting the ease of shopping for a Father's Day gift at the special counter. The "everything under \$10.00 " feature will also be played up big in the spot, using items.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We have proposed to Wyatt's Cafeterias, a schedule of Saturday and Sunday spots containing religious and church announcements. The spots invite listeners to eat at Wyatts before or after church and special reminders that special "group" servings are available throughout the week.

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BEST PROMOTION IDEA - WBSX

They are running the "WBSX National Radio Test" modeled after the way TV spots are on the same radio. They are promoting the

- Page Discontinued -

Arrow Insurance idea... continued

- #3 -

ANNCR/COLD: Test your driving skills...now...on "Drive/Rite". You may win a \$25 savings bond from Arrow Insurance! This is "Drive/Rite" number one. Answer "true" or "false"

SOUND OF AUTO MOTOR RUNNING

ANNCR #2/OVER: You're driving a considerable distance at night. In order to stay alert and awake, you sing, chew gum, change driving pace, and keep your eyes moving!

ANNCR #1/OVER MUSIC: Answer "true" or "false" and mail with your name and address to "Drive/Rite" number one... WDGY, Minneapolis 20. Our pick of the correct answer wins a \$25 savings bond from Arrow Insurance! (STINGER) (AUTO HORN)

* * * * *

BEST NEW COMMERCIAL APPROACH

Mutual Leasing in Miami (a car retail outfit) is pitching a campaign on the basis that it is ridiculous to purchase a car that drops in value the moment you leave the dealer and also depreciates so much each year. They then go on to tell how much more economical it is to lease a car.

BEST NEW COMMERCIAL APPROACH - WTIx

Dick Bohn Ford is selling a Ford for the price of a transmission or motor overhaul. Copy mentions the price and type of overhaul by name and urges listeners not to put anymore money in their old clunker car. Otto reports that the copy was so strong that they wrote 93 deals on the Easter weekend...mostly people with 1960 or loder models.

BEST ON-THE-AIR PROMOTION

WDAF in Kansas City recently ran a promotion which got a lot of mileage called "WDAF Dollar Days". Each hour they would ask listeners questions about their programming or air personalities and the listeners calling in with the correct answer won \$1.00

BEST PROMOTION IDEA - WDGY

They are running the "WDGY National Radio Test" modeled after the many TV specials on the same note. They are promoting the

Arrow Insurance idea... continued

- #3 -

ANNCR/COLD: Test your driving skills...now...on "Drive/Rite".
You may win a \$25 savings bond from Arrow Insurance!
This is "Drive/Rite" number one. Answer "true" or
"false"

SOUND OF AUTO MOTOR RUNNING

ANNCR #2/OVER: You're driving a considerable distance at night.
In order to stay alert and awake, you sing, chew
gum, change driving pace, and keep your eyes moving!

ANNCR #1/OVER MUSIC: Answer "true" or "false" and mail with
your name and address to "Drive/Rite" number one...
WDGY, Minneapolis 20. Our pick of the correct
answer wins a \$25 savings bond from Arrow
Insurance! (STINGER) (AUTO HORN)

* * * * *

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

Car Wash

Speedy Wash on KIDA -- Sound of water running, like shower, voice

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

###

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

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

###

STATION BREAK (Bob White, Program Director, KILT)

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

###

EFFICIENCY NOTE (Bill Weaver, General Manager, KILT)

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

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

With the many activities scheduled for the Sam Houston Coliseum in the following weeks, we are pitching the parking lots in the area a ten-second spot that deals mainly with directions and the easiest way to approach the coliseum. The spot would go something like, "If you are on your way downtown to the Boat Show, take Capitol and Rush and then into the AllRight Parking lot. Just steps away from the Coliseum and you park for only 50¢."

###

COMPETITOR'S COMMERCIAL (Al Lurie, Sales Manager, KLIF)

How many ways can you say "John M. Clark Rambler sells for less". Then 10-15 different voices in sequence say it. Spot ends with gal saying, "Didn't you forget something? John M. Clark sells used cars too."

###

EFFICIENCY TIP (Charlie Payne, General Manager, KLIF)

Sign all memos personally. Your own recheck of verbiage is most important. Too, a misplaced comma can completely change meaning of writer.

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

A better exchange of station promo information from other Blair stations would help rep as well as us. Homer Odom can keep an eye peeled for new promo activity and advise.

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PROMOTION (Dave McKinsey, Program Director, KABL)

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

###

PROMOTION (Dave McKinsey, Program Director, KABL)

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

###

REJECTED RECORD (Bob White, Program Director, KILT)

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

###

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

Car

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

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(continued from Page 1)

in free postage to the person who submits the most original postage stamp commemorating the WYSL Good Guys. Source: Johnny Barger, Chase's Calendar.

#

SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

Mel Croan Motors -- This Volkswagen Dealer ^{Car} recognized need in Houston for VW service at night. However, he did not want to stay open and increase his overhead if volume didn't warrant. So, he asks for appointments up until 10 PM at night through the use of following theme: "Call ahead for night appointments, because our lights attract a lot of other bugs, too."

#

COMPETITIVE COPY (Dickie Rosenfeld, Sales Manager, KILT)

Bank of Texas is running a spot featuring the "voice" of a computer saying, "I am a machine...I work at Bank of Texas...I seldom make a mistake...My boss is Mr. Bob Jones...I would like to work for you, too...Why don't you come see me...I have good job security...I am bolted to the floor."

#

CREATIVE SPOT SOLD (Dickie Rosenfeld, Sales Manager, KILT)

Mosehart & Keller Ford -- This idea spoofs the Dodge Boys and is doing a good job selling for the client, particularly on used cars. ^{Car} Copy built around theme of... "There's going to be a lynching out at Mosehart & Keller Ford, home of the bad guys, 'cause they are riding lots of Houstonians out of town in used car bargains. Their deals are so fantastic, even the good guys are buying used cars at Mosehart & Keller Ford! Mosehart & Keller Ford, home of the bad guys. They all wear black hats!"

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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 - KTHH (KILT)

Theme of spot is:

AnnCR: Did you know...for only 30¢ 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.

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

KNUZ (also KILT) Mel Cross Volkswagen (KILT)

Annex: This is sound of a regular Volkswagen

Sound: VW accelerating

Annex: Now, this is the sound of a Mel Cross VW!

Sound: Repeat

Annex: Hear the difference! Well, there is! The Mel Cross 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 Cross VW people know how to care for me! That's why you see so many Mel Cross license plate holders around town. He's the large size economy dealer on Old Spanish Trail,

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note

HAPPENINGS IN THE MARKET (Charlie Payne, General Manager, KLIF)

Ace Lloyd on KRYC Corpus Christi advises that he has received an FCC complaint on loudness of commercials on KRYC. FCC had monitored and taped KRYC and had determined that the modulation factors "exceeded 100% negative peaks." This should serve as a word of warning on the Commission's thinking regarding their "loudness" edict. Alert to all Chief Engineers also combo engineer/deejay's, as well as the production department, to watch the drive, watch the level.

###

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

Proposed postcard registration for Titcher's. Only school children ~~eligible~~ eligible. Week before Christmas one name an hour chosen at random, wins \$1 or \$2 prize furnished by Titcher's. Pick up prize at store.

###

HOT KLIMBERS

KLIF

- | | | |
|--------------------------------|--------------|---------|
| 1.) "I Won't Love You Anymore" | Lesley Gore | Mercury |
| 2.) "Five O'Clock World " | Vogues | CO & CE |
| 3.) "I Can't Go On" | Charlie Rich | Smash |

KILT

- | | | |
|-----------------------------------|-------------|-----------|
| 1.) "Thunderball" | Tom Jones | Parrot |
| 2.) "I'm So Lonesome I could Cry" | B.J. Thomas | Pacemaker |

OTHER RESTRICTED RECORDS

KLIF

- | | | |
|-----------------------------------|---------------|----------|
| 1.) "Im A Man" | Yard Birds | Epic |
| 2.) "I Can Never Go Home Anymore" | Shangri-Las | Red Bird |
| 3.) "It's My Life" | Animals | MGM |
| 4.) "Rescue Me" | Fontella Bass | Chess |

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GLO CLEANERS # 1

Annrcr: "Take a deep breath..."

Sound: Of someone taking a deep breath and then out. Continue under.

Music: Under

Annrcr: "I asked you to do that so you could really smell freshness...so you could really understand that glow you feel when your clothes are fresh. (Cut breathing sound) Making your clothes FRESH is the special business of the experts of the Glo Cleaning System. Feel that glow? That's from Glo freshness. Yours from any of five Glo Cleaners all over San Antonio.

Control: Curtain

###

2

Annrcr: "Come here for a moment..."

Sound: Door opening

Music & Annrcr: (On heavy echo) "You are now INSIDE a commercial. We call it a SPOT. Now come out...(end echo)..."

Sound: Door Closing

Annrcr: "I asked you to do that so you could really know how difficult a spot can be. Getting difficult spots OUT of your CLOTHES is the special business of the experts of the Glo Cleaning System. Get clothes spotlessly clean from any of five Glo Cleaners all over San Antonio."

Control: curtain

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Sound: Of someone taking a deep breath and then out. Continue under.

Music: Under

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MEMORANDUM
MEMORANDUM

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TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DONKEYES, ALL SALES MANAGERS
DATE: JUNE 16, 1961

Cleaners

DATE: JUNE 16, 1961

Here is a clever commercial I heard the other day that might help you crack a dry cleaning client. It was transcribed and went like this:

you crack a dry cleaning client. It was transcribed and went like this:

Anncr: "The following radio spot announcement is presented by Fishburn's Dry Cleaners who have been faithfully serving Dallas for 50 years. Here is Fishburn's spot announcement...."

Control: (five seconds dead air)

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Anncr: "That spot was removed by Fishburn's unparalleled spot removing process. Fishburn's reminds you... etc., etc."
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Don Keyes

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Don Keyes

Scholz

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TO: ALL MANAGERS, ALL SALES MANAGERS

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Control: (five seconds dead air)

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Don Keyes

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*not
car wash*

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

I think Gordon covered this in a separate memo a short while ago, but it is worth repeating after having heard it on the air on KLIF. They have sold the "Cowboy Play-of-the-Week" to Doran Chevrolet, and it runs ten times a week in Monday and Tuesday drive time. It is a very interesting and exciting little package.

COMPETITIVE COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

Brockstein's, a Houston Music Store, is using a clever back-to-school type commercial which doesn't necessarily have to be tied into the back-to-school theme. The spot starts with the sound of a tuba, and the announcer says "the big", then comes a flute, and the announcer says "the small", then the base drum, and the announcer says "the wide", then the oboe, and he says "the tall". He then goes into a real pitch "regardless of the size or the price, whether your child can play or is just taking lessons, Brockstein's has just what you are looking for...etc."

COMMERCIAL IDEA (Dickie Rosenfeld, Sales Manager, KILT)

They have come up with a commercial for the Minute Man Car Wash, using a gimmick voice supposed to be that of the car talking. Written humorously it gives a description of the process Minute Man goes through as the car is being washed. The car tells how nice the sudsy soap feels, getting the dirty old grime off and how nice the warm water feels, etc.

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SIMAS BROS.

1 MINUTE RADIO SPOT

Hello boys and girls of Radio-Land... This is your Uncle Walter, affectionately known as "Old gassy," bringing you today's stirring episode of "Gas War." As you know, kiddies, "Gas War" takes place right here in our own East Bay. The Hero of course, is Prince of the Pumps, Sir Walter Simas, whose entire life has been dedicated to battling the big gas dragons, fighting with his trusty "A Beards" in the cause of lower gas prices. Now, I know you've heard this story before... But I'll bet you never heard of a Dragon draggin' his battle into court. But that, dear kiddies, is persac'tly what the Big Dealer Bosses in the East Bay are trying to do. Now, don't panic, little ones... All is well--Sir Walter and his sturdy gas pumps have been through many a battle before with the Gas Dragons. Just let him know that you're still with him by tipping your helmet each time you pass a Simas Station in Walnut Creek, Berkeley, Oakland, Castro Valley, Richmond and Alameda. In fact you might even point your pony toward a Simas pump and fill him up. Very nutritious and gasly low in price.

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

Color TV Batman Promotion --

(MUSIC: BATMAN MUSIC UP AND UNDER)

Robin: "Holy Price Tag! Look at the Discounts scribbled on TV City's Big Sale Items!"

Batman: "Observing of you to notice, Robin. Looks like foul play as our old enemy... 'The Scribbler'....."

Robin: "Holy bargains! Philco portable TV's regularly 179.95 are scribbled with the price of only \$159.95!"

Batman: "That foul villain, The Scribbler, won't get away this time... why just look at the easy terms!"

Annecr: "Meanwhile, Color TV City, 6100 Westheimer, will be open till 9 PM, the unfortunate victim of The Scribbler's fiendish bargain making--a foul deed from which only you can benefit!"

###

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

Marines marching, Gomer Pyle calling cadence 3-2-2. Sgt. stops him, chews him out, etc. Never in all his years as a Marine has he heard a 3-2-2 cadence count, is Pyle trying to change Marine tradition? Gomer explains that he has heard about the Houston Post's classified ad offer of 3 lines for 2 days for only two dollars, etc. etc. (details) . Sgt. says he agrees it really is a great deal and will take advantage of it himself right after drill. Then he yells at Gomer to get back in line as he is taking over the squad and as they march off, the Sgt calls 3-2-1, 3-2-2.

###

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

Color TV Batman Promotion --

(MUSIC: BATMAN MUSIC UP AND UNDER)

Robin: "Holy Price Tag! Look at the Discounts scribbled on TV City's Big Sale Items!"

Batman: "Observing of you to notice, Robin. Looks like foul play as our old enemy... 'The Scribbler'...."

Robin: "Holy bargains! Philco portable TV's regularly 179.95 are scribbled with the price of only \$159.95!"

Batman: "That foul villain, The Scribbler, won't get away this time... why just look at the easy terms!"

Annex: "Meanwhile, Color TV City, 6100 Westheimer, will be open till 9 PM, the unfortunate victim of The Scribbler's fiendish bargain making--a foul deed from which only you can benefit!"

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CREATIVE SALES

KLIF -- Pitched KLIF and KNUS personalities in style show at Paraphernalia Shop. Account bought both stations.

- - - - -

KCND -- Starting September 1, will program 2.5 hours KABL music early AM. Plans to sell in half-hour segments.

- - - - -

WNUS -- Proposed to Allied Hi-Fi Stores sponsorship of all-night show (three nights a week) with live copy stressing "beautiful sounds you are hearing will sound as good or better at home on Allied equipment."

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WNUS -- Attaches samples of public service type spots to be used in conjunction with Pacific Gas and Electric Company. These are used as bonus spots in our effort to get a 52-week schedule from PG&L. Editor's note: You may not log these bonus items as PSA's, as long as they are connected in any way with a regular commercial sched.

- - - - -

WYSL -- I have a "Crush" on you Dance! WYSL and Orange Crush sponsors a dance where bottle caps are used for entry fee and fee for refreshments, including Orange Crush and Hot Dogs. Will have two big bands, computer dating, etc. Warning: Unless Orange Crush makes bottle caps available FREE to public, you may be involving yourself in a lottery. In any event, check with Marcus Cohn before consumating the deal and before one word goes on the air. Marcus may decide "consideration" is involved if an individual has to purchase an Orange Crush to get the cap.

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WNUS is attempting to find out where their listeners are, AM or FM. Getting good response on "why they enjoy listening to WNUS Music on either AM or FM."

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WNUS becomes the Mutual outlet in Chicago August 18th. Scheduled 5-minute news every hour on half-hour. Using kicker lines immediately prior to joining the net.

- - - - -

WYSL has provided separate hooks in the control room with the oldies for each jock shift. Each jock refills his own oldies played the day before, after his air shift the following day. Avoids repetition.
KLIF note.

BEST ON THE AIR PROMOTION

KLIF is staging the "Great Hangup" offering installation and free phone service on local calls for a full year. Listeners send in their name and phone number and that of a friend. Once per hour, the two names are announced. If both are listening, they are eligible to win. There will be a drawing from the cards of those who were listening to determine the final winner.

BEST PSA APPROACH

KLIF is using their outdoor sign board to welcome groups conventioning in Dallas. Also on the air.

OBJECTIONABLE COMMERCIALS

KLIF dropped tag for Fed-Mart which refers to buying guns at Fed-Mart. Question as to whether it is good to announce that you can buy guns as easily as the other items included in their tags.

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rph
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SALES IDEA (Bob Luther, Manager, WYSL)

For Dept. store Christmas season: Elf Whistle. If elf blows whistle while child is talking to Santa, he or she gets another special gift. Also, child's parents get gift, Christmas tree decorations, etc.

###

PROMOTION (John Borders, Program Director, KLIF)

"Collector's Corner, Record Mart"...or similar title for hour late in evening during which information is exchanged on swapping old hits. Ej reads sample card..."Bobby Jones of 3301 Kenosha Way will trade a copy of Fats Domino's I'm Walkin' for any early Elvis Presley Hit", etc. Good gimmick for nite man to throw in occasionally.

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EFFICIENCY IDEA (Heber Smith, Manager, KABL)

This really comes under the heading of increasing local sales volume but several inquiries which I have made in the past two weeks indicate larger and larger co-op funds being made available in appliance, floor covering, fire and drug fields. Co-op money has been available for a long time but not to the same extent as it is presently available in the Bay Area, and I suggest that similar situations could prevail in other markets.

###

HOT KLIMBERS

WYSL

1. All I can see is you
2. Clancey can't even sing
3. All strung on you

Dusty Springfield
Buffalo Springfield
April & Nino

Philips

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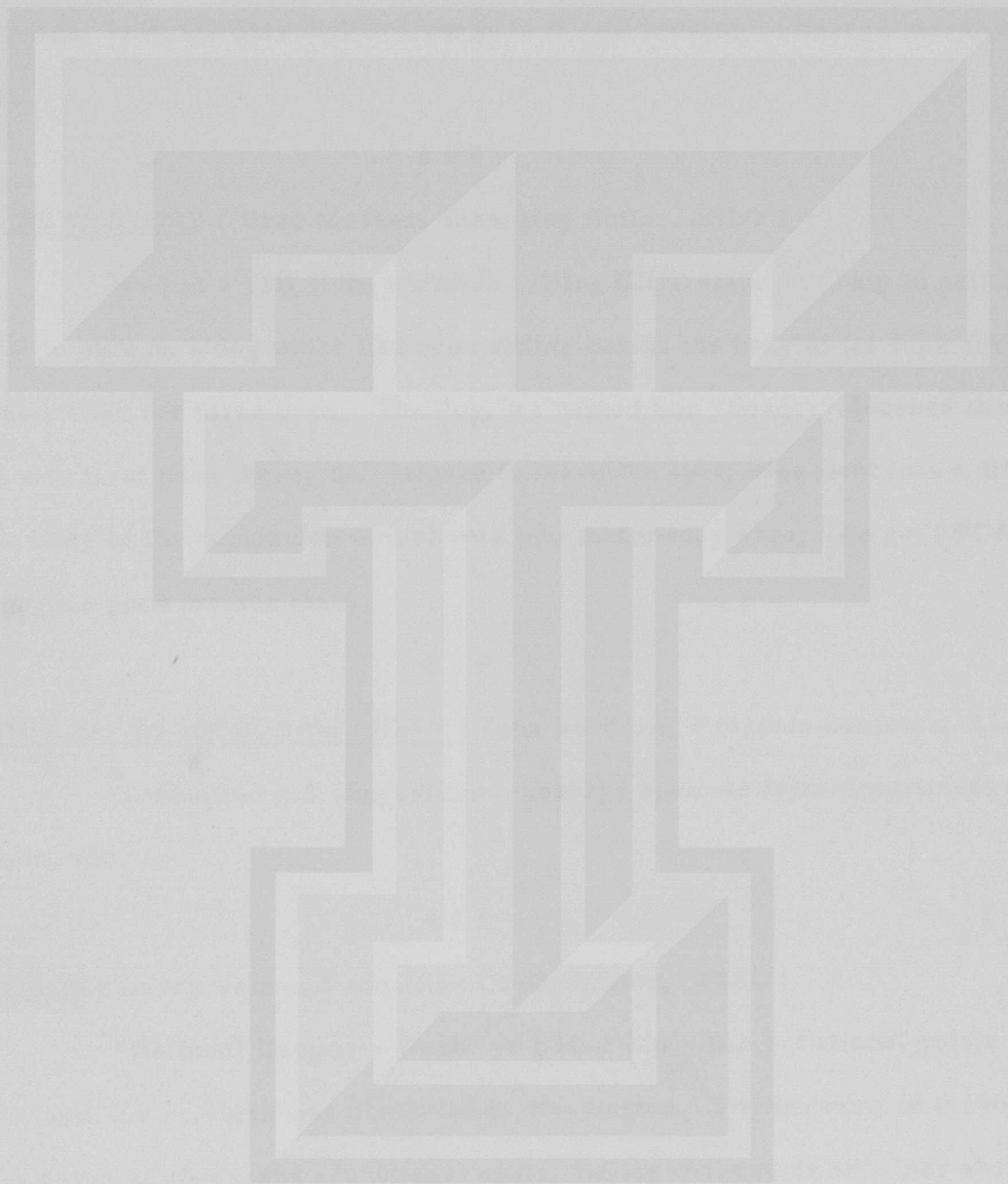
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AICB MADE U.S.A.



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

June Dairy Month : Contact milk producers association in your area and sell on idea of pushing all milk products. In order to create big splash for campaign, have air personalities compete in cow milking contest inconspicuous location.

###

LOCAL NEWS STORY (Brad Messer, Managing Editor, KILT)

We had a call from a woman calling KILT soliciting help in getting the SPCA to pick up a dog which had been sitting beside the body of its companion on a county road for three days. The dog, we named him "Sunday" because that's when he was first seen there, had refused to leave the spot; even went into a ditch when the body of the companion was shoved into that muddy area. We got SPCA and a doggone good feature story.

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

Graduation gift suggestions: perhaps specials from department store, drug chain, etc.

###

PROMOTION (Larry Vance, Promotion Co-Ordinator, WYSL)

"National Realtor's Week" -- (May 22nd-28th) National public relations man for realtors was contacted in Washington. Forthcoming in the mail will be a group of 30-second educational spots, telling individuals why they should go through a real estate agent when buying or selling property. Propose to sell these spots to local realtor or local realtor's association.

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###

WWWW - Richman Brothers Clothes - 60-seconds- heard on WJR

Male Voice: (whisper)...Here I am in Richman Brothers. ~~XXXXXXXXXXXX~~... Nobody looking...I think I'll just take this scissors and cut a small hole in the lapel of this Richman Brothers suit.

Control: Sound of scissors and cutting...

Male Voice: (still whispering) There! Now I'll just stand over here in the corner and watch what happens...(voice fades with his footsteps...)

Male Voice (2); (whistling, walking, stops abruptly) Hey! What's this? A small hole...Hey! George...Come 'ere! Lookit this hole in one of our suits!

Male Voice (3): (walking quickly) What? You're right! A hole! Hey Fred, Hurry! Angelo! Come here!

Many Male Voices (all topping one another, walking, running, muttering, sounding quite disturbed...) A Hole! Lookit that! What is it?

Announcer: The 700 tailors at Richman Brothers Clothes really notice the little things...and all of Richman Brothers 700 tailors care about the suits they make for their customers. When it comes to fitting suits, the tailors at Richman Brothers believe it's the little things that are important. Visit one of the 700 tailors at Richman Brothers tomorrow.

WJBK, WCAR, WXYZ and WJR are all beginning to use "first-person" Public Service Announcements as pioneered by McLendon and W/4 in Detroit. But there's one important difference: announcements recorded by other stations fail to mention respective call letters...as tie-in with executive voicing spots.

WQTE...very gradually, and without on-air or outside promotion, has begun to rejuvenate its music. Some of the Wayne King and Guy Lombardo has been replaced by Tony Bennett, Nancy Wilson, John Gary, and Frank Sinatra. It is rumored that WQTE will eventually drop the "geriatric" music for a sound similar to W/4's.

BEST NEW COMMERCIAL APPROACH USED ON STATION

KLIF - Glamorene - National spot "Don't let a garden grow in your carpet..." entire spot available on request.

BEST NEW COMMERCIAL APPROACH BY COMPETITOR

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WWW - Can hardly be considered a "commercial approach", but W/4 programming has had
quite an impact on the Detroit market:

WJBK, WCAR, WXYZ and WJR are all beginning to use "first-person" Public Service
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important difference: announcements recorded by other stations fail to mention
respective call letters...as tie-in with executive voicing spots.

WABX-FM... "Phase Four...psychedelic rock" - within the last ten days has
begun to announce weather as the "Phase 4-Cast", copying W/4's "W/4-Cast".

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placed by Tony Bennett, Nancy Wilson, John Gary, and Frank Sinatra. It is
rumored that WQTE will eventually drop the "geriatric" music for a sound
similar to W/4's.

KLIF - Garland New Car Dealers radio spot on tent sale at Fed Mart parking lot.
Excitement of having all dealers competing in one place.

BEST NEW COMMERCIAL APPROACH USED ON STATION

KLIF - Pepsi Possee - take off on Johnny Cash.

KLIF - Glamorene - National spot "Don't let a garden grow in your carpet..." entire
spot available on request.

30 sec

Sunday $\frac{116}{8}$ 6 6 4 = 24

30

AND NOW A MONEY-SAVING MEMO FROM THE FIFTEEN

HASTINGS MEN'S AND WOMEN'S FASHION STORES .

LOOKING FOR SOME RICH SAVINGS ON FAMOUS-NAME

CLOTHES? HASTINGS CLEARANCE IS NOW IN FULL

SWING AND YOU'LL FIND PLENTY TO PLEASE IN ALL

DEPARTMENTS. RENOWNED HART-SCHAFFNER & MARX AND

HICKEY-FREEMAN CLOTHES AT SUBSTANTIAL SAVINGS.

UNCOMMON VALUES ON HASTINGS CLOTHES, FURNISHINGS

SPORTSWEAR, SHOES AND HATS...AND SOME RICH RED-

UCTIONS FOR THE LADIES IN HASTINGS WOMEN'S SHOPS.

THAT'S HASTINGS CLEARANCE. // HASTINGS CLEARANCE...

HASTINGS CLEARANCE...HASTINGS CLEARANCE...HASTINGS

CLEARANCE.....THIS IS A RECORDING!

Sunday $\frac{6/16}{8} - 7/17 \quad 7/18 \quad 7/19$
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PROMOTION IDEA NEEDED

WYSL - With Holidays coming up... WYSL thinks a few thoughts toward something different for Thanksgiving and Christmas would be helpful to all of us.

NEW AND CRAITIVE SALES IDEA SOLD OR PROPOSED

- KLIF - KLIF is running station contest that anyone with transistor tuned to KLIF at State Fair and stopped by KLIF roving reporter gets silver dollar. Proposed Crabtree Electronics buy 1D schedule plugging cheap transistors on day before and day of Junior High and High School day at Fair.
- KILT - Key Oil Company - Prospect has several truck stop locations in and around Houston. Idea is to sponsor all night show from 12 Midnight to 5:30 AM, when most of the big trucks are rolling. Special feature of show is TRUCKER'S INFORMATION EXCHANGE where drivers seeking, or giving, information about old driver buddies drop information in box which is mailed to station weekly for use on show.

BEST NEW COMMERCIAL APPROACH BY COMPETITOR

- KLIF - Zale's TV - great slogan - when you're thru playing games, see Zale's. (close up of diamond engagement and wedding ring.)
- KILT - Circus Nuts - Circus Nuts spot dramatizes a scene between Atilla the Hun and a man about to be executed. It becomes obvious right at the start that the parody is a play on the unlikely "femininity" of Atilla. Atilla asks to be called "Hun," or "Tillie" throughout the spot. It ends with the Atilla shouting "spare him... he likes Circus Nuts..."

BEST NEW COMMERCIAL APPROACH

- KILT - Alaskan Stores - For Alaskan Stores women's wear chain, KILT produces a multi-recording of an event putting forth the idea of "Wise buyers shop the Alaskan Way." As four line chant ends, "Bononza" theme bangs in, then fades under announcer selling Alaskan's 55th Anniversary Bargain Bononzas Spot is a real attention-grabber.

QUESTIONABLE MOVIE SPOTS

- KLIF - The Trip - rejected - simple don't want to advertise a film extolling the virtues of LSD - or even dealing with the subject in a sensational manner.

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July 7, 1967

WDTM - WJBK - "I've Got Your Number" announcer reads name and phone number on air. If listener calls station within two minutes, he becomes eligible for drawing of one of 15 new cars. "Keep listening!"

KILT - Music: (Sentimental to set the scene)
Annc: This week is Agnes' 50th birthday so I asked her what she wanted. I told her I could save \$35.00 on a movie camera at Fed Mart... 32.50 on an expensive pair of ear rings... and do you know what?.. she started crying... I've known her since grade school and she never cried before. Then she said "You can also save \$78.00 on a genuine engagement ring at Fed Mart. you know.. Maybe Agnes has a good idea after all.

###

BEST NEW COMMERCIAL APPROACH USED

KILT - GULFGATE CHRYSLER PLYMOUTH
(Quietly cheerful humming in background)

Some of you like the quiet, careful way of doing things... thinking a thinkthrough... without pressure... without rush. Looking before you leap into doing something important... like buying a new car. That's why you'll be glad to deal with Miles Hall Gulfgate Chrysler Plymouth, Houston's newest Chrysler Plymouth dealer... with a new way of doing things. Like really giving the fine service and courteous treatment, like showing you the big lineup of beautiful new Chryslers and Plymouths... and leaving the decision to you. Fred Thomas and Bob Carr are two of the Southern gentlemen at Gulfgate Chrysler Plymouth... talk to them and try the new way of Miles Hall Gulfgate Plymouth... Houston's newest Chrysler-Plymouth dealer... near Gulfgate at Exit Eight on the Gulf Freeway.

WYSL - Park Edge Supermarket commercial:
If price is your reason for shopping any place, Park Edge can more than satisfy you. But then any supermarket can give you price - Park Edge gives you more.
Copy then enumerates, other reasons, wide aisles, wider choices, etc.

W-NUS- Jack Brown Buick
Jack Brown invites you to think,
followed by 20 seconds of music, followed by,
Now that you have had time to think, think of Jack Brown for your next Buick.

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

(WYSL)

Hengerers Dept. Store

AnnCR: Spring is here and the lamp posts are in bloom again at Hengerer's.

Man: Pardon, monsieur - the lamp posts are in bloom?

AnnCR: Yes, all the lamp posts in Hengerer's Junior Lane are in full bloom.

Man: How quaint, flowered lamp posts. There is some special significance to this?

AnnCR: Of course. When lamp posts bloom, the girls come out.

Man: Ah, girls! Oui.

AnnCR: They come to Hengerer's to get all the groovey, new styles.

Man: Oui, oui, girls! (mmm, smack)

AnnCR: This is a wild year at Hengerer's. One of the wildest.

Man: Oui, oui.

AnnCR: Mini dresses are in.

Man: Mini dresses?

AnnCR: You know - mini dresses!

Man: Ah, oui! Oo la la!

AnnCR: Baby dresses. Real cute.

Man: Oui babeo.

AnnCR: Little panty dresses. You know, tiny mini tunics over lacy pants & ruffle trim bloomers.

Man: Sacre bleu!

AnnCR: See-through cages over body stockings in full or modified tent silhouette.

Man: Oooooow! Magnifique!

AnnCR: Hengerer's has all the groovey, new looks for spring.

Man: Quick! How do I get there?

Anncr: Follow the flowered lamp posts to Hengerer's Junior Lane at
Hengerer's Amherst of 3rd floor downtown.

###

Man: For the Hengerer girl who has everything - the only dress is a Lanz dress.

Girl: Lanz means understated elegance.

Man: Lanz means superb craftsmanship.

Girl: Lanz means fabulous styling.

Anncr: Lanz means money!

Girl: Now just a minute!

Man: How dare you interject a crass commercial note?

Girl: Who do you think you are?

Anncr: I'm sorry.

Man: At Hengerer's, a Lanz dress is above money. It's more a philosophy.

Girl: Or a beautiful poem.

Man: A Lanz dress is a way of life. Elegant, smooth, sophisticated.

Girl: A Lanz dress shouts quality in a whisper.

Man: A Lanz dress is smart.

Girl: A Lanz dress is classic.

Anncr: A Lanz dress is expensive.

Girl: Butt out, Buster!

Man: Will you shut up?

Girl: Hengerer's will show the fabulous Lanz dress line at 12:30 and 2:30 in
the 3rd floor Junior Department at Hengerer's downtown.

Man: And at 7 pm, Friday, March 10th at Hengerer's Amherst.

Anncr: Look for the flowered lamp post.

###

Annecr: According to reliable sources at Hengerer's, this is the way Stanton did it.

Girl: Excuse me, senor. What's that you are wearing?
(Fade in)

Man: This? This is my shirt.

Girl: I know that. But what kind of a shirt is it? You see, I'm from Stanton. We're always looking for new designs.

Man: Oh, well this is a Mexican wedding shirt. I am going to a wedding.

Girl: Could you let me try it on for a moment?

Man: You want my beautiful shirt?

Girl: Yes, just for a moment.

Man: Here on the street? Well, all right.

Annecr: The girl from Stanton put on the beautiful, ruffled white Mexican wedding shirt. The effect was great. Stanton started to make Mexican wedding shirt dresses.

Girl: You can see the fabulous Mexican Wedding shirt dress at Hengerer's downtown and Amherst.

Annecr: It's by Stanton, a name to remember in junior fashions.

Girl: While you're there, see the fun and fancy Stanton bloomersdresses. Tiny, mini tunics over lacy pants.

Annecr: Or Stanton's cute christening dress with tucks and lace and ribbons.

Girl: Follow the flowered lamp posts down Hengerer's Junior Lane.

Man: Senorita, my shirt, my shirt, please, my shirt. I'm late for the wedding.
(Board Fare)

###

Dickie Rosenfeld needs a promotional idea for an Independent Service Station chain.

Bob Luther needs an idea for Chrysler/Plymouth dealers association. He also needs an idea to turn on the Erie County Fair Committee.

###

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

(WYSL)

Hengerers Dept. Store

AnnCR: Spring is here and the lamp posts are in bloom again at Hengerer's.

Man: Pardon, monsieur - the lamp posts are in bloom?

AnnCR: Yes, all the lamp posts in Hengerer's Junior Lane are in full bloom.

Man: How quaint, flowered lamp posts. There is some special significance to this?

AnnCR: Of course. When lamp posts bloom, the girls come out.

Man: Ah, girls! Oui.

AnnCR: They come to Hengerer's to get all the groovey, new styles.

Man: Oui, oui, girls! (mmm, smack)

AnnCR: This is a wild year at Hengerer's. One of the wildest.

Man: Oui, oui.

AnnCR: Mini dresses are in.

Man: Mini dresses?

AnnCR: You know - mini dresses!

Man: Ah, oui! Oo la la!

AnnCR: Baby dresses. Real cute.

Man: Oui babee.

AnnCR: Little panty dresses. You know, tiny mini tunics over lacy pants & ruffle trim bloomers.

Man: Sacre bleu!

AnnCR: See-through cages over body stockings in full or modified tent silhouette.

Man: Oooooow! Magnifique.

AnnCR: Hengerer's has all the groovey, new looks for spring.

Man: Quick! How do I get there?

Anncr: Follow the flowered lamp posts to Hengerer's Junior Lane at
Hengerer's Amherst of 3rd floor downtown.

###

Man: For the Hengerer girl who has everything - the only dress is a Lanz dress.

Girl: Lanz means understated elegance.

Man: Lanz means superb craftsmanship.

Girl: Lanz means fabulous styling.

Anncr: Lanz means money!

Girl: Now just a minute!

Man: How dare you interject a crass commercial note?

Girl: Who do you think you are?

Anncr: I'm sorry.

Man: At Hengerer's, a Lanz dress is above money. It's more a philosophy.

Girl: Or a beautiful poem.

Man: A Lanz dress is a way of life. Elegant, smooth, sophisticated.

Girl: A Lanz dress shouts quality in a whisper.

Man: A Lanz dress is smart.

Girl: A Lanz dress is classic.

Anncr: A Lanz dress is expensive.

Girl: Butt out, Buster!

Man: Will you shut up?

Girl: Hengerer's will show the fabulous Lanz dress line at 12:30 and 2:30 in
the 3rd floor Junior Department at Hengerer's downtown.

Man: And at 7 pm, Friday, March 10th at Hengerer's Amherst.

Anncr: Look for the flowered lamp post.

###

Annecr: According to reliable sources at Hengerer's, this is the way Stanton did it.

Girl:
(Fade in) Excuse me, senor. What's that you are wearing?

Man: This? This is my shirt.

Girl: I know that. But what kind of a shirt is it? You see, I'm from Stanton. We're always looking for new designs.

Man: Oh, well this is a Mexican wedding shirt. I am going to a wedding.

Girl: Could you let me try it on for a moment?

Man: You want my beautiful shirt?

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###

upb
cs

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

Jack Roach Ford on KPRC -- Salesmen say yes to anything at Jack Roach Ford, if you only want to pay "X" dollars down and "X" dollars per month on a new Mustang...we say, Yes..."X" dollars on a new Fairlane, we say, Yes..."X" dollars on a new Galaxie, we say, Yes...etc., etc. "I don't know why we say yes to every deal...it's the sales manager's idea. If you want to only pay "X" dollars for a used, etc., etc. we may cry a little but we say, Yes. Maybe the reason we say yes is because our sales manager is a Karate champion and if we say that other word.....C-R-U-N-C-H! (Sounds of boards splintering).

#

SPEC SPOT SOLD (Dickie Rosenfeld, Sales Manager, KILT)

We have proposed to Newberry's Department Store that they establish a first floor, easily accessible fixture to display Father's Day gift items, all priced under \$10.00. They will gear a schedule on KILT to the teenager promoting the ease of shopping for a Father's Day gift at the special counter. The "everything under \$10.00 " feature will also be played up big in the spot, using items.

#

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We have proposed to Wyatt's Cafeterias, a schedule of Saturday and Sunday spots containing religious and church announcements. The spots invite listeners to eat at Wyatts before or after church and special reminders that special "group" servings are available throughout the week.

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Control: (Ward's jingle; Five seconds)

Guy: "What are you doin' with those binoculars, baby?"

Gal: "I'm watching Wards..."

Guy: "Watching Wards...?"

Gal: "You know...like in the jingle...they asked me to watch Wards grow bigger to serve Chicagoland better..."

Guy: "I don't think they meant literally watch Wards...like with binoculars."

Gal: "But how else can we see the all new Wards at Randhurst Shopping Center, Montgomery Ward in Gary and La Grange, Wards beautiful new stores in Oak Park and Evergreen Plaza, Wards in old Orchard.....a bigger and better store. And of course the new name for a great new store on State Street. I've simply got to watch the new Wards on State and Adams. It's such an exciting store...."

Guy: { Has been trying to interrupt } "Baby, that's just the point. You don't have to watch all the Ward stores. There are now so many...one is always close enough to see first hand."

Gal: "You mean, I don't have to watch Wards through these binoculars?"

Guy: "Of course not. Anyway...you're supposed to look through the other end."

###

up
C.C.
Dept. Store

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STATION BREAK (Dick Lahm, Program Director, KILT)

npb
Dept Store

"A Houston tradition for music and news..."

"The Varsity Squad of Houston Radio...."

#

SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

" Meyerland Speedway was running out of steam...wanted something different. Due to football and baseball and everything else shooting at their crowds... We convinced the management to have a "Close of Season" race... We called it the "Summer Season Champion"... We cut special spots.. raised the gate prices...He took the difference in profit and put up a trophy and bigger cash prizes for the drivers. He did real well--drew 5700 people and will make it an annual event. We sold him an extra schedule. "

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

"KTRH for Peden Iron and Steel. A woman switchboard operator answers the board with 'Peden Iron and Steel, valve department', 'Peden Iron and Steel, electrical dept...thank you', 'Peden Iron and Steel, structural dept...thank you'. She does this for five or six times(to show the many departments in the company) then a male voice comes in and gives a short pitch on the company and its growth, and sells hard on the fact that Peden has been in Houston since 1890. This is an excellent method to mention the many products of a big company without sounding too commercial."

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

*note
Dept Store*

The following commercial idea was proposed to Woolworth Garden Center:

PETUNIA: I'm just a poor little petunia in an onion patch.

ONIONS: Yeah, whatta you doin' here...this is strictly onion territory.

PETUNIA: If we had come from Woolworth Garden Center, this
would not have happened.

ONIONS: Ain't it da truth...you're lousin' up our deal with your
crummy sweet smell.

ANNCR: Don't let this happen to you...at Woolworth's Garden Center
all plants are carefully graded, selected and separated.
That's Woolworth's Garden Center (address).

#

CREATIVE SPOTS (Dickie Rosenfeld, Sales Manager, KILT)

Sold a series of spots to Sears on safety. One of them is a
screech of brakes and the crash...then silence and the announcer comes on with
a soft sell..."that could have been avoided if a safe, good tire was on the car
instead of the tired, old, worn out tire..."

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STATION BREAK (Bill Peck, Continuity Director, WYN-R)

This is Chicago's Winner - Smooth as sand and wild as the waves!

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PROMOTION (Larry Vance, Program Director, WYSL)

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

###

PROMOTION (Larry Vance, Program Director, WYSL)

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

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

###

Sept. 23rd

SALES IDEA (Bob Luther, Manager, WYLS)

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

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For Dept. store Christmas season: Elf Whistle. If elf blows whistle while child is talking to Santa, he or she gets another special gift. Also, child's parents get gift, Christmas tree decorations, etc.

###

PROMOTION (John Borders, Program Director, KLIF)

"Collector's Corner, Record Mart"...or similar title for hour late in evening during which information is exchanged on swapping old hits. Ej reads sample card..."Bobby Jones of 3301 Kenosha Way will trade a copy of Fats Domino's I'm Walkin' for any early Elvis Presley Hit". etc. Good gimmick for nite man to throw in occasionally.

###

EFFICIENCY IDEA (Heber Smith, Manager, KABL)

This really comes under the heading of increasing local sales volume but several inquiries which I have made in the past two weeks indicate larger and larger co-op funds being made available in appliance, floor covering, fire and drug fields. Co-op money has been available for a long time but not to the same extent as it is presently available in the Bay Area, and I suggest that similar situations could prevail in other markets.

###

HOT KLIMBERS

WYSL

1. All I can see is you
2. Clancey can't even sing
3. All strung on you

Dusty Springfield
Buffalo Springfields
April & Nino

Philips

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

For Watson Transfer & Storage on KPRC --

Lady: "Big Watty, I have a moving problem, we are being transferred to Fort Worth and my husband won't trust anyone to move his million dollar stamp collection." Watty: "Yes ma'am. Just leave it to Big Watty for safe and secure moves, no matter where, or when." Lady: "Then, too, I have a rock garden that I must take along. Can you take care of it?" Watty: "Yes ma'am. There's nothing Big Watty of Watson Transfer and Storage can't move... anytime or anywhere!"

###

SPEC SPOT SOLD (Dickie Rosenfeld, Sales Manager, KILT)

I quote from Dickie's report:

"We proposed and sold to Newberry's Department Store that they hold an hourly sale... department by department. Each hour a different department in the store will be featured in the Newberry commercials, offering a "hot" off-price item.. with the price good for one hour only. For instance, the Cafeteria will feature "all the fried chicken you can eat" for 57¢ during the 5-6 pm dinner hour. The sale was run at KILT's suggestion and it was so successful that it resulted in a renewal of the schedule for this weekend."

###

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

April is National Teaching Career Month. KILT has proposed to several florists that they sponsor "The Teacher of the Week" during April. Students will be asked to write in the name of a teacher along with the reasons why the particular teacher should be named "Teacher of the Week". The winning teacher will have a beautiful bouquet of flowers delivered to her home after the winner is announced Sunday afternoon. The teacher will then be saluted on the air during the following week. The florist will be asked to buy a Sunday schedule and furnish the flowers (in return for mention in salutes)

PUBLIC SERVICE IDEA (Bob White, Program Director, KILT)

Bob suggests taking a charity organization or public service function and have the deejays sing about it. He feels there is enough music around that can have words adapted to fit. Intro the spot with a very deep, serious voice, "Ladies and gentlemen, the KILT deejays..." He feels the spot should be serious but few deejays can sing well so it should be a fun thing.

#

STATION BREAKS (Bob White, Program Director, KILT)

"KILT... where you get more M. P. H. ... music per hour..."

"KILT... where you can pick a pair... Ken & Charlie..."

#

PROMOTION (Richard Wilcox, General Manager, KABL)

"Little Old Lady of San Francisco" -- KABL, in cooperation with the S. F. Examiner, is looking for the typical LOL of S. F. On-the-air promotion and plenty of column mention in the Examiner have resulted in 25 entires a day.

#

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

Dept Store

I quote from Tad's report:

"We have been after Sears Roebuck for some time to go on a sustained 52-week contract. The chain has been making a great effort to be recognized as something of a fashion house. Obviously this will involve a change in image. To accomplish this, we are proposing a series of spots which will consist of voice tracks cut by a leading local fashion consultant describing trends in women's fashions for the current seasons as they arrive. The whole approach will be on a much higher level than anything that has been done in the past for the store and should bring good results if it is well done."

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note
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PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Street Where You Live" -- Twice per hour, deejay calls out the name of a San Antonio street. The first listener to call that lives on the street named, wins \$1.00. If the contestant lives in the same block number as the one the deejay has in the sealed envelope, they win \$5.50 cash, and if their name and address is the same as that in the envelope, they win \$25.00.

###

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

"Sorry Wrong Number" -- It's a repeat of a contest they ran about this time last year with fantastic rating results. It works this way. Once per hour the deejay calls a San Antonio residence from the phone book. If the person being called answers with the KONO secret phrase for that hour, they win \$86.00.

###

Dept. Store

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

'Sears Mystery Clerk' -- At this time Sears is having their big End of Summer sale. In turn for a good sized schedule, we are urging our listeners to ask all the Sears clerks if they are the "Mystery Clerk". Each day Sears has a different "Mystery Clerk". When the clerk is found, the customer receives \$5.50 gift certificate.

###

PROMOTIONS (Dave McKinsey, Program Director, KABL)

See attached copy for the promotions "Capsule" and "Bratwurst".

###

REJECTED RECORD (Bob White, Program Director, KILT)

We questioned "Eve of Destruction" by Barry McGuire on Dunhill. However, Bill Weaver cleared it. I feel each station should listen and make a decision. It is strong.

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PROMOTION (Richard Wilcox, General Manager, KABL)

KABL is running the Wild Boar promotion. Copy is attached.

###

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

El Antonio Motor Hotel is attempting to introduce their facilities to sales executives for use as a place to hold sales meetings. KTSA suggested they supply pads, pencils, name tags and coffee when a sales meeting is held with them. Copy is based on the idea "The purpose of a sales meeting is more sales (sound of cash register). Make your next sales meeting more successful by using El Antonio. We take care of all the details... you have time for the essentials."

###

SPEC SPOT (Doug McCall, Sales Manager, KTSA)

Prepared for Rhodes (Department Stores) -- Rhodes wasn't interested in radio until they started feeling the impact of Thom McAn's campaign on KTSA and Station B. KTSA proposed the idea of selling shoes in their department with a similar approach: "Rhoades shoes are so special we call them 'moods'... and the only way to describe them is 'supercalifragilistic expialidocious'..." They were convinced to the tune of \$1000... some now and the balance in August.

###

SUNDAY REVENUE (Doug McCall, Sales Manager, KTSA)

The local Rambler Dealer was opposed to Sunday radio. KTSA salesmen simply took him for a ride in Brackenridge Park on Sunday afternoon and showed him the potential. He is using Sunday announcements on KTSA now.

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PROMOTION (Richard Wilcox, General Manager, KABL)

KABL is running the Wild Boar promotion. Copy is attached.

###

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

El Antonio Motor Hotel is attempting to introduce their facilities to sales executives for use as a place to hold sales meetings. KTSA suggested they supply pads, pencils, name tags and coffee when a sales meeting is held with them. Copy is based on the idea "The purpose of a sales meeting is more sales (sound of cash register). Make your next sales meeting more successful by using El Antonio. We take care of all the details... you have time for the essentials."

###

SPEC SPOT (Doug McCall, Sales Manager, KTSA)

Prepared for Rhodes Department Stores -- Rhodes wasn't interested in radio until they started feeling the impact of Thom McAn's campaign on KTSA and Station B. KTSA proposed the idea of selling shoes in their department with a similar approach: "Rhoades shoes are so special we call them 'moods'... and the only way to describe them is 'supercalifragilistic expialidocious'..." They were convinced to the tune of \$1000... some now and the balance in August.

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###

Drink not cc

COMPETITOR'S COMMERCIAL (Ron Ruth, Sales Manager, W-NUS)

For Wanzer Milk -- KABL-type harp estab and down.....

"Wanzer on milk..." (harp stinger) "...is like sterling on silver..."

###

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

Ron suggests that as Lake Michigan begins to freeze, W-NUS should begin broadcasting warnings about the dangers involved with ice sports, skating, hockey, etc.

It seems no other station is doing this.

###

HOT COMERS

KLIF

- 1.) "Little Things"
- 2.) "Laugh, Laugh"
- 3.) "King Of The Road"

Bobby Goldsboro
Beau Brummels
Roger Miller

U. A.
Autumn
Smash

KILT

- 1.) "Break Away"
- 2.) "Six Boys" / flip
- 3.) "Look Of Love"

Newbeats
J. Frank Wilson
Lesley Gore

Hickory
Josie
Mercury

KTSA

- 1.) "This Diamond Ring"
- 2.) "Tell Her No"
- 3.) "Bye Bye Baby"

Gary Lewis
Zombies
Four Seasons

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###

*get
a
drive in*

CREATIVE SALES IDEA (Warren Kelly, Sales Manager, WYSL)

A woman's feature of hints on how to take care of your car. Be independent of your husband, surprise your friends at bridge, etc. Brought to you by Brost Motors.

Sponsor open, hint, commercial, sponsor close.

###

SPEC SPOT SOLD (Warren Kelly, Sales Manager, WYSL)

Loud roaring of racing cars, people over-ridden by the sound. Then 3 or 4 seconds of absolute quiet. Voice comes in loud and clear and says, "There, with the windows up we can talk. I said I bought my Olds at Metzloff. They really keep them tight, etc., etc. "

###

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

Simulated electronic voice ordering hamburgers at Charcos. Orders are placed this way at the drive-in chain. Sold schedule.

###

STATION BREAK (Bob White, Program Director, KILT)

"KILT...home of Houston's BAT guys...!"

###

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

We convinced Boyd Mullen Chevrolet to make a definite pitch for the youth market by hiring a teenage salesman. We encouraged the teen to solicit his friends, and by using his voice in production, we established Boyd Mullen Chevrolet as THE place for a teen to buy a new or used car.

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Sound effect (Horse neigh)
Motors.

That's me, the last of the Indian scouts. Talk about a real industry. The last time I was in the Indian sign, her spouse shot me in the back with an arrow... a Pierce Arrow. Only thing pulled me thru is Budweiser. Ah, yes, Budweiser. The best reason in the world to drink beer. Would an old scout
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ANNCR: Ladies, does your husband laugh when you sit down at your make-up mirror? They really keep them tight, etc., etc."

and tape hanging from your face? Does your dog whimper when you come in with mud caked over what used to be your face? And, even after you've spent hours with these beauty treatments, does your skin still feel like parchment, and look

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of Bonne Bell Ten-O-Six lotion for three dollars, twelve ounces of Tussy's Pink Cleansing Cream for two dollars. At \$###'s. And if your husband still laughs, give him a judo chop in the neck!

STATION BREAK (Bob White, Program Director, KILT)

in hard-to-fit, big size pants. "Are you a big enough man to fit into our clothes?" (Specialize
"KILT...home of Houston's BAT guys...!"

Rayco seeks to come back stronger in Houston Market and is doing so with exclusive schedule on KILT and with KILT handling copy theme off
###

#1 - What do you know about Rayco?
CREATIVE SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

#1 - Well, what do you know?
We convinced Boyd Mullen Chevrolet to make a definite pitch for the youth market by hiring a teenage salesman. We encouraged the teen to solicit his friends, and by using his voice in production, we established Boyd Mullen Chevrolet as THE place for a teen to buy a new or used car.

###

Budweiser Beer:

Sound effect (Horse neigh)

That's me, the last of the Indian scouts. Talk about a dyin' industry. The last time I ever saw a smoke signal, it turned out to be a blonde lookin' for an ashtray. While I was givin' her the Indian sign, her spouse shot me in the back with an arrow...a Pierce Arrow. Only thing pulled me thru is Budweiser. Ah, yes, Budweiser. The best reason in the world to drink beer. Would an old scout tell you a falsehood? Budweiser, best reason in the world to drink beer.

#

WHAT IS THE BEST NEW COMMERCIAL APPROACH USED THIS WEEK?

Skillers - Home beauty aids.

ANNCR: Ladies, does your husband laugh when you sit down at your make-up mirror? Do your children run screaming from the room when you appear with a wire, brushes and tape hanging from your face? Does your dog whimper when you come in with mud caked over what used to be your face? And, even after you've spent hours with these beauty treatments, does your skin still feel like parchment, and look like hardened cement? And your husband says you still don't look like Ursula Andress? Skillern's has solved your problem forever. After years of chemical research, Skillern's has found that nobody is going to look like Ursula Andress, not even Julie Christy, (dramatic pause) but you can look yourself at your very best by coming to the beauty section of Skillern's, where you can get eight ounces of Bonne Bell Ten-O-Six lotion for three dollars, twelve ounces of Tussy's Pink Cleansing Cream for two dollars. At Skillern's. And if your husband still laughs, give him a judo chop in the neck!

M. Hyman & Son - "Are you a big enough man to fit into our clothes?" (Specialize in hard-to-fit, big size men.)

Rayco seeks to come back stronger in Houston Market and is doing so with exclusive schedule on KILT and with KILT handling copy theme of:

- #1 - What do you know about Rayco?
- #2 - Well, they gave you lots before and now they're even giving more.
- #1 - Well, what do you know?

This has dramatic production and is used as opening and close for Rayco spots. In between mufflers, seat covers, tires, etc., are sold. Their business is up!

Budweiser Beer:

Sound effect { Horse neigh }

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

Monterey House on KPRC -- Spot opens with reporter interviewing guard at Fort Knox; "Ladies and Gentlemen, this is your roving reporter about to interview the head guard here at Ft. Knox, Chester Chumly. Mr. Chumly, you have an extremely important responsibility here. How does it feel to guard 48 billion dollars in gold?" "Oh, it's alright. But it isn't like my old job." "Oh, what did you do before being given such tremendous responsibility?" "I was a delivery man for Monterey House delivering those delicious, delicately spiced, tantalizing Monterey House enchiladas. I can taste them now!" "Well, how did you get this job?" "I was fired for stealing enchiladas. I just couldn't resist, etc., etc." Punch line: "But doesn't 48 billion dollars tempt you?" "Oh no, it's only money."

###

SPEC SPOT SOLD (Dickie Rosenfeld, Sales Manager, KILT)

Drugs

We are now in the throes of the hay fever season. We created a commercial saying that the pollen count is now above the sneeze level, and for all hay fever sufferers to use Hay Hist Caps. This product is manufactured here in Houston and distributed by Jones Apothecary. On the strength of the commercial, we sold them a sizeable schedule.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We are presenting to a banking firm an idea for some spots to be run on Sunday around the football games. It offers a box of "Chocolate Covered Money" to anyone opening an account of \$150 or more. The gift they receive is a box of chocolates with some actual money in the bottom of the box. Thus, the "Chocolate Covered Money".

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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..."

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SUNDAY REVENUE (Bill Weaver, General Manager, KILT)

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Concentration on outdoor entertainment activities--Playland Park, Putt-Putt Golf, Drive In Theatres, Drive In Food Counters, etc. -- and anything that is adaptable to outdoor type advertising.

###

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

Hunters are very early risers. With the advent of hunting season, KILT proposed to Madings Drug Stores that they buy a schedule to run in the 3 AM - 6AM segment, telling hunters that their all night drug stores carry hunting supplies, medicines and other hunting needs. They also suggested that they create and promote a special "Hunter's Breakfast".

###

CREATIVE SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

KILT sold Jones Apothecary on an idea for Hay Fever sufferers. We are going into the worst season for people who are addicted to a high pollen count. This particular drug chain has a product called "Hay-Hist" that gives relief. KILT worked out a blanket contract that whenever the pollen count reaches the sneezing point of 175 (grains per cubic yard), KILT automatically schedules 5 spots per day. This is based on a seven day week and should result in a sizeable schedule. The information on the pollen count is put out daily by the City of Houston Health Laboratory.

###

PUBLIC SERVICE IDEA (Earl Hawthorne, Sales Manager, KTSA)

"PTA Call Board" -- Air announcements on PTA events, such as meetings, dates of fund raising programs, etc.

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PROMOTIONAL IDEA (Stan Richards, Program Director, KLIF)

"A Date With A Star" -- This contest is unusual only in that the star in this case is a female and obviously the contest is designed to appeal to boys. The star is Annette Funicello, who is coming to Dallas to promote her new movie "Beach Party".

Arrangements have been made for one of our listeners to "win a date with Annette" for the evening. The usual accouterment will be furnished by KLIF.

#

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

FrigiKing Air Conditioning on KPRC. This spot was done in a German accent. A man on the street interviewing a German ski instructor who was driving through Houston from Bavaria. He is on his way to the Mojave Desert to teach sand skiing. He explains how sand skiing is done--by tying a rope around a camel's hump and hitting him on the rump. The ski instructor complains of the terrible heat in Houston. They then wind up selling him a FrigiKing Air Conditioner for his car. A very clever commercial.

#

PROMOTIONAL IDEA (Johnny Borders, Program Director, KTSA)

DJ Promos-- written and produced as if done by a fortune teller, etc. Adding punchline...example: (Weird Music) If you were born under the sign of Libra, today will be profitable for you... and look for an exciting event to take place tomorrow... between 3-7 PM... The Ricci Ware Program on KTSA! Etc., etc.

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visit him with a tape recorder or if it's an out of town game, a long distance telephone interview. Either way, the coach's comments are recorded and are incorporated into a commercial the following day.

All of these three ideas would make for extremely interesting commercials and certainly should provide an entre to those accounts whom you know to be sports minded.

#

COPY APPROACH (Don Keyes)

I notice that a local bank in Charleston, Illionois, is utilizing a series of institutional commercials which go something like this.

The voices of small children are recorded at the opening of the spot. These children say, in effect, "Please drive carefully when driving in school zones and don't run over me." After this little safety message, an executive of the bank is heard saying that these safety announcements are presented by his bank as a public service for the benefit of motorists as well as school children, and that they are sponsored by his bank, "Where saving money is our business and saving lives our hobby."

Should you run across a bank that likes institutional advertising such as this, this idea might prove useful.

PROMOTIONAL IDEA (Stan Richards, Program Director, KLIF)

"The Summer Sounds of Music" Contest. While this title bears no resemblance to the contest, the mechanics of the contest are worth passing along to you.

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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".

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

Big State Exterminating on KPRC. The entire commercial utilizes the Batman Theme only substituting the word "bugman" for Batman. Bill

Spitz , president of the company, is Bugman. Whenever needed he goes to his Bug-Cave and gets in his Bugmobile, etc., etc.

Heavy emphasis is placed on Bill Spitz as Bugman and of course they repeat a Bug Phone number to call.

#

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

To nursery and garden shops who remain open on Sunday, we have proposed the use of radio spots to inform listeners that complete lines of plants, fertilizers, and supplies are available on Sunday.

#

STATION BREAKS (Johnny Borders, Program Director, KLIF)

"KLIF...putting the 'pop' in popular music (pop music)..."

"The music authority in Dallas...KLIF...where hits are happenin'..."

#

SUMMER PROMOTION (Johnny Borders, Program Director, KLIF)

"Summer Countdown" -- "KLIF Countdown to Summer" -- Rent large pool and picnic area (Vickery Park comes to mind) just prior to season opening. Local bands and disc jockeys would be there. Pool would be open for swimming. Show would last several hours with continuous music, dancing. Only admission charge would be bottle caps, cartons, or similar proof of purchase. Naturally, paid schedule would promote the KLIF Countdown.

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"Summer Countdown" -- "KLIF Countdown to Summer" -- Rent large pool and picnic area (Vickery Park comes to mind) just prior to season opening. Local bands and disc jockeys would be there. Pool would be open for swimming. Show would last several hours with continuous music, dancing. Only admission charge would be bottle caps, cartons, or similar proof of purchase. Naturally, paid schedule would promote the KLIF Countdown.

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The people at Wendell West Travel Service know you're looking for, and demand, the best in transportation, hotel accommodations, and all land arrangements. To assure yourself of complete and comprehensive planning for that trip, call 781-8267 and make an appointment with Ade Lurie, or drop a note to the Wendell West Travel Service at 450 Post Street, San Francisco. Wendell West Travel Service helps you make that trip abroad, and helps you while you're there... complete service, complete satisfaction - Wendell West Travel Service - San Francisco.

Planning a trip of a cruise? You want expert help in making those travel plans, and you'll get it with the Wendell West Travel Service. Their new office, at 450 Post Street, just off of Union Square, is under the expert guidance of Ade Lurie, a veteran of 20 years in the business of helping international travellers with their plans. Whether you are a seasoned traveller, or travelling abroad for the first time, the staff at Wendell West Travel Service will advise and assist you in making that trip one of maximum enjoyment. Call their new office at 781-8267 and make an appointment with Ade Lurie, or write the Wendell West Travel Service at 450 Post Street, San Francisco, for further information.

WNUS - Teenagers make news. A news type vignette several times per day about outstanding young teenagers and their accomplishments in the field of art, academic record or special community involvement. Two food chain stores very interested.

BEST NEW COMMERCIAL APPROACH BY A COMPETITOR

KOST - Bandini Fertilizer (Regional Account - theme: "The end of the weed is coming." Spot opens with Street prophet shouting in voice of doom "the end of the weed is coming." He is then approached by a hippie and they proceed with the commercial. I'll try to get a dub of these spots because they are very funny and very well done. Bandini has built their entire ad campaign - radio, TV, print - on this theme.

MOST UNUSUAL COMMERCIAL APPROACH

KABL - Redlick's Furniture - Due to current San Francisco newspaper strike account bought one week schedule and told listeners they had never before used radio advertising of any kind. "Frankly we're testing radio and if our storewide clearance sale is successful at all we may continue on with radio after the strike is over." Sale is continuing and we have another two week schedule.

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INCREASED EFFICIENCY (Charlie Payne, General Manager, KLIF)

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Be sure receptionist or phone operator has a complete rundown of events, ticket locations, and other data concerning your station. No need to disturb Program Director with needless calls she can answer.

###

PROMOTION (Johnny Borders, Program Director, KLIF)

"Autumn Leaves" -- Exotic type promotion with listener sending biggest bundle of autumn leaves the winner. First prize is luncheon date with Roger Williams, second prize five autographed Roger Williams albums, and third prize is a rake.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We have proposed to a local florist that they select a civic or women's club each week and salute them and their work with a Sunday series of spots. The florist will then send flowers to the next club meeting. This is not only a good way for the florist to directly reach large groups, but it is also an excellent image builder.

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FIRST PERSON BEEPERS (Richard Dobbyn, Managing Editor, KILT)

Out of a total of 106 taped reports, 75 were first person. One of our best came from newsman Jim Carola, who telephoned a grocery store that was being robbed last night. When the victim answered, he said, "Why, he's still here, there he goes through the door... it just happened, how in the hell did you guys know so fast?" Needless to say, we ran that tape three times!

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

For Watson Transfer & Storage on KPRC --

Lady: "Big Watty, I have a moving problem, we are being transferred to Fort Worth and my husband won't trust anyone to move his million dollar stamp collection." Watty: " Yes ma'am. Just leave it to Big Watty for safe and secure moves, no matter where, or when. " Lady: "Then, too, I have a rock garden that I must take along. Can you take care of it?" Watty: " Yes ma'am. There's nothing Big Watty of Watson Transfer and Storage can't move... anytime or anywhere!"

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SPEC SPOT SOLD (Dickie Rosenfeld, Sales Manager, KILT)

I quote from Dickie's report:

"We proposed and sold to Newberry's Department Store that they hold an hourly sale... department by department. Each hour a different department in the store will be featured in the Newberry commercials, offering a "hot" off-price item.. with the price good for one hour only. For instance, the Cafeteria will feature "all the fried chicken you can eat" for 57¢ during the 5-6 pm dinner hour. The sale was run at KILT's suggestion and it was so successful that it resulted in a renewal of the schedule for this weekend. "

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

April is National Teaching Career Month. KILT has proposed to several florists that they sponsor "The Teacher of the Week" during April. Students will be asked to write in the name of a teacher along with the reasons why the particular teacher should be named "Teacher of the Week". The winning teacher will have a beautiful bouquet of flowers delivered to her home after the winner is announced Sunday afternoon. The teacher will then be saluted on the air during the following week. The florist will be asked to buy a Sunday schedule and furnish the flowers (in return for mention in salutes).

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

Ben Franklin Savings on KXYZ -- "Spot starts with the flutes playing and the drums rolling with the sounds of the Revolution--'Yankee Doodle Dandy'. The announcer comes on with '... It was 1776... the United States was in its infancy. The British were beating the revolutionaries at all fronts... the situation looked hopeless. The new nation was without funds to feed its troops or buy arms, but alas a man with forethought had predicted this. He was Ben Franklin and history found him in France asking that great power for aid. Ben Franklin got that aid and, being the thrifty person he was, he took half the money and used it to get the revolution back on its feet and saved the balance for the coming winter. Had it not been for men like Franklin with thrift as a driving power, the new nation would have perished. So you too should be thrifty and save the Ben Franklin way.' etc. etc.

###

COPY APPROACH (Don Keyes, Home Office, Dallas)

I stole this line from a signboard in Chicago and I think you might get a lot of attention with it with a florist in your city. The tag line, "... where you can find any bloomin' thing..." is quite clever.

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STATION BREAK (Don Keyes, Home Office, Dallas)

"This is KLIF, Dallas... the fastest thing in the air..."

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EXOTIC (Johnny Borders, Program Director, KTSA)

"Bemidji, Minnesota" -- The spot urges you to spend your winter in snowy Bemidji, Minn. Talks about the low temperature, crisp winter air, etc.

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

"KILT... Where music always heads out..."

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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)."

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PROMOTION (Bob White, Acting Program Director, KILT)

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"Autographed Beatle Book Contest " -- I quote from Bob's report:

"We have obtained two autographed copies of Beatle John Lennon's book In His Own Write. We are giving these to some listeners. We are asking them to count the number of Beatle records played during the 6:00 - 9:00 or 3:00 - 7:00 show for one full week. One of the correct entries will be drawn on the 6:00 - 9:00 show and one on the 3:00 - 7:00. This prize is big enough to hold the listeners tight for the full week. There is no way they can get these autographed books except from us. It has really stirred up the talk and will run during Hooper week. The books were obtained from Simon & Schuster Publishing, 630 Fifth Avenue, New York, New York 10020."

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PROMOTION (Bob White, Acting Program Director, KILT)

Bob reports that KILT is running the "Party Crashers" contest which I described in last week's Digest. He says that the mail pull daily has been upward of 60 letters and that mothers call all day asking the deejays to crash their teens party. He highly recommends the promotion and says it is a great public relations gimmick.

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

"KILT...where you get more smiles per hour..."

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

"Why I Love My Mom" -- Best entry of 25 words or less wins major prize from sponsor and the 25 runners-up win flowers for their mother.

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

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

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

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

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

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

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

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

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

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MERCHANDISING (Bill Young, Program Director, KILT)

With the heavy emphasis on outdoor activity in our area during the summer, we are planning weekend promotions throughout the season. For example : A Sunday afternoon might be spent on the Galveston Beach with an old fashioned weiner roast, surfing contest, etc., or a Friday night hop at Garner State Park. Good merchandising gimmick for seasonal sponsors because prizes or gifts of such items, as sun tan lotion, sun glasses, etc., could be given away.

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

Surfing is a very popular Gulf Coast sport for area teens. One popular Houston department store has a complete stock of surfing wear. We convinced them to buy a schedule on KILT. Even if surfing is not possible in some McLendon markets, kids love to wear surfing wear. Now is the time to pitch these stores who handle the merchandise.

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ACCOUNT SOLD (Dickie Rosenfeld, Sales Manager, KILT)

Florists in Houston find the gift of corsages, among young set, is a fading practice. As the prom season approaches good schedule sold to Allied Florists for the promotion of corsage giving for dances. Appeal is to the teen girls with theme "If your boyfriend doesn't furnish you a corsage for dance, you are not 'in'..." This can be developed in many ways such as gift of black orchid of the week, etc.

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NEW AND CREATIVE SALES IDEA

X-TRA- Making one-half cash, one-half trade pitch to Market Basket Markets. Trade would be for market chain to pay for printing of X-TRA News emergency stickers which would list the fire and police departments phone numbers.

BEST NEW COMMERCIAL APPROACH USED

KABL - London Fog Coats - Announcements begins with women's voice giving a completely fouled up weather report for perhaps ten or fifteen seconds. Announcer then comes in and says "At least 75% of the people don't understand such weather reports 80% of the time but you don't really need to know the weather conditions anyway when you have an all purpose London Fog Coat etc. . .

BEST SUGGESTION OUTSIDE STATION ON HOW TO IMPROVE STATION

KABL - Suggestion was made by a boating enthusiast that KABL give boating tips and information about tides, weather, etc. during weekends when many hundreds of boats are out. Might not be a bad idea for stations serving areas where boating interests are widespread.

STAFF MEMBER WHO CONTRIBUTED SOMETHING UNUSUAL

KABL - Office Manager, Mary Ann Nelson, suggests an upgrading and modernization of office equipment which, in the long run, effects any number of economies.

BEST LOCAL BEEPER REPORT

KILT - KILT's best local beeper, or series of beepers, was broadcast Wednesday afternoon, November 22nd. It was novel in nature, revolving around the 200-millionth baby born in the U.S. A blue-eyed boy born to a Houston couple at 10:01 AM the 20th was chosen as typical of the 200-millionth U.S. citizen because the census bureau predicted that 10 AM that date was the precise minute our population would reach that mark. We had tape with the baby (courtesy a nurse) the mother and father and hospital officials.

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Suburban Homes (KILT)

(Music ... Phone ring)

Hello, Chief? This is Max. Would you believe that I can buy a home for only \$11,975? Chief, listen. You can buy a suburban home in Oak Wild for only \$11,975. You can paint away the down payment, or if you're a veteran, you pay nothing down!! Listen, Chief. These homes have 3 or 4 bedrooms, 1 1/2 baths, 1 or 2 car garage, marble top vanities, central heat and air, paneled family room, walk-in closets and economical gas built ins. Chief, did you get the price? Only \$11,975. Now Chief, to get to Oak Wild, just go out the Eastex freeway, left on Hopper, and follow the signs to Suburban Homes in Oak Wild. It's only 10 minutes from downtown Houston... so what do you say, Chief, Baby? (the number you have dialed). I told him that you couldn't make a phone call on a shoe.

(Stinger)

###

King Submarine (WYSL)

Control: Three sonar beeps
 Ann-cr: It's ... KING SUBMARINE!
 Control: one beep
 Ann-cr: King Submarine...
 Control: Dive! Dive!
 Ann-cr: Diving on Western New York with the biggest, the thickest... the most delicious submarine sandwiches you've ever tasted! KING Submarine! Up scope!
 Control: Two beeps
 Ann-cr: Down scope! There they are! Full speed ahead to the Four big King Submarine locations!
 Control: One beep
 Ann-cr: Grant City, in the Clarence Mall!
 Control: one beep
 Ann-cr: Main and Broad Street in Tonawanda!
 Control: One beep
 Ann-cr: 329 South Niagra near Kohler in Tonawanda!
 Control: "ooga horn" two blasts (cut 10)
 Ann-cr: KING Submarine Sandwiches... look for the king on the sig! Look for TEN tempting varieties, including Lenten special! Look for low prices, too... starting at just 59-cents at King Submarine.
 Control: One beep
 Ann-cr: The winner in the war against skimpy machine-made submarine sandwiches! All hail... KING SUBMARINE!
 Control: First 10 notes of "Rule Britannia"
 LIVE TAG: Listen for "The Adventures of King Submarine" on WYSL!

Suburban Homes (KILT)

(Music ... Phone ring)

Hello, Chief? This is Max. Would you believe that I can buy a home for only \$11,975? Chief, listen. You can buy a suburban home in Oak Wild for only \$11,975. You can paint away the down payment, or if you're a veteran, you pay nothing down!! Listen, Chief. These homes have 3 or 4 bedrooms, 1 1/2 baths, 1 or 2 car garage, marble top vanities, central heat and air, paneled family room, walk-in closets and economical gas built ins. Chief, did you get the price? Only \$11,975. Now Chief, to get to Oak Wild, just go out the Eastex freeway, left on Hopper, and follow the signs to Suburban Homes in Oak Wild. It's only 10 minutes from downtown Houston... so what do you say, Chief, Baby? (the number you have dialed). I told him that you couldn't make a phone call on a shoe.

(Stinger)

###

King Submarine (WYSL)

Control: Three sonar beeps
 Annr: It's ... KING SUBMARINE!
 Control: one beep
 Annr: King Submarine...
 Control: Dive! Dive!
 Annr: Diving on Western New York with the biggest, the thickest... the most delicious submarine sandwiches you've ever tasted! KING Submarine! Up scope!
 Control: Two beeps
 Annr: Down scope! There they are! Full speed ahead to the Four big King Submarine locations!
 Control: One beep
 Annr: Grant City, in the Clarence Mall!
 Control: one beep
 Annr: Main and Broad Street in Tonawanda!
 Control: One beep
 Annr: 329 South Niagra near Kohler in Tonawanda!
 Control: "ooga horn" two blasts (cut 10)
 Annr: KING Submarine Sandwiches... look for the king on the sign! Look for TEN tempting varieties, including Lenten special! Look for low prices, too... starting at just 59-cents at King Submarine.
 Control: One beep
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Van's Super Fresh Pizza (KILT)

Scene: A party--a guy is building a stack of Van's Super Fresh Pizza.
Man 1: Say that stack of pizza is getting so tall it's beginning to lean!
Man 2: Why sure man--haven't you ever seen a leaning tower of Van's Super Fresh Pizza?

QUESTIONABLE RECORDS YOU CAME ACROSS THIS WEEK.

Bill Young, KILT, has banned the Tommy James & Shondells new release, "We're Alone Now" -- suggestive lyrics.

SOMETHING FOR WHICH I NEED A PROMOTION IDEA.

Dickie Rosenfeld, KILT, is looking for ideas for Savings & Loans as KILT is being by passed on too many schedules.

Al Lurie, KLIF, is looking for a special feature of some type for a bank.

BEST SALES PROMOTION IDEA

February is National Bowling Month and to tie in with a local lane we are attempting to plan a bowling tournament with the KILT deejays bowling against a group of monkeys from the Houston zoo. (KILT)

Dickie Rosenfeld suggests having only one person authorized to run the postage meter as so many people do not understand the rates.

Heber Smith, KABL, says that District Managers for All State Insurance throughout the country have a good deal to say, not only about media selection, but also specifics within that selection. S.F. Area Manager has recommended spot radio over print and TV in this market with very specific written recommendation for KABL. Other District Managers may have same influence.

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###

ryt
cc

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

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

###

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

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

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

###

EFFICIENCY NOTE (Charlie Payne, General Manager, KLIF)

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

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

###

PROMOTION (Dave McKinsey, Program Director, KABL)

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

###

NEWS CRUISER (Murry Kelly, Sales Manager, WYSL)

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

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

Monterey House on KPRC -- Spot opens with reporter interviewing guard at Fort Knox; "Ladies and Gentlemen, this is your roving reporter about to interview the head guard here at Ft. Knox, Chester Chumly. Mr. Chumly, you have an extremely important responsibility here. How does it feel to guard 48 billion dollars in gold?" "Oh, it's alright. But it isn't like my old job." "Oh, what did you do before being given such tremendous responsibility?" "I was a delivery man for Monterey House delivering those delicious, delicately spiced, tantalizing Monterey House enchiladas. I can taste them now!" "Well, how did you get this job?" "I was fired for stealing enchiladas. I just couldn't resist, etc., etc." Punch line: "But doesn't 48 billion dollars tempt you?" "Oh no, it's only money."

#2

###

SPEC SPOT SOLD (Dickie Rosenfeld, Sales Manager, KILT)

We are now in the throes of the hay fever season. We created a commercial saying that the pollen count is now above the sneeze level, and for all hay fever sufferers to use Hay Hist Caps. This product is manufactured here in Houston and distributed by Jones Apothecary. On the strength of the commercial, we sold them a sizeable schedule.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We are presenting to a banking firm an idea for some spots to be run on Sunday around the football games. It offers a box of "Chocolate Covered Money" to anyone opening an account of \$150 or more. The gift they receive is a box of chocolates with some actual money in the bottom of the box. Thus, the "Chocolate Covered Money".

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###

SELF'S

SPEC ON 7½

(TWO STEERS TALKING IN SLOW DRAWL)

#1 AM 'VE MEVAN BEEN SO HUMILIATED IN MAH LIFE. AM SAY IT'S AN OUTRIGHT PLOT TO WIPE US OUT.

#2 NOW WHO WOULD WANT TO DO A SILLY THING LIKE THAT. THERE'S NOTHIN' MORE IMPORTANT IN TEXAS THAN US STEERS.

#1 WHY WE'RE BORN AND BRED TO PRODUCE THE BEST, THE TENDEREST BEEF IN THE WORLD....AND THOSE PEOPLE AT SELF'S ARE SELLING OUR SWIFTS PREMIUM GROUND LEAN CHUCK BEEF ON HAMBURGERS FOR ONLY FIFTEEN CENTS. WHY I'M ASHAMED TO SHOW MY WHITEFACE.

#2 WHY, SHOOT, SAM, YOU'RE GETTIN' ALL RILED UP OVER NOTHIN'. THOSE FOLKS AT SELF'S KNOW HOW TO MAKE THE VERY BEST HAMBURGERS IN TOWN, USIN' OUR PREMIUM BEEF, AND STILL KEEP THEIR PRICES LOW.

#1 BUT, HANK, DID YOU KNOW THAT ON WEDNESDAY, THEY SELL OUR SWIFTS PREMIUM GROUND LEAN CHUCK BEEF ON HAMBURGERS FOR JUST TEN CENTS?

#2 SURE, I'VE HEARD TELL OF IT. THAT MEANS LOTS OF TEEN-AGERS WITHOUT MUCH MONEY IN THEIR JEANS CAN STILL FILL UP ON OUR GOOD BEEF.

#1 YOU MEAN, HANK, YOU DON'T THINK IT'S A PLOT TO ERADICATE OUR FINE BREEDIN'?

#2 COURSE NOT, SAM. IT'S JUST PLAIN GOOD BUSINESS AT SELF'S. PLENTY OF GOOD EATIN' AT PRICES EVERYBODY CAN AFFORD.

#1 I RECKON THAT'S RIGHT. THOSE FOLKS AT SELF'S MUST BE REAL SMART. MAKES ME FEEL ALL KINDA PROUD INSIDE.

Food

cl

COMPETITOR's COMMERCIAL (Doug McCall, Sales Manager, KTSA)

Whopper Burger on KONO -- Three deejays are preparing to announce.

As it starts you hear: "Alright, ready?" "Ready." "Ready." "Whopper Burger announcement # 1...60 seconds." Then they sing a jingle in unison about whopper burger. They are just somewhat in tune. Director stops the group and tells them to remember to talk about the new location so people know where to go. Then they resume singing jingle.

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SUNDAY REVENUE IDEAS (Doug McCall, Sales Manager, KTSA)

Interstate Theatres was presented the merits of Sunday radio and decided to try it, along with another new concept: 30-second announcements promoting their double feature of James Bond movies.

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NATIONAL REP (Bill Weaver, General Manager, KILT)

Bill suggests: "Permit Rep to write directly to Station Manager when a problem exists for one station. Rep now has to contact Dallas and then Dallas has to contact each individual market." This is a complete waste of time and money, according to Bill.

###

STATION BREAKS (Bob White, Program Director, KILT)

"KILT... getting set to surf into summer..."

"KILT... getting set to swim into summer..."

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G

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PROMOTION (Johnny Borders, Program Director, KLIF)

not
food

"Beatle Jingles" -- exacting instrumental duplication of the Beatle sound. KLIF was the first station in the country to get the Beatle jingles.

#

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

Station personalities appear wearing Beatle wigs, Beatle t-shirts, etc., at local hospitals children's wards, giving away Beatle singles, jelly beans, etc.

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STATION BREAK (Johnny Borders, Program Director, KLIF)

"KLIF... home of the Beatles... proving that longhair can swing...!"

#

PROMOTION (Jack Fiedler, Manager, WYNR)

"That's what's happening" -- promo phrase being used heavily. This is a southside expression meaning "swinging".

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STATION BREAKS (Jack Fiedler, Manager, WYNR)

"WYNR... Chicago's Spring Fever... we're contagious...!"

"WYNR... where you've just dialed a smile..."

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COMPETITOR'S COMMERCIAL (Del Markoff, Sales Manager, WYNR)

Ole Manse Syrup on WGN -- French-Canadian dialect. Trapper returning to his cabin with background sound effects--blizzard, wolves, etc. -- creating the impression he just tapped the maple trees. Humorous soft-sell.

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

*up
fool*

Uncle Johnny's Eggs on KTHT --

The scene is a supermarket. Wolf whistles are heard in the background.

- Grocer: "What is going on over at the dairy case?"
- Clerk: "It's those Uncle Johnny's Eggs again, boss. They are so fresh they're whistling at the lady shoppers!"
- Grocer: "Well, let's go apologize to the ladies, since they've been insulted, and see if we can get those Uncle Johnny's Eggs to shut up before they wreck our business."
- Grocer: "Ladies, we apologize. These Uncle Johnny's Eggs are so fresh they won't behave!"
- 1st lady: "Don't apologize. They're so cute when they whistle."
- 2nd lady: "And they sure boost my ego, especially when I serve them to my family!"
- Annrc: "Get Uncle Johnny's Eggs at your favorite grocers. If you don't see 'em, listen for 'em."

###

PROMOTION (Dickie Rosenfeld, Sales Manager, KILT)

"Used a different twist on Santa Claus promotion to help sell the Oak Village Shopping Center which is a small shopping center. We sold them on the idea that they should concentrate on the people living in a four mile area surrounding the center as they were boxed in from two sides with two of the largest centers in Houston. The deal works like this:

" Santa Claus is going to ride around in this area in a convertible and we will air the streets he will take each day in their spots. He will be throwing styrofoam snowballs to all the people outside to greet him as he rides down the streets. They have 5,000 of these snowballs and in each one will be shoved in the middle a piece of paper telling of the gift that they have won. They are coming up with a big prize of a bicycle and go all the way down to gifts that retail for 49 cents. When the people bring back the gift certificate to get their gift, this will insure the center plenty of floor traffic plus the goodwill they have created in the immediate vicinity. "

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###

Commercial
Copy

SILENT COMMERCIAL - FORMAT ONLY

30 secs

CONTROL: Standard-type open, and under...

ANNCR: WYSL introduces another new concept in radio
advertising..... the silent commercial...

CONTROL: Bring up BG music for 20 secs, and under...

ANNCR: (Read one of the lines on attd. sheet.)

CONTROL: Standard-type stinger.

SILENT COMMERCIAL

July 23, 1947

- * ... knowlegable people by it by the case...
- * ... where particular people gather...
- * ... refines away harsh flavor...
- * ... take care of your nest-egg...
- * ... only your hairdresser knows...
- * ... don't you wish everybody did?...
- * ... and feel good again...
- * ... or your money back...
- * ... tops in quality...
- * ... with complete confidence...
- * ... milder, much milder...
- * ... and it never upsets your stomach...
- * ... just... because...
- * ... it's our most important product...
- * ... you'll be so glad you did...
- * ... if you were born in 1863...
- * ... a title on the door...
- * ... try it, and see!...
- * ... as long as you're up...
- * ... ask the man who owns one...
- * ... doesn't everyone?...
- * ... it's unforgettable...
- * ... and leave the driving to us...
- * ... put's you in the driver's seat...
- * ... you can tell it's swell...
- * ... don't be half-safe...
- * ... don't let indigestion put you out of focus...
- * ... when you care enough to send the very best...
- * ... there's one near you...
- * ... treat your taste kindly...
- * ... be sociable...
- * ... the pause that refreshes...
- * ... promise her anything...
- * ... good to last drop...

G

July 28, 1967

WNUS - Crossroads - World (from O'Hare Field.) Another W-NUS first.
A McLendon Station

Gentlemen:

W-NUS is launching a series of capsule reports from world wide travelers at O'Hare Airport. We will be using the combined facilities of all the airlines in cooperation with the public relations staffs throughout the nation and in many cases world wide.

Will you please have someone from your company call Miss Sheila Hayden at W-NUS and she will send you the necessary information on how to participate in this exciting broadcast.

Because W-NUS is an all news operation, we know that these drop-in travel capsule reports from celebrities and outstanding personalities from all over the world will provoke a brand new listening interest throughout Chicagoland on 1390 and 107.5. We want to use the Seven Continents Restaurant operated by Carson, Pirie Scott & Company as one of the most functional points for the telephonic travel reports.

The McLendon Corporation has excellent contacts in business, industry and the amusement world and we at W-NUS will use these contacts to make the Chicago travel reports a big success.

THESE REPORTS WILL BE HEARD EVERY HOUR FROM 6:00 AM to 10:00 PM, SEVEN DAYS A WEEK.

Sincerely,

Cliff Johnson
Executive Assistant to General Mgr.

KILT - TEXAS GIANT FURNITURE

This idea is to set a new world's record for "Rocking in a Rocking Chair." Various salesmen will be rocking the chair around the clock without stopping. A 100 spot package has been presented to keep the public informed as to the progress of the marathon and sell rocking chairs at a good lead item price. Rocking will take place in front of store to add to outside publicity.

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

Japan Ways Self Defense School (KILT)

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

###

St. Patrick's Day Contest (WNUS)

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

###

Eagle Lincoln Mercury (KLIF)

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

###

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

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

###

Fannin Bank (KILT)

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

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St. Patrick's Day Contest (WNUS)

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

###

Eagle Lincoln Mercury (KLIF)

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

###

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

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

###

Fannin Bank (KILT)

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

###

- 2 -

cc

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

Prepared for Clark's Modern Furniture.

Door slams and secretive voice says:

#1: Say...is this Clark's Modern Furniture?

#2: Yes, yes, may I show you the finest contemporary furniture selection in the city of Houston?

#1: No, I want to make sure you have adequate security measures when HE and SHE come to see your large display of modern furniture. The BOSS is due here any moment.

#2: You mean the LADY and the...(here #1 cuts off #2 abruptly)

#1: Shhhh...no one is to know they are coming...they want to be incognito.

#2: Oh, this is wonderful...buy why are they coming here to buy furniture?

#1: Because the fine reputation of Clark's Modern Furniture is known far and wide...win, lose or draw...Clark's Mod Modern Furniture will furnish either a mansion or a ranch house, beautifully.

#

PROMOTION (Bruce Hathaway, Program Director, KTSA)

This is a good "write-in" promotion for your nighttime teen show from now till Halloween. It is called "My Favorite Monster". Listeners are asked to write in about who they think is their favorite monster, about a boy friend, girl friend, teacher, etc. Deejays read best letter over the air. Many of the letters can be a real blast. Winner receives from KTSA a guided tour of local funeral home, one full moon night in a pre-selected grave yard, one haunted house (a game that can be found at any toy store) plus \$25.00 from KTSA.

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###

note
cc

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

Pasadena Colonial Shop on KPRC -- Spot opens with soap opera type organ music: Anncr: And now the continuing adventures of "Jack Headstrong, early American boy." Brought to you by Pasadena Colonial Shop, the home of the world's finest colonial furniture. As our story opens today, we find Jack Headstrong at the headquarters of the Union forces in the Hills of Pennsylvania. Voice: Hey Jack, the enemy forces are getting closer. What can we do to save all this beautiful original colonial furniture from Pasadena Colonial Shop from being damaged? It's such fine, etc., etc. Jack: Friend, you can take it from me. They will never harm it if you move it to the top of that hill over there. Voice: OK, men, move all this furniture to the top of Bunker Hill.

###

HALLOWEEN PROMOTION (Dave McKinsey, Program Director, KABL)

"Magic Day Promo" -- On October 31st, KABL will sponsor a Halloween party in behalf of a Bay Area charity, to be held at the "Carter-The-Great Magicians Museum" in Earthquake Magoons. We're going to try to contact Houdini with a medium. On-air promotion will be spooky stuff. Ticket sales for bash, climaxed by the on-air Halloween show and replay of old Houdini seance made in 1936.

###

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

We have a department store chain interested in a schedule to replace a portion of the budget they are now spending in newspaper by virtue of the introduction of a storewide communication system supplying all departments with copy and schedule details. Department heads, armed with this information, can enlist full cooperation and enthusiasm of the sales staff and therefore add measurably to the success of the schedule.

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STATION BREAKS (Jim Randolph, Program Director, WYNR)

2nd
funeral

- 1.) "WYNR...moving like a Fourth of July pin-wheel..."
- 2.) "WYNR...making more noise than a Tiny Tim firecracker..."

###

SATURDAY AND SUNDAY SALES (Art Holt, Manager, WYSL)

We are carrying "The Shadow" sponsored currently. Also have recently been successful in selling our "Sunday Spectacular" and an evening show called "Saturday Showcast", all representing extra revenue because of the "program-sales" aspect that makes the sponsor feel he's buying something other than routine spots. No change in musical format is involved, just putting a name around the segment created the Saturday program.

###

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

Garland Car Dealers have a problem with the widening of Garland Road on which all of them are located. Suggested spots featuring heavy machinery sound effect. "For the adventurous, great savings the reward."

###

COMPETITOR'S PROMOTION (Jack Fiedler, Manager, WYNR)

Last Wednesday every station in town received a black (and expensive) funeral wreath. There was no explanation. Leonard Chess called all stations to apologize and say neither he nor station sent same. Obviously, it was Montegue the Magnificent now 6-10 AM on WVON.

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

*Phil
Furniture*

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

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

###

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

I quote from Al's weekly report:

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

###

PROMOTION IDEA (Johnny Borders, Program Director, KLIF)

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

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

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

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

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I quote from Tad's Weekly Report:

"Of all the touchy types of accounts, funeral homes are among the worst.

In an effort to find a time period which would be acceptable for sale to one of the leading accounts here in that business, we came across the idea of selling them Sunday morning time. This is not a time that most accounts vie to get into; therefore (unless we have an extra heavy weekend schedule), the time goes begging. The funeral account is delighted with the Sunday time because of the very programming association therein. There has to be a big order here."

###

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

Shopping Center Moonlighter Sale -- All stores stay open till midnight... music, dancing, free horror movie at 10:00 PM. All this blown into one big Friday night sale.

###

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

Spot begins with detective-type music, machine gun sound and announcer saying "Big Red is coming. Who's Big Red? The swingingest soft drink around. Well, it it's good enough for the Mafia, it's good enough for me."

###

STATION BREAK (Bruce Hathaway, Program Director, KTSA)

"KTSA... Fun for Fall... and Fun for All...!"

###

STATION BREAK (Bob White, Program Director, KILT)

"KILT... The Lone Star of Houston radio..."

###

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###

Fur *you*
SPILLMAN FUR COMPANY

#1

SPEC ON 7½ FOR WEATHERFORD

(RECORD AT 7½ AND PLAY AT 15 OR WHATEVER)

#1 Mink: I WONT STAND FOR IT. IT'S A DISGRACE TO OUR NOBLE BLOODLINE.

#2 Mink: WONT STAND FOR WHAT....FOR WHAT?

#1 LOOK AT THIS SPILLMAN FUR COMPANY AD...JUST LOOK AT IT. FUR SALE...NATURAL MINK STOLE AS LOW AS A HUNDRED DOLLARS...AND EVERYTHING IN STOCK DRASTICALLY REDUCED. IT'S AN OUTRAGE.

#2 BUT IT'S A SALE....THOSE AREN'T THE REGULAR PRICES.

#1 THAT'S NOT THE POINT AT ALL. MINK AS LOW AS A HUNDRED DOLLARS. I'LL NOT BE SOLD AT THAT SORT OF PRICE...WHY I'M WORTH A FORTUNE.

#2 BUT LOOK...SPILLMAN FUR COMPANY IS GOING OUT OF BUSINESS. THAT'S WHY THEY'VE CUT PRICES ON ALL THEIR LUXURIOUS FURS.

#1 (SOBBING) IT'S TERRIBLE. WE SUBJECT OURSELVES TO SPECIAL FEEDING, BREEDING AND CARE TO BE THE VERY BEST PELTS AVAILABLE...AND BRING VERY RESPECTABLE PRICES, TOO.

#2 BUT LOOK AT IT THIS WAY...SPILLMAN IS GOING OUT OF BUSINESS...SO THINK ABOUT THE LUCKY WOMEN WHO'LL GET MINK FOR CHRISTMAS THIS YEAR WHO OTHERWISE WOULDN'T BE SO FORTUNATE. THINK HOW HAPPY THOSE FACES WILL BE WHEN THEY OPEN THEIR CHRISTMAS PRESENT FROM SPILLMAN FUR COMPANY.

#1 WELL....THAT DOES SOULD NICE OF US, DOESN'T IT?

#2 SURE...SEE THERE.....ALL EXCITED OVER NOTHING.

#1 LET'S GO WATCH THE EXCITEMENT AT SPILLMAN'S.....VERY HUMANITARIAN DEED. YES..VERY.

A168 MADE U.S.A.

G

BEST NEW COMMERCIAL APPROACH

- KILT - With the advent of Hurrican Buelah, Houston Natural Gas was approached with the idea of sponsoring all reports, using the approach "Gas-dependable in any weather." They bought it for \$1850.00. Meanwhile, Houston Lighting & Power bought an additional schedule informing listeners whom to call in case of power failure.
- KLIF - DM Stereo Tape Center --Uses realistic sound of how tape system would sound in your car.
(Copy)
"Now with the touch of a button, you can select the music you wish to hear... (Up music: segue 4 different cuts 1. Rock & Roll - 2. Soul - 3. Country & Western - 4. Slow pace instrumental)... with a stereo car tape unit from DM Stereo Car Tapes, 8432 Kate Street in Preston Center. One day custom installation, or installation while you wait. Choose from four and 8-track tape units by RCA, Borg Werner, Craig, or Auto Sonic. And DM Stereo Car Tapes features the best selection of tape car ridges in the greater Dallas area. DM also does custom taping. If you have records or tapes that you would like to have on cartridge, see DM. DM features an unlimited guarantee on all tapes. Each weekend, DM gives one dollar off on one of the most popular selling cartridges. Terms can be arranged. See DM Stereo Car Tapes, 8432 Kate Street in Preston Center. (Music up to end)

PROMOTION IDEA NEEDED

- KILT - Halloween Promotion

BEST NEW COMMERCIAL APPROACH

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PROMOTION IDEA NEEDED

- KILT - Halloween Promotion

SAMPLE #1

AREN'T YOU GLAD -

GAS

Aren't you glad you use Simas Gasoline? Don't you wish

used Simas
hours to get
early enough
st Bay. Hayward
for months.
ard element
- they'll get
Simas on
dites. If they
think about it.
area, be glad
or to six cents
forced to pay.
Simas In-Group.

FROM THE DESK OF

Bill Morgan

TO:

Al

DATE:

11/19

*good - see me - maybe
we can sell to someone -*

Bill

SAMPLE #1

AREN'T YOU GLAD -

GAS

Aren't you glad you use Simas Gasoline? Don't you wish everyone did? Of course not. If everyone used Simas Gasoline - you'd have to stand in line for hours to get some Simas Gas. Actually, there aren't nearly enough Simas Stations - only ten - all in the East Bay. Hayward has been petitioning for a Simas Station for months. Petitions are acceptable, but if the Hayward element begins to picket or march in the streets - they'll get nowhere with it. Walter Simas - he's the Simas on policy - is carefully watching the Haywardites. If they campaign as gentlemen - well- Walter will think about it. So if you already live in a Simas-served area, be glad you're able to get Simas Gasoline, at four to six cents less than others - less fortunate - are forced to pay. Congratulate yourself. You belong to the Simas In-Group. Snobbish? Perhaps

THE HUMP

Some days it takes forty-five minutes to get over the hump on the Bay Bridge. It was my luck to hit one of those days. I sat there, with my good Simas Gasoline going to waste out my car's tailpipe. One thousand other cars were stalled along with me. I figured it was costing us an average of one wasted gallon apiece - one thousand gallons down the drain! About three hundred and fifty dollars wasted - unless everybody was using Simas Gasoline - because Simas Gas is four to six cents less per gallon. So if you have to waste money on the hump - you waste less by gassing up at Simas Service Stations. Here's a suggestion or two - if you live in the East Bay, why not just stay there until the hump goes away? And - whether or not you must go over the hump - get your gas at Simas Service Stations. Waste it or not, you still save plenty at Simas. So hump on over to your nearest Simas Station. If you can't save time commuting - at least you can save money

A MAN'S GASOLINE

(HUSKY, CONFIDENTIAL) Hi there. This is Herb Kennedy.
I'd like to say a few words to you men about a man's
gasoline. Are you men satisfied with the gas your wife
uses in her car? Now - I'm for togetherness and all that.
But when it comes to gasoline, I want a man's gasoline.
Because men don't usually make U-turns on freeways, they
need a different kind of gasoline - one that gets in the
carburetor and stays there, even when you're changing lanes.
We men need a gasoline that will give lasting protection -
from toll plaza to parking lot. I know I want a man's
gasoline. That's why I always fill up on Simas Gas when I'm
in the East Bay. I look for Simas Service Stations because
I know they carry a full stock of men's gasoline. Besides
which, I save four to six cents on every tankful. So - Men -
if you want to break with the sissy gas habit - get the Men's
gasoline they sell at Simas. I'll see you at the gas pump
labelled "His." Okay? Okay.

THE CUSTOMER IMAGE

There's a lot of talk these days of what a big corporation must do, to build a "favorable image" in the public mind, so customers will say, "now there's a friendly, smiling, new corporation that just wants to serve humanity." Well, the Simas Service Station people in the East Bay have put the shoe on the other foot. They want to know what kind of an image you - the customer - are building with them. You can see, the Simas staff wants to have an image of you like this - you are a little smarter than the average - a little harder-headed than most. You'd rather save four bits than spend it elsewhere for the same amount of gas, but higher priced. Maybe you insist on personally shaking the hose nozzle, to get the last drop of gas. So you are a pain in the neck to the Simas staff - but you are their pain in the neck. They know that today's nozzle-squeezers are tomorrow's millionaires - they may hate you - but they respect you - because you live up to the Simas customer image - you are going places, or having arrived, intend to stay there. So, be hard to please. It's the Simas image. Don't let us down

"COULDN'T CARE LESS"

Here's a message from Simas Brothers Service Stations in the East Bay: Do you have a stuck valve? A door that flies open, spilling your groceries on the freeway? Does something drag when you want to drag? Frankly - Simas Service Stations couldn't care less. They are not interested in your automotive problems. Gas - yes.

Oil - yes. A Simas attendant will wash your windshield - if you insist. He will check your tires - if you are a relative. So when you drive in at a Simas Service Station - please don't bother the staff with a lot of silly questions about your dome light, sticky valves, or door lock. Just get your gas - pay for it - and leave as quietly as possible. Remember, the Simas attendant interrupted his pinochle game to pump gas. For you. At four to six cents less. So, if you come in to save money on gas and oil, save time, too. Ours. If you've got other problems - take them to a psychiatrist, won't you?

HALF FULL?

This message will last approximately sixty seconds; less if I talk fast. In this sixty seconds you could have gone out to your car and looked at the gas gauge. It would have shown "empty". Why? Because the switch was off. So don't bother. Listen carefully. Tomorrow morning as you prepare to drive off to work - look at your gas gauge.

Chances are it will indicate either "Half Empty" or "Half Full." Warning - if you are half empty or half full - you are only half-safe. So hurry to your nearest Simas Brothers Service Station - in Richmond, Oakland, Berkeley or Castro Valley. Tell the Smiling, Friendly Simas Attendant that you are only half safe. He will know what to do. He will fill your gas tank brim-full of good Simas Brothers gasoline, at four to six cents less per gallon than you would pay elsewhere. Now you are all-safe. For awhile, anyway. Four out of five Simas station attendants will tell you - don't be half-safe. When your gas gauge says half-empty, or half-full - drive to your nearest Simas Brothers Service Station, perhaps the one at _____ . Simas stations are open 24 hours every day. Don't be half-safe. Be Simas safe. At four to six cents a gallon less

FOR ASTRONAUTS

Here's a message for astronauts. On that next trip you're planning - around the world or to the moon - remember to fill up first with Simas gasoline, at four to six cents less. Go into orbit with the real savings Simas can offer you. It's a fact that if Astronaut Scott Carpenter had used Simas Gas on his recent flight he would have saved at least \$200 dollars on his fuel bill alone; even more than his flight pay for the entire trip! So, if you're going into orbit soon, come in and fill up first with Simas Brothers Gasoline. If your rocket doesn't use gasoline - ask your Government to convert it so you can take advantage of Simas' substantial savings; the most economical way to space travel. Maybe not the fastest - but economical. There's a string of ten Simas Stations to serve you, from Richmond, Berkeley, Oakland, to Castro Valley. So, drop in with your space vehicle anytime. Gently, though. Some of our Simas boys are pretty excitable

THE "TITANIC" -- OUT OF SERVICE

Attention all car drivers: Due to a series of unfortunate coincidences, plans for a grand new car give-away program at Simas Service Stations in the East Bay have temporarily been cancelled - for reasons beyond the Simas management's control. Simas Stations had planned to give away a new Rolls-Royce to every customer who purchased ten or more gallons of Simas gasoline. But the factory in England has announced it has stopped making Rolls Royces. Then the Simas management wanted to give every Simas customer a free, all-expense trip to Europe on an ocean liner. But word has just been received that the ships we had wanted to charter - the "Titanic" and the "Lusitania" - are no longer in service.

So we at Simas are back where we started. No give-aways. Not even balloons. Nothing but good gasoline, pumped into your tank at four to six cents less than you'll pay elsewhere. This is a bargain, but no give-away. The bargain is the same at all ten Simas Stations - in Richmond, Berkeley, Oakland and Castro Valley. And if any Simas employee tries to offer you a free trip on the "Titanic" - let us know, quick, won't you? Even before you start packing

TESTIMONIALS

Tonight we have some Simas Service Station testimonials to read to you. You know the kind - I sold my typewriter, thanks to a Chronicle want ad. Here's one from Robert T. of Berkeley. He writes: "Since I started buying my gas exclusively from Simas Brothers Service Stations in the East Bay I have saved \$303.29. I have used my Simas savings to send my mother-in-law back to her relatives in Kansas City." Another motorist, Thomas B. of Castro Valley, writes: "I have bought my gas at all ten Simas stations in the East Bay since the first one was opened by Walter Simas. In fact, I bought my first gallon of Simas gas from my old buddy Walter, who was on the pump himself in those days. Today, thanks to the savings I made buying Simas gas at four to six cents less per gallon, I have quite a nest-egg saved up and I am going in business for myself. I plan to open a chain of service stations in the East Bay."

So you see - the road to success may start for you, too, at any one of the Simas stations in Richmond, Berkeley, Oakland or Castro Valley. Perhaps the one at _____.

Get with it, man.

WHY WAS HUBERT FIRED?

A number of listeners have called in to say they thought it was absolutely rotten of the Simas Service Station people to fire Hubert, the most popular gas station operator in the entire East Bay. We immediately investigated the case. Here are the facts, as given to us by Walter Simas, who runs the show at the Simas works: Yes, Hubert was a civic leader, active in everything from the P.T.A. to the mosquito abatement district. But Hubert was so busy - Walter Simas said - that Hubert didn't have time to pump gas. He'd start to fill a customer's gas tank, and then he'd be called away to attend a committee meeting. He left one customer sitting at the pumps for three hours. If the customer hadn't been real loyal, and pretty stingy, too, he might have driven away. But the customer wanted to save that four to six cents per gallon. Such loyalty is rare in customers - Walter Simas said - and we cannot risk losing loyal, or even disloyal customers. So Hubert was fired. Yes - Walter Simas was entirely justified in firing Hubert. We urge you to keep on patronizing Simas Service Stations in Richmond, Oakland, Berkeley, Castro Valley. Hubert? He's one of our best customers

THE SIMAS IMAGE

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AREN'T YOU GLAD -

Aren't you glad you use Simas Gasoline? Don't you wish everyone did? Of course not. If everyone used Simas Gasoline - you'd have to stand in line for hours to get some Simas Gas. Actually, there aren't nearly enough Simas Stations - only ten - all in the East Bay. Hayward has been petitioning for a Simas Station for months. Petitions are acceptable, but if the Hayward element begins to picket or march in the streets - they'll get nowhere with it. Walter Simas - he's the Simas on policy - is carefully watching the Haywardites. If they campaign as gentlemen - well- Walter will think about it. So if you already live in a Simas-served area, be glad you're able to get Simas Gasoline, at four to six cents less than others - less fortunate - are forced to pay. Congratulate yourself. You belong to the Simas In-Group. Snobbish? Perhaps

THE HUMP

Some days it takes forty-five minutes to get over the hump on the Bay Bridge. It was my luck to hit one of those days. I sat there, with my good Simas Gasoline going to waste out my car's tailpipe. One thousand other cars were stalled along with me. I figured it was costing us an average of one wasted gallon apiece - one thousand gallons down the drain! About three hundred and fifty dollars wasted - unless everybody was using Simas Gasoline - because Simas Gas is four to six cents less per gallon. So if you have to waste money on the hump - you waste less by gassing up at Simas Service Stations. Here's a suggestion or two - if you live in the East Bay, why not just stay there until the hump goes away? And - whether or not you must go over the hump - get your gas at Simas Service Stations. Waste it or not, you still save plenty at Simas. So hump on over to your nearest Simas Station. If you can't save time commuting - at least you can save money

A MAN'S GASOLINE

(HUSKY, CONFIDENTIAL) Hi there. This is Herb Kennedy.
 I'd like to say a few words to you men about a man's
 gasoline. Are you men satisfied with the gas your wife
 uses in her car? Now - I'm for togetherness and all that.
 But when it comes to gasoline, I want a man's gasoline.
 Because men don't usually make U-turns on freeways, they
 need a different kind of gasoline - one that gets in the
 carburetor and stays there, even when you're changing lanes.
 We men need a gasoline that will give lasting protection -
 from toll plaza to parking lot. I know I want a man's
 gasoline. That's why I always fill up on Simas Gas when I'm
 in the East Bay. I look for Simas Service Stations because
 I know they carry a full stock of men's gasoline. Besides
 which, I save four to six cents on every tankful. So - Men -
 if you want to break with the sissy gas habit - get the Men's
 gasoline they sell at Simas. I'll see you at the gas pump
 labelled "His." Okay? Okay.

THE CUSTOMER IMAGE

There's a lot of talk these days of what a big corporation must do, to build a "favorable image" in the public mind, so customers will say, "now there's a friendly, smiling, ~~good~~ corporation that just wants to serve humanity." Well, the Simas Service Station people in the East Bay have put the shoe on the other foot. They want to know what kind of an image you - the customer - are building with them. You can see, the Simas staff wants to have an image of you like this - you are a little smarter than the average - a little harder-headed than most. You'd rather save four bits than spend it elsewhere for the same amount of gas, but higher priced. Maybe you insist on personally shaking the hose nozzle, to get the last drop of gas. So you are a pain in the neck to the Simas staff - but you are their pain in the neck. They know that today's nozzle-squeezers are tomorrow's millionaires - they may hate you - but they respect you - because you live up to the Simas customer image - you are going places, or having arrived, intend to stay there. So, be hard to please. It's the Simas image. Don't let us down

"COULDN'T CARE LESS"

Here's a message from Simas Brothers Service Stations in the East Bay: Do you have a stuck valve? A door that flies open, spilling your groceries on the freeway? Does something drag when you want to drag? Frankly - Simas Service Stations couldn't care less. They are not interested in your automotive problems. Gas - yes.

Oil - yes. A Simas attendant will wash your windshield - if you insist. He will check your tires - if you are a relative. So when you drive in at a Simas Service Station - please don't bother the staff with a lot of silly questions about your dome light, sticky valves, or door lock. Just get your gas - pay for it - and leave as quietly as possible. Remember, the Simas attendant interrupted his pinochle game to pump gas. For you. At four to six cents less. So, if you come in to save money on gas and oil, save time, too.

Curs. If you've got other problems - take them to a psychiatrist, won't you?

HALF FULL?

This message will last approximately sixty seconds; less if I talk fast. In this sixty seconds you could have gone out to your car and looked at the gas gauge. It would have shown "empty". Why? Because the switch was off. So don't bother. Listen carefully. Tomorrow morning as you prepare to drive off to work - look at your gas gauge.

Chances are it will indicate either "Half Empty" or "Half Full." Warning - if you are half empty or half full - you are only half-safe. So hurry to your nearest Simas Brothers Service Station - in Richmond, Oakland, Berkeley or Castro Valley. Tell the Smiling, Friendly Simas Attendant that you are only half safe. He will know what to do. He will fill your gas tank brim-full of good Simas Brothers gasoline, at four to six cents less per gallon than you would pay elsewhere. Now you are all-safe. For awhile, anyway. Four out of five Simas station attendants will tell you - don't be half-safe. When your gas gauge says half-empty, or half-full - drive to your nearest Simas Brothers Service Station, perhaps the one at _____. Simas stations are open 24 hours every day. Don't be half-safe. Be Simas safe. At four to six cents a gallon less

FOR ASTRONAUTS

Here's a message for astronauts. On that next trip you're planning - around the world or to the moon - remember to fill up first with Simas gasoline, at four to six cents less. Go into orbit with the real savings Simas can offer you. It's a fact that if Astronaut Scott Carpenter had used Simas Gas on his recent flight he would have saved at least 4200 dollars on his fuel bill alone; even more than his flight pay for the entire trip! So, if you're going into orbit soon, come in and fill up first with Simas Brothers Gasoline. If your rocket doesn't use gasoline - ask your Government to convert it so you can take advantage of Simas' substantial savings; the most economical way to space travel. Maybe not the fastest - but economical. There's a string of ten Simas Stations to serve you, from Richmond, Berkeley, Oakland, to Castro Valley. So, drop in with your space vehicle anytime. Gently, though. Some of our Simas boys are pretty excitable

THE "TITANIC" -- OUT OF SERVICE

Attention all car drivers: Due to a series of unfortunate coincidences, plans for a grand new car give-away program at Simas Service Stations in the East Bay have temporarily been cancelled -- for reasons beyond the Simas management's control. Simas Stations had planned to give away a new Rolls-Royce to every customer who purchased ten or more gallons of Simas gasoline. But the factory in England has announced it has stopped making Rolls Royces. Then the Simas management wanted to give every Simas customer a free, all-expense trip to Europe on an ocean liner. But word has just been received that the ships we had wanted to charter -- the "Titanic" and the "Lusitania" -- are no longer in service.

So we at Simas are back where we started. No give-aways. Not even balloons. Nothing but good gasoline, pumped into your tank at four to six cents less than you'll pay elsewhere. This is a bargain, but no give-away. The bargain is the same at all ten Simas Stations -- in Richmond, Berkeley, Oakland and Castro Valley. And if any Simas employee tries to offer you a free trip on the "Titanic" -- let us know, quick, won't you? Even before you start packing

TESTIMONIALS

Tonight we have some Simas Service Station testimonials to read to you. You know the kind - I sold my typewriter, thanks to a Chronicle want ad. Here's one from Robert T. of Berkeley. He writes: "Since I started buying my gas exclusively from Simas Brothers Service Stations in the East Bay I have saved \$303.29. I have used my Simas savings to send my mother-in-law back to her relatives in Kansas City." Another motorist, Thomas B. of Castro Valley, writes: "I have bought my gas at all ten Simas stations in the East Bay since the first one was opened by Walter Simas. In fact, I bought my first gallon of Simas gas from my old buddy Walter, who was on the pump himself in those days. Today, thanks to the savings I made buying Simas gas at four to six cents less per gallon, I have quite a nest-egg saved up and I am going in business for myself. I plan to open a chain of service stations in the East Bay."

So you see - the road to success may start for you, too, at any one of the Simas stations in Richmond, Berkeley, Oakland or Castro Valley. Perhaps the one at _____.

Get with it, man.

WHY WAS HUBERT FIRED?

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RADIO CONTINUITY

WILLIAM F. GEIST

Advertising

TE. 5-3877 • SUITE 701-204 • 3024 LINDELL BLVD.

ST. LOUIS 8, MO.

SPONSOR Fleet Gasoline

TIME

TITLE

DATE

CONTINUITY BY

hello fellas...this is Grandma Fischer...

beating the drum for my nephew and his Fischers...

Don...I came across these spots and thought they might sound good with a Granny voice...As you can see, this is a unique and unusual approach to selling a supposed "second grade" gasoline.

John B.

F. L.
RFB
✓

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ST. LOUIS 8, MO.

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TIME

TITLE

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CONTINUITY BY

Hello fellas...this is Grandma Fischer. I'm
beating the drum for my nephew and his Fischer's
Fleet 500 gasoline. What do you burn in your
buggy, honey? Well stop it...I don't care what
gasoline you're using...switch over to Fleet 500.
Why? Well don't ask such darn fool questions. This
gas comes right out of the same tank as (oops, I'm
not supposed to say that). But take it from Grandma
Fischer, Fleet is as good as any high-priced gas
and you save 50¢ on every tankful...Fleet's the name,
honey!

WILLIAM F. GEIST
TO CONTINUE

WILLIAM F. GEIST

Advertising

JE. 5-3077 • SUITE 201-204 • 3924 LINDELL BLVD.

ST. LOUIS 8, MO.

SPONSOR Fleet Gasoline

TIME

TITLE

DATE

CONTINUED BY

Heh...heh...this is Grandma Fletcher. I
just rounded me up five new customers for my
nephew's Fleet gasoline stations. Sure I had
to rough 'em up a little to make them realize
Fleet gasoline is the same quality as the high-
price brands...only it costs 50¢ less per tankful.
But you should see those fellows now...all smiles
from ear to ear. Why the very idea people throwing
away a saving of 50¢ a tankful of gasoline this day
and age. You better git to a Fleet Gasoline station...
I'm warnin' you, honey!

NO CONTINUITY

WILLIAM F. GEISZ
Advertising

RE. 5-2877 • SUITE 201-204 • 3824 LINCOLN BLVD. ST. LOUIS 8, MO.

SPONSOR Fleet Gasoline TIME _____
TITLE _____ DATES _____
CONTINUITY BY _____

Hold on there sonny....get out of that high-priced gasoline station. Haven't you heard about my nephew's Fleet Gasoline. Sure this is Grandma Fisher and I'm on a crusade to put the extra 5¢ a gallon back in your pockets. But I find so darn many foolish people who keep thinking that high-priced gas is better than Fleet.....it ain't....there's just no difference at all. Why the gas comes out of the same(ops, they won't let me say that). But it does. You wise up and switch to Fleet 500 gasoline and save yourself 5¢ on every tankful. Hear me, honey?

WILLIAM F. BEIST

WILLIAM F. BEIST

Advertising

JE. 5-3077 • SUITE 201-204 • 3026 LINDBELL BLVD.

ST. LOUIS 8, MO.

SPONSOR Fleet Gasoline

TIME

TITLE

DATE

CONTINUITY BY

Hiya honey! This is Grandma Fisher, the
voice of your conscience when you buy gasoline.
Why do you blow your dough buying high priced gas
when my nephew sells Fleet Gasoline for less money.
Fleet Gas ain't as good you say? Well if it
ain't we're just foolin' a whole lot of people.
That's what we're doin'. But take a look in
the mirror, honey, you might be playing the
sucker. Smarten up and switch to Fleet 500
gasoline and save 50¢ on every tankful. Your
car will love you for it, and so will I honey.

WILLIAM F. GEIST

WILLIAM F. GEIST

Advertising

TE. 5-2277 - SUITE 201-202 - 1024 LINDLEY BLVD.

AT 1001 N. 17th St.

SPONSOR: First National Bank

TIME

DATE

DATE

COMPANY: First National Bank

The First National Bank of Chicago, Illinois, is a member of the Federal Reserve System.

It is a member of the Federal Reserve System, and is a member of the Federal Reserve Bank of Chicago.

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PROMOTION (Johnny Borders, Program Director, KLIF)

Johnny suggests the following:

"Gas stations"

"Promotion for Large Oil Company -- 'Mobil Bonus Signal' -- if you are in mobil station making gasoline purchase when 'Bonus Signal' aired on KLIF, the purchase is free when you notify attendant. Can be narrowed to individual, or different filling stations."

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PROMOTION (Bob White, Acting Program Director, KILT)

Bob reports that May and June are Elvis Presley months and KILT has acquired 250 Elvis books from the RCA rep. These books are being given away each hour during teen times. Listeners are asked to tell on a postcard or letter how many single 45 rpm records Elvis has recorded in his career to date. When a name is called on the air, the listener has 15 minutes to call the station and claim his Elvis book.

The book is full of pictures and information. Mail pull has been good.

###

PUBLIC SERVICE (Bob White, Acting Program Director, KILT)

KILT is going to start the KILT Summer Teenage Placement Service. Teens are asked to come by the studios and fill out an application form then they plug on the air for employers to call the station and ask for applicants names to fill their position.

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REJECTED RECORD (Bob White, Acting Program Director, KILT)

The record "Barry's Boys" by the Chad Mitchell Trio on Mercury was rejected for its political implications.

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JACK IN THE BOOTH -- KTSA will secure a list of all the pay phone locations and numbers in the San Antonio area. Once per hour the deejay will call one of these phones and the first person to answer the phone and state, "Yes, I'm listening to KTSA", is the winner of whatever the budget will allow.

###

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

I quote from Bruce's report:

"In connection with the Teen Fair of Texas which opens here June 5th for ten days, we have a promotion going called 'Celebrity'. All listeners have to do is send in a postcard with their name, address, etc. KTSA will pick 8 winners (2 winners per section of stars). Each winner will be the special guest of recording stars Bobby Vee, Bobby Rydell, Lesley Gore, Paul Peterson, Diane Renay, and others. The winners will make a recorded interview with the stars for their own collection, and they will receive albums and pictures of each of the stars, then ride the motorcade with the stars out to the Teen Fair grounds. After they arrive at the grounds, they will go to the Carnival Midway with the stars. Then be our guests to the giant Teen Fair Show that night."

###

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

Bruce suggests that this could be sold to a service station chain.

Since there are many outstanding, historic sights in the San Antonio area, on weekends many people take drives. Bruce suggests the production could go something like this: (Sound of horn) "Did you know that only 20 miles from San Antonio on Highway 16 is the beautiful Scenic Loop?" (Sound of horn) "Before you leave the scenic wonder of our area, stop by your local Gulf station and fill up with the extra special Gulf No Nox...etc., etc."

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npb
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"Grocery Guess" ... for housewife time. Salesmen have often mentioned they have clients who would like extra merchandising time, mentions, etc., on behalf of their food products. Premise of grocery guess phone game would be for housewife contestant to guess whether the next item is: 1. Meat, 2. Vegetable, 3. Dessert, ... or any other varieties. Possibilities produced ahead on cartridge. If guess is correct, she wins a grocery bag full of cans of item, etc.

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PROMOTION (Bill Young, Program Director, KILT)

To help bolster the morning ratings, we have gone to a one-to-one ratio of hits and classics. This has been extremely successful in weekend programming and I feel that it could help on a day-to-day basis. I am of the opinion that classics still have a "spectacular" impact, particularly in this market.

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EXOTIC (Bill Young, Program Director, KILT)

Kanuka Oiler Exotic... This is a recorded drop-in for all jocks. "Note to Houston Oiler Coach Wally Lemm... KILT's Big Kanuka is not, repeat not, available to the Oilers to help stop Joe Namath and the New York Jets. Thank you." Jocks are encouraged to make comebacks, for instance, "But he might consider selling tickets," etc.

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Everything new that can happen... happens on KILT!

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"Spot it and you got it" ... Listeners are called by D.J. to identify item just mentioned in "Spot". Correct answer means listener wins the item plus a turkey for Thanksgiving.

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