

PROPERTY (Art. 100, Manager, WYSL)

There has been a marked degree of controversy in Buffalo recently concerning the use of insecticides on shrubbery, trees and lawns. Their

SUMMER

reported adverse effects on birds. The station put on a contest in which listeners were encouraged not to spray the bugs but to trap them. They ran two winners. One asked for "the best set of mosquito trap plans" and the other "the most artistically mounted mosquito certified to have been caught in a WYSL mosquito trap."

Art does not say what the prize is but this is an excellent example of a contest to further your word-of-mouth campaign on the radio.

PROPERTY (Art. 100, Manager, WYSL)

Art reports that the "phone in bar" that suggested at the Managers' Meeting has resulted in him signing up the local Weather dealership for \$1,000.00.

PROPERTY (Art. 100, Sales Manager, WYSL)

Art reports a local trailer outfit with a stock of commercials the owner of which says "America on the move".

They suggested a trailer on your vacation, or camping trip, or on your moving.

Super

Summer

Replacement

Summer

Summer Activity Countdown

CITDDBEEEN DECEEN

Nph

Summer
PROMOTION (Art Holt, Manager, WYSL)

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COMMERCIAL IDEA (Art Holt, Manager, WYSL)

Art reports that the "phone in car" idea suggested at the Managers' Meeting has enabled him to sign up the local Rambler dealership for \$1,040.00.

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COPY APPROACH (Ron Ruth, Sales Manager, WYSL)

Ron sold a local trailer outfit with a series of commercials the theme of which was "America on the move".

Copy suggested a trailer on your vacation, or camping trip, or even going abroad.

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Super
Summ
Replacement
Summer

Swallow the
Summer
Activity
Countdown

SUBJECT RECD

Super

Summary
of

Summer Replacement

Summer Activity

Summer Countdown

Swallow the

СИДОР ЕССЕН ПЕСИД

SPEND MONEY ON (Jack Fiedler, General Manager, WNUS)

npb

WNUS pre-set radios were so fantastically received, that Fiedler would like more even if they are AM.

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

Bill suggests:

"Notify rep when you spot a weakness in their organization, such as a lousy salesman. Too many times, we spot a weakness and keep our mouths shut rather than create any problems."

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

I quote from Dickie's Weekly Report:

"This promotional idea got us a sizable schedule from the Houston Honda Dealers. Twice daily, on the afternoon and evening show, the deejay calls a listener and reminds him that the latest craze among celebrities is cycling. The deejay then reads off a list of three celebrities, i. e., Elvis Presley, Brenda Lee, or Fabian, and asks the listener which star is on the Honda. After the listener picks one, the deejay rips open an envelope and reads off the correct name. If the listener picks the right one, his name goes into a master jackpot with the opportunity to win a free Honda. The losers get theatre tickets, etc."

###

PROMOTION (Bob White, Program Director, KILT)

"KILT Summer Activity Reports" -- KILT will set up a schedule with the various public park directors. KILT will call each one twice a week and get them to feed them a beeper on activity plans for that week. This will be a service to let the listeners know what type of activity will be coming up each week.

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Super
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Summer
Replacement

Swallow the
Summer
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Summ

Replacement

Swallow the

Summer
Countdown

SUPPRESSED DESIRE

206

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.

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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'..."

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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 Kountdown.

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Super
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SUPPRESSED DESIRE

PROMOTION (Al Hart, Program Director, KABL)

While none of our other stations can do this, I mention it because it points out how you should be alert to local happenings and exploit them promotionally. KABL is going to have a promotion on the air which says in effect, 'Swim from San Francisco to Alcatraz and win a wonderful week for two on 'The Rock', subject to approval of the Federal Service Administration."

SUMMER REPLACEMENT

LOCAL EDITORIAL (Bill Stewart)

I am attaching copies of an excellent editorial aired at WYNR and written by Bill Stewart. The writing is excellent--dramatic, short and punchy. The subject matter is sensational and the stand taken by the station is, of course, commendable.

It has to do with an obviously demented youth who has a way with firearms.

COMPETITOR'S PROMOTION (Jay Schatz, Manager, WYNR)

Jack reports that WIND in Chicago is having special guests as summer replacements on their deejay shows. On June 23rd, for example, Eddie Arnold will be on from 1:00 to 4:00 PM; on June 30th Sebastian Cabot; and for a few days, the 4:00 to 8:00 PM slot will be handled by Mort Sahl, Phyllis Diller, Charles Farrell, Jackie Leonard, Jim Backus, etc.

In my estimation, the sound of the station is going to suffer greatly, but the word-of-mouth comment value of this idea should be fantastic.

Super
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Super
Summer carnival
of Fun

Swallow the
Gold Fish

SUPPRESSED DECISION

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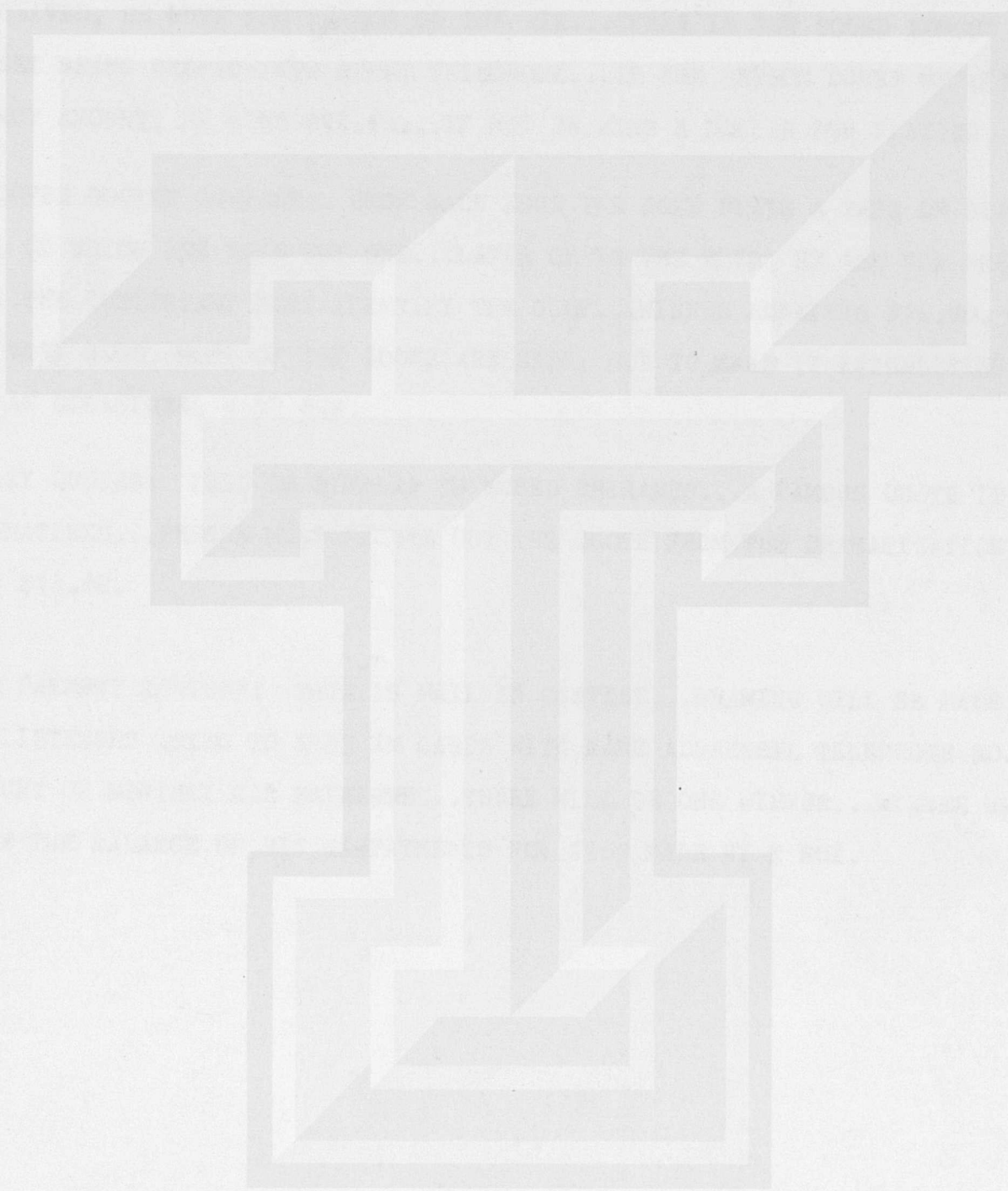
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Super
Summer carnival
of Fun
Swallow the
Gold Fish
SUPPRESSED DECIDE

SUMMER CARNIVAL OF FUN



Super
Content

Summer carnival
of Fun

Swallow the
Gold Fish

SUPPRESSED RESIDUAL

npu

K B O X SUMMER CARNIVAL OF FUN CONTESTS

1. SOUND OF MONEY CONTEST: ONCE EACH HOUR THE JOCK ASK FOR A CALL...WHEN RECEIVED, HE PUTS THE PERSON ON THE AIR...THERE IS THE SOUND EFFECT OF MONEY BEING DROPED INTO A PAY TELEPHONE...IF THE PERSON COMES UP WITH THE EXACT AMOUNT, HE WINS \$14.80...IF NOT HE WINS A DOLLAR FOR PLAYING.
2. SPOOFER GOOFER CONTEST: ONCE EACH HOUR THE JOCK PLAYS A TAPE OF STATEMENTS ALL OF WHICH ARE TRUE BUT ONE...LATER ON IN THE HOUR, HE ASK FOR PHONE CALLSTHE CONTESTANT MUST IDENTIFY THE GOOF...WINNER RECEIVES \$14.80. THIS IS VERY GOOD, MOST OF THE GOOFS ARE EASY, BUT TO MAKE IT INTERESTING, THERE IS AN OCCASIONAL HARD ONE.
3. CRAZY QUOTES: THIS IS SIMILAR TO SOUND CHARADES...A FAMOUS QUOTE IS DRAMATIZED...PERSON MUST FIGURE OUT THE QUOTE FROM THE DRAMATIZATION TO WIN \$14.80.
4. CAR PAYMENT CONTEST: THIS IS MAIL IN CONTEST...DRAWING WILL BE MADE TOMORROW ...LISTENERS ASKED TO SEND IN CARDS WITH NAME ADDRESS~~L~~ TELEPHONE NO. AND AMOUNT OF MONTHLY CAR PAYMENTS~~S~~...THERE WILL BE ONE WINNER...WINNER WILL HAVE THE BALANCE OF HIS CARPAYMENTS FOR 1963 MADE BY K BOX.

SUNDAY NIGHT QUIZ

PRIZES

WEEK OF OCT. 10

SUNDAY NIGHT QUIZ

Here's THE question! Yes, the big question worth \$25.00 on the KLAS Sunday Night Quiz Show "Do You Know?" -- "HOW MANY VOTES DID ABRAHAM LINCOLN RECEIVE FOR VICE PRESIDENTIAL NOMINATION IN THE FIRST REPUBLICAN NATIONAL CONVENTION?"

In order to play, just send us your name, address and telephone number. If we call you--and you answer the question, you may win \$25.00. KLAS's Sunday Night Quiz--Do You Know?--begins every Sunday evening at 8:00--runs until 11:00. ONLY \$5.00 is added to the jackpot each hour the question is not answered--So send your name, address and phone number...and you too can play Do You Know?

Super
Candace

Swallow the
Gold Fish

SUPPRESSED DESIRE

SUNDAY NITE QUIZ

PROMO

WEEK OF OCT. 10

Here's THE question! Yes, the big question worth \$20.00 on the
KLIF Sunday Nite Quick Show "Do You Know?" -- "HOW MANY
VOTES DID ABRAHAM LINCOLN RECEIVE FOR VICE PRESIDENTIAL
NOMINATION IN THE FIRST REPUBLICAN NATIONAL CONVENTION? --

In order to play, just send us your name, address and telephone
number. If we call you--and you answer the question, you may win
\$20.00. KLIF's Sunday Nite Quiz--Do You Know begins every Sunday
evening at 6:00... runs until 11:00. ~~\$5.00~~ \$5.00 is added to the jackpot
each hour the question is not answered--So send your name, address
and phone number... and you too can play Do You Know?

Super
Sentence

Swallow the
Gold Fish

SUPPRESSED DESIRE

SUNDAY NITE QUIZ
WEEK OF OCT. 3

PROMO

Do you know the answer? --Its worth \$30.00 to you on the KLIF
Sunday Nite Quiz Show, "Do You Know?" To play, just send
your name, address and telephone number to us. The question
for the big money this week is--WHAT COUNTRY IS KNOWN AS
THE SHADELESS LAND? --And, if we call you--if you answer
the question, you will win \$30.00. KLIF's Sunday Nite Quiz--
"Do You Know?" begins every Sunday evening at 6:00... runs until
11:00. \$10.00 is added to the jackpot each hour the question is not
answered--So send your name, address and phone number...and
you can play Do You Know?

Super
Sentence

Swallow the
Gold Fish

SUPPRESSED DESIRE

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WEEK OF OCT. 3

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"Do You Know?" begins every Sunday evening at 6:00... runs until
11:00. \$10.00 is added to the jackpot each hour the question is not
answered--So send your name, address and phone number...and
you can play Do You Know?

If you do have a winner, get name and address and any other pertinent
information you think we need, from the winner, and tell them a check
for the amount won will be sent to them either Monday or Tuesday. On
your next call, the prize starts over at \$10.00 and is increased \$10.00
per hour 'till we have another winner.

PICK THE CARD OR LETTER AT RANDOM

Super
Sentence

Swallow the
Gold Fish

SUPPRESSED DESIRE

DO YOU KNOW SHOW ON SUNDAY NIGHTS

To: Announcers on Duty
From: Cecil Hobbs

I must assume that ~~###~~ there are no questions about the details of our quiz show "DO YOU KNOW" since I haven't heard from anyone concerning it. From all indications, it went off very good last Sunday nite, but if any of you have suggestions how we can make it better, get with Bruce and work things out.

JUST IN CASE YOU DON'T REMEMBER, THE FIRST QUESTION FOR SUNDAY NIGHT, SEPTEMBER 11th. is

WHAT WAS THE NAME OF THE ONLY SURVIVOR OF CUSTER'S LAST STAND?

If the above question is correctly answered, there are two other questions in sealed envelopes that are to be used, on later calls. THE ANNOUNCER ON DUTY SHOULD ALWAYS CALL IN ADVANCE TO BE SURE THE PERSON CALLED IS AT HOME.

If you do have a winner, get name and address and any other pertinent information you think we need, from the winner, and tell them a check for the amount won will be sent to them either Monday or Tuesday. On your next call, the prize starts over at \$10.00 and is increased \$10.00 per hour 'til we have another winner.

PICK THE CARD OR LETTER AT RANDOM

Super
Sentence

Swallow the
Gold Fish

SUPPRESSED DESIRE

SUNDAY NIGHT QUIZ SHOW 6:00-11:00 PM

Effective Sunday Night, September 4th. we are starting an exciting NEW QUIZ SHOW which we think should increase our Sunday Night audience, and which we hope will make the time saleable. Two telephone calls are to be made each hour--- calls are to be made only to those listeners who will send in their name and telephone number. In other words a listener must give us their name and telephone number, in writing, to be eligible for the cash prizes. Questions will be asked the person we call, and if a correct answer is given, naturally they win. The cash prize will be increased each hour unless of course, there is a winner the first hour. This Quiz Show could prove to be very good for KLIF, and I am asking for your complete cooperation in promoting it. Also I would suggest that the salesmen devote as much time as possible in the direction of the Sunday Night Show. See Bill Morgan if you have any questions about how it should be sold.

CH

Super
Sentence

Swallow the
Gold Fish

SUPPRESSED DESIRE

SUNDAY NITE QUIZ
WEEK OF OCT. 3

PROMO

Do you know the answer?---It's worth \$30.00 to you on the
KLIF Sunday Nite Quiz Show, "DO YOU KNOW". To play, just
send your name, address and telephone number to us. The
question for the big money this week is---WHAT COUNTRY IS KNOWN
AS THE SHADELESS LAND?---And, if ~~we~~ we call you---if you
answer the question, you will win \$30.00. KLIF'S SUNDAY
NITE QUIZ-"DO YOU KNOW" begins every Sunday evening at
6:00...runs untill 11:00. \$10.00 is added to the jackpot
each hour the question is not answered---So send your name,
address and phone number...and you can play "DO YOU KNOW"!

Super
Sentence

Swallow the
Gold Fish

SUPPRESSED DESIRE

SUNDAY NITE QUIZ
WEEK OF OCT. 10

PROMO

Here's the question! Yes, the big question worth \$20.00 on the KLIF Sunday Nite Quiz Show "DO YOU KNOW". ---"HOW MANY VOTES DID ABRAHAM LINCOLN RECEIVE FOR VICE PRESIDENTIAL NOMINATION IN THE FIRST REPUBLICAN NATIONAL CONVENTION?"-- In order to play, just send us your name, address and telephone number. If we call you--and you answer the question, you may win \$20.00. KLIF's SUNDAY NITE QUIZ-- "DO YOU KNOW" begins every Sunday evening at 6:00... runs untill 11:00. \$5.00 is added to the jackpot each hour the question is not answered---So send your name, address and phone number...and you too can play "DO YOU KNOW"!

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Swallow the
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SUPPRESSED DESIRE

SUPPRESSED DESIRE

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: FEBRUARY 16, 1960

Here is a promotion that is worth running for an inexpensive prize and it is just the type of promotion that has gotten us tremendous mail pull in recent months. It is called "The WAKY Super Sentence Contest" and is very simple to explain. The listener is asked to write the longest grammatically correct sentence that he can, using only words beginning with any of the WAKY call letters.

This was recently run over KDEO in San Diego and the winning entry was a sentence 1527 words long. Frankly, I do not see how any sentence 1527 words long could be grammatically correct, particularly limited to words beginning with just those four letters.

Here is an example of a simple sentence I just dreamed up that would be an entry for WAKY:

"We Always Keep Yelling At White
Korean Aardvarks Which Actually
Appear Weird"

I suggest an appropriate prize for such a small promotion would be a copy of Webster's New Collegiate Dictionary and a copy of Roget's Thesaurus.

I suggest you put this on the air immediately since it is included in this week's Broadcasting Magazine and probably will be used against you if you don't use it.

Don Keyes

P.S. This promotion can be adapted for San Francisco and Buffalo.

Swallow the
Gold Fish

SUPPRESSED DESIRE

Swallow the
Gold Fish

Surfing

SUPPRESSED DESIRE

BEST ON THE AIR PROMO

XTRA - With the advent of the Pueblo Incident news and the punctual reporting of each new development of this crisis became the best promotional effort this station could mount. All efforts this past week were expended in this direction.

KILT - Mac Hudson is running the "Suppressed Desire" Contest on his morning show. He asks the listeners to call in and tell him something they have always wanted to do, but never had the chance. The cleverest ones win tickets to the motorcycle races and the most unique gets a Honda motorcycle.

WYSL - WYSL feels not enough of the respectable teenagers are given credit where credit is due. They now have a student of the month and by way of a promo, list his admirable achievements both in and out of school. Each student of the month receives a plaque and numerous other prizes for his achievement.

KLIF - Anniversary promo... for mid-day... Listeners send us their anniversary date and we announce 5 winners daily from 9 AM-3 PM. Winners receive 2 McLendon theatre tickets.

BEST OUTSIDE PROMO

KLIF - They are going to begin a "Make Someone Famous" contest. They'll request a short paragraph from listeners about themselves. The bit is simple. They select a winner, make a day for him, and then heap fame upon him with mentions, a free night on the town, etc. They'll tie in names of famous people, asking "don't you wish you were...?" Be famous! Maybe KLIF will select you... Probably they'll select some ding-a-ling.

BEST PUBLIC SERVICE IDEA

KLIF - A little girl was seriously injured in an auto accident in which her mother and father were killed. A story appeared in the Morning News about it. They followed that with a promo requesting mail for her.

BEST NEW STATION BREAK

KILT - KILT setting the pace for better listening!

KLIF - Love is Alive and Well in Dallas at KLIF... Your Valentine for '68.

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TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: APRIL 15, 1959

Another item from the Policy Book which I don't think we have ever done and one that is certainly worth doing on one DJ show if not over the entire station. I quote:

Chuck Mefford, disc jockey at Radio Station WKMI has just completed a Suppressed Desire Contest which was a big hit in Kalamazoo, Michigan.

Chuck asked listeners to send in their suppressed desire, something they had always wanted to do but never had quite enough nerve or opportunity, and offered to those selected by the judges as the best the reward of having their suppressed desire come true.

Entries ranged all the way from riding in a jet plane to milking a cow in downtown Kalamazoo.

One Kalamazoo teenager wanted to torture a group of devoted Elvis Presley fans by putting them in a soundproof room and playing an Elvis Presley record until they yelled uncle. He did. A housewife and her boy entered as their suppressed desire a life-time ambition of always having wanted to walk barefoot through a pile of money. They did, with the cooperation of one of the local banks. One seven year old boy was the envy of all of his friends after he entered the contest and got his suppressed desire...to ride in the cab of a diesel locomotive. Of the many entries, the one that probably was the most painful to Mefford was the suppressed desire of a young housewife who disliked hearing him sing with the records. Her entry was to clobber him in the face with a cream pie whenever he did. The operation was carried out but Mefford still sings with the records.

Of the entries that were picked by the judges to come true the three best were awarded prizes of a wristwatch, a toaster and costume jewelry.

Don Keyes

was this run?

(See additional information on next page)

Radio Campaign

Swallow the
Gold Fish

Surfing

NRB

Radio Case Histories & Success Stories

Published Monthly by the National Research Bureau, Inc., NRB Bldg., Chicago 10, Ill.

File:
Contest

SUPPRESSED DESIRES CAME TRUE IN WKMI CONTEST

WKMI

STEERE BROADCASTING CORPORATION

KALAMAZOO MICHIGAN

THE 5,000 WATT MUSIC STATION

Telephone 4-0111

Dear Mr. Paule:

Thanks so much for your interest in our Suppressed Desire Contest.

I am particularly interested in explaining it since I originated and handled the contest at this station. You asked about the length of the contest... well, it ran almost two months. This is a variable thing as I could have cut it short or stretched it out as long as listener interest didn't wane. It was sponsored by the station and myself.

Promotion was done strictly on my shows daily for the length of the contest.

I feel the main feature that attracted most listeners was the fact that here was a chance of having their desires come true. It seems everyone has some desire way back in the corner of his mind which either money, resulting consequences or not knowing the right people have held there. Our Suppressed Desire Contest merely offered a relief for a few of those frustrations.

I am enclosing a news release of the contest that describes it with a fair amount of detail.

Your interest in our promotion is flattering. I do hope that the information I have passed along here will be of some help to someone else.

Respectfully,

Chuck Mefford

Chuck Mefford
Dir. of Special Events

CH:ps
Enc. 3

WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT . . . 1360 KC

(See additional information on next page)

Radio Campaigns

Swallow the
Gold Fish

RADIO STATION WKMI
NEWS RELEASE

SUPPRESSED DESIRE CONTEST HELD

NOVEMBER 23, 1956

cc
Chuck Mefford, disc jockey at Radio Station WKMI has just completed a Suppressed Desire Contest which was a big hit in Kalamazoo, Michigan.

Chuck asked listeners to send in their suppressed desire, something they had always wanted to do but never had quite enough nerve or opportunity, and offered to those selected by the judges as the best the reward of having their suppressed desire come true.

Entries ranged all the way from riding in a jet plane to milking a cow in downtown Kalamazoo.

One Kalamazoo teenager wanted to torture a group of devoted Elvis Presley fans by putting them in a soundproof room and playing an Elvis Presley record until they yelled uncle. He did. A housewife and her boy entered as their suppressed desire a life-time ambition of always having wanted to walk barefoot through a pile of money. They did, with the cooperation of one of the local banks. One seven year old boy was the envy of all of his friends after he entered the contest and got his suppressed desire...to ride in the cab of a diesel locomotive. Of the many entries, the one that probably was the most painful to Mefford was the suppressed desire of a young housewife who disliked hearing him sing with the records. Her entry was to clobber him in the face with a cream pie whenever he did. The operation was carried out but Mefford still sings with the records.

Of the entries that were picked by the judges to come true the three best were awarded prizes of a wristwatch, a toaster and costume jewelry.

Swallow the
Gold Fish

Surfing



Mrs. Jack Mateer hitting Mefford in the face with pie for singing along with the records

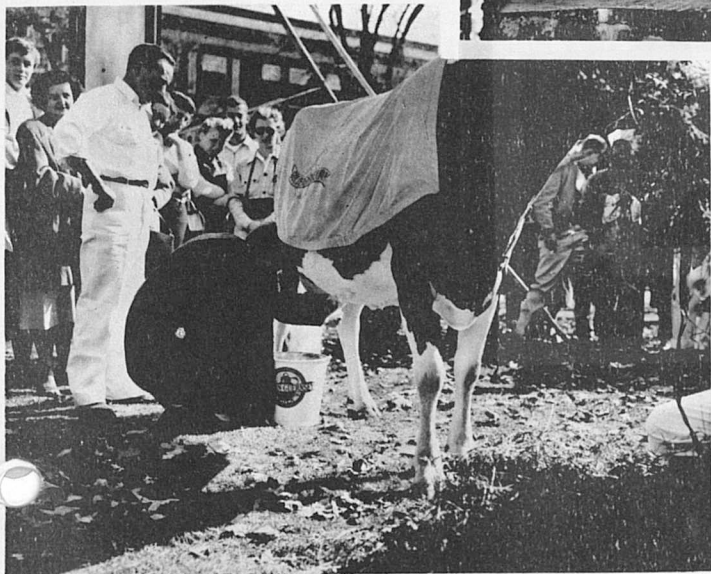
Teddy Lupina, age 8, riding in the cab of a diesel



Mrs. Lois Fields and son Dennis walking through \$15,000

Swallow the Gold Fish

Surfing



Carol Baker milking cow in downtown Kalamazoo



James Doxie riding jet plane

MEMORANDUM

SURFING

TO: All Managers
All Program Directors

DATE: June 25, 1943

FROM: Don Keyes

SUBJECT: Surfing

I call your attention to page 26 of the June 29 issue of Billboard. You should read every article on the page and every other article in that issue pertaining to Surfing. Unless my crystal ball is extremely cloudy, this is going to be the next craze to hit our teenage audience. Apparently geographical location has little or nothing to do with teenagers being "Surfers," anymore than being city-lites prevents kids from playing Cowboys and Indians. It is a sex symbol, a group association, and a strong individual association with a type of person who dares to do something that is physically dangerous. Looking back a few years you will recall the black leather jackets, sunglasses, and motorcycle boots that were so popular. The appeal to be a surfer is something I have discussed with various radio station people whose markets are not on the West Coast, itself, and they report that surfing is gaining interest by leaps and bounds everywhere youngsters are found.

If you will pay attention and read these articles thoroughly, you will be ahead of your competition when this fad hits your city. Note the glossary of the surfer, the type of clothing they wear, and the fact that there are no girl surfers. Apparently the only way a girl can associate with this element is to be a "surfer's girl." The reason for this seems to be that surfing, while intriguing enough to cause boys to try it, is really out of the question for most girls.

The only thing I would add to this is that in inland markets "sidewalk" surfing is coming into being. In sidewalk surfing a pair of roller skates are fastened to the bottom of a short 2 x 4, tandem style. The kid stands on the 2 x 4, arms outstretched for balance, and surfs down a slope. You might keep this in mind as some type of promotion should this hit big in your market... and all indications are that it will.

DCK:lr

Swallow the
Gold Fish

Surfing

1963
yph

M E M O R A N D U M

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DCK:lr

Swallow the
Gold Fish

20th Century-Fox Records

is

NO. 1 IN THE RECORD PARADE

THE ONE AND ONLY ORIGINAL
SOUNDTRACK ALBUM FROM

CLEOPATRA

Now Heading for No. 1 on All the Lists

A RED HOT SINGLE

Picked by All the Trades

BEACH PARTY

by

TEX AND THE CHEX

FOX 411

BREAKING BIG IN THE SOUTH

JOHNNY RIVER

by

COREY DENVER

FOX 412

AN EXCITING NEW STAR!

ROBERTA LEAN

sings

THANK YOU

b/w

STOP IT STANLEY

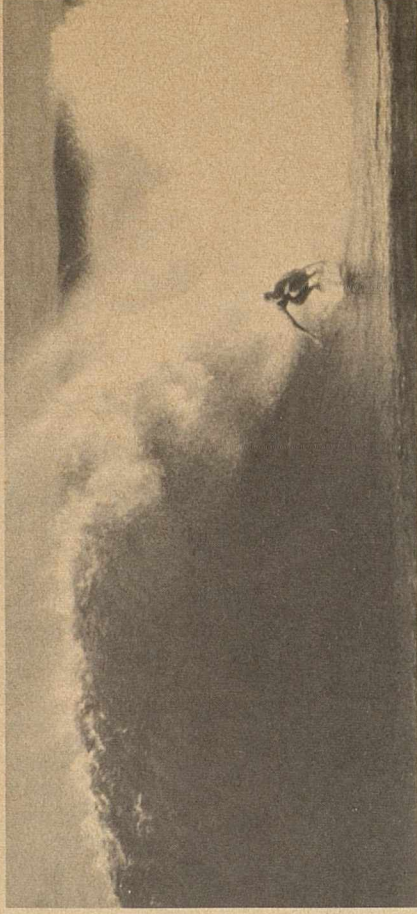
FOX 409

SEE YOU AT
ARMADA IN THE
20TH CENTURY-FOX
SUITE AT THE EDEN ROC



Swallow the

Making Nice Surfing in the Pacific



Photos Courtesy Del Fi Records

Surfing Craze Ready to Splash Across Country to East's Youth

By LEE ZHITO

HOLLYWOOD—When California's surfing craze spills across the nation—and many here claim it's about to happen—the U. S. will find itself ear-deep in the kookiest, wildest, and most refreshing fad within memory.

The surfing storm has been brewing long on California's beaches. It has already engulfed Hawaii and Australia, and is reaching into Japan. During this time, it has armed itself well for a long siege of the land-locked points beyond the Great Divide.

Its disciples list the following factors in favor of surfing conquering the country at large: It's a fad that belongs to the teen-and-20 set, an age group most inclined to ardently follow the unorthodox.

Surfing is a sport that connotes courage, and as such, has become a status symbol among youngsters who strive to be linked or "in" with anything that is related to surfing. Furthermore, surfing requires an investment of more than \$100, and sometimes a loser to \$200, thereby adding to the status appeal. Those who can't afford the gear can be part of the crowd through the music and dance.

Fun and Games

For the first time, a sport has emerged with its own music, and its own dance step, thereby combining the appeals of all three. Those who can't surf, can be part of the group by digging the music or becoming proficient in dancing it.

The fad (i.e. sport-music-dance) has developed its own uniform which readily identifies the surfer—hair bleached blond (to give one the sun-faded look), and white levis cut off at the knee. Many can be seen sporting this attire whose sole acquaintance with a body of water is



MUSIC CITY in Hollywood features a "surfing rock" which displays many of Del-Fi's surfing LP's, hint of importance of surf craze in sunny Southern California.

the family bathtub. It has developed its own lingo.

Surfing has become big business to countless suppliers who

Eastern Firms Jump Into Swim

HOLLYWOOD — The past several weeks have seen Eastern based majors jump into the surfing swim through their West Coast a.&r. offices. RCA Victor signed and recorded the Astronauts and released its first surfing single, "Baja," and immediately followed it up with an LP by the group. It also issued a Hank Mancini surfing debut single in "Banzai."

The label is expected to give several other of its established artists a dip into the surf market, in an effort to cash in on their name value.

RCA Victor is currently mapping a surfing session with guitarist Duane Eddy to be among the next members of its roster to go surfing musically. Columbia Records similarly moved into the surf field. Its a.&r. producer Terry Melcher signed Bruce Johnson and is producing "Surfing Around the World" as the latter's debut release for the label.

THE BEAT, BEAT OF SURF MUSIC

HOLLYWOOD — What is "surfing music"? Murray Wilson, a composer and music publisher, explains it as follows: "The basis of surfing music is a rock and roll bass beat figure, coupled with a raunch-type weird-sounding lead guitar, an electric guitar plus wailing saxes. Surfing music has to sound untrained with a certain rough flavor to appeal to the teenagers. As in the case of true c.&w., when the music gets too good, and too polished, it isn't considered the real thing."

Bob Keen, Del Fi president, a musician in his own right, sees it as "music in which the lead guitar plays a double beat, with the instrumentation invariably consisting of two guitars, bass, and sax."

Wee Surf Disk Ripple Building Into Big Wave

HOLLYWOOD—A batch of West Coast labels—Liberty, Dolton, Capitol, Del-Fi and Dot—have helped turn the surfin' fad into America's latest musical craze, with the help of swinging records, astute promotion and a dash of showmanship.

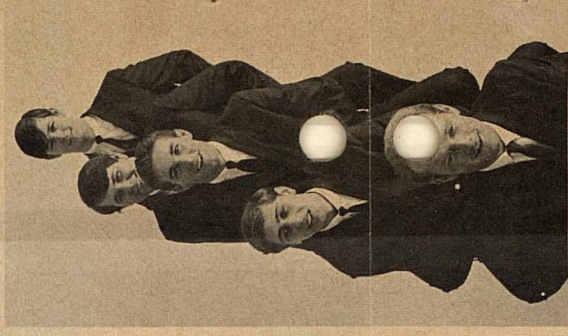
Riding with the surfing wave when it was little more than a "shorebreak," these firms and a few others, helped turn it into a "cruncher." Right now one of these labels, Del-Fi, is devoting 50 per cent of its activity to the surfing market.

One of the first national surfing hits was originally issued on the Candix label. It featured the Marketts and was called "Surfer's Stomp." Liberty picked up the master and turned it into a national hit, which made the top 10 of Billboard's "Hot 100." The Marketts also had the first surfing LP, also called "Surfer's Stomp," which has sold more than 50,000 albums.

Another pioneering surfing hit, also originally issued on the Candix label, featured the Beach Boys, and was called simply "Surfin'." The record was issued in December of 1961 and by January, 1962, had turned into a big West Coast hit. The Beach Boys were signed shortly after by Capitol.

National Noise

Since then, there have been a number of national surfing hits, both singles and LP's. The Beach Boys, on Capitol, have had two big singles, "Surfin' Safari" and "Surfin' U.S.A." The Chantays on Dot had a solid hit with "Pipeline." The Marketts' second big hit was "Balboa



THE BEACH BOYS these days are probably hottest surf group in country. They've had two smash singles and two hit LP's. Three of the members of Capitol Records' hit group are brothers.

Blue." And currently Jan and Jean, on Liberty, have a big, big smash with their recording of "Surf City," a disk that jumped to No. 10 on Billboard's "Hot 100" this week.

Del-Fi is not the only label to work hard on surfing disks. Liberty and its subsidiary label Dolton, have issued a surfing LP with the Ventures (on Dolton), and another with the Marketts called "The Surfing Scene" and the latest Jan and Dean "Jan and Dean Take Linda Surfin'." Capitol hasn't been idle, either. In addition to the Beach

(Continued on page 31)

Coming on this page
in future weeks:

Next week

Jazz

July 13 issue

Classical

July 20 issue

Folk

July 27 issue

Latin American

SURF TALK

SURF TALK

Swallow the
Gold Fish

R.P.B.

SURF TALK

#1 PROMO SPOT

FIRST: What's "An Out-to-Lunch Ankle-Biter Bagging the Rays!"

SECOND: I don't know....."What's an all-time Gurfer diggin' the boob-tube?"

FIRST: If you don't know then you've been "baggin' the Zeee's" while a whole new lingo is sweeping the country.

(UP MUSIC) (I'VE GOT A 3⁴ WAGON AND WE CALL IT A WOODY)

FIRST: It's "Surf Talk" --- and "An out-to-lunch ankle-biter bagging the rays" is the hip way of saying, "A stupid little brother or sister taking a sun-bath."

SECOND: And "An all-time Gurfer diggin' the boob-tube" is someone who talks and acts like a surfer but isn't ----- he'd rather watch television.

FIRST: Do YOU know any new words and expressions that are grabbin' your crowd?

SECOND: Send them to KTSA and we'll read the wildest over the air.

FIRST: Just address your card or letter to "SURF TALK", KTSA, San Antonio

SECOND: Fry your brains and help KTSA compile the all time list of surf lingo.

It's like ROYAL!

(STINGER)

Swallow the Gold Fish

SURF TALK

#2 SEND FOR LINGO LIST

FIRST: Do you know what a Yo-yo is? or a boob-tube?

SECOND: How about a "Woody" a "Bean Wagon" or a "knuckle sandwich."

FIRST: If you want to be hip...then you should get the most complete list of the new "Surf Lingo" ever compiled... KTSA has put together this list just for you. It's absolutely FREE. For your free copy of SURF TALK, just send your name and address to KTSA, Radio Park, San Antonio.

SECOND: Don't be Out-to-Lunch...don't take gass....if you want to know "What's the Skinny" send for your FREE SURF TALK list. Like...do it.

Swallow the
Gold Fish

SURF TALK MAIL IN LIST

ANGEL	ONE WHO PAYS THE CHECK
AXE	MUSICAL INSTRUMENT
APE	OFF YOUR ROCKER
BEATNIK	ONE WHO LIVES LIKE NO TOMORROW
BEAKED	TOURIST, SQUARE
BLAST THE EDISON	TURN OFF THE LIGHTS
BLOW YOUR JETS	GET ANGRY
BENT BRUMMEL	BOW TIE
BREAD	MONEY
BUGGED	ANNOYED
BEEF	TROUBLE
BUZZ THE FUZZ	CALL THE POLICE
CAT	COOL JAZZ MUSICIAN
COOL	WONDERFUL
CRAZY	GOOD
CHICK	SINGLE GIRL
CHICKEN	ENGAGED GIRL
CUBE	WORSE THAN A SQUARE
COVER	LINGERIE
CAN THE LIP	STOP TALKING
COOL IT	SLOW DOWN
CHERRY TREE	TO LIE
CHOPS	CHEEK
CAVE	OFFICE
DIG	UNDERSTAND
DUMMY UP	SHUT UP
LONGHORNS	TROUSERS
LAMA (THE)	LEADER
LARGE CHARGE	BIG THRILL
LATER	GOOD BYE
MAKE WITH COVER	TO DRESS
MOO JUICE	MILK
MICKEY MOUSE	WRIST WATCH
ORBS	EYES
OF THE WALL	VERY FAR OUT
OATSMOBILE	HORSE
PLUCKED CHICKEN	MARRIED WOMAN
PAD	APARTMENT
POP GUN	NOISEY KISS
PUCKER PALACE	DRIVE IN
RAGS	SPORTSWEAR
RING LEADER	FIRST IN THE BATH TUB
STABLE	GARAGE
STABLE THE RIG	PARK THE CAR
SOLO FLIGHT	GOING STAG
SHAKE IT	FORGET IT
SIDES	PHONOGRAPH RECORDS
SKIN	A DOLLAR
FALL IN	TO ENTER
FALL OUT	TO EXIT
GRANNY	STUPID OR DULL PERSON
A GAS	SOMETHING WONDERFUL
GROOVE	A THRILL
GONE	SWINGING
GINCHIEST	GREATEST
HUGGERMUGGER	SECRET
HUMPTY DUMPTY	FAT PERSON
HIP	WITH IT

Swallow the
Gold Fish

HANDCUFFS
THE HORN
HOT OR COOL ROD
IVY
JAZZ
JUICEHEAD
JAZZ THE GLASS
KOOKIE
KNEE SLAPPER
STABLE THINKING
THE END
TURN UP THE STERIO
TOURNEQUET
TUNED IN
A THIN
TOUGH
TWIRPS
HOT ROD
VITAMIN
CRUNCHER
HANGING FIVE
HO-DAD

HOT DOGGER
TEN OVER
THE TUBE
WIPEOUT
HEAVIES
GREMMY
JEDDO
HERO
ACE
GIPS
BEAT
BOSS
DUDE
CLICK
FLICK
HEAVY
MASHY
SWIFT
TOUGH
HAMMER
MELLOW
NOODLE
ALL-TIME
DROP TOP
PETUNIA
WHIZZIE
AXE
SHARK
HULIGUS COWABUNGA
DROP
SPASTIC
DENSE
FLEE
CHOICE
TRASHED OUT
SHOT

PARENTS
TELEPHONE
CAR
SUIT OF CLOTHES
UGLY
MAKING LOVE
ONE WHO DRINKS
RIDE THE SURF
FAR OUT PERSON
SOMETHING VERY FUNNY
HORSE SENCE
THE MOST
LISTEN TO ME
WEDDING RING
UNDERSTAND
DIME
GOOD LOOKING
TOO YOUNG
TRYCYCLE
GROCERY STORE
BIG WAVE-HARD TO RIDE
FIVE TOES OVER NOSE OF THE BOARD
HOT RODDER WITH LONG HAIR AND SIDE BURNS (MOST SURFERS IN CALIFORNIA ARE HO-DADS)

A GREAT AND SHOWY PERFORMER ON THE SURF BOARD
TEN TOES OVER THE NOSE
THE HOLLOW PART OF THE WAVE
BEING SPILLED BY A WAVE
HUGE WAVES
BEGINNER (WHO GETS IN THE WAY OF THE SURFERS)
ONE WHO THINKS HE IS A SURFER BUT ISN'T
SOMEONE WHO THINKS HE IS BETTER THAN HE IS
GREAT
DUMB
BAD
SHARP
BOY
WILD PERSON
ODD PERSON
HEPPED
GREAT
GREAT
SHARP
GIRL
COOL
THIN PERSON
O.K.
CONVERTIBLE
ODD BALL
OUT OF THIS WORLD
SURFER'S GUITAR
A SURFER'S CAR
SURF TALK FOR HELLO BABY
A SQUARE
SOMEONE ACTING STUPID
SOMEONE SLOW TO LEARN
A WELL BUILT GIRL
SOMETHING EXTRA GOOD
NO GOOD
SHOT, FINISHED, HAD IT

Swallow the
Gold Fish

GEMMIE
GRUB
PLANK
GRAB RAIL
KICK OUT
SURF'S UP
SETS
SHOOT THE PIER
BODY WHOMPING
STOKED
RIDE THE SOUP
STROKE OUTSIDE
BAGGIES
SURFKNOTS
ARKY
JOKE
CURL
BEACH BUNNY
DOGGERS
HIGHWAY SURFER
SURFARI
WAHINI
WOODY
TOP RACK
PENDLETONS
MAZATALANS
GUARACHES
BAILING OUT
BEACH BREAK
BLOW OUT
COFFIN
CUTTING BACK
CONABUNGA
DROP
GLASSY
GREEN WAVES
KELP
OUTSIDE
POPOUTS
SKEG
STRINGER
TAIL BLOCK
TRIMMING A BOARD
TROUGH
WALL
WAX
WIPE OUT
BANZAI
KAHA HUMA
PIPELINE
REEDS
SAND BUG
WEDGE
WAIKIKI KUKS
WOODIE

BEGINNER, OR SIDEWALK SURFER
SOMEONE ALWAYS ON THE BEACH, NEVER IN THE WATER
A SURFBOARD
GRAB THE SIDES OF THE SURF BOARD
PUT YOUR WEIGHT ON THE END OF THE BOARD AND GET OUT OF THE WAVE
LARGE WAVES
WAVES IN GROUPS OF SIX OR EIGHT
RIDE THE BOARD BETWEEN THE PILINGS OF A PIER
SURFING WITHOUT A SURF BOARD
SNOWED
WHITE WATER AFTER THE WAVE BREAKS
PADDLE OUT PAST THE BREAKERS
SWIM SUITS MUCH TOO LARGE
BUMPS ON KNEES FROM BENDING DOWN TO PADDLE
ANYONE WITHOUT A CALIFORNIA ACCENT
SOMEONE THE SURFERS DON'T APPROVE OF
BEND IN THE TOP OF A BREAKING WAVE
GIRL WHO GOES JUST TO WATCH THE SURFERS
MULTI-COLORED CANVAS SWIM TRUNKS
HO-DAD WHO DRIVES UP AND DOWN THE BEACH WITH SURF BOARD IN CAR
A GROUP OF SURFERS LOOKING FOR GOOD SURF
A GIRL SURFER
OLD CARS OR TRUCKS OR ANY LARGE FORM OF TRANSPORTATION
SURFBOARD RACK THAT FITS ON THE TOP OF A CAR
BRIGHT PLAID WOOL SHIRTS TOO LARGE
GUARACHES WITH TIRE TREADS FOR SOLES
MEXICAN SANDALS
DIVE OR JUMP FROM THE BOARD
WAVES THAT BREAK IN NEAR SHORE
WIND BLOWING TOO HARD FOR SURFING
LYING FLAT ON YOUR BACK ON SURF BOARD WITH ARMS FOULDED ON CHEST
GETTING TOO FAR AHEAD OF THE CURL AND HAVING TO CHANGE POSITION
THE EXHULTANT CRY OF THE SURFER
SLIDING FROM TOP OF A WAVE TO THE BOTTOM
NO WIND AND SMALL WAVES
NON-BREAKING WAVES STEEP ENOUGH FOR RIDING
SEAWEEED
SURFING AREA PAST THE BREAKING SURF
MASS PRODUCED SURFBOARDS
THE FIN OF A SURFBOARD
STRIPS OF WOOD LAMINATED INTO BOARD FOR DECORATION AND STRENGTH
BACK OF A SURF BOARD
PLACING YOURSELF ON THE BOARD SO IT SITS CORRECTLY IN WATER
LOW PLACE BETWEEN TWO WAVES
THE STEEP FRONT PART OF A WAVE
PARAFFIN USED ON TOP OF SURF BOARDS
BEING KNOCKED OFF THE BOARD BY A WAVE OR ANOTHER SURFER
YELL GIVEN BY SURFERS FIXING TO SHOOT THE CURL
MYTHICAL HAWAIIAN GOD OF SURFING
LONG WAVE JUST BEFORE IT BREAKS
PANTS WORN BY SURFERS THAT EXTEND TO JUST BELOW THE KNEE
SOMEONE WHO DOES NOT LIKE OR UNDERSTAND SURFERS
ANOTHER NAME FOR THE CURL
PSEUDO SURFERS
A SURF WAGON USED TO CARRY THE BOARDS AND TO SLEEP IN

Swallow the
Gold Fish

SURF TALK

#1 PROMO SPOT

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SECOND: I don't know....."What's an all-time Gurfer diggin' the boob-tube?"

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Swallow the
Gold Fish

STATION BREAK (Bob White, Program Director, KILT)

KILT... Top Turkey in Houston

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

Each year near Christmas there is a big TOYS FOR TOTS push to get toys for needy children. How about putting this on a school competition basis? The school that collects the most toys get a free dance with the KILT deejays and a local band. But now comes the thing that will put the real interest and competition to it all. During the dance give a 30 minute or one hour remote broadcast from the site of the dance on the air. During the 30 minutes you could interview class officers, invite players and general interest. During this time, play records instead of having the band play. I don't think any school has ever had the chance to win a broadcast of any school function such as this. Plus, you could get a great deal of community praise for helping such a worthwhile cause.

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

A new club owner in Houston wanted a completely new idea and copy approach for a campaign. Kilt came up with the Weird Beard, our night personality, on the old possibly forgotten ad, "Swallow the gold fish". The Weird Beard is slowly building up the idea of what do they taste like? Are they easy to go down? How many can one eat? And so forth. Then, this Friday, the "Pleasure Club" will start their spots and give away a bottle of champagne to anyone in the club who can swallow a whole goldfish. The club brought a good TFM schedule.

- 5 -

Swallow the
Gold Fish

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KILT...Top Turkey in Houston

#

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

Each year near Christmas there is a big TOYS FOR TOTS push to get toys for needy children. How about putting this on a school competition basis? The school that collects the most toys get a free dance with the KILT deejays and a local band. But now comes the thing that will put the real interest and competition to it all. During the dance give a 30 minute or one hour remote broadcast from the site of the dance on the air. During the 30 minutes you could interview class officers, football players and general interest. During this time, play records instead of having the band play. I don't think any school has ever had the chance to win a broadcast of any school function such as this. Plus, you could get a great deal of community praise for helping such a worthwhile cause.

#

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

A new club owner in Houston wanted a completely new idea and copy approach for a campaign. Kilt came up with the Weird Beard, our night personality, on the old possibly forgotten fad, "swallow the gold fish". The Weird Beard is slowly building up the idea of what do they taste like? Are they easy to go down? How many can one eat? And so forth. Then, this Friday, the "Pleasure Club" will start their spots and give away a bottle of champagne to anyone in the club who can swallow a whole goldfish. The club bought a good TFN schedule.

#

KABL 144

- 2 -

PROMOTION (Al Hart, Program Director, KABL)

While none of our other stations can do this, I mention it because it points out how you should be alert to local happenings and be ready to exploit them promotionally. KABL is going to have a promotion on the air which says in effect, 'Swim from San Francisco to Alcatraz and win a wonderful week for two on 'The Edge', subject to approval of the Federal Service Administration."

SWIM

#

LOCAL EDITORIAL (Bill Stewart)

I am attaching copies of an excellent editorial aired at WYMR and written by Bill Stewart. The writing is excellent--dramatic, short and punchy. The subject matter is sensational and the stand taken by the station is, of course, commendable.

It has to do with an obviously demented youth who has a way with firearms.

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COMPETITOR'S PROMOTION (Jay Schatz, Manager, WYMR)

Jack reports that WIND in Chicago is having special guests as summer replacements on their deejay shows. On June 23rd, for example, Eddie Arnold will be on from 1:00 to 4:00 PM; on June 30th Sebastian Cabot; and for a few days, the 4:00 to 6:00 PM slot will be handled by Mort Sahl, Phyllis Diller, Charles Farrell, Jackie Leonard, Jim Bachus, etc.

In my estimation, the sound of the station is going to suffer greatly, but the word-of-mouth comment value of this idea should be fantastic.

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Switchboard

Swimming
Pool Cont.

Swim

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Switchboard
Swimming
Pool Cont.

TO ALL STATIONS

From: Gordon McLendon

Date: May 10, 1956

SWIMMING POOL CONTEST

Here's an idea I dreamed up that might be useful to you this summer.

We are planning this several times each day. It will go something like this:

"It's 8 minutes after 10 right now in Dallas and this message is directed to the Oak Cliff Municipal Swimming Pool. The life guard there is asked to select the prettiest girl in his opinion now present at that pool and then call KLIF and report to us his selection. The winner will receive a record album of her choice on going to KLIF. We'll wait for word from the Oak Cliff pool."

This is an interesting and highly inexpensive gimmick. It ought to be a lot of fun.

Switchboard

Swimming
Pool Cont.

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This is an interesting and highly inexpensive gimmick. It ought to be a lot of fun.

SWITCHBOARD SWEEPSTAKE

Switchboard
Sweepstakes

DEEJAYS AND STAFF:

THE KLIP "SWITCHBOARD SWEEPSTAKES" IS OUR WANNENRYX FEBRUARY MONTHLY

PRODUCTION. BELOW IS AN EXPLANATION OF HOW THE CONTEST WORKS.

AIR PROCEDURE: at approximately 15 minutes past each contest hour, the DJ plays the tape format, then reads the live format. Everyone is invited to call and register their names and addresses with the contest operators. Registration continues until the following hour, one, 45 minutes later. Contest operators should take last names first. This is important.

After the reveal of the hour, the DJ opens envelope number 1, which contains a letter of the alphabet, such as "B" or "W". He then reads that contest judge is checking the lists of callers to see who the first person to call and register whose last name begins with that letter. Judges check list, quickly determine first person. Their name is announced as the winner of a \$50 Transistor radio... but they may still win the \$100 General Electric Filament radio washer, if their last name is the one in envelope number 2. Envelope number TWO is then opened and the name is read. If the name of the first person who called is indeed inside the second envelope, they win the washer, and do not win the transistor radio. If the name is not the same, they win the radio, and are eligible to enter next hour's contest. No therefore have a guaranteed win each hour. PLEASE UNDERSTAND THAT WINNERS DO NOT GET BOTH THE RADIO AND THE WASHER. They get one or the other. Envelope # 2 is for a larger prize. Deejays must hammer on the phone number and the contest rules.

NOTE: DJ deejays should also continually point out that registrations continue until the hour tone, because one never knows when their name letter will be called. Has been registered or not. Only one entry per hour is permissible. Contest operators should not accept a second listing of the same person.

FOR POLICY BOOK

This contest is easiest to run when a series of phones are attached to one telephone number in rotary order. Call #2 spills over to the second phone, etc. Any number of operators up to 10 may be used.

Contest operators should ask for the last name first, as this is easier to check. First letter of last name should be printed...the rest written. Easier for last checking. Attached is a sample of contest operators work sheets.

JACK CHAMP

[Signature]

January 30, 1961

DEEJAYS AND STAFF:

THE KLIF "SWITCHBOARD SWEEPSTAKES" IS OUR WANNXRX FEBRUARY HOOPER PROMOTION. BELOW IS AN EXPLANATION OF HOW THE CONTEST WORKS.

AIR PROCEEDURE: at approximately 15 minutes past each contest hour, deejay plays the taped format, then reads the live format. Everyone is invited to call and register their names and addresses with the special contest operators. Registration continues until the following hour tone, 45 minutes later. Contest operators should take last names first...this is important.

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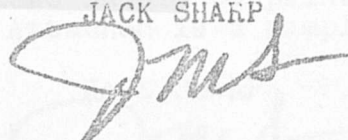
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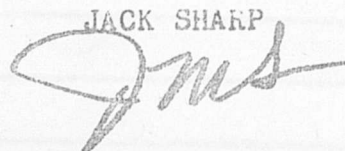
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JACK SHARP



SWITCH-BOARD SWEEPSTAKES

DATE-----

HOUR-----

NAME

ADDRESS

CONTEST OPERATORS SIGN AND NUMBER EACH SHEET IN UPPER CORNER.

SPACE AT LEFT IS AVAILABLE SO THAT OPERATORS CAN PLACE THE

FIRST LETTER OF THE ENTRANTS LAST NAME IN PRINTED CAPITAL

LETTERS.

SWITCHBOARD SWEEPSTAKES FORMAT

HOUR

DEEJAY: PLAY TAPE FORMAT

DEEJAY: (LIVE) REMEMBER TO CALL AND REGISTER ONLY ONCE. PLEASE GIVE THE CONTEST OPERATOR YOUR LAST NAME FIRST. WE WILL STOP TAKING CALLS AT THE HOUR TONE AT THE END OF THIS HOUR...CALL AND REGISTER NOW, BY CALLING RIVERSIDE 7-9411. RIVERSIDE 7-9411.

AFTER THE NEWS ON THE HOUR

DEEJAY: RIGHT NOW, WE ARE GOING TO OPEN THE ALPHABET ENVELOPE, CONTAINING A LETTER OF THE ALPHABET. THE JUDGES WILL THEN CHECK THE REGISTRATION LIST, AND THE FIRST PERSON ~~IN~~ WHO CALLED IN WITH A LAST NAME BEGINNING WITH THIS LETTER IS A WINNER! HERE'S THE ENVELOPE, AND HERE'S THE LETTER...IT'S _____. JUDGES, ~~WE~~ GIVE ME THE NAME OF OUR WINNER!

(GO INTO RECORD, WAIT FOR JUDGE TO BRING NAME)

PART TWO

THE JUDGES TELL ME THAT THE FIRST PERSON TO CALL LAST HOUR WHOSE NAME STARTED WITH THE LETTER _____ WAS _____.
_____. NOW, I WILL OPEN THE NAME ENVELOPE, CONTAINING
LAST
A NAME WHICH STARTS WITH THE LETTER _____. IF THE NAME IS
_____, THEN _____ WINS A \$330 GENERAL
ELECTRIC FILTER-FLO WASHER. IF NOT, THEN _____
WINS A \$60 TRANSISTOR RADIO! HERE GOES (TEAR ENVELOPE OPEN
ON THE AIR) THE NAME IN THE ENVELOPE IS _____,
SO _____ (DOES) (DOES NOT) WIN A (\$330
G.E. FILTER-FLO WASHER) (\$60 TRANSISTOR RADIO). MORE FUN
AND PRIZES IN NEXT HOUR'S SWITCHBOARD SWEEPSTAKES!

SWITCHBOARD SWEEPSTAKES FORMAT

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(GO INTO RECORD, WAIT FOR JUDGE TO BRING NAME)

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MARK + Davey

SWITCHBOARD SWEEPSTAKES INTRO

SOUND: PHONE RINGING

GIRL: SWITCHBOARD SWEEPSTAKES...

PHONE RINGING

GIRL #2 SWITCHBOARD SWEEPSTAKES...

SOUND: BRIGHT MUSIC UP AND UNDER QUICKLY

ANN1: IT'S KLIF'S SWITCHBOARD SWEEPSTAKES! A GUARANTEED PRIZE EVERY HOUR!

ANN 2: EVERYBODY CAN PLAY EVERY HOUR...ANYBODY MAY WIN!

ANN 1: WHEN THE DEEJAY GIVES YOU THE PHONE NUMBER, START CALLING...

ANN 2: REGISTER YOUR NAME AND ADDRESS!

ANN 1: YOU MAY WIN A \$330 GENERAL ELECTRIC FILTER FLO WASHER, OR A \$60
TRANSISTOR RADIO!

ANN 2: STANDBY TO WIN...IN KLIF'S SWITCHBOARD SWEEPSTAKES!

PAD MUSIC

SWITCHBOARD SWEEPSTAKES PROMO # 2

SOUND: BRIGHT MUSIC

1. NOW! UNPARALLELLED CONTEST EXCITEMENT! SWITCHBOARD SWEEPSTAKES!
2. YOU CAN WIN A GENERAL ELECTRIC FILTER-FLO WASHER, WITH A GIANT 12 POUND LOAD CAPACITY!

1. OR A \$60 TRANSISTOR RADIO! EVERYBODY CAN ENTER, ANYONE MAY WIN!
2. PLAY EVERY HOUR! NO STREETS, NO TELEPHONE EXCHANGES...EVERYONE CAN PLAY!

1. AS SOON AS THE CONTEST IS STARTED EACH HOUR, YOU CALL KLIF AND REGISTER YOUR NAME AND ADDRESS!

2. CONTEST STOPS ON THE HOUR TONE, AND THE DEEJAY OPENS A SEALED ENVELOPE CONTAINING A LETTER OF THE ALPHABET!

1. THE FIRST REGISTERED CONTESTANT, WHOSE LAST NAME BEGINS WITH THAT LETTER, IS THE WINNER!

2. A SECOND ENVELOPE, CONTAINING A LAST NAME BEGINNING WITH ~~THE~~ THAT SAME LETTER OF THE ALPHABET, IS THEN OPENED.

~~IF THE NAME IN THE ENVELOPE IS THE SAME AS THE NAME IN THE ENVELOPE, THE WINNER~~

1. IF OUR WINNER'S NAME IS THE SAME AS THE NAME IN THE ENVELOPE, OUR WINNER RECEIVES THE \$330 G.E. FILTER-FLO WASHER!

2. IF NOT...THE WINNER THEN RECEIVES A BEAUTIFUL \$60 TRANSISTOR RADIO!

1. THERE'S A WINNER EVERY HOUR! EVERYBODY CAN ENTER EVERY HOUR.

2. LISTEN FOR KLIF'S SWITCHBOARD SWEEPSTAKES! WIN A \$330 GENERAL ELECTRIC FILTER-FLO WASHER...AUTOMATIC, GIGANTIC AND BEAUTIFUL!

1. SWITCHBOARD SWEEPSTAKES!

CURTAIN

S.S. PROMOS # 1

SOUND: BRIGHT MUSIC

1. THE BIG TWELVE COMES TO KLIF!
 2. IT'S KLIF'S NEWEST PRIZE FILLED CONTEST...SWITCHBOARD SWEETSTAKES!
 1. EVERYBODY CAN PLAY, ANYBODY CAN WIN! AND...THERE'S A WINNER EVERY HOUR!
 2. SWITCHBOARD SWEEPSTAKES! YOU CAN WIN A BIG 12 POUND LOAD GENERAL ELECTRIC FILTER-FLO WASHER...
 1. VALUED AT \$330! A G.E. FILTER-FLO WASHER, OFFERED EVERY HOUR!
 2. WHEN THE DEEJAY ANNOUNCES THE START OF THE CONTEST, EVERYBODY WHO WANTS TO ENTER CALLS THE CONTEST NUMBER!
 1. REGISTER YOUR NAME AND ADDRESS ONLY ONCE.
 2. ON THE HOUR, WHEN THE CONTEST STOPS, THE DEEJAY WILL OPEN AN ENVELOPE CONTAINING A LETTER OF THE ALPHABET.
 1. THE FIRST ~~PERSON~~ REGISTERED CONTESTANT, WHOSE LAST NAME BEGINS WITH THAT LETTER IS THE AUTOMATIC WINNER OF A \$60 TRANSISTOR RADIO!
 2. THEN THE DEEJAY OPENS A SECOND ENVELOPE, CONTAINING A ~~PERSON'S~~ LAST NAME...WHICH STARTS WITH THAT LETTER OF THE ALPHABET ALSO.
 1. IF THE WINNER'S LAST NAME APPEARS IN THE ~~ENVELOPE~~ SECOND ENVELOPE, THEY WIN THE \$330 GENERAL ELECTRIC FILTER-FLO WASHER.
 2. STANDBY TO WIN...IN KLIF'S SWITCHBOARD SWEEPSTAKES!
- CURTAIN

January 30, 1961

January 30, 1961

DEEJAYS AND STAFF:

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FOR POLICY BOOK
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