

Tom C

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the Brain!

BRAIN #145

READING TIME 5:02

MEMO FROM MAC:

For the past few weeks each BRAIN subscriber has been receiving the "ALL IN ONE" service on a free trial, and by returning the enclosed card, you may continue to do so through April. If you are not using TTO, and do not return the card then next week, you will receive the regular BRAIN with the six features. "THIS, THAT AND THE OTHER" would cost you \$300 a week to produce, and the BRAIN believes once your announcers learn to use it, it adds a meaning and mirth to your station that makes it sound as fresh as the latest weather forecast. So read the entire script this week, and BE SURE TO RETURN THAT CARD in order to get the full service in April free of charge. After April, if you continue with the "ALL IN ONE" service, as a BRAIN subscriber your cost will increase only \$11 per month. THANKS TO THE 173 WHO HAVE ALREADY RETURNED CARDS...

#1 THE LAZIEST HUSBAND (UNDATED)

With spring fever setting in, Station WWWW on its "Woman's Club" has invited women to nominate the laziest husband in town. Any lady may nominate her own husband, but must state in 100 words or less why he should have the title. First prize is a KING SIZE MATTRESS, and the contest is sponsored by a local furniture store. Promos come on with yawns and snores, etceteras.

#2 SEVERE WEATHER REPORTS (UNDATED)

This was mentioned two weeks ago, now comes one subscriber who has sold to one sponsor all Severe Weather Reports with only sponsor's slogan used as commercial. It was understood that weather would be carried in regular fashion on scheduled newscasts and set weather casts. This sponsor with a weather thermometer on its building is also offering a weekend vacation to the listener who can correctly guess what their thermometer will read at high noon on June 15. In case of ties, there will be a runoff two weeks later.

#3 WHAT DO FCC INSPECTORS DO? (UNDATED)

This is from the Oklahoma Broadcasters newsletter. Recently an FCC Inspector visited a station and checked the following: a full week of program logs, with special interest in public service and commercial load; the political file, and the complaint file; checked readings at high and low power; checked the base current readings; checked engineering logs, and then asked for Audio proof. He was there from 9:30 a.m. until 4:30 p.m. This is for your guidance, and it would be well to have a dry run today just for kicks.

#4 KEEP THEM RECORDS COMING (UNDATED)

Sheryl Gordon, Radio Station KGTO in Tioga, North Dakota, would appreciate any tips on how to get on record and album free promotional lists. The size market is the key, but the BRAIN has found a well written circular letter to all publishers pays off, provided you explain your music policy. Any ideas? Write to Sheryl or "Yours Truly".

#5 LEGAL ADVERTISING (UNDATED)

New Mexico Broadcasters almost scored a victory in getting the legislature to okay broadcasting of legals on radio. This is a source of revenue that is well worth exploring. If your state is leaning in this direction, give us the latest report. One Station has taken three hours each Sunday afternoon for WWWW CLASSIFIED. They charge a set fee, cash in advance, and intersperse their music.

#6 ONE WEEK IN MASSACHUSETTS (SPRING AND SUMMER)

With the advent on vacations, Station WWWW promoted a "VISIT YOUR OWN STATE" Sweepstakes, with a DJ and wife visiting the high points of the state for a full week, and with them they took a couple who were chosen in a simple sweepstakes drawing. Multi sponsors footed the bill, and sponsored the daily broadcasts.

#7 WHAT CAN A PIG DO? (UNDATED)

One of these fast, but successful promoters came through town the other day and staged a one week sale at a local tire company and set all kinds of records. He did it in three ways, (1) The Tire Company used red hot prices, (2) All kinds of free gifts were offered to those who came by, and (3) His top prize was a pig (sound effects broadcast). He said, "It is absolutely amazing how many people will attend a sale where a live prize is being given including a pig, steer, or even a French Poodle.

#8 PERSONAL TO PERSONNEL (HURRY! HURRY!)

The BRAIN has prepared a short tape which spells out in simple language a pep talk to new personnel. This message is designed to be listened to by the new employee by himself (completely alone), just after he has been employed. As Boss you can say the same thing, but coming from a source not connected with the Station, PERSONAL TO PERSONNEL tends to be more objective. This feature will soon be sold by the BRAIN, but to the first 50 subscribers requesting same, we will send the tape "on the house" (just another BRAIN bonus).

#9 BEST SLOGAN OF THE WEEK (UNDATED)

We heard this one on one of the Kansas Stations broadcasting the KU-HOUSTON Basketball game. "We don't want a million dollars, we want a million friends." A Ford dealer scored with this cute announcement. "ATTENTION--There are some of you who have not been by Pollard Freindly Ford for your \$6.95 Spring tuneup. This includes Joe Barlow, Frank Coody, Mrs. Oglethorpe (any other names you can make up). So get by Pollard today for your Spring tuneup while the \$6.95 price is being featured, otherwise your name may be on the radio tomorrow.

#10 CAMP OUT WEEK (SPRING)

Camp Out Week is the first week in May, and Station WWWW is taking its four main announcers, and putting them in a local park Friday through Sunday night. They will not be allowed to shave, they will do all their own cooking, and they will commune with nature, chiggers, and other varmints. There will be broadcast reports throughout the day, and the whole bit is sponsored by firms who will be going for COOK OUT AND PICNIC BUSINESS. Where water or a lake is close by this would help in this promotion. Oh yes, they are not allowed to listen to radio, nor watch television, and hikes and exercise are stressed.

#11 SLOGAN CONTEST (UNDATED)

The BRAIN reported this to you several weeks ago, and it is this simple. Your Chamber of Commerce sponsors a Slogan Contest, 7 words or less including name of city. This slogan will be bumper stickered on vacationers' cars this summer to publicize the city. Radios and TV's make ideal prizes for the ten best, or what you select. This contest has just been concluded, and it pointed up one major point. THIS CITY NEEDS TO SIT DOWN AND DECIDE WHAT KIND OF IMAGE WE ARE TRYING TO CREATE. The slogans reflect the people have no idea. Are we selling cotton, cattle, industry, or what? Take the idea and run it by your Chamber of Commerce.

#12 GIANT GARAGE SALE (UNDATED)

Station WWWW in cooperation with local service club rents a big building and invites every lady in town to come down and rent a stall for the GIANT GARAGE SALE. Ten percent of all they take in goes to the Service Club. It should be about a three day event.

#13 BONANZA--BUY AT HOME (UNDATED)

Last year stations grossed from \$500 to \$5500 on the BUY AT HOME package. The BRAIN has a tape containing a \$500 BUY AT HOME JINGLE, 15 announcements by Miss Donna Axum (former Miss America, now emceeing pageants throughout the Nation) (last week in Pennsylvania), and also 15 announcements by Comedian "Red" McIlvaine. These are 10's and 30's designed for either 30 second or one-minute sponsorship. They are being sold to NON-SUBSCRIBERS for a flat price of \$60 (20% discount for cash), but to BRAIN SUBSCRIBERS, you can buy the BUY AT HOME tape for your permanent library for \$40 with a \$10 charge to be added to your billing for four months. Order your tape today (no samples please), and if within ten days you decide you can't use it, ship it back for NO CHARGE. Fair enough? How to Handle your BUY AT HOME? When you get the jingle and announcements, listen to them, and then plan a campaign to fit your own market. One station sold 60 sponsors, and another sold it to one sponsor. Let us hear from you today, since our tape stock is limited.

"LET'S TALK BUSINESS"

FORMAT (Opening)
MUSIC (Up and Fade)
ANNOUNCER: SPONSOR says, "LET'S TALK BUSINESS" with a story
from America's main stream of economy, Free Enterprise.
COMMERCIAL
INSERT
MUSIC (Up and Fade)
CLOSE: "LET'S TALK BUSINESS" each day at this time, a radio
service of SPONSOR.

(INSERTS)

- #1 The State of Mississippi is after International Business. A new six language trade directory is now being circulated all over the world listing the import--export business concerns, and they are ready to send a delegation anywhere anytime it means new Industry for Mississippi.
- #2 THE AUTOMATIC SHOPPING CENTER may soon be on it's way. One firm has combined an automatic laundry, dry cleaning establishment, car wash, vending machines, and even a shoe shine machine. They say if it will run itself, we'll buy it. What's the most popular item? Pin ball machines.
- #3 SHOW BUSINESS people are going into a new era of entertainment. They are employing young people at minimum salaries in most cases, and molding them into topnotch singing groups. "The Young Americans" which have been helped along the way by Tennessee Ernie, are now being emulated by the Dan Blocker singers. Most of them are college students who sing melodies that would fit the "Lawrence Welk Show".
- #4 When you are in Connecticut, you may have the opportunity to stop by a community of 8,000 called Samuel Pryors Doll Library. Why has Sam collected every doll available? He vows that dolls, like people, are each an individual with a story to tell. Needless to say, he doesn't have to advertise very much to attract the children, but has been amazed at the equal interest from both parents.
- #5 "What's My Line", the TV show, will soon be a thing of the past; but all over America, people continue to make money by coming up with an unusual occupation. One lad has come up with a sign service for motorists. Instead of using bumper stickers, he has large signs which can be carried in the back seat; and when you pass a friend, you can give a friendly greeting by holding up the sign. He has several which plug the hometown for the benefit of strangers. Others contain a little philosophy like: "Smile, you're in Hopkinsville." He is the first to admit his car sign service won't work on a freeway, or probably in towns bigger than Hopkinsville (Population 862)
- #6 Boise, Oklahoma, is hundreds of miles from lakes and reservoirs, but they say distance is not a factor in this modern age. They are now planning to bring millions of gallons per day from rain blessed Eastern Oklahoma with a \$4,000,000 canal, and hundreds of reservoirs to retain it. They will need 1,790 miles of conveyance systems. This is just a drop in the bucket when you consider that plans are already in the making to bring water from the North in bountiful quantities to the South to relieve the floods up there and cure the droughts in the arid areas. This is called turning two liabilities into two assets which is always a profitable proposition.

"FASHIONS AND FANCIES"

MUSIC: (Up and Fade)
ANNOUNCER: Let's spend 30 seconds in the world of "FASHIONS AND FANCIES," as a guest of SPONSOR.
ANNOUNCER: INSERT COMMERCIAL
MUSIC: (Up and Fade)
ANNOUNCER: "FASHIONS AND FANCIES," with news about styles and trends on the air each day, with SPONSOR as your host. (CLOSING COMMERCIAL AND SLOGAN).

(INSERTS)

- #1 Take a trip in time and you'll find that perfume is not a mod invention. The earliest recorded religious ceremonies were marked by the burning of aromatic gums and woods as offerings to the gods. These aromas needed a name so the Romans tagged them "per" meaning through and "fumm" meaning smoke. Orientals thought smelling groovy was a kick but didn't stop there. To this day their religious beliefs dictate that fragrance may prolong life.
- #2 Everything has gone "Mod," and now there is even the Mod Rod. What are Mod Rods? They are rollers, and two are given free with the setting gel, Dippity-do. Wild, color-mad Mod Rods are the tonic you need to brighten dreary set-up sessions. Not to mention the super smooth 'do you get with these super size Mods.
- #3 Go ahead and let your hair down! Wear it at any lengths. That's what they are saying at The Emporium in Northern California. What's the news? The "Mini-Fall"--new hair pieces that solve any hairy problems. The "Mini-Fall" comes with a detachable black velvet band. Change the band to match the color of your mood, or wear it without a band. Great way to get set for a groovy spring--top off with a "Mini-Fall".
- #4 Audrey Hepburn--a girl who used to be the epitome of elegance in the French fashion world--has switched to London's mini-skirts, while Dina Merrill, a permanent member of the Fashion Hall of Fame, discloses that many of her dresses are within even a secretary's budget. It all boils down to one word: taste, and most people agree that Miss Merrill does have taste.
- #5 Many girls ask, "Can ironing your hair be damaging?" The Beauty Editor of TEEN MAGAZINE says, "Yes! Although 'everyone' seems to be using the ironing method, it's no better for your hair than constant sun and sea water. Ironing dries hair and causes ends to split. Of course, your hair will straighten out, but sometimes with most unattractive results."
- #6 It is going to be easy to see who is wearing the pants in the family this spring. They are going to come on loud and clear which is the way young men want them. Among the new styles will be a hot Aztec print of turquoise, yellow, green, and navy. Another "In" this spring is the Paisley-print pants. The classic Paisley pattern of the nontraditional pants is gold and white on a navy background. These pants can be fairly dressy when worn with a dark blazer or very casual when combined with a black polo shirt or gold sweater.

"ON THE GO"

MUSIC: (Up and Fade)
ANNOUNCER: SPONSOR Presents "ON THE GO", dedicated to a nation and a community on the move.
ANNOUNCER: COMMERCIAL INSERT
MUSIC: CLOSE (Up and Fade)
ANNOUNCER: The "ON THE GO" Radio Show is on the air each day at this time, courtesy SPONSOR (CLOSING COMMERCIAL AND SLOGAN).

(INSERTS)

- #1 A major engineering feat has brought about a new aerial tramway in the majestic Teton Range in western Wyoming. Located at the Jackson Hole Ski Area, five towers up to 165 feet tall support electric-driven cables from which two 63-passenger enclosed cars are suspended. It took 2 years and 2 million dollars to complete; now it takes 20 minutes to whisk tourist and skiers to the top of 10,924-foot-high Rendezvous Peak for an intimate view of the mountain peaks.
- #2 Once again, covered wagons will churn up dust clouds on the historic Smoky Hill Trail this summer. Mr. and Mrs. Frank Hefner and their friends of Quinter, Kansas, offer a drama of our Western Heritage called "Wagons Ho". The drama consists of a 40-mile wagon trip on the Smoky Hill Trail, including "vittles", campfires, covered wagons, ballads, and bedrolls. One trip each will be made in May, June, July, and August, they announce.
- #3 A bill has been introduced into the Texas Legislature to prevent the use of speedometer resetting devices to defraud a prospective purchaser. It provides for fines up to \$200 for violators. This law would include any device which is designed to change the mileage on a motor vehicle speedometer. Wonder if that includes teen-agers?
- #4 The city of Clearwater, Florida, has passed an ordinance which makes it a misdemeanor for the operator of a motor vehicle to leave it parked in any public place without locking the ignition and removing the key. This ordinance was originally aimed at deterring car thefts, but it has also been successful in preventing drivers from locking their keys in their car.
- #5 A man who parked a late model car on a Phoenix Street wanted to make things clear. To the amazement of everyone who passed, he had posted a large sign on the mutilated and dented right side of the vehicle. In huge, oddly-sculptured letters, the sign read: "SHE DID IT".
- #6 A new twist in auto racing is the racing school at Wilmot Hills, Wisconsin. Sanctioned by the Sports Car Club of America, the school tries to find out if the prospective driver is psychologically fit for racing. It tries to help them find out if they have what the sport requires: judgement, courage, and driving skill. Young hopefuls attend it for one purpose--to learn how to be race drivers.

"HEALTH AND HAPPINESS"

FORMAT (Opening)
MUSIC: (Up and Fade)
ANNOUNCER: SPONSOR presents "HEALTH AND HAPPINESS" with interesting information about your body and mind, how to protect them, and a thought to brighten your day.
INSERTS: Question and Commercial
MUSIC: (Up and Fade)
ANNOUNCER: "HEALTH AND HAPPINESS" is presented each day at this time by SPONSOR, who reminds you that exercise is good for your health, and a smile is good for your soul.
MUSIC: (Up and Fade)

(INSERTS)

- #1 What steps has medical research made in the last 100 years in curing the most common killers? The answer in 30 seconds... (COMMERCIAL)... One hundred years ago: 1 infant out of five died from whooping cough, colic, or typhoid fever; 1 adolescent out of 10 died of scarlet fever, smallpox, diphtheria, or blood stream infection; 1 young adult out of 12 would have succumbed to tetanus, appendicitis, or diabetes; before the age of 50, one person out of six would have died from pneumonia or tuberculosis. Now for a Happiness Thought: If at first you do succeed, it's too easy, try something else.
- #2 What should be done when a child swallows something? The answer in 30 seconds... (COMMERCIAL)... A quick attempt to induce gagging is justified, but there is a small chance for success. There should be no delay in seeking medical aid. Gagging is far less effective than the use of a medication, but in all cases, the safest action is getting a doctor. Now for a Happiness Thought: Behind every successful man, you'll find a woman who has nothing to wear.
- #3 Does the use of flouride really help prevent tooth decay? The answer in 30 seconds... (COMMERCIAL)... A government dental researcher reports that a group of school children who wore an athlete's mouthpiece filled with jelled flouride, for six minutes a day, showed an 80% reduction in tooth decay over a 2-year period. Now for a Happiness Thought: The 3 inevitables of modern life are death, taxes, and hamburgers the night before payday.
- #4 What is meant by the retirement myth? The answer in 30 seconds... (COMMERCIAL)... According to some specialists, the cherished idea of retirement on a fixed income is a myth that should be abandoned. Depression is likely to follow retirement, and it can be frightening and destructive. For most people, work is important, and extremely enjoyable. Now for a Happiness Thought: The trouble with some folks who give until it hurts is that they're so sensitive to pain.
- #5 Is rabies being eradicated in the U. S.? The answer in 30 seconds... (COMMERCIAL)... Absolutely not! Animal rabies is still on the rise in the U.S. according to the American Veterinary Medical Association. To help control rabies, they urge vaccination for pets, whether it's required by law or not. Now for a Happiness Thought: Eat, drink, and be merry, for tomorrow you may run out of credit.
- #6 Who is most vulnerable to tetanus? The answer in 30 seconds... (COMMERCIAL)... Anyone who has not been immunized. It is estimated that 3/4 of all adults in the U.S. either have never been vaccinated or need booster shots. Women over 20 are most vulnerable because minor cuts and scratches are common in housekeeping and gardening. Now for a Happiness Thought: Age has nothing to do with learning a new way to be stupid.

"SUNSHINE FOR SUNDAY"

FORMAT (Opening)
MUSIC: (Up and Fade)
ANNOUNCER: This is "SUNSHINE FOR SUNDAY" presented by SPONSOR in the hope it will encourage all of us to be more grateful for today and thoughtful about tomorrow.

COMMERCIAL
MUSIC: (Up and Fade)
ANNOUNCER: Where two or more are assembled in a spirit of worship, patience, hope, and happiness usually follow, and you and your family are invited to worship today, as mankind seeks a better tomorrow. SPONSOR presents "SUNSHINE FOR SUNDAY" each week at this time.
MUSIC: (Up and Fade)

(INSERTS)

- #1 Do you know one way man outwits his nearest mental competitor the monkey? He puts bait in a bottle, and when the monkey reaches in for it, he cannot remove it without releasing his grip, and this he won't do....Man comes along, uses a small instrument and has it in seconds. So many of us allow greed to keep our fist tight, when a little patience, intelligence, and help from our fellow man can solve almost any problem facing us.
- #2 Abraham Lincoln said, "Let not him who is homeless pull down the house of another, but let him work diligently and build one for himself." So many problems that face millions today can be solved in a few days with three words: faith, work, and planning.
- #3 After hearing Daniel Webster speak, David Crockett said to him, "I have heard you were a great man, but after hearing you, I find you're not. I understood every word that you said." As hard as we try to impress our fellow man, it is ironic that the best impressions are always made when we least try. This is wonderful to realize, since it takes away hours of worry concerning, "What the other person thinks of you?"
- #4 Mary Webb had to be a happy person to pass along this thought: "In laughing wholeheartedly a man must attain a certain freedom from selfishness and a certain purity. The greatest Saints are the merriest hearted people."
- #5 When one says, "Conditions are against me, I'm just facing facts." His problem can well be he is being defeated by his interpretation of facts. Time and history have proved that whatever the problems we face today, there is a happy outcome, if we will seek it and wait for it.
- #6 The happiest people living today are those who have found the secret in showing other people why they are important in this world. When one can give purpose in life to one who sees no purpose, he has added another unit vibrant and positive power to a world that is constantly facing anemia.

"LET'S LOOK AT LIFE"

FORMAT: (Opening)
ANNOUNCER: Listen to the words of Wendell Phillips, "I will utter what I believe today, even if it should contradict all I said yesterday."
MUSIC: (Up and Fade)
ANNOUNCER: SPONSOR presents "LET'S LOOK AT LIFE." Lines for living are being written every day for the inspiration of mankind. Let's consider these words of wisdom.
INSERT
MUSIC: (Up and Fade)
COMMERCIAL
CLOSING: "LET'S LOOK AT LIFE" each day at this time, a radio feature of SPONSOR. Now our closing thought of the week once uttered by the late Henry Ford, "You take all the experience and judgement of men over 50 out of this world and there wouldn't be left enough to run it."

(INSERTS)

- #1 Tennyson wrote, "He is all fault who has no fault at all. For who loves me must have a touch of earth." Think it over.
- #2 Sinclair wrote it many years ago, but it is reflected in the news every day. "How men long for celebrity--Some would willingly sacrifice their lives for fame, and not a few would rather be known by their crimes than not known at all." Think it over.
- #3 Edward Butler the Author wrote, "Every man is enthusiastic at times. One man has enthusiasm for thirty minutes--another man has it for thirty days--but it is the man who has it for thirty years who makes a success of life." Think it over.
- #4 A quotation from Huxley, "We live in a world which is full of misery and ignorance, and the plain duty of each and all of us is to try to make the little corner he influences, a little less miserable and somewhat less ignorant than it was before he entered it." Think it over.
- #5 Greville said it this way, "It is not enough that you form and even follow the most excellent rules for conducting yourself in the world. You must also know when to deviate from them, and where lies the exception." Think it over.
- #6 Here is hard truth from Carlisle, "There are but two ways of paying a debt; increase of industry in raising income, or increase of thrift in outgo." Think it over.

This, That and the Other

March 27th, 1967

This is Monday, March 27th, 1967, the beginning of "Honey for Breakfast" week, and the opening for the Southwest Indian Powwow in Yuma, Arizona. Anita Bryant has just celebrated her 27th birthday; and if this is your birthday, expect lots of travel and the acquaintance of many new people. Look out for several awkward situations in romance before 1967 expires.

TONIGHT ON TV....The "Monkees" go in to the telephone answering service business and end up with a horse player. Lucy gets a ring stuck on her finger, in fact, the wedding ring belonging to her boss's wife....Johnny Carson is back after a week's vacation, and his guests include Corbett Monica, and a surprise singing act....Popular movie star, David Niven, drops in for a visit on the "Today" show tomorrow, plus the travel experts, Nancy and Temple Fielding.

UNCLE LOUIS....said it pretty well in years gone by: "Shouting to make your children obey is like using your horn to steer your automobile."

LITTLE JOE HAS GOT A RAISE....Now when you see Michael Landon going through his paces on "Bonanza", you can appreciate he's receiving \$12,000 a performance, which is \$1,000 better than last year. Joe is also writing some of the "Bonanza" scripts for additional revenue. Is he happy with his life? "Plenty," he says, "but not with the money; but with his fine family, including wife Lynn, and five young ones." Do they like Bonanza? Sure, next to "Batman".

TWO QUICK TIPS FOR MEN OVER 40 WHO WANT TO LIVE LONG AND HAPPILY....65 year old Sam Steen says, (1) learn to move around, without rushing around, and (2) keep an open mind and a closed refrigerator.

SOME SAY TORNADOES ARE INCREASING EVERY YEAR....but the records show the worst tornado to ever hit this country swept Missouri, Illinois, and Indiana back in 1925. They also estimate more than half of the 689 killed, could have been saved, had they had the U. S. Weather Bureau and radio stations available today.

AN INFORMED SOURCE REPORTS....in the fine print of President Johnson's draft message is a plan to draft more women. The President is taking such interest in this movement that they may call the women soldiers "Johnson's Wacs".

ONE NEVER REALIZES....how much time is demanded of one in public service, until you are told a startling fact like this one. "General Eisenhower never visited a super market in his life, until he finished his terms as President and left the White House. Today at 76, in his leisure living in Palm Desert, California, one of his favorite past-times is strolling the aisles and selecting steaks, fruits, and vegetables. Recently he was asked in an interview if there was anything he'd like to say to the American people. The General in his usual poise said, "Only this, I'd like to hear more people talking about how heroically and skillfully our men are doing their duty in Vietnam."

THE OFFICE GROUCH IS AT IT AGAIN....The sign on his desk reads today; "We are told when Jehovah created the world, he saw it was good. What would he say now?"

SANDY KOUFAX....will be on TV this year--the 15 minutes preceding the Game of the Week. If Sandy is as hard on his interviewees as he was the hitters, then he could well be the world of sports answer to Joe Pyne.

THE CHINESE PROVERBS....offer much oriental wisdom. Here's one: "That the birds of worry and care fly above your head, you cannot change; but that they build nests in your hair, this you can prevent."

IS THERE LIFE ON MARS?....Sir John Eccles, the Nobel Prize winner, gives a resounding no. He says those who say there is intelligence on Mars, or any other planet, simply have not studied the fantastic complexity of the brain and the nervous system. He says the human mind is unique and couldn't have happened but once.

THE DEPARTMENT OF TOO HARD TO BELIEVE TO BE TRUE....You can find out more about a man by looking in his medicine cabinet than you can in hours of conversation.

IF YOU'RE PLANNING A VACATION IN THE ROCKIES THIS SUMMER....don't be surprised if you run across a big old friendly German Sheperd dog, named Rex, roaming around. He belongs to Cesare Morganti in Denver; but due to the fact that Rex and his constant barking was ruled a nuisance, a Denver Judge has ruled he must live outside the City Limits. Anytime he comes inside, the judge has ruled he will be in contempt of court. Rex hasn't revealed what he has in mind for the judge when he comes outside.

MOVE OVER JOHNNY CARSON....Reports from Maine say Jack Parr is ready to give up his TV station, and return full time to show business. What would Jack like best to do? An offbeat newscast, ad lib, with NBC handling all the libel suits.

LEAVE IT TO A TEN YEAR OLD....Dad the other day was bemoaning the fact he didn't have a ruler on the lake to measure his fish. Son Jim reminded him that the average dollar bill is six inches long--a fact he learned on a Win A Record show with disc jockey Jim Dandy. Dad muttered, "I've never heard this Jim Dandy say anything intelligent but "goodbye cats"."

HERE IS ONE PLANE THAT WON'T GIVE YOU MUCH TROUBLE WITH A SONIC BOOM.... The new YF--12A is designed to travel three times to speed of sound at an altitude of 70,000 feet. Oh yes, the air to ground missiles will be tested in the Pacific, so don't stray too far out in your yacht.

ORBEN SAID IT...."The world has so many problems; if Moses came down from Mt. Sinai today, the two tablets he carried would be aspirin."

THE FIREMEN AT THE OAKS FIRE CO. NEAR COLLEGEVILLE, PENNSYLVANIS....have created sparks all over the place by renting their hall to some Ursinus College students for a lecture by the well known atheist, Madalyn Murray O'Hair. The Fire Dept. claimed they didn't know it was the controversial Mrs. O'Hair. They thought it was a freedom program, but one fireman confided, "We put out fires for people, no matter what they believe."

DR. EDWARD STAINBROOK....said it at the Midwell Hospital Association meeting: "What most hospitals need is a good doctor for the hospital itself."

IF YOU ARE AMONG THE TWENTY MILLION WHO....have bought recordings by Petula Clark, the "Downtown" girl from Britain, soon you will see her first American movie entitled "Finian's Rainbow". Don't expect Petula to be too nervous about it. She's been doing British movies since the age of 12. One Englishman jolly well summed it up, "The girl does things so right, she should be our Prime Minister."

THERE IS A CRITICAL PROBLEM FACING A MAJOR HIGH SCHOOL IN DENVER....Some of the students are having to park their cars as far as two blocks away from school and walk the remaining distance.

MY HOUSE IS ON FIRE....Okay, lady, we will be right out, provided you can pay our fee of \$100. That conversation is one that could easily be heard in Tel Aviv these days, where charges are made for each fire call. The cheapest is \$7, but where you have a house or building destroyed, it can cost you up to \$1000.

FROM THE WIRE SERVICE, THIS STORY....The Florida Legislature has approved a bill making possession of more than one gallon of moonshine whiskey a felony. Possession of less than one gallon is a misdemeanor.

THERE ARE 14,000 MUNICIPALITIES IN AMERICA....and they all have one thing in common. They need money. How much? Recently they informed Uncle Sam, about 125 billion will put them in good condition at least till 1970.

This, That and the Other

March 28, 1967

This is Tuesday, March 28, 1967, Teacher's Day in Czechoslovakia, when all teachers are honored and given a holiday....It was on this day in 1891, that Paul Whiteman, famous Band Leader was born in Denver, Colorado, and Kansas City Jazz Week is in full swing....If this is your birthday, look forward this year to more recreation, and some long travelling to attain it.

TONIGHT ON TV....Signe Hasso is a guest on the "Girl From U.N.C.L.E." On "Daktari," Judy the Chimp takes on a tiger and a young man from India. The "Tuesday Night Movie" is "Ironside" with Raymond Burr and Geraldine Brooks. Comedian Geroge Carlin returns to the "Tonight Show," and on "Today" tomorrow morning, fun with the Ringling Bros. and Barnum and Bailey Circus.

THEY ARE ACCUSING THE MAYOR OF PHILADELPHIA OF MAKING....personal visits to the bars, incognito to see how much drinking is going on. One Wiseacre remarked, "Wonder if the Mayor has been told that the restaurants are now serving food." Another said, "Some claim, if our town doesn't slow down, we might even get a convention scheduled here."

NOW THAT OUR NATION IS FILLED WITH BIG CITIES....everybody is trying to find a way to get out of them.

NOTE POSTED ON BULLETIN BOARD FROM THE BOSS...."Please be more specific in the Suggestion Box. What type of kite, and what lake?"

TIME FLIES IN THIS JET AGE....and it's hard to realize that Charles De Gaulle has now been in power in France for almost ten years. As long as prosperity continues, it's likely De Gaulle will continue. The popularity of Santa Claus shows up at the polls as well as December 24th.

THE BROOM CORN NEWS....has the inflation problems figured out. "What we need are 1967 salaries, with 1925 prices, and pay 1915 taxes."

THEY MAY SOON HAVE A STICKER FOR LIQUOR....Bernie Gross has introduced in the Pennsylvania Legislature a law to put on every bottle of Alcoholic spirits, "The consumption of liquor or alcohol may be hazardous to health." Grandma Hogan of Hinkley says, "Let's have the whole truth put on there. Tell 'em it may also be good for the body and soul about bedtime. And I've had 60 years of hot toddies to prove it."

COMING OUT OF THE WEDDING RECEPTION CONVERSATION JUNGLE...."They are such a perfect match, and would you believe it, they both are saving the same trading stamps."

INFLATION BRINGS MANY THINGS INCLUDING MORE BILLIONAIRES....Today there are 94 firms in America who come in the Billionaire class. Retailers lead with 15, followed by oil companies, steel, food, and rubber. The first trillionaire firm will probably be IBM. They'll be the only firm able to know when they reach it.

YOU KNOW HOW TO PUT OVER A SCHOOL BOND ELECTION....Just threaten the Mothers with the idea, that unless they pass, summer vacations will be lengthened. This works especially well in late August.

ONE RESTAURANT ADVERTISED....\$500 will be given to anybody who orders something we can't furnish. So the fellow walks in and demands an elephant ear sandwich. When the waitress said, "Sorry," he demanded his \$500. Said the waitress, "Oh we've got the elephant ears, but we just don't have any more of those big buns."

PSYCHIATRISTS SAY THAT GIRLS TEND TO MARRY MEN LIKE THEIR FATHERS....Maybe that's the reason so many Mothers cry at the weddings.

IT WAS THE WRITER THOREAU....who explained in detail, why so many of us are afflicted with "I" itis. He said, "I should not talk so much about myself if there was anybody else whom I knew as well."

SLIGHTLY MORE THAN 50 YEARS AGO....February 26, 1917 a group of musicians filed in the Victor Talking Machine Company Studios and recorded the first Dixieland Jazz number. It was called the "Livery Stable Blues," and even though the number usually ran 20 minutes, it had to be cut to 3 to get on the record. Over one million copies were sold, which amounts to about a 5 million sale today, and as the cycles revolve, several bands are ready to re-record the "Livery Stable Blues" (now "Barnyard Blues"), and it may start Dixieland on another popularity benge that could chase Rock and Roll off the charts, and have the young people doing the Charleston again.

MAYBE THIS COLLEGE COED WAS A BETTER SPELLER THAN THEY THOUGHT....When asked, "Why did you come to Oklahoma University?", she wrote, "To study boyology."

HISTORY MAY SHOW THAT GEORGE WASHINGTON....was born on February 22, but the prospects are good in years to come, his birthday along with other non-religious holidays will be celebrated at the nearest Monday or Friday. A recent poll to Congressmen shows that Americans favor it by an 18 to 1 majority. Now comes a movement to find some reason to observe another 45 or 50 holidays each year.

CONVERSATION BIT OVERHEARD AT J. C. PENNEYS....As the teen-ager inquired the price, the clerk answered, "The Bikinis are \$15.95 plus a note from your mother."

16 YEARS AGO....Joe Pyne started needling people on a radio show called, "IT'S YOUR NICKEL." Today he has parlayed the idea into a \$200,000 a year job. Joe says, "One reason they enjoy my show is because almost everyone would like to needle people, but they don't know how." The formula is simple: just talk louder and faster.

WHEN YOU THINK OF A PAWN SHOP AND A DRIVE-IN....you hardly put them together; but there is one city where the DRIVE-IN PAWN SHOP does a landslide business, mostly after mid-night. When you're in Las Vegas they invite you to come by.

WHAT IS THE ONE THING THAT WILL IMPROVE YOUR DRIVING EVERY TIME?....To spot in that rear view mirror a police car approaching.

THE SEA OF TRANQUILITY....is one name you won't find in history books, but 100 years from now, it may be as well known as the Atlantic. That's the present spot on the moon planned as the first landing place. If Americans land there by 1970, some believe Hilton will have a hotel there by 1975, and Bob Hope will be staging a July 4th show there by 1980. Strange talk, but so was a lot of conversation in Spain in 1491.

THE POPULAR SCHEDULE OF VISITORS TO WASHINGTON TODAY....reads something like this, "8:25 A.M. tour of White House--10:25 A.M. picket the White House--11:30 A.M. Freedom Rally, limited to only members of the Organization.

EVERY CHAMBER OF COMMERCE....works hard to create good image for it's city. Well not quite. At least one official of the Las Vegas Chamber of Commerce says, "If our image gets too good, it will hurt business. We've got to be slightly sinful or we're dead." So don't be surprised as you drive in Las Vegas and are greeted with a sign reading, "Welcome to Las Vegas, the city close to Respectability."

IT COULDN'T HAVE BEEN SAID BETTER...Vice-President Humphrey when asked at the Radio and TV Correspondents Dinner the other day, "How are you getting along with the President?", simply answered, "Just exactly as the President wants me to get along with the President."

This, That and the Other

March 29, 1967

This is Wednesday, March 29, 1967, the birthday of the 10th President of the United States, John Tyler....The first Swedes arrived in America on this date back in 1638....The stars say to those celebrating birthdays today, "Your home life will reach a new peak of happiness in 1967."

TONIGHT ON TV...."The Virginian" has a stirring story called, "The Girl on the Pinto." Lester Flatt and Earle Scruggs appear as guests on the "Beverly Hillbillies." The "Bob Hope Show" stars Cliff Robertson in "Verdict for Terror." And on the "Today" show tomorrow a two hour report on the world of magic and illusion.

THE DEPARTMENT OF OH BOY....Every Mother of a small boy knows what it means to work from SON UP TO SON DOWN. On the subject, The Frogs of America have just voted as No. 1 on their most hated list--Little Boys.

MEG HALE....writes that of all the trends reversed in today's world one is the fact, the 25 million over sixty are relegated today to the former class of the teen-agers. This is the age when the elderly "Should be seen and not heard." If they rebel to the "In" fashions, they are old fogies. If they mention the minuet they are scoffed at, but there are signs that the fuse is growing short. So don't be surprised if the next protest features 25 million grandparents roaming the streets with scissors and sewing baskets ready to attach hairdos and mini-skirts alike.

SIGN SEEN IN A DOCTOR'S OFFICE...."We called it the middle age, because that's where it shows most."

TELEVISION IS PULLING SOME STRANGE SWITCHOVERS....one being you can never tell when the show ends and the commercial starts. The reason many of the biggest names in show business are picking up those extra thousands by doing one-minute commercials. Example: Lauren Bacall and husband recently received \$50,000 for doing a coffee commercial, and Pamela Austin, the Rebellion girl, has grabbed off a nice movie contract, thanks to her zipping on the TV screen in 30 second shots. Comic Alan fared even better. He got, not only \$60,000 in cash, but also a years supply of the product.

WHEN YOU READ THE DECLARATION OF INDEPENDENCE....It says everyone is entitled to the pursuit of happiness, but there is no mention in there of Uncle Sam financing the Chase.

THERE MAY BE A ROCKEFELLER IN THE WHITE HOUSE....some day, and his name will not necessarily be Nelson or Winthrop. The brightest light in the Rockefeller chain for the moment, is 29 year old John D. Rockefeller IV. At 29, six feet six in height, Jay as he is known to his friends has already won a seat in the West Virginia Legislature as a Democrat, and is due to marry Republican Charles Percy's daughter, Sharon. Does he think the Rockefeller name will hurt it? Jay says, "Not at all, our generation don't care about those things."

TYPICAL EXPENSE ACCOUNT FOR A STATE DEPARTMENT OFFICIAL....Breakfast \$2.95, lunch with two foreign ministers, \$4,000,000.

TWO MILLION AMERICANS TODAY....don't have the dread they use to about a visit to the Dentist. One reason is the modern, gentle treatment methods, but the other is that each carries Dental Insurance, and they don't have that second pain which comes when the bill arrives. By 1970, it is expected that 15 million Americans will carry this insurance.

WHAT IS A PERFECTIONIST?....He is one who takes great pains, and passes them along to others.

THE AFRICAN DRUM....is rapidly fading away, and what's taking its place? The transistor radio. Recently in a survey around Johannesburg, it was found thousands of the natives not only enjoyed the beat of the Tom Tom by radio, they were also in constant touch with their leader, and the leader is happy over the fact that radio gives him an audience without becoming a target.

THE FIRST MILKING MACHINE....was invented in 1878 by a woman named Anna Baldwin, but it wasn't too popular since it took six people to operate it. The cows loved it. Tail swishing at six people--one could hardly miss.

SPORTS ATTENDANCE MAY BE BOOMING....but you'll never convince Tennis promoters. Today, more and more people are playing the net game, but spectators are staying away from the big matches by the millions. Unlike Golf, where the duffer enjoys watching the Champ, it seems tennis players like the game only when they're in it, and so far TV has been unable to add any romance to it. It makes the viewers dizzy.

BEMOANED THE BEDRAGGLED PASTOR AFTER A DAY OF TELEPHONE LISTENING....
"I have too many women in my Church who call the Pastor, when actually all they want is an Audience."

NOW IT IS BEING PREDICTED BY THE YEAR 2000....Marriage Certificates will be issued along with two coupons which entitles the couple to have two children, and no more. How romantic it will be when the wife whispers in her husbands ear, "We'll soon redeem a coupon dear."

FROM THE GAFFNEY LEDGER...."There will be a Church Picnic Saturday afternoon. If it rains in the afternoon, the picnic will be held in the morning."

IT ALL STARTED A YEAR AGO....When a trading stamps official spoke to a civic club. The emcee in a spontaneous moment said, "Our speaker is one who believes, the family who licks together, sticks together." Today the Trading Stamp Company has adapted the quip as their nation slogan.

GRANDPA COLLINS STROLLED IN THE OTHER DAY....with a cornet in hand, and the family surprisingly asked, "Grandpa, we didn't know you played the trumpet." "I don't," said the sly one, "And I want to be sure that kid next door doesn't either."

ONE REASON FOR SOME OF THE TRAFFIC JAMS LAST SUNDAY....people were driving around trying to find their Church. Some people just can't remember from one Easter to the next.

SOCIETY BANDLEADER, HERB SHERRY....has played for over 10,000 weddings, and he always instructs his band, "Play your best, remember one out of every five brides will get married again."

THE NEW TV-TELEPHONES ARE GOING TO SIMPLIFY LIFE IN A HUNDRED WAYS....
One being you can dial your Doctor and stick out your tongue.

TEACHERS BEWARE--DON'T TOUCH THE HAIR....The Briston Township near Philadelphia has suspended a teacher for yanking the hair of some of the students. The vote was 8 to 1, and in fairness to the one dissenter, he confessed, "If I had to look at that long hair all day, I probably would be tempted to do more than yank it."

ONE MAN HAS REQUESTED....when he passes on that he be cremated, his ashes placed in an envelope and mailed to the Internal Revenue. The attached note will read, "Now you've got everything."

SOME DISGUSTED MOTHER....after reading of the actions of Congress at the breakfast table, exploded, "I am in favor of our repealing every other law on the books." Commented the indifferent spouse, "Good thinking wife, that means we get rid of five of the ten commandments."

This, That and the Other

March 30, 1967

This is Thursday, March 30, 1967, Seward's Day in Alaska, celebrating the day Uncle Sam purchased Alaska from Russia for 2¢ an acre back in 1867.... Frankie Lane was born in Chicago back in 1913 on this day, and to those celebrating birthdays today, good news, the stars say look for good health, new work, and greater security.

TONIGHT ON TV....Roy Rogers and Dale Evans host the "Coliseum" show with the Pacific Championship Rodeo....Ceasar Romero is on the "Daniel Boone Show," the "Thursday Night Movie" is "Underworld U.S.A."....Dean Martin features Eddie Fisher, Abbie Lane, Herman and the Hermits, and Gene Barry....The "Today" show tomorrow tells how we broke the code during World War II.

IF YOU BET ON A HORSE....that's gambling. If you bet on three Spades, that's entertainment, and if you bet on Braniff going up three points, that's business.

SAID THE SAD FACED ONE,..."You get the feeling you're unwanted when your twin sister forgets your birthday."

THEY ARRESTED A SWEET LITTLE LADY IN BCSTON THE OTHER DAY....who confessed she had driven 25 years without a drivers license. Her explanation, "I only drive on streets with very little traffic, and none of them lead to the License Bureau."

TAINT WHAT YOU DO, IT'S THE WAY THAT YOU DO IT....The man was stopped in the dark alley, and the voice muttered, "Stick 'em down." "You mean, stick 'em up, don't you?" Said the disgusted one, "No wonder, I am not making any money."

TACT IS A DIFFICULT WORD TO DEFINE....but one wise person said, "It is simply the ability to give a person a shot in the arm without letting him feel the needle."

ACCORDING TO A KANSAS JUDGE....you can treat your mother-in-law as badly as you desire, and your spouse has no grounds for divorce, but it is well to remember that the Court will likely be lenient with a Mother-in-law who chooses to put a few knots on your head. So proceed at your own risk.

THERE ARE 14,000 CITIES AND TOWNS IN AMERICA....some large and some small, but Jerry Collins reported he stopped at one town the other day so small, that Howard Johnson was serving only one favor.

THEY HAVE TAKEN THE CAFFEINE OUT OF COFFEE....and called it Sanka and other substitute names. Now on the market is a product called TEE TIME, which tastes like tea, but isn't. Many small boys are waiting for the day when a spinach will appear that tastes like a Banana Split.

SAID CINDY TO SAM...."I want to go see your little brother." "Why?" "Cause I just heard your mother say, 'He's grown another foot', and that I'd like to see."

WHO SAID BANK ROBBERIES ARE GOING OUT OF STYLE?....Los Angeles had 58 bank robberies the first 45 days of 1967. The Bank Robbers Guild is ready to file charges that closing banks on Saturday and Sunday is in restraint of trade.

THE ELECTRIC CAR....is being talked about much more than driven today, and Detroit, don't hold up buying any new models son. They predict anywhere from 5 to 30 years before the public will get the one to meet the 20th century pace. The present electric models move along at 35 miles an hour with a maximum distance of 80 miles. Nevertheless there's one happy man in Chicago who comes to work ten miles on a revved up Golf cart.

IF YOU WATCH TV ON SATURDAY NIGHT, YOU KNOW THAT ONE OF AMERICA'S FASTEST....growing sports is Jackie Gleason.

IN KANSAS....they have appointed a committee in the Senate to investigate the large number of committees in the Legislature. The first action of the new committee is to refer the matter to a sub-committee for a report.

IT HAPPENED IN WABASH, RHODE ISLAND....Three men were stuck in an elevator for two hours. When they came out, two had bought new automobiles from the enterprising salesman who took advantage of his captivated audience.

SAID THE FRUSTRATED DISCOTHEQUE OWNER....How can I fire that rock and roll band? They play so loud, they can't hear me.

WHAT'S WRONG WITH THE AMERICAN WOMEN?....Everybody has an opinion, including Italian actress Claudia Cardinale. Her observation, "They are filled with too much determination, and no lady can retain femininity while brandishing determination."

ONE POLITICIAN MOANED THE OTHER DAY....In this age, it's hard to tell whether the people are following you, or chasing you.

NO WONDER CHIEF JUSTICE WARREN LIKES HIS JOB....he draws \$40,000 a year, while his associates draw only \$39,500. Of course, he gets to use a gavel to control conversation. Some husbands would give plenty for one of those.

GO WEST YOUNG MAN....is one slogan that is as up to date as Perdenales, Chili. Late figures reveal that the West in population growth is almost double that of any other section of the United States.

ASK A WESTERNER....his biggest problem today, and no longer will he say cattle rustling, distance, or dust; instead, he will say SMOG. They may have to move the TV and movie sets from Hollywood for western films, since who could ever explain a smog blowing in Dodge City in the fall of 1870.

FOOD FIGURES....reveal that in a lifetime a person eats 30,000 eggs, 6,000 loaves of bread and 9,000 pounds of potatoes, so what possible difference can a few pieces of coconut pie make?

HOW DOES CASSIUS CLAY DEFINE CONFIDENCE?....It's when you get that feeling that the other man is too weak to strike back.

MARK TWAIN....had the ability to say it differently on almost any subject. Example, "Only presidents, editors, and people with tapeworm have the right to use the editorial "We".

This, That and the Other

March 31st, 1967

This is Friday, March 31st, 1967, the opening of the New Orleans Spring Fiesta. Big celebration today in the Virgin Islands, since it was on this day in 1917 America bought them from Denmark; and Haydyn, the Composer, was born in 1732 in Austria....Happy birthday to some of you, and the stars reflect that you can expect some abrupt changes in 1967.

TONIGHT ON TV....Ruth Roman joins Tarzan tonight, as he overcomes four hired killers. Joan Crawford makes a cameo appearance on "U.N.C.L.E.", and the Friday Night movie stars George Hamilton in "The Victors".

THE VARIED TASTES OF MUSIC LOVERS....are reflected today by the top ten tunes of 1966 which included everything from the "Balad of The Green Beret" to a "Groovy Kind of Love". The list of talent includes such names as "The Young Rascals", "Sam the Sham", "The Mindbenders", and the "Mamas and Papas". At least, there are some encouraging prospects for 1967 like Senator Dirksen and Mrs. Miller.

THE CHERRYVALE, KANSAN WEEKLY....placed this analysis on today's world: "Everybody is trying to smoke the pipe of peace, but nobody seems to be inhaling."

THIS IS THE YEAR THE BLUE DANUBE WALTZ....is one hundred years old, and one distraught mother estimates, "The way my child is progressing, it may take him another hundred years to learn to play it."

SAID ONE SMALL SCHOOLBOY TO ANOTHER...."It may be unconstitutional, but I always pray right before a test."

RADIO STATION KPBI IN DENVER, COLORADO....reports the news wherever it turns up, and Bob Pierson, KPBI was surprised to find it turning up in the station basement, where he and an announcer apprehended a would-be burglar. They proceeded to haul him up to the newsroom, call the police, and broadcast the story. The culprit muttered, "I may be a burglar, but you got to admit I'm accommodating."

SIGN OF THE TIMES....One President said the other day, "I too believe that charity begins at home, but today our home is the planet, and our neighbors are three billion strong."

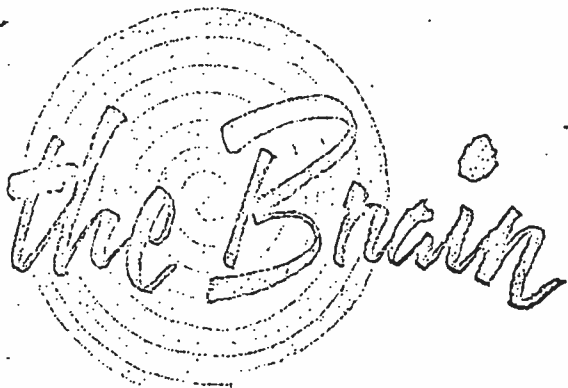
NOT MANY PEOPLE WOULD BUY SAMUEL JOHNSONS PHILOSOPHY TODAY....which said, "It is better to suffer wrong than to do it, and happier to be sometimes cheated than never to trust." Today's golden rule seems to read, "Do it unto others, and then cut out."

THIS ILLOGIC MADE THE BRIDGE TABLE LAST WEEK...."I just can't stand to be kept waiting. That's why I always come to parties late."

TELEVISION AUDIENCES....are measured in four groups, those 18 to 34, those 34 to 49, the 50 to 64 group, and the over 65 category. There was consternation galore the other evening in Fort Wayne when a pollster dropped in a home to find the living room occupied by Grandpa and Grandma Harrelson watching the Monkees. In the back room, the teen-agers were listening to classical music on FM. Gramp's comment was, "Them Monkees are always trying what I used to get by with."

AS THE NONCHALANT SECRETARY....searched for the letter from Mr. Sawyer, the boss asked, "Did you find it?" "No, it's not here." "Well, what do you find under "S"?" "Nothing, but my sandwich for lunch."

ARTHUR WALLER, A LITTLE KNOWN GOLFER....has made history in New Jersey. He has chalked up a hole in one on a 130 yard drive. You say hundreds have chalked up aces on much longer shots than 130 yards. (PAUSE) At the age of 90?



BRAIN #132

P. O. BOX 1475 LUBBOCK, TEXAS 79408 TELEPHONE 806 -- PO 2-0404

READING TIME: 5:22

MEMO FROM MAC

This week the Brain has inaugurated a nightly monitoring service on radio stations throughout the nation. Stations heard often this week include WLS, KGLC, KOMA, KOYL, KSTP, AND many more. One quick conclusion, the day of the "time and temp DJ" is gone. This is another observation. It takes only a few moments to separate the dull, stereotyped sound from the fresh, flavorful sound. The Brain is dedicated to the opportunity to inspire and encourage each broadcaster to search constantly for that "air of expectancy," that keeps the listener listening, and adds to the stature of our mighty medium.

(1) HURRY -- HAPPY NEW YEARS' GREETINGS (NOW)

Fur fun with your listeners this week, plus more names on the air. Invite listeners to call as often as your working schedule will permit, and wish three of their friends a happy new year. One listener calling every half hour will get a lot of names on the air ere the year ends.

(2) TOP TEN BASKETBALL TEAMS (UNDATED)

For some traditional reason, basketball results come in via wire services with no regard for sections, conferences, nor ratings of teams....Since great space is devoted to the publicizing of the top ten teams, it will add to your listener interest, if you will anticipate each night the games involving the leading teams; and highlight the scores of these games, plus your local games. There aren't many fans in Pennsylvania overly concerned with East Texas Teachers vs. Sul Ross, and the same would be true in reverse.

(3) INAUGURATION SPECIAL (UNDATED)

Many States will have Inauguration ceremonies upcoming for new Governors, and this event makes for an outstanding radio special. It should be sold to several sponsors, and all events should be covered. One Station picked up \$1000 in this special in 1964, plus a hearty thanks from listeners as well as politicians. You don't have to worry about the fairness doctrine on this one.

(4) RIFLE SHOT PUBLIC SERVICE (UNDATED)

One DJ is going to devote the entire year of 1967 to a tremendous emphasis on securing nurses for the local hospitals, and for the Nursing Schools. By taking one specific public service and approaching it in a hundred different ways, you may be sure he will not only help alleviate a serious problem, but also he will again prove the real power of radio in getting the job done. Once in a while, it is well for station Management and key people to review just what we are trying to accomplish in the public service field, and establish some type of priority.

(5) KNOW YOUR SALESMEN (UNDATED)

One Auto firm will spend \$9,000 in early 67 to acquaint the people with the Sales personnel of his firm. Station WWWW can well afford to set up a package plan and let various merchants buy announcements capsuling interviews with Sales personnel. The whole program should be designed to build the prestige and reputation of salesmen by including information about his family, background, activities in community and the like. This campaign can be kicked off or concluded with a get together of all the Salesmen who are involved.

(6) PUT THE CITY IN THE COMMERCIALS (UNDATED)

It is so disgusting to listeners to tune the dial and hear a long commercial for this firm, that firm, and never a mention of the city in which they are located. Many stations with a call letter push will go for a half hour with only the mention of the call letters and never the city until the law calls for it on the half hour and hour.... Copy writers who learn to write Burt Chevrolet in Denver, and program directors who

teach announcers to say, Greenville KORD time will please a lot of people. These are the same listeners who become so irked with sports announcers who go over two minutes without giving the score....The simple rule in Basketball should be to give the score everytime someone scores.

(7) MAKING A STATION BREAK COUNT (UNDATED)

Don E. Liebendorfer, Jr., skipper at KEST in Boise, Idaho pens a tip on ID's...."This is Station KEST, 3 in a Row Radio, 790 in Boise, Idaho, where the Boise Noon Optimist Club meets every Tuesday noon at the Hotel Boise." They have different ID's for Kiwanis, Lions, Jaycees, Elks, and other clubs and organizations in Boise. Don, we are intrigued by the 3 in a row radio. It's bound to mean something. KEST is also working on a 52 week sale on "Sunshine for Sunday."

(8) BIG FEET -- LITTLE FEET

Keep 'em talking....Now we are trying to find the man with the biggest feet in our listening audience, and the lady with the daintiest little feet....The Contest closes on October 12th with appropriate prizes to be awarded. (For big feet they may have to be custom made.)

(9): WHAT TO DO ABOUT SUNDAY AFTERNOON?

We listened to six stations Sunday afternoon, and each station was operating for the moment with a commercial load that wouldn't pay the light bill....What is an Answer? Block selling helps....One station took ten hours a week, and sold to firms for \$50.00 each...Each firm gets 15 minutes of the hour, and the ten hours are scheduled in the evening, Sunday morning, and Sunday afternoon at the stations' discretion...All ten hours are filled with music and a minimum of commercials...This plan will bring around \$1,000 per month, and at a time when no appreciable revenue is now being received.

(10) STAFF MORALE BUILDER.....FROM AUSTRALIA

Give each member of your staff a holiday on his birthday, and have him and his family come out for a birthday cake and hello from the staff around 4 PM...This will cost you only a few work days a year, and will do wonders with staff spirit and morale.

(11) PAPER MONEY

This plan carried out will bring thousands of dollars into your billing every year, but you must follow it day in and day out...Subscribe to as many local and regional papers as you can and can afford. Scan these papers first opportunity for impulse promotions. (EXAMPLE)...You find in the Lynn County News..."Harris Farms will sell 25 Shetland ponies, Saturday, September 5th, priced from \$25 to \$200." "Call PO 3-4567 for more information." Place call to Mr. Harris, and your pitch is short and simple... "Mr. Harris, this is Joe Blow calling from Station KKKK. I understand that you are having your Shetland pony sale this Saturday, and we here at KKKK would like to help you publicize it. I have prepared an announcement and would like for you to listen to it...(READ ANNOUNCEMENT)...How does that sound? Mr. Harris, we can broadcast 5 of these Friday Evening and 5 Saturday morning for a total cost of X Dollars."...In 30 years of broadcasting, I have never had the first person to resent this telephone pitch, simply because (A) he appreciates your interest, and (B) he is at the moment wondering what he can do to insure the success of the upcoming event...This plan carried out every week will add 10% to your billing. Best way to do it is to assign one person to be the watchdog and to scan those papers.

(12) RENT EM OUT (UNDATED)

Station WWWW will start the new year with a band by offering to rent for a day each DJ. The price will be \$10 to go to the March of Dimes. The leased DJ will go to the home, help prepare lunch, wash dishes, mop, and what have you and call in regular beep reports.

(13) THIS, THAT AND THE OTHER

Mercury Records has a new Subscription offer to radio Stations. For a brochure, write to Mike Kerr, Mercury Record Corporation, 39 East Wacker Drive, Chicago, Ill., 60601.... Now you can secure a free program daily by Arlene Francis, put out by Supp-Hose stockingsWrite Robert Jennings Corporation, 15 East 55th Street, New York, N. Y., 10022 for details....Jack Carner, A DJ in San Francisco will play Barbara Streisands' "Silent Night" every night for a year.

SUREFIRE SLOGANS * * * * *

If you like our meat, don't kiss the Butcher....We pay him to give you those choice cuts and thick slices.

Yes, you may pay more for fine furniture at Harris Furniture. They would rather explain the price than to apologize for poor quality.

PUNGENT PARAGRAPH * * * * *

VOICE: SOS - SIC - SOS - SIC

ANNOUNCER: When the emergency comes for Money - then turn to SIC. Southwestern Investment Company....(COMMERCIAL)

SUNSHINE FOR SUNDAY * * * * *

PROLOGUE....Here are three announcements that can be sponsored and broadcast at the best available time on Sunday. If you prefer, they may be adapted to a five-minute program. The Brain supplies you the three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER....SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family. "Faith sees the invisible, believes the incredible, and recieves the impossible." Instrumentalist. Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend.... When you are there, you will find that problem clouds tend to disappear and the strength of sunshine is yours.

(2) MUSIC (UP AND FADE)

ANNOUNCER....SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family. "The boat of human life is rowed with two oars -- work and worship. Use only one oar and you row around in circles." In a Nut-shell Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend....When you are there, you will find that problem clouds tend to disappear and the strength for sunshine is yours.

(3) MUSIC (UP AND FADE)

ANNOUNCER....SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family. "Every person builds his own character-house. Outside forces can influence whether it is to be a tavern or a temple but the final blue-print is determined by the man himself." Rev. Oliver G. Wilson Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend....When you are there, you will find that problem clouds tend to disappear and the strength for sunshine is yours.

HEALTH AND HAPPINESS * * * * *

Is there a sure-fire method to quit smoking? The answer in 30 seconds. (COMMERCIAL) No. The only method that is close to being sure-fire is to want to quit badly enough. There is no pill or medicine that will make you forget that there can be something pleasurable about it. The problem is entirely psychological -- it is an "action" habit, a strongly built up pattern of lighting up and puffing. Several methods may be employed to cure this "action" habit, but there is no substitute for the desire of the smoker in doing so. Now for a HAPPINESS THOUGHT: Horsepower was much safer when only horses had it.

What is a migraine headache, and how can it be relieved? The answer in 30 seconds. (COMMERCIAL) A true migraine headache appears only on one side of the head. It grows in intensity until it becomes disabling. Light is painful to the sufferer, and he cannot keep food on his stomach. There are several symptoms which give a warning before the headache strikes, and the drug "ergot" should be taken as soon as possible. True relief comes only with complete rest and relaxation. Now for a HAPPINESS THOUGHT: Parents spend the first twelve months of a child's life getting him to walk and talk, and the next twelve years getting him to sit down and shut up.

What is a "Charley Horse"? The answer in 30 seconds. (COMMERCIAL) The "charley horse" is a muscle or set of muscles protesting over too much strain. In some instances, there can be an actual rupture of muscle fibers, followed by swelling and discoloration from internal bleeding. The pain usually occurs not when the stress is applied, but when the sufferer begins to "let down" and rest. Be sure the excess strain is not from foot or arch faults or improperly fitted shoes, and the only remedy is time. Now for a HAPPINESS THOUGHT: A small boy's definition of conscience -- Something that makes you tell your mother before your sister does.

What does the electrocardiogram tell? The answer in 30 seconds. (COMMERCIAL) It tells a great deal about the heart that can be learned in no other way. It does not tell about enlargement of the heart or murmurs, but it does reveal changes in the heart muscle due to

coronary disease. It also indicates the "conduction time" of the impulse which tells the heart when to beat. This is its greatest value, and makes it a necessary part of a searching heart examination. Now for a HAPPINESS THOUGHT: Weatherman referring to his wife, "She speaks 185 words per minute with gusts up to 250."

What is Mononucleosis? The answer in 30 seconds. (COMMERCIAL) Mononucleosis is a disease of young people, and strikes hardest at the age when they are just beginning to try their wings -- in school or military service. Its symptoms are fever, enlargement of the lymph glands, extreme fatigue, headaches, chills, and sore throats. Rest and good nourishment are prime requirements of recovery, and beyond that, treatment is given only to relieve symptoms. If proper care is not taken, complications can occur in the spleen, liver, and heart. Now for a HAPPINESS THOUGHT: It has been said that drive-in banking was invented so automobiles could go in and see their real owners!

* * * * *

IMPORTANT - IMPORTANT - IMPORTANT - IMPORTANT

ENTER THE BRAINSTORM SWEEPSTAKES -- AND WIN A YEAR'S FREE SUBSCRIPTION TO THE BRAIN... SEND ANY IDEA RELATED TO THE OPERATION OF YOUR STATION, AND IT WILL BE ENTERED IN THE BRAINSTORM SWEEPSTAKES. (SEND AS MANY ENTRIES AS YOU DESIRE)...ON JANUARY 15th, ALL ENTRIES WILL BE PLACED IN BOX, AND ONE DRAWN...THE WINNER, RECEIVES THE BRAIN FOR A YEAR FREE OF CHARGE...ALL IDEAS MUST BE BONA FIDE...THE SWEEPSTAKES PLAN IS BEING USED SINCE THE BRAIN KNOWS OF NO FAIR WAY TO SELECT WHAT COULD BE CALLED, "THE BEST IDEA"... SEND ENTRIES TO: THE "BRAIN SWEEPSTAKES", % BRAIN, P. O. BOX 1475, LUBBOCK, TEXAS.

* * * * *

S. RAY
505 BARONNE ST.
New Orleans, LA

Tom C



BRAIN #131

P. O. BOX 1475 LUBBOCK, TEXAS 79408 TELEPHONE 806 - PO 2-0404

READING TIME: 5:21

MEMO FROM MAC

Billboard says it, and hundreds of broadcasters are echoing it. There is a trend toward soft music. "Winchester Cathedral" could have been one of the accidents that come along, but there are other indications on the horizon. Rock and Roll will not disappear over night, and the big band won't be back in time for New Year's Eve, but there seems to be more upbeat on the middle of the road stations, and less wild rhythms on the top 40 stations. The youngsters are not going back to Lombardo, Lopez, Goodman or Crosby, but they are going for both Sinatras, the Television music men a la Andy Williams, and now comes a brand new album by Snuffy Garrett with "Soft Music for Young Lovers." One station that has been rigid in playing only the top 40 for five years has come up with a top 125 in order to get more balance in music, and to determine what is happening. Give us your reactions, and the Brain will pass them along.

(1) GRIPE DAY (AFTER CHRISTMAS WEEK)

One station Manager writes, he is putting aside December 28th as GRIPE DAY at his station. Each employee will be asked to list his grievances, pet peeves, et cetera. In a staff meeting that afternoon, they will be allowed to voice them verbally. No answers, no attempts at solutions, nor explanations. Each staff member will be encouraged to "get it off his chest." The complaints will be digested, meditated upon, and their legitimacy considered in the weeks to come. Very important. Do not ask staff members to sign their grievance report, and encourage them to type the report. Sad but true, anonymity creates more frankness.

(2) FIRST CITIZEN OF THE WEEK (UNDATED)

Many stations will honor the first baby born in the new year, but WDNG in Anniston, Alabama honors the first citizen each day. The Brain believes in the average city, this could well be carried on by honoring the FIRST CITIZEN OF THE WEEK. A shower of gifts could be given to the first baby born after Mid-night Sunday night. This may cause the OB Doctors some problems, but it would serve as a neat little package to sell each Monday Morning, and serve as a conversation piece for Station WWWW.

(3) THE BIG SECRET (UNDATED)

Here is the basis of another campaign that can be sold to one top prospect in early 1967. What is the big secret? Why can Jones Furniture sell for less? We can't reveal the secret, but the fact is known, Jones Furniture does sell for less. (COMMERCIAL)...The whole campaign can be built around clever announcements pointing toward the "Secret" theme. Example: "Friends, here at the mike, we have Speedy Smith...Speedy, you tell me you run the 100-yard dash in 8.7...The World's record is 9.1, how do you do it? What is your Secret?" "Well, you see I start counting 1001, 1002, 1003, as I run along, and when I get to 1008, I run like the dickens to get there before I say 1009"...(TIE IN COMMERCIAL)...

(4) BIG MIKE (UNDATED)

Station KMHL in Marshal, Minnesota, doesn't go for the ordinary mobile studio. They have a 12' Mike that is made into a small control room, and when people see it, they are impressed, and they talk about it. The cost was less than \$2500. When they are not using it, they keep it parked in a prominent place. Gilmore Frayseth is the Manager, and he designed and built BIG MIKE.

(5) HIDDEN VOICES (UNDATED)

What can be done by electronics today is beyond imagination, and Electronics plus effort on the part of personnel can do wonders in brightening up your commercials. We lost a major campaign the other day because competition had the guts to do some badly produced commercials. Corny, amateurish, but the sponsor bought them because they were different...Challenge your staff to come up with every voice they can think of...Offer an incentive in a Voice Contest, with everyone from the janitor to the owner competing...Take advantage of your sound library, excerpts from records and albums. In the last two weeks of listening, the Brain has heard

two stations filled with exciting sounds. They both have staffs of less than eight people. Too, around town you will find many persons intrigued by radio, and interested in supplying voices for various commercials.

(6) SANTA CALLS (GOOD FOR NEXT YEAR)

John Hagerman at WXOX in Bay City, Michigan, has a unique approach to the SANTA CALL program. He promotes on the air for mothers to send in the name, ages, and phone number of the youngsters, with the announcement. SANTA MAY CALL YOUR BOY OR GIRL...Names are drawn, and when the call is made, the operator talks first to the mother to gain some information about the child, then Santa Claus is put on the line by Long Distance Operator direct from the North Pole. This has been sold for the second consecutive year and is much more popular than some of our previous approaches. John says they make around 5 calls per day, and they run 10 promos a day throughout the Christmas Season. Since it's too late to sell this year, this would still be a good promotion for December 23 and 24, just before Santa leaves, if you start the promos for mail immediately.

(7) JAYCEE DAY FOLLOWUP (UNDATED)

John Hagerman also reports they have just had a highly successful Jaycee day. The entire club spends the day at the station with coffee and doughnuts. All regular sponsors are moved to another day, and the Jaycees get 60% of everything they sell up to \$1000, and all over that figure...The Jaycees sell for double the regular rate, and also use the time to plug their many projects.

(8) COLLECTION TIP (UNDATED)

This one is used by Carte Blanche, and has a tone of distress that will usually get an answer..."DEAR MEMBER...Your account is seriously past due...It is important that payment in full be sent today to avoid cancellation of your credit privileges with Station WWWW. Thank you for your cooperation...Cordially..."

(9) HAPPY NEW YEAR FROM THE FCC (JANUARY)

That new questionnaire will be in by the first of January, and when the Inspector will appear, who knows? The Brain has learned that the following are the most frequent technical violations among many stations...

73.922--Receiver not in operation to receive EBS notification.

73.57--Over and Under power operation.

17.41--Spare Tower lamps not available.

73.93(b)--Improper operator license.

73.39(d)--Remote and regular antenna current meters do not agree within 2%.

73.111(a)--Maintenance logs not available.

The Brain has found that many stations are taking one entire section of a file cabinet for FCC FILE, and have taken time to instruct everyone on staff how to use it.

(10) TOP TWENTY (NOW)

Have your bookkeeper compile for you the amount of money spent by all advertisers in 1966. You may be surprised, who is heading the list, and how much or how little some major firms have spent. One station starts the new year by calling on the top twenty accounts with a tailor-made plan to up their budget 30%. Another station called on each of the top 20 with a staff of all key personnel to talk about plans for 67...When you call upon a firm with top level people to thank them for their 66 business and to brainstorm concerning how can we do a better job in 67, it makes an impression.

(11) YOU CHOOSE THE MUSIC FOR NEW YEARS EVE (DECEMBER 31st)

Listeners are invited to send in the name of the Album they would like to hear aired for a fifteen minute segment New Year's Eve....Cards are drawn, each winner is announced, and given a prize, and announcements are featured on December 30th and 31st outlining the lineup of music, and the names of those who selected it...

(12) EDITORIAL ED (UNDATED)

More and More brief editorials are being broadcast...Here is another simple example. "What happens to America from December 15th through December 25th is almost unexplainable. Francis Farley says, "Instead of being a time of unusual behavior, Christmas is perhaps the only time in the year when people can obey their natural impulses and express their true sentiments without feeling self-conscious and perhaps foolish...Christmas, in short, is about the only chance a man has to be himself." All of which points up the wisdom of our each trying to find some method of carrying over the true Christmas Spirit to January, and the 10 months that follow.

(13) THIS, THAT AND THE OTHER....Changing times, Dept. 900, Washington D.C., has a fifteen minute program called Money Meter...Changing Times is a magazine that is sent to many radio

stations. Write them for your copy...Read Broadcast Management Engineering for December. It is filled with top ideas for Management and Staff. Write 18 Frederick Road, Thurmond, Maryland, 21788. Now is the time to get a copy of the new Wage and Hour law effective in February.

HEALTH AND HAPPINESS

What is "preventative medicine"? The answer in 30 seconds. (Commercial) "Preventative medicine" is a methodical, continuing search for the first sign of something wrong. Have a regular physician and go to him for periodic check-ups. The healthiest, happiest people expect to be in normally good health most of the time. They do this by "preventative Medicine"--by eating, sleeping, and exercising properly, and having a periodic check-up to catch any intruding symptoms early. Now for a Happiness Thought: The world's oldest demonstrator doesn't want us to get out of Viet Nam--but out of Valley Forge.

Exactly what is a normal person like? The answer in 30 seconds. (Commercial) No one is perfectly normal, because perfection is seldom reached by human beings. A well-known leader in medicine says normal people have these characteristics: realistic attitudes toward life, independence, ability to love others, reasonable dependence on others, moderate reactions of anger and hatred, ability to make long-range choices, a relaxed conscience, good adjustment at work, love and tolerance for children, good sexual adjustment, and capacity for continued emotional growth. Now for a Happiness Thought: Animosity is brewing between two leading heroes--yesterday Batman wanted to phone Robin--and Superman wouldn't get out of the phone booth.

What are the main types of fractures and their best treatment? The answer in 30 seconds. (Commercial) A fracture is a broken bone. When no break in the skin occurs, it is simple. But when the broken bone pierces the skin and is exposed, it is a compound fracture. A dislocation is a bone out of place at the joint. The best treatment for any fracture is to keep the patient lying down quietly and call the doctor. Keep the victim warm to prevent shock, and use splints only when the patient must be moved. Absolute stillness is most important, for moving of a victim with an injured spine may cause paralysis. Now for a Happiness Thought: International cooperation is America sending Asia its wheat--and Asia sending its flu to us.

Should operations be performed by the general practitioner or the surgical specialist? The answer in 30 seconds. (Commercial) This should be determined only by the patient. If your doctor advises a serious operation, first talk it over with him. Then ask him if he plans to operate, and if not, have him recommend a surgical specialist. If he plans to perform the surgery himself, make sure you have no doubts of his ability before you submit. In most serious operation, confidence in one's physician is most important, and subject to the patient's discretion. Now for a Happiness Thought: Flash...a Paris restaurant is still holding six American tourists for ransom--only they call it a cover charge.

Can freckles be removed from teen-agers? The answer in 30 seconds. (Commercial) There is no way to remove freckles safely at home. However, they can be prevented from getting worse by reducing exposure to the sun, or by wearing protective ointments or lotions. A disguise in the form of face powder or "Covermark" may be used. Very disfiguring cases should be referred to a specialist in skin diseases who may try "peeling" therapy. And remember--be sure to cheer up the teen-ager by pointing out the fact that these spots usually fade with the passing years. Freckles should never be made a target for family jokes. Now for a Happiness Thought: Conditioned reflex is when someone turns on a situation comedy--and you get nauseous.

SUNSHINE FOR SUNDAY

PROLOGUE....Here are three announcements that can be sponsored and broadcast at the best available time on Sunday. If you prefer, they may be adapted to a five-minute program. The Brain supplies you the three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family. Loneliness often results from a mind dwelling on self and self-pity; but when our minds are turned toward things of truth, wisdom and beauty, loneliness can be transformed into creative solitude. Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend...When you are there, you will find that problem clouds tend to disappear and the strength for sunshine is yours.

(2) MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family. "In moments of reflection one sometimes wonders whether he has ever really learned to live. It is a fact life is an art and a skill. However, most people live it, or exist in it, without ever mastering this skill." "Worship services are

being held throughout our city today, and SPONSOR invites you and your family to attend, When you are there you will find that problem clouds tend to disappear and the strength of sunshine is yours.

(3) MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family. It is written in Proverbs 17:22, "A merry heart doeth good like a medicine." One can think happy thoughts, say happy things and seek in every way to put joy into people's lives and more surely you will keep your own spirits high. Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend. When you are there you will find that problem clouds tend to disappear and the strength of sunshine is yours.

SURE FIRE SLOGANS

CARPET: Want to Walk on Luxury?

SHOE COMPANY: We'd be disappointed if you didn't step on us.

SPORTING GOODS: Everything to support your sport needs.

FINANCE: Depend on us to pay your bills.

GROCERY STORE: You're our bread and butter.

CAR SALES: Put us on a spot with an offer, and we'll put you behind the wheel with a surprise.

THEATER: Your leisure is our business.

PUNGENT PARAGRAPHS

First Voice: Tweedle Dum, Tweedle Dee, Look what (Men's Store) did for me.

Second Voice: What on earth are you talking about?

First Voice: Where else could I get a whole wardrobe for the price of a pair of socks?

Second Voice: Do you mean you got that whole outfit for the price of a pair of socks?

First Voice: Right.

Second Voice: How can (Men's Store) afford to sell you a suit, hat, shoes, and an overcoat all for the price of a pair of socks, you must drive a pretty hard bargain.

First Voice: That's right, course it's not every store that sells their socks for \$119.00 a pair.

ANNOUNCER: You could pay \$119 for a pair of socks at SPONSOR, but you don't have to, in fact...(COMMERCIAL)...

IMPORTANT - IMPORTANT - IMPORTANT - IMPORTANT

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FOR
ALICE
OR
MR. RAY



BRAIN #130

P. O. BOX 1475 LUBBOCK, TEXAS 79408 TELEPHONE 806 - PO 2-0404

READING TIME: 5:02

MEMO FROM MAC

Again, Brain subscribers are being given the jump on our latest projection. Starting January 2nd, 1967, "This, That and The Other" will be offered in script form (Monday through Friday). This will include unusual stories, interesting information, humor, quick quizzes, quips and tips, personality profiles, TV and Movie News, and other data that yours truly has always wanted but never had time to research and prepare. Enclosed is a card (Brain Subscribers get a 10% discount.) Fire it back to me, and try it for a month. We hope it will add meat with the potatoes of music, news, markets, and ad libs.

(1) DAYLIGHT SAVINGS TIME (UNDATED): At the TAB discussion this week (Texas Association of Broadcasters Board Meeting), this item was high on the interest list, and there are diversified opinions among broadcasters and telecasters. It will be in every state this coming year, unless the Legislature intervenes. What it will do to daytimers with an assigned "sign on" is something to consider. On the other side of the coin, chances are the public will clamor to make it uniform. Good Question for Instant opinion or station project.

(2) DELIVERY TRUCK PUBLICITY (UNDATED): There are over 300 square feet of space for advertising on the average delivery truck. Station WWWW can well afford to work out a package, plus a simple sign to saturate the Highways with call letters and any special promotion cooking. While we are sign talking, I wonder how many stations have call letters on cars of employees. Most employees will take pride in publicizing the station. (Don't be too hasty to suggest one on his wife's car.)

(3) WHERE ARE YOUR LISTENERS? (UNDATED): Station KITE runs Secret Sound contest four times per day, but uses new twist in selecting contestants. They choose a different page in the telephone directory each time, and invite everyone on that page to call in guess on Secret Sound. They keep a list of callers-in and make a map for Advertisers showing where their listeners live.

(4) EVERYBODY CAN WIN (UNDATED): Station KPAN in Hereford sold an attractive package to a super market by doing several hours of research and preparation. They visited the store and gained all kinds of information with tape measures, computers, and nosey questions. Then they prepared a series of commercials built on questions. (Example) "What super market in Hereford has 33 feet and 6 inches of front space in the fruit and vegetable section?...You are right, the Answer is Super Duper, and you are a winner every time you shop Super Duper." No promotion, no gimmicks, just sneaky little selling questions about Super Duper.

(5) 20-20 NEWS (UNDATED). Over the country, some News and radio stations are dropping the traditional hourly news and carrying news 20 after and 20 before the hour. They usually carry headlines on the hours. Both KOMA in Oklahoma City and KLIF in Dallas have gone to this format in recent months.

(6) RADIO CHRISTMAS GREETING. (THROUGH DECEMBER 25): Take one hour each afternoon or evening to record ten Christmas Greetings from listeners (Encourage Originals.) Broadcast them the day they are recorded, and then repeat all of them on Christmas Day, sponsored by some firm alert enough to catch the listenership loyalty of 150 people and their friends. (Example) This is Mr. Frank Jones, 1316 Wallace, with a Christmas Greeting to all our friends... "May this day be the best of all for you, and may we all continue to stress the importance of friendly neighbors in our community." You may want to confine this to teen greetings, and you will get some "way out" ones.

(7) SWING INTO SPRING WITH A PORTABLE RADIO (WINTER AND SPRING PROMOTION): How about giving away 100 Transistors, plus a sparkling vacation per month in January, February, March, and April. Award the radio each week, and tie it all in with the NAB 1967 Slogan, SWING INTO SPRING WITH A PORTABLE RADIO. One Station grossed \$20,000 with this package last year in the months that are slow. They lined up 30 sponsors in a \$700 package which stretched over the four-month period.

BROADCASTERS EXCHANGE ENTERPRISES, INC.

(8) CARTON CALLING (UNDATED): Jim Slone, the KHOS Man from Tuscon, is after the soft drink business in that high dry country. Jim, how about declaring every Thursday Carton Calling Day, and have your DJ's fan out in the city, knock on about a dozen doors each and award cartons of "whatever" to the ladies, plus an extra carton if they can name the station you represent. Watch out for the dogs, and don't interrupt those afternoon naps. To spice this program, do several beep broadcasts from the homes of the winners. One station did this, and lost three employees to Encyclopedia Britannica the next week.

(9) SATURDAY SATURATION (DECEMBER 24th): This year merchants are counting on that extra day of business on Saturday, December 24th, and if Station WWWW will build a last minute Gift Saturation Package to be broadcast Friday and Saturday, an extra \$500 can be added to your December Billing. Better to confine it to a few of your major firms that can handle the Saturday rush and is well stocked. Remember, any man who waits until Saturday, December 24th, for that wife's gift welcomes a suggestion or two by radio.

(10) MUSIC WITHOUT WORDS (UNDATED): Station WWWW went back to the first Brain ever published for this idea. They broadcast one hour every evening, and one hour Sunday morning for four sponsors who are given sponsor credit only at the half hour and hour, and the music follows without interruption. During the week, 7 until 8, it is called "Music to study by." Sunday it is called "Music for Meditation."

(11) COLLECTION TIP (UNDATED): A station in Vermont uses this simple letter with amazing results. "Dear Sir: We believe a credit letter should be brief and friendly to be successful. This letter is brief, it's friendly. Will you make it successful by forwarding your check for _____ today."

(12) BLOCK PARTY (UNDATED): Here is another offshoot from a Brain Idea....A California Broadcaster has become concerned about the anti-social atmosphere in his community. So each month, Station WWWW sponsors a block party where it is invited...Entertainment, refreshments, and fellowship are featured, and interviews are taped for station broadcast next day...Right now, the waiting list has grown to over two dozen, and they may start two Block parties a month during the summer season. Oh yes, the Sponsor, a Soft Drink company.

(13) THIS, THAT AND THE OTHER: Republic Steel Corp., 1441 Republic Building, Cleveland, Ohio, 44101, has a bumper stick packet available for the writing. It now only includes a bumper sticker for safe driving. It also has a sticker for the dash board for the drivers' edification...For 60¢ you can get a booklet on the "Billion Dollar Smog Hoax" from Automotive News, 965 E. Jefferson Ave., Detroit, Michigan, 48207.

SURE FIRE SLOGANS * * * * *

BLOOD BANK - - - Share a pint with someone, visit the Hometown Blood Bank today.

HEATING FIRM - - Give yourself plenty of summer this winter.

FINANCE - - - - Do you still have some month left when you run out of money?

PUNGENT PARAGRAPH * * * * *

First Voice: How does Super Duper sell so much for less?

Second: Do they steal their produce?

First Voice: No, they get their produce direct from the Valley, fresh every day.

Second: Maybe they steal their Chickens every night.

First Voice: Never. Super Duper features Robinn's Poultry.

Second Voice: Then why do they sell so much for less?

First: Because they have so much to sell. Volume buying means lower prices for everybody....

HEALTH AND HAPPINESS * * * * *

What causes mental illness? The answer in 30 seconds. (Commercial) Mental illness is just that--an illness. Several ways of treating it have been found, but no one knows with any certainty what causes it. Some think that emotional

trauma of some sort must be responsible, but another growing concept is that certain physical conditions are at the root of the trouble. The conviction of the most knowledgeable is now that both concepts are right, and that mental illness must be a consequence of both factors. Now for a Happiness Thought: Desperation is a fellow shaving before weighing himself on the bathroom scale.

What is a "slipped" disc? The answer in 30 seconds. (Commercial) The origin of the term "slipped disc" is unknown, but either ruptured or damaged would be a better term. Rarely does the disc "slip" but rather is crushed or made lopsided or otherwise damaged. It is generally the result of an injury, a sitting fall often being involved. Now for a Happiness Thought: With the cost for food, rent, clothing, and taxes--it costs you \$300 a week just to be a pauper.

What is heartburn and what does it mean? The answer in 30 seconds. (Commercial) Heartburn, specifically, is a burning sensation underneath the breastbone. It is intense and sometimes stubborn, depending upon the cause. Anxiety, nerves, pressure, haste, and lack of relaxation are the most frequent causes of heartburn. The best remedy is to put haste and business concern out of your mind before dinner, and relax for a few moments. Now for a Happiness Thought: It's hard to understand the housewife boycotts--can you imagine a woman refusing to buy things?

Do thin people live longer than fat people? The answer in 30 seconds. (Commercial) Yes. In the matter of obesity, excess fat not only shortens life, but it impairs the health in general. It certainly takes its toll in happiness and usefulness. It is conservatively estimated that one American in five is overweight. But, the overweight person should go on a diet only after he has learned how to eat an amount that will maintain his weight without further gain. Now for a Happiness Thought: Happiness is the Tenth of the Month--when you know your bills won't break you for another month.

What really is indigestion? The answer in 30 seconds. (Commercial) Medically, true indigestion is rare. The natural mechanism of the body, except in very unusual cases, is so nearly perfect that we can digest what we eat. The solution to discomfort, heartburn, cramps, pain, bloating, or "gas" is not "digestion pills" but is to find out what really is wrong, and then do something about it. Nearly all physical causes of indigestion have medical solution. Now for a Happiness Thought: Age is that terrible feeling that comes over you when you say to a kid: "What do you mean, 'What is a running board?'"

SUNSHINE FOR SUNDAY * * * * *

PROLOGUE....Here are three announcements that can be sponsored and broadcast at the best available time on Sunday. If you prefer, they may be adapted to a five-minute program. The Brain supplies you the three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER....SPONSOR presents SUNSHINE FOR SUNDAY with a sincere hope that this day may be a happy day for you and your family. During a summer thunderstorm, a Young Mother watched her four year old son break into a broad smile each time lightning pierced the sky. She asked him why he smiled. He answered, "Because God is trying to take my picture." Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend...When you are there you will find that problem clouds tend to disappear and the Strength of Sunshine is yours.

(2) MUSIC (UP AND FADE)

ANNOUNCER....SPONSOR presents SUNSHINE FOR SUNDAY with a sincere hope that this day may be a happy day for you and your family. It was Mrs. Charles Lindbergh who said, "There is nothing more exhausting in life than insincerity." Honesty with oneself comes through meditation and self-examination. Worship services are being held throughout our city today and SPONSOR invites you and your family to attend...When you are there you will find that problem clouds tend to disappear and the Strength of Sunshine is yours.

(3) MUSIC (UP AND FADE)

ANNOUNCER....SPONSOR presents SUNSHINE FOR SUNDAY with a sincere hope that this day may be a happy day for you and your family. Preceding the first game ever played by the Atlanta Falcons this season was this prayer by Loren Young: "Dear Lord and Father, We are bowed silent and restrained here these few moments, for this opens a new era to our land. As we cheer together for those who strive to perform with excellence, may we strive to live together looking for the excellence of a life guided by and dedicated to Thee--our God." Worship services are being held throughout our city today and SPONSOR invites you and your family to attend...When you are there you will find that problem clouds tend to disappear and the Strength of Sunshine is yours.

IMPORTANT - IMPORTANT - IMPORTANT - IMPORTANT

ENTER THE BRAINSTORM SWEEPSTAKES -- AND WIN A YEAR'S FREE SUBSCRIPTION TO THE BRAIN... SEND ANY IDEA RELATED TO THE OPERATION OF YOUR STATION, AND IT WILL BE ENTERED IN THE BRAINSTORM SWEEPSTAKES. (SEND AS MANY ENTRIES AS YOU DESIRE)...ON JANUARY 15th, ALL ENTRIES WILL BE PLACED IN BOX, AND ONE DRAWN...THE WINNER, RECEIVES THE BRAIN FOR A YEAR FREE OF CHARGE...ALL IDEAS MUST BE BONA FIDE...THE SWEEPSTAKES PLAN IS BEING USED SINCE THE BRAIN KNOWS OF NO FAIR WAY TO SELECT WHAT COULD BE CALLED, "THE BEST IDEA"... SEND ENTRIES TO: THE "BRAIN SWEEPSTAKES", % BRAIN, P. O. BOX 1475, LUBBOCK, TEXAS.

READING TIME: 5:45

MEMO FROM MAC

Somewhere among our Brain Stations is a broadcaster who is working night and day to give his community an outstanding radio station. It is quite discouraging to this young man when he goes into the village drug store and finds the dial set and the music going on some nearby big city radio station (playing the same records). A similar problem exists for the hard-working broadcaster in Denver, Colorado, who can go for days and never find anyone listening to his radio station. What to do about it? One simple salve is this. Find out the prime listeners in the place of business and ask, "Do you have a favorite number you'd like to hear? Let me call the radio station and have a number played for you and your folks at the store." It is amazing, especially in a small city, how much impression a simple dedication makes, and at the same time you're saying something. "This is our radio station, where a phone call is the connecting link, whether it's a lost dog, PTA Announcement, or dedication." This personal touch also works in Denver for the little station that goes unnoticed among the big un's. As you can surmise the Brain has operated in small and large markets. Try a few call-in dedications on your sales calls, and notice the pleasant response.

(1) CONVERSATIONAL DROPOUT (UNDATED)

The promotional announcement goes like this. (First voice), Hey, Bill, what do you think about the donneybrook they had in Berkley last night? Man that was something; I think that GI was right as he could be. (Second voice), I do too, but I didn't like his wife's statement; what do you think, Frank? (Frank), Well, uh, Gee Uh, I haven't heard about it. (ANNOUNCER), Don't be a conversational dropout, keep tuned to WWWW and know what's going on at all times. This has been used by a Chicago newspaper, but it works even better on an aggressive radio station.

(2) MILLIONAIRE FOR A DAY (UNDATED)

Here is another way to crack that Bank Business. People register for a period of time to become a Millionaire for a day. The winner has \$1,000,000 deposited in his name for one day, and he draws the interest at the going savings account rate. Incidentally, the Kiddie Checks (reported in #128) is already being used all over the country. If you belong to RAB, they have some special tapes available on announcements for Banks and Savings and Loan Associations.

(3) 20 SECOND EDITORIALS (UNDATED)

They are not as difficult as one would think, and can be saturated effectively. Example: Stand by for a 20 Second Editorial. Why do the City Busses invariably stop in the middle of the block at 800 Main, creating a traffic hazard for everyone involved?

EDITORIAL ED..."In this day when a young lady is not safe walking alone at night, has the time come for us to teach this young lady self-defense in high school? The plan is working very well in many schools, and not only does it give the girl self-confidence, but it heightens her interest in Physical Education. The same course could teach the young lady how to dress in order not to provoke would-be attackers. It could inform her about warning devices such as the small but penetrating whistle which can be carried in the purse. If every potential rapist knew each girl had been trained to repulse him, and equipped with warning devices, chances are he would be discouraged from making the first attack. It's worth a try."

(4) NATIONAL JAYCEE WEEK (JANUARY)

January 15th through January 21st is National Jaycee week, and this is the ideal time to stage your Jaycee day with Jaycees doing the announcing, Jaycee Wives selling the announcements, and station donating portion of proceeds to the Organization. The same idea will work well with the Lions Club throughout 1967, since the Lions International will be celebrating the 50th Anniversary. A 72 page edition of the Lions Magazine will be available in January, and you may secure a copy, bound in hard cover for \$2.00 an issue, by writing

BROADCASTERS EXCHANGE ENTERPRISES, INC.

Publications Division of Lions International, Chicago, Illinois.

(5) SWEET CAR PROMOTION (UNDATED)

Humphrey Chevrolet in Evanston, Illinois, secured from the National Confectioners Association copies of the booklet, "How to drive safely and fight fatigue by eating candy." Each customer was given a copy of the booklet, along with a package of candy. It can be tied in with the "Sweet 16" Sale where the firm offers 16 special values in New and Used cars and trucks each week during the month.

(6) OPERATION SPARKLE (UNDATED)

KLVT in Levelland can tell you all about this one. It is a citywide project with every firm and organization being encouraged to cleanup, brighten up the town, and each firm is encouraged to come up with something unique. There are many new paint jobs, one firm has put outdoor carpet on the sidewalk, and every nook and cranny is being prettified. Work out your own plan, but this should be a dilly for January and February as an overall station Promotion with cooperation from everybody concerned. Not only can many merchants be sold a small institutional package, but also many can be lined up to tie in sales promotions with their unique sparkle approach.

(7) BUCKET BRIGADE (UNDATED)

Ken Kendrick in Farmington can tell you about this one at KENN. A survey revealed that few homes and businesses had fire extinguishers. So an Oldtime fire truck was secured and for a week, members of the Lions Club drove the Streets selling Fire Extinguishers. Radio Station KENN dramatized it by broadcasting the burning of an old building with volunteers using the old bucket brigade to put it out. This promotion works as well in January or February as it does in October (National Fire Prevention Week).

(8) WWWW CITIZEN OF THE MONTH

Various Cities designate the Man of the Year, et cetera, but the radio station is in perfect position to promote nominations for the Citizen of the month. Listeners relate some worthy performance or deed by local citizen and selected committee chooses the "Citizen of the Month." This offers opportunity for "Citizen of the Year" to be honored in annual luncheon or dinner staged by station.

(9) THE WORD GAME (UNDATED)

This one sprang from a previous Brain suggestion, and is simple, yet popular and fun. Each day the station selects a word, and starting in the Early AM, offers \$25 to a caller-in who can name the word. He is given the first letter, and definition. The prize drops \$5.00 a call, with additional letters being given, plus added definitions each time. Listeners are allowed to play only once a week, or once, period, as your traffic will permit. Example: For \$25.00 What's the good word? It begins with the letter G and is a method of Transportation. You have ten seconds...Next call for \$20.00...It begins with the letters GO and is popular in New England...Third call for \$15.00...The good word today starts with the letters GON and is sometimes attached to the underpart of an Airship. So on with the fourth and fifth call. It is better to call the contestants, or have them call in advance of day of contest. Otherwise wiseacres will alert themselves after first call by consulting the dictionary.

(10) DJ BUMPER STICKERS (UNDATED)

This one had to come in this day when bumper stickers are used for every promotion. Station WWWW staged big contest between two top announcers to see which could give away the largest number of bumper stickers bearing the DJ's name. One was working for a tire sponsor, the other for an appliance firm. Both stores had good traffic, and who won? Whoever it was, the loser protested.

(11) WHO STEALS WHAT FROM WHOM? (UNDATED)

A circuit Judge in Madisonville, Kentucky, has granted a temporary injunction against WFMW prohibiting the station from broadcasting news lifted from local paper without a 20-hour delay. No mention was made concerning how long newspapers must wait in printing stories lifted from Radio. This hint from a Metro Radio Station strong in news. They have a rigid policy that every story carried in the local press afternoon edition must be carried on 5PM and 6PM News. The Brain in weeks to come will review its most important news piece we have ever carried concerning how to handle the big story when you get it. The big story is the Exclusive Story.

(12) COLLECTION TIP (DECEMBER)

Dear Sir: It is most important that we know before the beginning of the new year the status of your account. We shall appreciate your filling in and returning the following information as soon as possible. Your present balance is \$197.00.

ATTENTION ACCOUNTING DEPARTMENT WWW:

I will be in a position to make a payment of _____ on my account by December 31st, 1966. Signed...

(NOTE: IF PAYMENT IN FULL IS MADE, PLEASE DISREGARD THIS FORM)

(13) THIS, THAT AND THE OTHER -- READY REFERENCE

For a great hypo for your entire staff, order "Who in the Hell is Mel Blanc," a record produced by Mel Blanc Associates, Cross Roads of the World, Hollywood, California.... If your station is interested in Pollution problem, write for information about National Pollution Conference, % Clean Air, Public Health Service, Washington, D.C....The Brain has been elected to Texas Association of Broadcasters Board and will have a report on our December meeting next week. One major item is Daylight Savings time. Another is more summer workshops at various colleges. You should receive soon Christmas album by "Korean Orphans' Choir", another Brain Bonus.

* * * * *

BONANZA PROLOGUE....Here is one promotion, if properly planned, organized, sold, and promoted can become a permanent part of your radio Station. How we all love that residual account, that pays us every month of the year for years and years.

WHAT IT IS....FUN FOR EVERYONE!

HOW IT WORKS....Harpers Department Store Sponsors (1) A free Movie for the youngsters every Saturday Morning at 9:30 until 11:30....Tickets for the show may be picked up by parents only Monday through Friday. Suggestion is that show be limited to children 12 and under....(2) Once a Month, Harpers Department Store stages a morning matinee for the ladies. In addition to the Movie, prizes may be awarded, and once a quarter a style show is held in connection with same....(3) Once every six months an early morning matinee is staged for the teenagers, with a movie, and teenage entertainment tied in, including back to school style show, et cetera....(4) Once a year, on a Sunday Afternoon, Harpers stages a 90 minute Show for the entire family at the City Auditorium.

WHAT THE SPONSOR GETS....The sponsor will receive announcements throughout the week publicizing each show, plus regular commercials, and recognition at the various programs. Sponsor will receive traffic every week from ladies procuring tickets (Free), plus the added traffic during the special shows.

WHAT THE SPONSOR INVESTS....Harpers Department Store will buy a regular announcement schedule, and will work in cooperation with movie folk in picking up tab on costs of movies, et cetera.

CONCLUSION....This simple plan is one way the flair of radio can be driven home to a Department Store. There will be hundreds of valuable contacts and exposure, and Radio Station will also be building good will with another top advertiser, the Movie House. Give me your report after FUN FOR EVERYONE is sold and rolling along.

* * * * *

SUNSHINE FOR SUNDAY * * * * *

PROLOGUE....Here are three announcements that can be sponsored and broadcast at the best available time on Sunday. If you prefer, they may be adapted to a five-minute program. The Brain supplies you the three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER...Sponsor presents Sunshine for Sunday with a sincere hope that this day will be a happy day for you and your family...It was Leonard Ravenhill who said..."They that wait upon the Lord shall renew their strength...They that wait upon men often dissipate their energies"...Worship Services are being held throughout our city today, and SPONSOR invites you and your family to attend...When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

(2) MUSIC (UP AND FADE)

ANNOUNCER...Sponsor presents Sunshine for Sunday with a sincere hope that this day will be a happy day for you and your family...George Sweazy writes, "Love is miraculous, but not magical. Its requirements are plainly set forth in the Bible...Earthly Marriages are not made in Heaven, but Heavenly marriages are made on Earth"...Worship Services are being held throughout our city today and SPONSOR invites you and your family to attend. When you are there, you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

(3) MUSIC (UP AND FADE)

ANNOUNCER...Sponsor presents Sunshine for Sunday with a sincere hope that this day will be a happy day for you and your family...Jerome Beatty said recently, "The mind expand-

ing drugs like LSD are not what we need today. Things are too much out of control already. What we need is a mind contracting pill, something that will sort of pull things together for us." So many answers seem to be found in simple meditation...Worship Services are being held throughout our city today, and SPONSOR invites you and your family to attend...When you are there, you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

* * * * *

IMPORTANT - IMPORTANT - IMPORTANT - IMPORTANT

ENTER THE BRAINSTORM SWEEPSTAKES--AND WIN A YEAR'S FREE SUBSCRIPTION TO THE BRAIN...SEND ANY IDEA RELATED TO THE OPERATION OF YOUR STATION, AND IT WILL BE ENTERED IN THE BRAINSTORM SWEEPSTAKES (SEND AS MANY ENTRIES AS YOU DESIRE)...ON JANUARY 15th, ALL ENTRIES WILL BE PLACED IN BOX, AND ONE DRAWN...THE WINNER, RECEIVES THE BRAIN FOR A YEAR FREE OF CHARGE...ALL IDEAS MUST BE BONA FIDE...THE SWEEPSTAKES PLAN IS BEING USED SINCE THE BRAIN KNOWS OF NO FAIR WAY TO SELECT WHAT COULD BE CALLED, "THE BEST IDEA"...SEND ENTRIES TO: THE "BRAIN SWEEPSTAKES", % BRAIN, P.O. BOX 875, LUBBOCK, TEXAS.

PUNGENT PARAGRAPHS * * * * *

This campaign was used successfully in promoting a laundry-dry cleaning firm in a very unlikely location. It consisted of a slogan and the use of brief announcements.

SLOGAN - Hutchens, the world's most obliging cleaners.

- (1) It's always dry cleaning time for you at Hutchens. Keep those (season) clothes clean and fresh. Four hour service. Hutchens, the world's most obliging cleaners.
- (2) Those limp, lifeless rugs can be resized! Send yours this year for a thorough shampooing. Hutchens gets out all the dirt! Hutchens, the world's most obliging cleaners.
- (3) It's easy to leave your dry cleaning at Hutchens. Plenty of parking space all around. Or just double park - no heavy traffic. Four hour service - at Hutchens, thw world's most obliging cleaners.

SURE FIRE SLOGANS * * * * *

- (1) North, east, south or west, a _____ move is always best! (transfer)
- (2) More power to you! (automobile, electric company, appliance)
- (3) Plan with the man from _____. (insurance, realtor)
- (4) Stash your cash. (savings)

HEALTH AND HAPPINESS * * * * *

- (1) Are larger families less likely to have fears and neuroses than smaller ones? The answer in 30 seconds. Commercial. Yes, a larger family's members are less likely to develop the various fears. Why? Because most of our fears are born of worry and too much leisure. In a larger family, these periods of leisure are fewer, and periods which might be the start of a worry, are quite likely to be interrupted. People possessed of nagging fears should try to develop concern for other people. Now for a Happiness Thought: College years: the only vacation a boy gets between his mother and his wife.
- (2) If you have an aptitude and don't use it, will it tend to make you unhappy? The answer in 30 seconds. Commercial. Not unhappy--just miserable. To be inclined toward one direction and work in another, will give you a nagging dissatisfaction. A good employer always tests his employees for aptitude, then uses them in those fields to which they are more aptly fitted. Nine out of every ten people have at least four aptitudes, plenty to win with, if they're played right. Now for a Happiness Thought: There's one thing about baldness--it's neat.
- (3) Why do we have "ups and downs"? The answer in 30 seconds. Commercial. The rise and fall of human emotions is as regular and dependable as the tides. Research has revealed that an emotional cycle lasts about 33 days, and that during this period, outside circumstances merely advance or postpone the cycle. Your "ups" begin with a build-up of energy which is not used, thus making you feel more active and high-spirited. Eventually, you will use more energy than your system produces, causing you to slump into a period of depression. Good advice would be to save easy, routine tasks for the "low days", and leave difficult stimulating jobs for the "ups." Now for a Happiness Thought: If you can't stand solitude, maybe you bore others, too.
- (4) Is there a way to "take a walk"? The answer in 30 seconds. Commercial. Walking, as an art, is almost extinct. But, there is a definite way to take a walk which will not only enrich the health of body but also of mind. First of all, never have an objective--walk aimlessly. Let the decision to "take a walk" be as spontaneous as a sudden smile...and last of all, don't take your worries along. With these ingredients, your walk can be of surpassing joy to you. On your journey, be aware...of leaves if it is summer...of bare limbs in the winter. Enjoy all the everyday things you fail to enjoy every day. Now for a Happiness Thought: Alimony is a system by which, when two people make a mistake, one of them continues to pay for it.
- (5) Did you know that praise is a tonic? The answer in 30 seconds. Commercial. Praise, is not only gratifying--it is a source of fresh energy, which can even be measured in the laboratory. In using an "ergograph" (which is an instrument devised to measure fatigue), a lab assistant just happened to tell a tired youngster "You're doing fine,"...and the boy's energy curve soared. Discouragement and fault-finding were found to have a measurable opposite effect. So--take a little praise tonic with you today. Now for a Happiness Thought: You never can tell about women, and even if you can--you shouldn't.



BRAIN #128

P. O. BOX 1475 LUBBOCK, TEXAS 79408 TELEPHONE 806 - PO 2-0404

Reading Time: 4:20

MEMO FROM MAC

As we look at the bills each month, we remember how easy it is to make a dollar by saving a dollar. The Brain as a broadcaster will offer every hint possible to help you reduce expenses. Let us start with the telephone bill. At the end of the year is a good time to have the telephone man over and discuss in detail every item you are buying. Ask him, where can we save money? There are many tricks in long distance calls, including your securing the T&C (Time and Charges on every call). This makes everyone mindful of the dollars that can float away in a person to person 15 minute phone conversation. Give the Brain any ideas you have on telephone savings.

(1) KIDDIE CHECKS (UNDATED)

In Haltom City, the Bank is offering around Christmas time, the Kiddie Checks, good for one lollipop, if filled out and signed correctly. The special checks are authentic appearing and printed on safety paper. One restrictive phrase limits their use. "Good for one lollipop only." This does not have to be a bank promotion, but is perfect for any firm anytime desiring goodwill and traffic from Mom and Children.

(2) MERRY CHRISTMAS TO A SECRET PAL (DECEMBER)

Invite listeners to send the name of a Secret Pal, plus a Christmas gift they desire to give them. Station WWWW draws one name around December 20th and presents Gift to person nominated. Limit price of gift to \$100, or what the traffic will bear. One Station used three transistor radios as secret pal gifts.

(3) CHRISTMAS TREE TRADE-IN (AFTER DECEMBER 25th)

This Department Store has a big suit sale after Christmas and offers a ten dollar trade in price on any Christmas tree brought to the store parking lot. Trees are transferred to the City Hillside for 12th night burning and observance.

(4) KKUB BIRTHDAY CLUB (UNDATED)

Bob Sewell makes this a permanent promotion on KKUB by inviting listeners to send in cards listing birthdayees each week, and then on Saturday Morning, one lucky person from the group is presented a beautiful 18-inch birthday cake from the sponsor, a local bakery. Bob Sewell has pulled another nifty this season in the turkey shoot; he has shots fired on the air all day at old Tom with gobbling excitement in the background, and listeners win by guessing how many shots have been fired during the designated period.

(5) WWL SWEEPSTAKES (UNDATED)

Station WWL in Cincinnati invites everyone to send in name, address, and phone number to qualify for the 700 Sweepstakes (700 on the dial). All kinds of opportunities are offered to win stamps, et cetera. One present contest is Identify the Voice giving the Safety Slogans (Available from National Safety Association). It goes up 500 stamps every time it is missed. At the time the Brain tuned in, the total was up to 17,000. Stamps are inexpensive as prizes, and sound big when they get into the thousands.

(6) HOW TO IMPROVE HAPPY? (FIRST OF YEAR)

Station WWWW can start the year on a positive note by offering savings bonds in three prizes for the best letter in 100 words or less telling "How to Improve Our City." This is good tie-in with institutional firms and also Civic Clubs.

(7) COLLECTION TIPS (UNDATED)

Hy Duncan at KWFR says the simple way to handle collections consistently is to employ an elderly man (on Social Security), and pay him on commission basis as related to age of

accounts. This man works every day for him and keeps those small pesky accounts current.

LETTERS FOR END OF YEAR...(1) Gentlemen--Who will win the Bowl Games? Your guess is as good as ours, but we always enjoy the games much more to know that our bills are paid at the end of the year, and our collections are in good condition. A check from you for _____ will make New Year's day a happy one for everyone concerned. Thanks in Advance and Season's Greetings. (2) January 1, 1967 is like starting all over again for your firm and ours, and right now is a good time to CLEAR THE DECKS FOR ACTION. Your balance is _____, and our Auditors will be very appreciative if you will take care of this matter prior to the end of the year. Thanks in Advance and Happy Holidays. (3) Gentlemen...Financial Statements are dull reading, but as necessary as the air we breathe and as we prepare ours for the close of 1966, a check from you for _____ will be greatly appreciated. Thanks in Advance and Happy Holidays.

(8) WANTED BY THE FBI (UNDATED)

This was mentioned by the Brain several months ago and we picked up one mid-west station using it each weekend. The FBI will supply you bulletins free of charge on request. Write The Federal Bureau of Investigation, Washington D.C. 20535, 506 Old Post Office Building. One Television Station uses this feature at close of broadcast each day.

(9) ALL GIRLS (UNDATED)

More All-Girl Stations are breaking out. One of the best is WHER, Memphis, Tennessee. One Small Station is conducting auditions to choose Milady to handle Woman's Club 9 until 12...Each will be given a day to handle the show (Finalists only)...Station has been amazed how many housewives are interested in doing the 9 to 12 shift with an interest in securing own sponsors. Give us a report on your lady doings.

(10) AFTER MID-NIGHT MARATHON (UNDATED)

The end of year all night sale of a well known Drug Store in the city (10th Annual) will be highlighted this year will be a truckload of sheets that will go on sale at mid-night for 90¢ each. Special discounts to those who come in robe and pajamas.

(11) OPEN HOUSE FLORAL SHOW (CHRISTMAS TIME)

Do this one soon...Chisholm Floral in Littlefield has Open House on a Sunday afternoon every December reflecting all the new Christmas Floral Offerings...It is well attended and spiced with radio interviews every half hour.

(12) APPLICATION BLANK ADDENDUM(UNDATED)

Looking for personnel? Do as a Station Manager in Louisiana did. He found it difficult to measure a prospective salesman, continuity writer, or traffic director by the information on the regular blank. He added a sheet which called for definite ideas how the person thought the job should be handled, a new sales approach, or new copy sound. This quickly indicates just how much experience in radio the applicant has.

(13) THIS, THAT AND THE OTHER (READY REFERENCE)...AMERICAN BANKERS ASS'N THROUGH APS INC., 48 WEST 48th, NYC has 3 minute script featuring the "FINANCIAL FILBERTS." Your Ethan Allen Dealer has colorful folder available for the asking which is basis for top copy approach...It is called the Ethan Allen Treasury of American Traditional...Amsterdam Printing and Litho Corp., Amsterdam, N.Y. 12010 has some classy comedy collection cards available. Write for sample..Encyclopaedia Britannica, 425 North Michigan Ave., Chicago, Ill., 60611 will send to adults free gift of "The Lives of Kennedy and Churchill."

HEALTH AND HAPPINESS

What three factors must you have to build a personality? The answer in 30 seconds. (Commercial) To build a personality, you must employ three factors - imagination, common sense and courage. Even a moderate exercise of these will produce remarkable results. If a man is after wealth or pleasure, the world can easily defeat him. If he is simply growing a personality, then he can capitalize anything that life does to him. Now for a Happiness Thought: Beware the mini-skirt on the maxi-lady.

You must breathe to live - true. But, must you breathe properly to live properly? The answer in 30-seconds. (Commercial) True. To breathe properly is to live properly. Breath is the stuff of which voice is made...says the voice expert. Fill your lungs, says the posture expert. And the beauty specialist admits that increased circulation by good breathing will do more for your complexion than a lifetime of massage. So, breathe to be healthy...to be handsome...to stand well...talk well...BE well! Now for a Happiness Thought: Wanted - Man to manage accounting department in charge of 20 girls. Must like figures.

Dietary coddling and abstinence from alcohol and tobacco will guarantee a full harvest of years. True or False? The answer in 30-seconds. (Commercial) False. It's one of the commonest myths known about longevity. Records show that both nanagenarians and centarians have either indulged or abstained with no effect on the total years lived. Rather, it makes less difference what you do than what you biologically are. A sound constitution and a disposition to match will carry you far in the years to come. Now for a Happiness Thought: It takes two kinds of people to make the world - poets to write about the glories of autumn - and the rest of us to rake them.

What is the best relief when you are mentally tired by honest work? The answer in 30-seconds. (Commercial) When you come home from a hard day's work at the office, you are often mentally tired. Seek relaxation in solitude. Don't do anything. Fall into your favorite chair, close your eyes and simply relax - thinking happy thoughts. It will restore a balance of living - if you'll stop just a few moments at the end of a busy day and relax completely. Now for a Happiness Thought: What it takes to make a house look lived in, is Sunday.

If you have never heard of an inferiority complex, would it be possible for you to have one? The answer in 30-seconds. (Commercial) No, if you had never heard or read about an inferiority complex, it is unlikely you would develop one. These complexes are seldom more than senseless timidities that rob courage, sap ambition and retard enterprise. An inferiority complex is simply an idea which you fear...and most fears are generated - they do not just happen. Now for a Happiness Thought: Epitaph on the grave of a hypochondriac: "I TOLD you I was sick."

SUNSHINE FOR SUNDAY

Prologue: Here are three announcements that can be sponsored and broadcast at the best available times on Sunday. If you prefer, they may be adapted to a five-minute program. The Brain will supply you with three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER: (SPONSOR) presents Sunshine for Sunday with a sincere hope that this day may be a happy day for you and your family. Disraeli said, "Circumstances are beyond the control of man; but his conduct is in his own power." Worship services are being held throughout our city today, and (SPONSOR) invites you and your family to attend. When you are there, you will find problem clouds tend to disappear and the strength of Sunshine is yours. (Music up and fade).

(2) MUSIC (UP AND FADE)

ANNOUNCER: (SPONSOR) presents Sunshine for Sunday with a sincere hope that this day may be a happy day for you and your family. It was Pope who wrote, "All are but parts of one stupendous Whole - Whose body Nature is, and God the soul." Worship services are being held throughout our city today, and (SPONSOR) invites you and your family to attend. When you are there you will find problem clouds tend to disappear and the strength of Sunshine is yours. (Music up and fade).

(3) MUSIC (UP AND FADE)

ANNOUNCER: (SPONSOR) presents Sunshine for Sunday with a sincere hope that this day may be a happy day for you and your family. "God has two dwellings: one in Heaven, and the other in a meek and thankful heart," said Izaak Walton. Worship services are being held throughout our city today, and (SPONSOR) invites you and your family to attend. When you are there, you will find problem clouds tend to disappear and the strength of Sunshine is yours. (Music up and fade).

PUNGENT PARAGRAPHS

(1) Because your responsibilities mount - and count...get an insurance check-up now. Fight loss with a check-up. Values change, and responsibilities grow. Even the finest insurance protection can get out of date in a hurry. How about yours? Does it still do the job it was intended to do? To find out, let (independent agent) give you an insurance check-up - without cost or obligation, of course, That's _____, representing YOU in all your claims.

(2) Voice One: "U.F.O....U.F.O....U.F.O!"

Voice Two: Say, Joe, what's with this U.F.O. business anyway?

Voice One: You Find Out!

Announcer: U.F.O...U Find Out. Find out why _____ is best in quality service, quality products...just quality everything. U.F.O...W.T.B...U Find Out...Why They're Best. Then shop there every time! You'll be joining Joe is calling "I.F.O...I.L.I". That's Flying Saucer talk for I Found Out...and I Love It. _____ shopping headquarters - everyday!

(3) It's time to - install your air conditioning? Now?

Announcer: Sure - Cool it. Play it cool with an _____ air conditioning unit from _____. NOW! Air conditioning makes your home a quiet restful refuge. You say it's already cold? Who said conditioned air is cold? It can be cool, warm, hot or cold...and besides that, it's purified and de-humidified...just plain ole conditioned air. And NOW is the time...Cool's the rule with _____ air conditioning from _____.

SURE FIRE SLOGANS

Festive, gala footnotes (shoes)
A Lot Glowing for You (gas, electric, lamps)
The sky's not the limit (savings and loan) ;
Nicest thing underfoot (carpet)
East of the Moon fashions for west of the moon residents
Magnificent ally for brilliant buffets (silver)
Your Graphics Arts Supermarket (printing)
Here is Elizabeth Taylor's latest Release-----Eddie Fisher.



Reading Time: 5:22

P. O. BOX 1475 LUBBOCK, TEXAS 79408 TELEPHONE 806 - PO 2-0404

MEMO FROM MAC

TV Guide in the November 12th issue cites percentages showing a definite trend of TV shows beamed to please the teens from 12 to 17 and the youngsters from 6 to 11... Sooooo in months to come TV will be put in the same position of "Top 40" radio stations. "You appeal to only the teenagers." ...Then there is the letter written to Harold Wheelahan, as carried in the Louisiana Association of Broadcasters release which in part says, "The quality of radio everywhere is evidenced by the age of the largest audience. The teenager walking with transistorized radio playing into his ear, has become the symbol of radio's level and appeal. Granted: This statement is more opinion than fact, the truth remains. We in radio must work incessantly to give our sound a well-rounded appeal. Bold steps in one station markets are needed. Courageous approaches in multi-station markets must come. The Brain is eager to report them. Any ideas?"

(1) MR. ROTARIAN SPEAKS (UNDATED)

It took KMUL in Muleshoe to spark this idea. Have the current presidents of your service clubs to record a public service announcement to be broadcast at various times throughout the year. Example: "This is Harry Howell, President of the Carlsbad Lions Club. We meet each Tuesday Noon at the Cavern Inn, and we invite all visiting Lions, and other friends to be our guests." If your city has several service clubs, this feature could be built into an institutional package for an insurance firm, bank, or the like.

(2) FIRED WITH ENTHUSIASM--ONE WAY OR ANOTHER (UNDATED)

Station WWWW has placed a simple blackboard in the front lobby, and on it is inscribed the PEP TALK of the week. The employees are invited to submit same, and for the best slogan each week the Management awards a dollar bill. Last week's winning slogan: "Our employees are fired with enthusiasm (one way or another)."

(3) HOW DO YOU DO? (COLLECTION TIP--UNDATED)

Tom Land, General Manager of WFIW in Fairfield, Illinois, wants more Collection Tips. Tom, this one is for you. We received it the other week. "How do you do? Some pay when due. Some pay when overdue. Some never do. How do you do? Your balance is...." Gracefully spaced in the middle of a sheet, this is attention-getting and to the point. Next week will come three suggestions on "end of year collections."

(4) HAPPY HOLIDAYS (LAST WEEK IN DECEMBER)

Get one or a dozen sponsors to participate in setting up a Coffee Break Stop on your major highways, and intersperse interviews with passing holiday travellers throughout the week. Some stations use a tent, others use motels on various highways in order to move from place to place during the week. A service club is usually eager to serve as co-hosts in this campaign. Traffic Safety should be the theme, plus a good Chamber of Commerce plug for your city. Tom Potts in Anniston (WDNG) makes this an outstanding and profitable event at all key times during the seasons, such as Labor Day, Memorial Day, and End of Year.

(5) WORLD'S LOUDEST CHRISTMAS GREETING (DECEMBER 25th)

The National YMCA will be sending all stations a record of "We Wish You a Merry Christmas", 1:30 in length with a suggestion that it be played at 1:00 P.M. on December 25th... This triggers a suggestion used for many years by a Colorado Station. Christmas afternoon is the perfect time to broadcast recorded messages from local official with a personal Merry Christmas and Happy New Year. The Brain is mailing this month as the "Album of the Month" Christmas Carols by a children's choir that should be a happy addition to your permanent library.

(6) WWW PLAYER OF THE WEEK (BASKETBALL SEASON)

This is done by the press, and can be done uniquely by radio stations. Each week during basketball season, choose the player of the week and make the air award at a specific time (when students can be listening). To add a sparkle to this award, if you broadcast the games, record the game, and re-play an actuality involving the player honored. If you do not broadcast the games, you can stimulate a broadcast with same effect. By the way, a 30-second re-play of the basketball broadcast is also an attention-getting promo. KLIF uses highlights of the Dallas Cowboy games to plug their weekly broadcasts.

(7) WHAT TO DO ABOUT WINDOW STICKERS (UNDATED)

Don M. Lidenton, Owner-Manager, Chief Engineer and Promotion Manager of KLID in Poplar Bluff, Missouri, uses the rear window sticker consistently and successfully by sponsoring theatre parties throughout the year. Driver is admitted free on certain nights during the KLID party, merely for having the KLID sticker on the car. Rear Window stickers are great, but they must be more than a method of awarding a prize once in a while. Special awards including a free hamburger, Coca Cola, or movie tickets given on a blanket basis will build more interest than one prize awarded by calling a special number.

(8) HOW MANY W'S? (UNDATED)

This was used in connection with Whirlpool Countdown... Sponsor ran saturation for three days, and listeners who guessed the number of W's in all radio announcements were awarded special gift certificates and qualified for finals... Finalists wrote, "I like Whirlpool because..." in 25 words to determine Grand Winner. Prizes included Astronaut clocks, and other items to tie in with Countdown theme... This is a top January promotion for any appliance or furniture firm and can be varied a hundred ways. One appliance firm put a barrel of light bulbs in front of store and let the customers guess the number of Watts.

(9) OLD TIMERS AND OLD TIMES (UNDATED)

There are 18 million people over 65 years of age in our country today, and one simple way the radio station can spotlight these wonderful people is by recording some one-minute segs by telephone, letting them talk about old times (the biggest snow, the drouth of 1917, old time political rallies, fish fries, camp meetings, etc.) Where this has been done, you'll be amazed how many young people show interest. Try it on a Sunday afternoon sponsored by some firm interested in serving this group.

(10) FUN WITH FOOD (UNDATED)

Station offers a basketful of groceries to the person who can compile the longest list of foods, all of which begin with call letters of radio station. Another idea which creates fun for a food firm is to let announcer describe a different food item each day, and award the item or another prize to the person who can first guess what it is. Example: This is contained in a jar--there are about 35 of them in the jar--they are shaped like a football--what is it? One food store has run this for several years (thrice weekly) with announcer going by the store each week to pick out items that are hard to identify, new on the market, et cetera.

(11) GIGANTIFIC GARAGE SALE (UNDATED)

Station WWW has invited listeners from all over to bring their items to a giant vacant building on a Saturday afternoon for the GARAGE SALE to end all GARAGE SALES... 10% of the proceeds will go to the March of Dimes... The Sale Broadcasts and build-up announcements are sponsored by First National Bank... Listeners are asked to call in advance to register and note how many items they will bring.

(12) EDITORIAL ED (UNDATED)

A dozen Brain Stations have asked for another Editorial Ed... This is simply to encourage all of you to set up a regular editorial schedule. If you want Editorial Ed regularly, let us know. We have a plan in mind.

*****LOYAL TO WHAT*****EDITORIAL*****

Today there is a definite trend which indicates a lessening of interest in civic clubs, community projects, and even Churches. It is getting more difficult to obtain leaders in city government, and other key positions in the community. The two are related. Few men will volunteer to take a leadership role in civic activities because they sense a lack of cooperation and enthusiasm, much less gratitude. This is a day when each of us need to evaluate just how much loyalty we have and where this loyalty is planted.

*****LOYAL TO WHAT (CONT.)*****

One church leader has predicted the Church will be dead in 2000 years unless the attitude changes toward the Church. The Lions International is concerned deeply about the loss of members and a lack of work in traditional projects. What is the answer?...A discussion of the problem and possible answers would make an interesting civic club program and serve as the basis of an ear-catching Sermon.

(13) READY REFERENCE (THIS, THAT, AND THE OTHER)

Bill Vaughn is now offering TAKE A MINUTE, a clover comedy series, another F and P Production....Looking for litter baskets with your station name imprinted. Write Crest Manufacturing Company, P. O. Box 345, Southfield, Michigan 48075....Polaroid Corporation has booklet showing how to use Polaroid in Promotional Campaigns. Write Paul O'Brien, Direct Sales Manager, Polaroid Corporation, Cambridge, Massachusetts.... NAB Legal Department has special book on RADIO AND NATIONAL LOTTERIES....Available free, if you belong to NAB....

SUNSHINE FOR SUNDAY * * * * *

PROLOGUE....Here are three announcements that can be sponsored and broadcast at the best available time on Sunday. If you prefer they may be adapted to a five-minute program. The Brain will supply you three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER....SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family. Arelius said, "I have often wondered how it is that man loves himself more than all other men, but yet sets less value on his own opinion of himself than on the opinion of others." Moments spent re-evaluating ourselves are most valuable....Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend....When you are there, you will find problem clouds tend to disappear and the strength of Sunshine is yours.

(2) MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family...Carlyle wrote, "Are not all true men that live or ever lived soldiers of that same army, enlisted under Heaven's Captaincy, to do battle against the same enemy, the empire of darkness and wrong...Worship Services are being held throughout our city today and SPONSOR invites you and your family to attend...When you are there you will find problem clouds tend to disappear and the strength of Sunshine is yours.

(3) MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family...It was Edwards who wrote, "How it comes about, I know not, but I have remarked it hitherto, that at those times when I have read the scriptures most, I have evermore been most lively, and in the best frame of mind...Meditation and strength are somehow related." Worship Services are being held throughout our city today, and SPONSOR invites you and your family to attend...When you are there you will find problem clouds tend to disappear and the strength of Sunshine is yours.

HEALTH AND HAPPINESS FORMAT

For the benefit of new subscribers, here is the suggested format for HEALTH AND HAPPINESS FORMAT...

MUSIC (UP AND FADE)

Sponsor presents HEALTH AND HAPPINESS

(MUSIC, UP AND FADE AGAIN)

Health message, commercial and happiness thought

(MUSIC UP AND FADE)

SPONSOR Presents HEALTH AND HAPPINESS EACH MONDAY THROUGH FRIDAY AT THIS TIME...Keep in touch with your doctor at least twice a year, and always keep in mind the things that are truly important.

Health and Happiness

Is there a difference in being "in love" and "loving" someone? The answer in 30 seconds. COMMERCIAL. There is a great deal of difference in "falling in love" and "loving". To be "in love" primarily a wish to receive - whereas, mature loving is based upon the capacity to give. The person in love idealizes his love object - hence the saying, "Love is blind." Loving someone involves the wish to do what is in the best interest of the loved one. Now for a happiness thought: If love is blind - then why all the eye glasses?

What happens to you when your venules suddenly dilate? The answer in 30 seconds. COMMERCIAL. When your venules dilate suddenly - you blush. Blushing occurs automatically and unconsciously, though in response to an ideational-emotional stimulus. Blushing is a form of communication and expression. And, it occurs only in the most conspicuous portion of your body - your face! The odd thing is that you never blush when it cannot be seen - as in the darkness or during a telephone conversation. Now for a Happiness Thought: The way they conform, it would be well to call them Team-agers.

Is it a good thing to "get it off your chest"? The Answer in 30 seconds. COMMERCIAL. Yes, it most certainly is better to "let off steam or get it off your chest". Why? Because when you restrain the feeling becomes more intense by the moment. Getting off your chest may be accomplished in several ways - words, physical action or just leaving the scene or the company. It is very helpful to express your resentment - it restores your body to a normal balance more quickly. Now for a Happiness Thought: Good judgment comes from experience - and experience from poor judgment.

Can you inherit old age? The answer in 30 seconds. COMMERCIAL. The tendency to live longer is most certainly inherited. What you do with it is up to you. Of course, you must have the temperament for it. Even though you may have the biological characteristics of an octagenarian, you have a very important advantage in the Old Age Sweepstakes when you are calm and contented, rather than fretful, irritable and inclined to worry. Now for a Happiness Thought: Where there is spirit - there must be sparks.

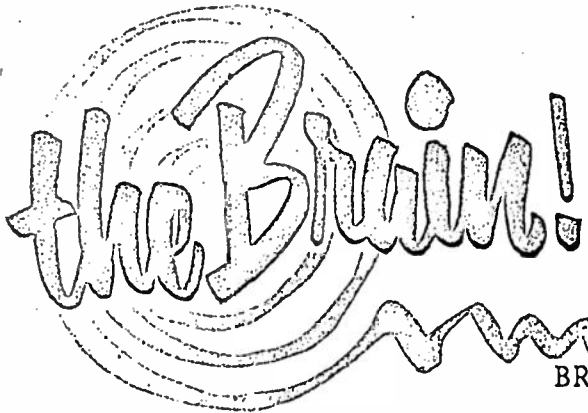
Is body building in any way connected with mind building? The answer in 30 seconds. COMMERCIAL. There certainly is a connection! In fact, to build a healthy body, one must first build a healthy mind. Doctors have laid down the fundamental rules of diet, exercise, work, recreation - all the principles of right living. We KNOW what we need to do - we just don't do it. Health is ours, if we just have the mental and moral backbone to take it. All a matter of self-control. Now for a Happiness Thought: If you would cut a dashing figure - better keep it looking that way.

PUNGENT PARAGRAPHS * * * * *

- (1) The year is 1492. B. L.
Columbus and his three ships discovered America, bringing with them many men, many bags and a few tools. It took them several days to unload. But, that was B. L. ... Before Luther. That's the way it happened, discovering America ... before Luther. But now, you can be certain that everything you move will arrive at your destination, no matter where you move. Call _____ your Allied Van Lines Agent in _____. Luther Transfer and Storage - for dependable service.
- (2) The year is 1266. B. L.
Marco Polo, his father and uncle traveled to China from Venice. They took only the necessities, and the camels caused a great deal of trouble on the trip. But, that was B. L. ... Before Luther. And that's the way it happened on a slow camel to China. NOW, you will arrive in the best of spirits, knowing everything you started with has been cared for with "white gloves". By Luther ... your Allied Van Lines Agent in _____. Just call _____ for dependable Allied Service.
- (3) The year is 1849. B. L.
The wagons headed for California and some of them had gold in them. Pa loaded up the wagon and Ma wanted to know, did ye git ever-thin? Course, Ma. We'll pan fer sum of them gold. But Pa forgot the PANS! And that's the way it happened headin' west ... B. L. ... Before Luther. NOW, nothing is left behind when you call on Luther, your friendly Allied Van Lines Agent in _____ since _____. Just call on your Allied agent - for dependable service. (With the dates in American and world history at your command, there is no end to the spots you can create for the major moving services.)

SURE FIRE SLOGANS * * * * *

- (1) A tire to fit every wheel, a price to fit every pocketbook.
- (2) Remember, too many square meals build round people. Dine at Jones Cafeteria for the right foods.
- (3) All Radio is fast, Station WWWW is immediate.
- (4) This is Dial Changing Month; switch to WWWW.
- (5) Now is the time for all Housewives to come to the Aid of the Budget.
- (6) Good food is never accidental.



RADIO SERVICE

BRAIN NEWSLETTER #150

READING TIME 4:33

MEMO FROM MAC

This is the most important announcement ever made by the BRAIN. Thanks to some 700 Broadcasters continuing as subscribers over 150 weeks, now we can announce ALL PRESENT BRAIN SUBSCRIBERS WILL RECEIVE THE FULL BRAIN RADIO SERVICE including This, That and The Other throughout 1967 for only \$8.00 per month (less than you're now paying, starting July 1st). At the beginning of 1968 the following price schedule will go into effect for the full BRAIN RADIO SERVICE: All one station markets--\$8 per month...Two station markets--\$12 per month...Three station markets--\$16 per month...And metropolitan stations \$20 per month. All of these rates become effective to present BRAIN subscribers January 1, 1968. Until then the rate will be only \$8 per month (starting with the July billing). Look over the TTO script carefully this week since 16 weeks experience has enabled us to give you a script that can be used in a dozen ways on various programs. GIVE US YOUR COMMENTS.

#1 MIDNIGHT MADNESS (UNDATED)

Montgomery Ward ran it from 7 until 12 mid-night on a Tuesday night, and filled a 21 acre parking lot by 7:30 P.M. No medium can touch radio in pre-sale promotional announcements, and on the spot entertainment and remote broadcasts.

#2 IF YOU ARE TAKING MEDICATION (UNDATED)

A Clovis, New Mexico, pharmacy buys two announcements per day which begin with the simple time signal, "If you are taking medication, the time is now 5 o'clock (FOLLOWED BY COMMERCIAL)." This sounds absolutely juvenile until you consider the fact that around 8:30 a.m. and around 5 p.m., there are thousands in your audience taking pills.

#3 STOP THE CLOCK (UNDATED)

Grandfather and Grandmother Clocks are expected to have their biggest year in history and Station WWWW is having much fun. They will start a Giant Grandfathers Clock at high noon on Monday, May 8th, and let it run completely down. The person who guesses nearest to the correct minute it stops wins the clock. This is the basis of a shopping center promotion honoring all grandparents, great grandparents, etcetera, capped off with an oldtime dinner on the ground on the final Saturday afternoon.

#4 NEWS PROMOS (UNDATED)

Cleverness and attention getting announcements promoting the news department and news men can go a long way in giving the news department respect and recognition. How about this promo? "Station WWWW has news men on call at all hours. Last week, Cal Miller left two crying children and his weepy wife during a backyard cookout in order to cover a Chamber of Commerce meeting, while Paul Bean left a malted milk glass half full at a local drive-in to be on the scene of a downtown fire. Yes, the WWWW News product depends on people, and you can depend on them for the best in news coverage."

#5 CINDERELLA IS BACK (UNDATED)

Station WWWW brought over 500 ladies by one shopping center before noon one day in the Cinderella contest. The first lady to drive by with a foot to fit the shoe would receive a Cinderella Whirlwind Weekend with gifts and fun galore. This could well tie in with release of the "Cinderella" picture upcoming.

#6 LITTERS FROM THE LISTENERS (UNDATED)

Station WOW in Omaha, received an invitation from a farmer for two of the Farm announcers to send their pictures to be placed in the hog barns, each with five sows to see which picture would produce the biggest litter. The Farmer kept WOW going at all hours, and the music seemed to be more effective than the competing announcers. Both groups produced 42 pigs. The interesting fact was that both litters were record productions. Now they can say WOW, the station with Prolific programming.

#7 WHAT MAKES A GOOD SALESMAN? (UNDATED)

Extensive surveys have been made by the major companies and universities in determining the two top requisites of a good radio Salesman. What is your guess? Ask your sales personnel and compare the answers with the correct one. No. 1 is Impathy, and No. 2 is Ego Drive. Carl Stevens at the TAB Convention said, "The tragedy is this. Very few Salesmen are trained. Truth is, only one University in the entire nation offers a degree in Sales (Memphis State University)." Carl summed up by saying, "No Salesman can do what he doesn't know how to do, anymore than we can come back from where we've never been." If you are conducting regular training courses for Salesmen, let us know. Leo Hackney asks a simple question to Salesmen, "Do you ever take time to write a 'Thank You' letter to an advertiser soon after he has purchased a contract?"

#8 AUDITION TIME (MAY)

There are hundreds of high school, college, and drop-out young people who would like to work at the radio station, but are reticent to apply. Station WWWW every May has an audition night for all young men and women interested in doing air work during the summer. In every instance, at least two have been employed to aid during the vacation schedule. Don't bad mouth it. Just try it! It will take only 50 announcements, and one nights work.

#9 CHECK THIS ONE (UNDATED)

Station WWWW now for two years has been promoting the station with overprints on every check with such phrases, "The power of radio made this check possible." "Check with WWWW daily for the latest news." "You're always paid in full when you listen to WWWW."

#10 SAVE ON THE SHAVE (UNDATED)

A Drug Store desiring to gain new customers liked this idea. They put a three hour special on all shaving items, and Station WWWW hired a barbershop quartet to sing during the entire affair, plus everybody who bought the complete shaving outfit received one free shave at the nearby barber shop (to be used anytime during the next month).

#11 DRAW DADDY (UNDATED)

Station WWWW each year offers a prize for the best letter from a youngster entitled, "My Father is the greatest because...." Now they supplement with a DRAW DADDY CONTEST, for 5 to 12 year olds, and the 10 best are displayed on a bulletin board in a local bank (the sponsor).

#12 DREAM TIME (UNDATED)

This is a book that will furnish all the material you will ever need to build a series of announcements interpreting dreams. It is called "Ten Thousand Dreams Interpreted" by Gustavus Hindman Miller, published by M. A. Donahue and Co. in Chicago, or New York. This is a good announcement campaign for a mattress company or dairy firm pushing that just before bed-time buttermilk drink.

#13 BONANZA--COWBOY FOOTBALL

100 five or ten minute programs are now being set up for national sponsorship by a Dallas Agency. They have asked the BRAIN to request each of you to rush them your rates, coverage maps, etcetera to Dick Stahl, Suite 304, 3303 Lee Parkway, Dallas, Texas. The program will be 5 per week for 20 weeks (total 100, featuring interviews with Top Dallas Cowboy and NFL football players). If you write today, you stand better chance of getting on the commercial list.

TRIVIA QUESTIONS (SUGGESTED FOR USE DURING RADIO MONTH)

- #1 Henry Morgan, the panel favorite spent many years in radio with a fifteen minute commentary show. What was his famous greeting? (Hello, Anybody).
- #2 Ted Husing was strongly criticized at one time by the Harvard Student Body for using a certain adjective in describing the play of the Harvard Football team. What was the adjective? (PUTRID).
- #3 For many years a happy individual did a daily show on hundreds of radio stations for Coca Cola. What was he called? (Singing Sam).
- #4 What was the former name of the ABC Network? (Blue Newwork).
- #5 Who was the wartime commentator famous for the line, "There's good news tonight?" (Gabriel Heatter).
- #6 Who was the announcer who was purported to have introduced the late President Hoover as "The President of the United States, Hoobert Heever?" (Harry Von Zelle who later appeared on the George and Gracie TV show).
- #7 What was the name of the singing group which gave Bing Crosby his start with Paul Whiteman? (The Rhythm Boys).
- #8 There is one radio singing star that has served as Governor of a Southern State. Who is he? (Jimmie Davis in Louisiana).

The Brain!

RADIO SERVICE

THIS, THAT AND THE OTHER

MAY 1ST, 1967

This is Monday, May 1st, 1967, the opening of Good Posture Week, so sit up and take notice....If this is your birthday, the Stars say watch out for upsets. They may disturb your wealth, but don't let them effect your health. You won't get rich in '67, but take it in stride, and who knows about '68.

AIRLINE CREWS ARE COMPLAINING THESE DAYS OF THE "JET AGE" BLUES....They say that when you jet across the world and change time zones in a few hours, your whole system is thrown out of gear, and it takes a couple of days to adjust. Business men say that when they flit across the country on a big deal, they lose their mental sharpness. Their wives also claim a depressed feeling, but they have a way of shaking it off. They go out and spend a few hundred dollars on new clothes.

SIGN IN THE ATLANTA PUBLIC LIBRARY...."Our books do not pause for a message from the sponsor."

QUESTION....Can the salt content of human tears vary in happiness and sorrow? (Answer: For sure. Tears of sorrow are much saltier than those of joy. The driest tears are those shed by a three year old crying for that extra piece of pie.)

KEEP THEM CARDS AND LETTERS COMING....has long been a favorite plea in radio, and now, believe it or not, it works in television. Recently, Stephanie Koronka in Houston wrote Channel 13 and requested the movie, "Rebecca", and her request will be honored on June 4th. Said the PD, "One sincere letter is worth a 1000 crackpots."

THE UNITED STATES TODAY....is the healthiest in history. At the same times our hospital are running at 90% capacity.

DISCUSSION....Jack Hauer of Denver questions the wisdom of police engaging in high speed chases through a crowded city in order to catch a traffic violator. What do you think?

OPLE HOFFMAN OF DENVER....writes the local paper, "Dear Editor: Our Mayor four years ago used a very popular slogan, and it proved to be so good that he was elected. May I suggest he use the same slogan this year? The slogan, "It's time for a change."

SAYS BARBARA THE BLONDE....Tis an ill wind that blows just as you leave the Hairdresser.

QUESTION....Do you know how many ways you can change a dollar using the common coins, halves, quarters, dimes, nickels, and cents? (Answer: 293 ways. No wonder Cashiers have that bewildered look most of the time.)

IN DETROIT LAST WEEK....a shapely model tried two different outfits to see which would cause the quickest response from passing motorists. Wearing a mini-skirt, and pretending to have a flat tire, in 21 minutes four men came to her rescue. During the same period only two stopped when she was wearing a long coat and curlers. It was in the early 30's that Claudette Colbert caused a traffic jam by adjusting a stocking in the award winning movie, "It Happened One Night." All of which proves, time doesn't change the ideas, only the names change.

IN A SOUTHERN TOWN....a four year old was seen playing on a sidewalk wearing a sign on his back which read, "Don't catch my cold."

DISCUSSION....Banker, Carl Holland, believes that laws should be changed to permit banks to make ten year loans. What do you think?

CHARLIE BOSWELL OF BIRMINGHAM....who has won most of the Blind Golf Tournaments in the country has challenged the best golfer in the land for a winner take all match, provided they will tee off at his favorite time (PAUSE) mid-night.

THEY ARE NOW PROPOSING A LAW....to limit any gift to Congressmen to a \$100 or less, and some wise wag in Washington has already come out with a catalog loaded with items priced \$99.99.

QUESTION....If you were going by boat from New York to Manila, and were searching for the shortest route, would you go by Panama or the Suez Canal? (Take your choice--By Panama, it's 13,289 miles and by Suez, it's 13,288 miles)

THOSE WHO ARE HAVING A TOUGH TIME DIGGING THE YOUNGER GENERATION, ... have another problem on their hands. Her name, Janis Ian, the 16 year old wonder that has already been acclaimed by none other than Maestro Leonard Bernstein as a truly great talent. The songs that Janis is singing by album and Network TV have lyrics that invade all the traditional taboos of "Don't put down your parents." The future and the public will determine her acceptance and popularity. She sums it up simply saying, "I believe young and old alike today are ready for the truth."

OUR TRAFFIC TIP FOR TODAY....In most cases a man is better to sit tight than to drive in that condition.

WHEN YOU SEE THE MOVIE "THE YOUNG WARRIORS"....don't be surprised if most of the battle scenes have a strange familiarity about them. It is reported all the battle scenes are from other movies, only the dialogue among the actors is new. They didn't say which war, but it could be difficult to explain a Confederate Flag in a 20th century war.

MARY MCGRATH....the famous columnist says Twiggy may be the 1967 woman, but most 40 year olds have already branched out, Mary surmises, "My 9 year old girl looks great in a tent, but when I put on one, I look like one, plus expecting twins."

ONE BACHELOR PUTS IT THIS WAY....Marriage is a deal where a man gives up half his groceries in order to get the other half cooked.

BOY--WHAT A NUT....so exclaimed Barnard (Bud) Brewer when told that his Australian girl friend had tried to stowaway aboard the U. S. Navy's only nuclear powered missile cruiser in order to join him in America. He did surmise, "I haven't seen many American girls try something like that." What does the stowaway, Miss Sandra Hiller, an Australian school teacher say, "I'll stowaway or swim all the way in order to get to my love."

THE COURTROOM LISTENED AS THE JURY FOREMAN READ...."We find the defendant gorgeous, breath-taking, sweet, loveable, and oh yes (PAUSE) not guilty."

WALTER CRONKITE SAID IT....By the 21st Century much of our food will come from farms under the sea, and there will be fish ranches patrolled by Dolphins with ocean fences made of sonic waves. He predicts by the year 2000 Seaweed will be as popular on the dinner table as Spinach.

TV TONIGHT....The ZERO Hour will be on tonight, directed by Emmy winner, Dwight Hemion, and will be a virtual one man show by Zero Mostel, playing everything from a 90 year old man to a percolator.

HEALTH AND HAPPINESS....What is the theory of "positive health?" The answer in 30 seconds...(COMMERCIAL)...It is more than passive well-being: Positive health means the state of maximum preparedness against abnormal stress. This margin of safety necessary to bounce back from abnormal stress can be built up through regular use of all physical and mental capacities--through constant exposure and adaptation to stress. Now for a HAPPINESS THOUGHT: You can't buy happiness, at least not with today's money.

ON THE GO....If you like to look at other people's plush mansions and estates, you might enjoy a drive north from Chicago along Sheridan Road through Winnetka, Wilmette, Glencoe, and Lake Forest. Lake Forest has more millionaires per capita than any other community. Most of the really luxurious estates are hidden behind walls of trees, or in the bluffs above the winding roads.

FASHIONS AND FANCIES....Do you have trouble keeping your jewelry box straight so that you can find anything you want in a hurry? Girls in Newington, Connecticut, say that shells, especially the "swirly-curlly" ones, are just perfect to put chains and bracelets in. By using shells, you can keep your box neat by sectioning your jewelry.

TODAY'S TRUTH (SUNSHINE FOR SUNDAY)....Abraham Lincoln once wrote, "With the fearful strain that is on me night and day, if I did not laugh I should die." If God has an aspirin it could well be the sense of humor.



RADIO SERVICE

THIS, THAT AND THE OTHER

MAY 2ND, 1967

This is Tuesday, May 2nd, 1967--a part of Measure Your Mattress Month, designed to encourage everyone to think KING-SIZE--since most of us are. If this is your birthday--the Stars reflect marriage and happiness ahead and financial gains from unexpected sources.

I HAVE A COLLECTION OF CLOCKS....none of them wound. I think more people waste time looking at a clock than anything else. There is plenty of time for everything. "The trick is to apply it." Who said it? One Red Skelton, who among other things composes five to ten melodies each day, and has a dozen marches being played around the country by High School Bands. In his extra hours, he writes one short story each week, and for 22 years has written his wife a love letter every day. What does she say? "He must love me."

THE WAY SOME PEOPLE SOUND OFF....on world news, you'd think the morning paper printed only one copy, and they had it.

QUESTION....Who was the first President to travel in a submerged submarine? (Answer: Harry Truman in 1946 on a captured German Sub).

MOONSHINERS OPERATING IN LAMAR COUNTY WERE RAIDED LAST WEEK AND THEY.... didn't say so, but indications were they considered their liquor powerful potent. Posted near the still was a sign on a tree reading NO SMOKING.

ASKED THE LITTLE BOY...."Dad did you go to Sunday School when you were a child?" "Why certainly, son." Murred the youngster, "Well, it probably won't do me any good either."

DISCUSSION....The Mayor of a Southwest City is plunking for an ordinance to make it against the law to leave your car unlocked? What do you think?

IT HAPPENED TO AN ANNOUNCER....on a small mid-western radio station. He was reporting the assassination of an African military leader. As he came upon the six syllable name, he paused and then continued. This station is withholding the name until the next of kin has been notified.

SEEN ON COLLEGE BILL BOARD....Study each day or become I-A.

QUESTION....Can furniture make noise at night? (Answer: Yes, furniture and houses make noises as the changes in temperature causes them to expand and contract. They do the same in daytime, but there are too many other noises to hear them.)

BALD HEADED MEN TAKE HEART....An Arkansas Dermatologist says minor surgery can effectively be used to transplant plugs of the patients own hair to a bald area. One patient received 550 grafts over a 14 month period. Hair was taken from the back of his neck and transplanted to his forehead, and is expected to grow vigorously throughout his lifetime. Oh, yes the back of the neck will be covered with a high collar that is hooked on to each ear.

THERE'S A BRAND NEW DIET FOOD THAT COMES IN A CAN....You open it up, (PAUSE) and there's nothing in it.

DISCUSSION....A lady in Laramie believes that there should be a Federal law prohibiting door to door salesmen. What do you think?

THE BRANSON MISSOURI WHITE RIVER LEADER....has just come up with an optimistic note following the April 15th, ordeal. The record shows that the Federal Income Tax is a temporary measure introduced on February 25th, (PAUSE) 1913.

NOW THAT IT IS KNOWN THAT BANANA PEELS CONTAIN A DRUG THAT CREATES HALLUCINATIONS....maybe Tarzan has been a bigger swinger than we've given him credit for being.

QUESTION....There are only three common words in the English language ending in the letters CION: What are they? (Answer: Suspicion, Coercion, and Scion).

GARBAGE COLLECTORS IN DENVER, COLORADO....are carrying guns these days; at least one company has armed 12 of its drivers with shotguns after threats of assault. Some claim Big City Mobsters are trying to muscle in on the garbage business. One official said, "If those Chicago Hoods want our garbage they can have it, and haul it all the way back to Lake Michigan as far as we are concerned."

DID YOU HEAR ABOUT THE MEDICARE PATIENT....who had surgery and awakened to find a sign attached to his incision, reading, "This is a Federal project showing your tax dollars at work."

IT WAS IN THE YEAR 1951....in an Alan Ladd movie, there were two crooks who will appear out of character when this cinema comes around on the late night TV schedules. The two crooks in question, still buddies today, but known as Joe Friday and Bill Gannon, alias Jack Webb and Harry Morgan, Harry explains, "All along we've told you it takes one to catch one."

WORDS FROM THE MODERN FATHER...."Son, when I was your age, I walked two blocks every morning to the School Bus."

TEXAS UNIVERSITY STUDENTS....had its Gentle Thursdays to bring Hippies and Squares together on more friendly terms; and now comes Denver Universities answer, THE LOVE INS, where the Beatniks and the Crew Cuts gather on the campus, listen to music, and try to understand one another. The first one was a huge success, no protests, no signs, in fact no nothing. They just sat and looked at each other.

"THEY CAN'T MAKE ME FIGHT"....said the Selectee. "Maybe not," replied the Draft Board Officer, "but they can take you where the fighting is, and you can use your own judgement."

THIS ONE REPORTED FROM FARMINGTON, NEW MEXICO....John Hall, a sportsman, went to a hunting lodge and bagged a record number of birds, aided by a dog named, "Salesman". Next year he returned, and again asked for the use of Salesman. The Inn Keeper informed, "You're too late. Somebody came along the other day and called him Sales Manager, and now all he does is sit on his tail and howl."

THE REFEREE RUNS A FOOTBALL GAME....but there's one man who tells the referee what to do. He wears an officials uniform, he's on the sideline and about 18 times every game he signals the referee that it's time for a time-out for a television commercial.

TV TONIGHT....The National Science Test will be aired tonight covering every thing from moon launches to football. The Tuesday Night Movie is one produced exclusively for TV, "Fame Is The Name Of The Game."

HEALTH AND HAPPINESS....Are artificial sweeteners harmful to health? The answer in 30 seconds...(COMMERCIAL)...Dr. James L. Goddard, Commissioner of the Food and Drug Administration, said that people need not fear bad side effects of certain compounds used in artificial sweeteners. Dr. Goddard said the FDA was watching the matter, but had found no cause for worry. Now for a HAPPINESS THOUGHT: One good thing about radio...nobody ever got sore eyes from listening to it.

ON THE GO....Guerneville, California, is the "capital" of the Russian River, and is a very popular vacation spot in summer. Apples, grapes, and fruits grow avidly here; and it is the home of the Korbel Winery. This winery is one of the best producers of California champagne. Lying west is Fort Ross, the American outpost for Russian fur traders during the 19th Century.

FASHIONS AND FANCIES....From the In-scents of London comes the Swing-ding. The Swing-ding pairs a beautifully designed pendant with its own built-in fragrance. The tiny compartment in the pendant conceals a long-lasting lingering fragrance of creme perfume. Now you can wear your own cloud of scent.

TODAY'S TRUTH (SUNSHINE FOR SUNDAY)....Maybe influence was best designed by T. Starr King. "The spirit of a persons' life is ever shedding some power, just as a flower is steadily bestowing fragrance upon the air."

FASHIONS AND FANCIES....Toronto, Canada, has come up with something new, or should I say someone new as sales clerks in girls' teen department, Men! Men sales clerks with long hair now work in the girls' ready-to-wear department. The reports say that sales have increased tremendously.

TODAY'S TRUTH (SUNSHINE FOR SUNDAY)....Here is what Fenelon said of Imperfection, "It is only imperfection that complains of what is imperfect. The more we are, the more gentle and quiet we become toward the defects of others."



RADIO SERVICE

THIS, THAT AND THE OTHER

MAY 3RD, 1967

This is Wednesday, May 3rd, 1967, a part of American Camping Week, promoted with the hope that every family will take that first picnic this week. To those of you celebrating happy birthdays, the stars say travel, study, and social interests will make '67 this busiest year ever.

IF EVERYBODY FELT LIKE LT. CAROLYN SANDERS FEELS....we might not need a draft. Lieutenant Sanders, a lovely WAC, said, "I started to attend college, then looked at the Peace Corps, and ended up joining the Women's Air Corps. One million doors have opened for me; and who knows, out of one of them some day may walk a handsome husband to be."

SAID ONE MAN AFTER LIVING IN L.A. FOR A MONTH....The thing I like about this part of the country is that you can see what you're breathing.

QUESTION....What is a flock of geese called? (ANSWER: Two things--on the ground, they are a gaggle; in the air, they are a skein.)

EVEN THOUGH YOU SHOULD NEVER EAT AN OYSTER....except in the month with an "R" in it, "so says the old adage", history offers the fact that man has been cultivating the oyster longer than any other water creature. One youngster on seeing his dad down a half dozen raw at breakfast remarked, "They are going to have to cultivate them another 500 years before I take them on."

THEY ARE PROPOSING A FOURTH AIRPORT FOR NEW YORK....This one will be located 70 miles from downtown, which means in a New York cab, in busy traffic, that's at least a 30 minute drive

DISCUSSION....In a survey in a Mid-western college, it was found most students under 21 believed they should not have the right to vote. Most adults felt the voting age should be lowered to 18. WHAT DO YOU THINK?

WRESTLING MAY BE THE GREATEST SHOW BUSINESS OF THEM ALL....and sportscaster Dan Lovett of KTRH in Houston got in the act the other day, when he vowed on the air, no 92 pound midget could manhandle him, inside or outside of the ring. Three foot eight, 92 pound Lord Clayton Littlebrook accepted the challenge, and so they met in a five minute or death match, whichever came first. After being turned 30 flips, undergoing 5 splits, and three air-plane spins, sportscaster Lovett ran around the ring the last 60 seconds, and yelled, "Bring on one of those 300 pounders. At least they'll be good natured."

THE OFFICE GROUCH....says, "What with the payments on my new car, I don't need seat belts to keep me strapped."

QUESTION....There is only one State in the Union with one syllable, can you name it in ten seconds? (ANSWER: Maine)

HERE IS ONE SURE WAY TO GET THAT DINNER DATE....The young man opened by saying to his newly met girl friend, "I have three questions, the first is simply will you answer this and the next question truthfully?" The girl nodded "yes". "The second question is, if my third question is will you have dinner with me tonight, will you answer that question the same way you answer this one?" No matter how she answered that question she had to answer the third question "yes". They enjoyed a lovely dinner together.

WOMEN POSSESS TWO DISTINCT WEAPONS....Makeup and tears. Fortunately for men, they both can't be used at the same time.

DISCUSSION....One newspaper in the east has started printing anonymous letter as long as they contain no libelious matter. Most papers and radio stations will not acknowledge same. WHAT DO YOU THINK?

HOW CAN YOU STAY SO YOUNG?....This question is put to the latest "Hello Dolly" personality, Ginger Rogers, several times a week, and Ginger is always at a loss for a pat answer. She doesn't eat Yogurt, she doesn't take strenuous exercise. Ginger puts it simply, "I like what I'm doing, and the longer I do it, the better I like it. When singing and acting start becoming work to me, then I guess I'll grow old and retire."

THE NICEST THING ABOUT SPRING....is that it always comes at a time when it's most needed.

QUESTION....What is the common ancestor of all flowers? (ANSWER: The lowly buttercup)

THE PICTURE "ULYSSES"....may not be the hottest to ever hit the cinema trail, but the record shows the book was banned in this country until 1953, and now the picture "Ulysses" has been banned in New Zealand--except before segregated audiences, segregated by sex, that is.

BEING FUNNY IS A SERIOUS BUSINESS....and even though the "Red Skelton Show" was recently No. 1 in all the polls, the veteran comedian has just fired his two top writers, Bob Weiskopf and Bob Schiller. Red says he likes to shake up his staff once in a while to keep 'em hustling. Weiskopf and Schiller say working for Red is just like Junior High School--three years and you're out.

AN AUTO MANUFACTURER....claims to have a finish that will last longer than the car. One man reports he bought a can of it, and now all he has left is the paint and six payments.

IN A TAX OFFICE IN WISCONSIN....as you enter is a sign which reads: "Watch Your Step". On the other side, as you leave, you read: "Watch Your Language".

THEY DON'T FINE JAYWALKERS IN MOSCOW, IDAHO....The police merely hand them black bordered cards which read, "When I am injured or killed, please send me to...." and a list of hospitals and funeral homes are included, plus a blank space for name, address, blood type, and next of kin. Jaywalking has been on the decrease in Moscow ever since.

HE IS A WISE LAWYER INDEED WHO....will have his male client appear before a jury of women with three buttons off his coat.

THAT BUG HAS BITTEN ANOTHER WOULD BE TV STAR....Arnold Zenker, who substituted for Walter Cronkite during the strike hiatus, has announced he's eager to get an "on camera news job" with some TV station. You've got to admit, he will have a pretty opening line when he applies, "I haven't done much news-casting, but I did replace Walter Cronkite for a while."

WHAT IS A SWEATER?....It's a garment that a child wears when his mother feels chilly.

TV TONIGHT....Danny Thomas will be on tonight with a spoof toward the "Hope Crosby Road Pictures". It's called, "The Road to Lebanon", and includes Danny, Crosby, Sheldon Leonard, and of all people, Hugh Downs.

HEALTH AND HAPPINESS....What are the things to be afraid of? The answer in 30 seconds....(COMMERCIAL)....Of 112 children aged 5 to 14, 65% named animals as the thing to be afraid of most, when asked by Adah Maurer of the University of California. This fear of animals drops with age, and older children are naturally more realistic in fearing natural hazards such as earthquakes. Other children fear the dark up to age seven; and spooks, monsters, and boogeymen up to age 10. Now for a HAPPINESS THOUGHT: About the only thing people have trouble affording in our present economy is the first of the month.

ON THE GO....A visitor to Carlsbad, New Mexico, would not be interested in knowing that the seven potash plants there produce 90% of the nation's requirements. He would probably be more interested in knowing that just 29 miles south lies famous Carlsbad Caverns, discovered by Jim White in 1901. Clouds of bats fly out of the natural entrance at night, blackening the sunset. Also, the interior of the cavern is one of the most spectacular in the world. The richest discovery, however, was a bonanza of bat fertilizer (guano) which a California Company bought for \$90 per ton.

FASHIONS AND FANCIES....Recently at the Golden Globe Awards in Hollywood, Lesley Ann Warren was stunningly dressed in a white pantsuit fashioned after a tuxedo, with satin lapels and buttons and silver shoes, shirt and tie. Miss Warren was very fashionable and practically stole the show. While at the same affair, Natalie Wood, beautifully dressed in an orange crepe A-line formal, wore spike heels with pointed toes which are considered terribly out of fashion.

the Brain!

RADIO SERVICE

THIS, THAT AND THE OTHER

MAY 4TH, 1967

This is Thursday, May 4th, 1967, with the apple blossom festival opening in Wenatchee, Washington, and Winchester, Virginia. Happy birthday to many of you with the stars telling that this will be a year of ups and downs, and don't depend too much on other people.

AUTOMATION HAS GONE TO THE DOGS....literally in England. They now have a mechanical dog called the Vedette, which looks like a small electric heater. It's ears are so sensitive it can even detect a mouse; and it immediately lets go with a howl loud enough to scare a burglar silly. It also attracts all the dogs in a three block area, and neighbors are beginning to say, "What's so bad about a nice quiet burglar anyway?"

READS THE SIGN IN THE SALES ROOM AT A LOCAL SEWING MACHINE FIRM...."The salesman whose pants wear out before his shoes is making too many contacts in the wrong places."

QUESTION....How long can a whale stay under water? (Answer: Only 20 minutes. Although whales live in the water, they are mammals, not fish.)

IN REFUSING AN INVITATION....to a high school class reunion in California, one lady who preferred to be anonymous wrote, "I would love to attend, but by my showing up at a Class of 1925 re-union, every woman in my club would know that I've been fudging on my age some four or five years. Write me again ten years from now. By that time, it won't matter."

A HEART SPECIALIST....says the person who nibbles along all day may be healthier than the person who eats three meals. Of course, the teenager combines the two methods.

DISCUSSION....Doctors are insisting that everyone walk and ride bicycles for health. Traffic experts say the number of bicycle-auto accidents is increasing sharply. Where is one to ride a bike safely? WHAT DO YOU THINK?

IF YOU CAN'T GO TO CANADA, CANADA MAY SOON COME TO YOU...."Expo 167", a colorful color film is now making the rounds in our country, designed to lure the American tourist dollar over the border this summer. They're not pushing Canada Dry. Fact is, the film reflects the scenic beauty of the Northern Country with an invitation to "Drink to me only with thine eyes."

WHAT'S THE BEST THING TO DO WITH PARTY LEFTOVERS?....(PAUSE) Help them out the front door.

QUESTION....Which bounces best, a steel ball, rubber ball, or wooden ball? (ANSWER: Steel balls bounce best, rubber second, wooden third. Steel is more elastic; that is, it returns immediately to it's former shape when stretched or compressed..

WHO IS THE NO. 1 BASEBALL FAN?....Well could it be Mrs. Izaak Walton Killiam of Brooklyn. Her husband spent \$150,000 on a TV cable in order that she could see the games on television; and when the Dodgers announced their move to Los Angeles several years back, she offered them 8 million dollars to stay where they were. With Koufax gone, the Dodgers losing, and the LA crowds dwindling, they may soon be willing to come back and play in her front yard for that kind of money.

LADIES IF YOU'RE CALLED FOR JURY DUTY....don't rush down too quickly. One lady did in Cincinnati, still wearing her curlers; and the Judge, just as quickly, invited her to return home and remove same. She returned with curlers gone, wearing a mini skirt.

DISCUSSION....Before this session of Congress is over, there may be legislation setting out strong penalties against those who mar the American Flag. Some believe this is another freedom one should be allowed in this country. WHAT DO YOU THINK?

SOME CIVIC LEADERS IN PHILADELPHIA HAVE A TREN TALK TO TELL... They are tired of the grim headlines about the beat generation; and they have started a movement to honor youngsters regularly who perform special services for their community and country. The first winner was a 15 year old who has over 150 pen pals behind the iron curtain,

JACKIE GLEASON...who once hired an entire train and a Dixie Band for a cross country trip for the cool cost of \$90,000, says simply, "The greatest way I know to waste money (PAUSE) is to keep it."

QUESTION...Did Niagra Falls ever stop falling? (ANSWER: Yes, on March 29th, 1848, and it threw thousands of superstitious people into panic, Later it was found an ice jam on Lake Erie had gummed up the works.)

WHEN A LOUISIANA CHEMIST...came up with a strange, plastic, doughlike substance, he took it to his banker for advice about commercial possibilities. The banker mused, "Nobody but a kid would be interested in that stuff"; and he was right. Today the Super Stuff which bubbles, pours, and takes on any shape has already resulted in 8 million packages being sold. Will it outlast the Hula Hoop fad? Says one company official, "For sure, it will take kids that long to figure what it is."

THE COUPLE COULDN'T UNDERSTAND THEIR CHILD MAKING ALL A'S IN SCHOOL... At the PTA Meeting the mother said, "I don't understand it, he can't spell, he can't read, he can't even complete a sentence." Explained the teacher, "Oh, that don't matter none."

FULLER BRUSH COMPANY...says two questions their salesmen always open with are: (1) Lady, is your mother at home; and (2) Madame, I have here something your neighbors say you can't afford.

THE AIR POLLUTION BOARD IN PHILADELPHIA...has a solution. They suggest tagging all the cars in Philadelphia half with red, half with blue tags. When smog is heavy, the reds would drive one day, the blues the next. Car dealers say this will be great. We'll sell them one of each.

VIRGINIA IS A WONDERFUL STATE...so says Arthur Godfrey, but they can still learn a few things from Madison Ave. Recently, Arthur loaded his New York barber in a plane and flew him to his hometown. Purpose of the trip--to teach the local barber how Arthur likes his hair cut.

AS THE TEEN-AGER WALKED INTO THE LIVING ROOM...the mother remarked to a neighbor, "You know I've always wanted a child with long, blonde curls, (PAUSE) but I had hoped it would be a girl."

THIS MAY BE TELLING US SOMETHING...A report shows that an 85 year old physician in a small western town has delivered 3,700 babies over a 59 year period. The population of the town today (PAUSE) 700.

THE GERMAN INVENTIVE GENIUS HAS DONE IT AGAIN...and in the near future, the big, conventional outside TV antennas will be replaced with a small device weighing less than three ounces. The next question: What are we going to do with 30 million obsolete TV antennas? Chances are the 8 year old boys of our country will figure the answer, especially if it gives them another excuse to crawl up on the roof.

TV TONIGHT...Ingrid Bergman makes a rare TV appearance to star in "The Human Voice". The entire play is a monologue with a lady on the telephone. Most men are completely familiar with this setting.

HEALTH AND HAPPINESS...What human functions does the atmosphere affect? The answer in 30 seconds... (COMMERCIAL)...The weather affects the way we think (sharpest at 40° with the barometer up), the way we work (most efficiently at 65° with low humidity), the way we talk (more clearly and slowly on a rising barometer), the way we hear (best at 50° and lower humidity), and the way we react (response is impaired by changes in the atmosphere's electrical field). Now for a HAPPINESS THOUGHT: One of the most likely uses of atomic energy seems to be the cooking of the world's goose.

ON THE GO...Oddly enough, Cape Cod, Massachusetts, was a thriving industrial center until Americans rediscovered it as an ideal vacationland. A visit to the Cape should include Sandwich, Barnstable, Dennis, Scargo Hill (where the view of the bay is breathtaking), Rock Harbor, Brewster, Nauset Beach, Orleans, Provincetown, Eastham, and the Cape Cod National Seashore Park. The Cape boasts unequalled intrinsic beauty as well as national history.

TODAY'S TRUTH (SUNSHINE FOR SUNDAY)...How important are little things? Bradford had this answer, "In great matters, men show themselves as they wish to be seen. In small matters, as they really are."

the Brain!

R A D I O S E R V I C E

THIS, THAT AND THE OTHER

MAY 5TH, 1967

This is Friday, May 5th, 1967, the beginning of American Comedy Week, purely for the purpose of reminding the American people of the importance of a sense of humor. To those celebrating a birthday today, the stars report a good year ahead, but guard your impulses and watch speculative investments--like buying a local Edsel Franchise.

RECENTLY TV VIEWERS HEARD THE WORDS...."You can tell your grandchildren you were there when the first soccer game was televised," but after a few minutes many viewers were wondering why. One fan remarked, "I didn't know the players, I don't understand the game, and all that action excited me--about like watching them tearing down the goal posts at the Harvard-Yale Game."

WHAT'S IN A NAME....For more than 40 years, the major party candidate with the longest name has been elected President of the United States,

QUESTION....There is only one kind of tissue in our body that doesn't renew itself. What is it? (ANSWER: The enamel of our teeth),

THE AMERICAN HOT DOG....is 100 years old this year. It was in 1867 that Charlie Feltman sold the first hot dog, a sausage in a toasted roll at Coney Island. Why the name? As he took it off the stove, he looked at Fido at his feet and muttered, "That's hot, dog." What if his mama had been standing next to him?

AUNT MINNIE....was willing to try anything to cure Uncle Frank's snoring. One neighbor lady said, "Have him drink 30 cups of coffee every day for a week. It will cure him." So he did, and no more snoring. Instead, he started percolating.

DISCUSSION....Now comes Floyd Milborn of Madison suggesting that the Federal Government issue all drivers licenses, under much more rigid rules, and do away with all state drivers license laws. WHAT DO YOU THINK?

THE REFEREE RUNS A FOOTBALL GAME....but there's one man who tells him what to do. This one is on the sidelines in an official's uniform, and when he signals the referee to call time out, he gets immediate results. He's the one who handles the TV commercial breaks, and razor blades can stop a touchdown march when all defenses fail.

ELEPHANTS HAVE LONG BEEN KNOWN AS BEING DUMB....but not this one. Recently, a mama elephant was spotted spanking her calf with a sapling, Then she used it as a back scratcher.

QUESTION....How much does a Texas Ten Gallon Hat hold? (Three quarters of a gallon--just another Texas exaggeration).

THEY'RE LIVING HIGH IN NEW YORK....For the first time since April 7th, 1965, they are now serving water on restaurant tables without your asking for it. Mayor John Lindsay says the water shortage is over, and is even urging the beatniks to consider returning to the bathtub on Saturday nights.

DOUGLAS MEADOR....said it on his Matador Ranch the other day, "Modern science is still trying to find a tranquilizer that is more effective than a few kind words."

DISCUSSION....Some Labor Unions are recommending that Americans start taking two vacations--one in the summer, and one in the winter--what with the ease of travel. They believe it will increase efficiency as well as bring the family closer together. Schools would have to cooperate. WHAT DO YOU THINK?

SO YOU THINK YOU HAVE TROUBLE....Last week a Minnesota housewife hung her fur coat on the clothes line when a bear came along, grabbed it, and hasn't been seen since.

MAYBE YOU'RE DOING BETTER THAN YOU THINK....Records show all of us made more money in 1966 than ever before. The District of Columbia had the highest per capita increase in personal income, averaging around \$3,9696 per person; and that wasn't counting Congressman Dodd nor Adam Clayton Powell.

QUESTION,...Why does August have 31 days? (ANSWER: Because Augustus Caesar wanted it to have as many days as July, so he took one away from February.)

TEEN-AGERS ARE LIKE AIRPLANES....You only hear about the ones who crash.

IT WAS WRITTEN 500 BC BY ANACREON...."Nature gave horns to bulls, hooves to horses, fins to fishes, wings to birds, and understanding to me, but the greatest gift of all was saved for women--beauty which is more formidable than fire, and stronger than iron.

IT'S HARD TO SAY WHICH IS NICER IN SPRINGTIME....the flowers coming up, or the heating bills going down.

LUTON, ENGLAND....has a problem, and they are not sure of the reason. In England, 18.5 children are born each year per 1,000 people, but in Luton their average is 50 children per year. One kindly lady with 11 children summed it up. "You see, here in Luton we're not so busy; and I guess we just have more time to love and enjoy our children."

SAID ONE DISCOURAGED FATHER OF SEVEN CHILDREN...."Teen-agers are buying guitars at the rate of 35,000 a year, and learning to play them at the rate of 42 a year."

TV AND MOVIE PRODUCERS....say this is a day for the Adult Westerns. What is an Adult Western? It is where the villain doesn't get shot at the end of the picture; instead, he gets sent to a psychiatrist.

SAID THE MAN TO THE MAN OUTSIDE THE PHONE BOOTH....It looks like a long conversation. She just changed ears.

THE GREATEST THING ABOUT THE SPECIALIST TODAY....is that he has seemingly trained his patients to be ill only during office hours.

TV TONIGHT...."Tarzan" tangles with a computer that can anticipate his every move; but when "Tarzan" gets to the scientist behind the computer, things begin to happen.

HEALTH AND HAPPINESS....Does counting sheep actually help one to go to sleep? The answer in 30 seconds....(COMMERCIAL)....Counting sheep does help induce sleep, as does any rhythmic stimulation. A British psychiatrist proved this by using rhythmic light flashes, electric shocks, and a loud booming sound on a subject. He found that even this barrage of stimuli produced sleep when stimulated in a continuous manner. Now for a HAPPINESS THOUGHT! The modern woman doesn't need an attic as long as she has a purse.

ON THE GO....The 2,200-mile Dixieland Trail takes the tourist through the Heart of the Old South--Georgia, Kentucky, North Carolina, South Carolina, and Tennessee. It features the land of Daniel Boone, Civil War Battlefields, Cherokee Indians, TVA, and the Atomic World of Tomorrow. The trail starts at the Cumberland Gap, and offers tourist both the history and future of the South.

FASHIONS AND FANCIES....The girls at Salve Regina College in Newport, Rhode Island, who date Navy officers, have a special fashion problem. They have found that mini-skirts are out for the girls invited aboard the ship for dinner. The reason--having to climb up and down ladders into the ward room.

TODAY'S TRUTH (SUNSHINE FOR SUNDAY)....The words of Saint Bernard...."It is no great thing to be humble when brought low, but to be humble when you are praised is a great and rare attainment.

#6 SIREN WARNINGS (UNDATED)

Many cities have elaborate tornado warning systems, but this city with two radio stations has worked with the radio stations to record the Warning Siren at full volume, and citizens are instructed to buy transistor radios to have on hand at all times. In this manner when the emergency comes, even though the power goes out, the entire city can be warned by radio, much more effective than sirens strung up around the town. This way, the way the wind is blowing, or storm noises will not drown out the signals.

#7 GOODBYE STUDENTS--SEE YOU IN SEPTEMBER (NOW)

Station WWWW is staging giant celebration at shopping center on May 20th, honoring all students with special vacation buys, music from bands on all parts of the mall, and prizes and surprises. The show will be from 7 until 10 p.m. Another station is doing the same with strictly a VACATION THEME FOR ENTIRE FAMILY. Another is staging giant Mobile home show and Boat Show at Shopping Center. Getting outside offers a flair to any summer promotion.

#8 HOW MUCH IS 37 POUNDS (UNDATED)

Station WWWW has put a jillion coins in one cellophane bag and weighed them. They are offering the bag to the person who guesses how many dollars and cents in 37 pounds. It is on display at a local department store. This can be used for multi-sponsor, moved around each day, and select the weight that you can afford. At the end be sure to publicize how much the mail weighed in response.

#9 JUNE WEEKS

June 6-13 is National Humor Week, and KKKK can do the community a service by reminding everyone of the importance of keeping their sense of humor during the hot summer days. One firm throws the JOKER SALE every year, and guarantees a bad joke with every purchase. TTO will have jokes called in for theatre tickets (screened by pre-recording). A service station is guaranteeing a smile with every purchase or your gas free. Other June weeks including National Flag Week from the 13th thru the 19th. One firm featured flags last year in June, and Station KKKK encouraged everyone to display flags on Flag Day (June 14th). This is good buildup for July 4th observance. June 20th thru the 26th is National Bow Tie Week. Tie in with Father's Day. Give Dad a bow tie this Father's Day, and cut out the gravy stains.

#10 MOTEL SURVEY (UNDATED)

How are you doing in the motels in listenership? Three men can work a couple of days and cover most of the motels in your area to be sure your station is there. To assure same, some stations offer a spot per week. "When in Hometown, at the Blank Motel, be sure to tune in KKKK."

#11 PROFITS FROM PICTORIAL POSTAL CARDS....WDAN in Danville, Max Shaffer Skipper liked our Brainstorm idea in #42, encouraging your listeners to send pictorial postal cards to KKKK while on vacation, but he asks the always pertinent question, "How can we make money out of it?" This way, Max. Secure a sponsor who will supply some little souvenir publicizing your town as well as his own store which can be carried on the vacation and given out for publicity purposes. Then when vacationer picks up his souvenirs, tell him to be sure and send pictorial postal cards which will be displayed in the store during the summer on an appropriate bulleting board. One more item, when they return home, have a little notice on their door, telling them to call by the sponsors for a little surprise gift for having been a personal ambassador for the city and the sponsor.

#12 WALK THE LINE (MAY)

We offered in a fall Brainstorm the idea of selling a car sponsor on your driving around the state line. Now comes the smaller thought of having your announcer to walk the city limits, or county line, through heck and high water. A shoe firm is your logical sponsor, or a bicycle firm if you want to do it the easy way. Remember this is "Take a Walk" Month, and the key month for your station to stage the "Walk A Mile Day".

#13 BONANZA--BUY IN JULY

This is the time to stop that drop in the difficult month of July. Accept the fact that every person will be on vacation. In many cities we can shoot a shotgun down Broadway and not hurt anybody, so mount a mighty offensive that will build traffic. Sell 12 merchants a \$200 package to run six weeks starting July 1, and let each merchant give a top prize to be awarded each Saturday afternoon. This will give you two prizes per week for the period. Customers may register only at the firms participating and do not have to be present to win. The prizes that tie in with summer will help, plus a grand prize the final week (\$100 bill).

the Brain

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RADIO SERVICE

THIS, THAT AND THE OTHER

MAY 8TH, 1967

This is Monday, May 8th, 1967, the birthday of the 33rd President, Harry Truman, and the day after Mother-in-Law Day. She expected any gift to be a day late anyway. If this is your birthday, the stars say finances will be good and travel will be extensive in '67, but watch out for light haired and light headed people.

PRETTY POLLY BERGEN....was told the other day that she should give up excessive smoking to protect her voice. Polly's answer, "I'll cut down to four packs a day; and if that doesn't get it, I'll develop a whistling act."

THERE'S A MILLION DOLLAR BUSINESS....that goes on in our country every night, and it's strictly hush hush. (PAUSE) It's called Baby Sitting.

QUESTION....Who played the part of the Captain in the movie version of "Mr. Roberts"? (None other than James Cagney, and it will soon be on the TV screen for a second time in the near future.)

WHAT IS A CELEBRITY?....The dictionary is not quite sure, but one writer defined a celebrity as one who doesn't need a definition. Another writer says a celebrity is one who once made by news, now makes news by himself. (PAUSE) Of course, some will argue, in many cases, it's merely being kin to the right people.

MAY WE QUOTE FROM JEAN DE LA BRUYERE...."There are no ugly women. There are only women who do not know how to look pretty."

DISCUSSION....The University of Chicago reports after a man reaches fifty, he is much more likely to be dominated by his wife. What Do You Think?

OWNING A BOAT....is almost more trouble than it's worth. This is the way Neville Brand feels about it when he's not filming his Laredo TV Show. Neville says, "Everytime I have to clean that hull, or pay the docking fees, I'm ready to give it up; then all at once I'm hit in the face with ever lovin' salt spray, and the full sheet of wind, and I wouldn't sell it for a million dollars."

SAID ONE EXHAUSTED OFFICE VICE PRESIDENT ON A MONDAY MORNING....Grandpa may have had to work hard, but he never had to clean a swimming pool.

QUESTION....Do the swallows really return to Capestrano on the same day each year? If so, why? (The only exception was in 1964 when they arrived one day early. Otherwise they have come back each March 19th since 1776. Scientists have never been able to explain it.)

SOMETHING NEW IN NEWSPAPER....The New York Times is publishing a weekly in large print for visually handicapped people. All type is 2 1/2 times the size of normal newsprint. It is also being read by a lot of people who enjoy laying aside their bifocals.

IN THE BUSINESS WORLD TODAY....an executive knows something about everything, a technician knows everything about something, and the switchboard operator knows everything.

DISCUSSION....Dr. Harold Bernard of Oregon State University says the report card should be abolished in today's education system. What Do You Think? (He says a person must have a good opinion of himself to advance.)

JAMES DRURY....the Virginian in a moment of truth, says he believes the horses he loves so well on the show are about the dumbest of all animals, with few exceptions. They can't do one tenth the work of my pickup truck. Of course, they don't cost \$7,000 each either. That's what James paid for his pickup, counting the gadgets (PAUSE) which must be gold plated.

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.SAM SHARPE OF ENGLEWOOD....reminds us, "That the Constitution gives the after dinner speaker the right of free speech, but it doesn't guarantee him listeners."

QUESTION....Are there drive in movies in other countries, particularly Russia? (There are drive in movies in Brazil, Argentina, Germany, and Mexico. France and Britain have none; and as far as is known, there are none in Russia.)

KEEPING UP WITH COMPETITION....requires some tricks once in a while. One furniture firm in Seattle put a beautiful brunette in the window waving at all passersby. The competitor across the street watched in envy, but had the answer by morning. Perched in the window with her back to the street was a lovely blonde, and inside, the store was filled with gazers and buyers.

A HAPPY SIGN SPIED OUTSIDE OF BANGOR, MAINE....Discover America. It's 3,000 smiles wide."

HERE IS AN EXPERT IN SALES PSYCHOLOGY....A drug store in Minneapolis sends out a pint of ice cream free with each prescription delivered. The note attached reads, "Sorry to hear you're ill. Hope you can enjoy this little treat by tomorrow."

IT SEEMS STRANGE....but many a man will propose to a girl under a light he wouldn't think of choosing a suit by.

HILDA THE MAID....informed the lady of the house that this would be her last day, since she is to be married tomorrow. When the lady asked, "Can't you delay your wedding a few days until I can find someone else?" "Oh, no," quickly replied Hilda. "I don't know him well enough to ask him to put it off."

TAKEN FROM THE COLORADO UNIVERSITY SHEET....Kissing a girl is just like opening a bottle of olives. The first may come hard, but it's a cinch to get the rest.

TWO LOS ANGELES DERMATOLOGISTS....have just determined that all stretch clothing that is being worn, including stretch pants, girdles, stockings, and socks, irritate the skin and create a rash. So they have informed their friends, but sad to say, most of them would rather itch than switch.

MALCOLM FORBES....wrote this line. It's ironic, but the toughest thing to take gracefully is a compliment.

TV TONIGHT....Is American morality changing? Part of the answer will be revealed this evening in the TV documentary PURSUIT OF PLEASURE with everyone from Jonathan Winters to publisher Ralph Ginsburg testifying.

HEALTH AND HAPPINESS....What can be done to cure colorblindness? The answer in 30 seconds...(COMMERCIAL)...There is nothing that can be done to improve color vision. After color blindness has been established, there is no reason for further examinations. The only help that can be given is to guide the afflicted into a profession where color vision is unimportant. Now for a HAPPINESS THOUGHT: The trouble with the bulk of women--it's so noticeable.

ON THE GO....Washington adds to its full store of natural recreational facilities with two national parks and nine national forests. Popular camp grounds are Alta Lake, in the eastern foothills of the Cascades; Birch Bay, across from Vancouver Island; Deception Pass, water-surrounded peninsula south of Anacortes; Lake Chelan, west of Chelan and with mountains coming to the edge of the lake; Millersylvania, near the state capitol; and Sun Lakes, an oasis in the desert country of Central Washington.

FASHIONS AND FANCIES....Be "In" this spring in a tent dress.. The dress with no shape, but lots of fashion. Be the center of attention in a swinging tent with turtle neck in bright and bold colors.

TODAY'S TRUTH (SUNSHINE FOR SUNDAY)....The haunts of happiness are varied, but most often they can be found among little children, home firesides, and wide open spaces than anywhere else. In other words, silence and quietness are closely related to happiness.

ON THE GO....Big-Game Hunting seems to be one of the biggest tourist attractions for New Mexico. It offers 40 million acres of happy hunting grounds, where 90,000 hunt annually. 75% of nonresident hunters bag their antelope, 50% drop their deer, and 45% haul out elk trophies. In addition, there are seasons for bear, Barbary sheep, javelina, Rocky Mountain bighorn, and turkey. Mountain lions, coyotes, and other predators may be hunted at will, with the best wishes of the state.

the Brain

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R A D I O S E R V I C E

THIS, THAT AND THE OTHER

MAY 9TH, 1967

This is Tuesday, May 9th, 1967, a part of Be Kind to Animals Week and National Disc Jockey Week...No Connection...Happy Birthday to many of you and according to the stars happier conditions are just around the corner, plus a couple of surprising new people in your life who will be there for years to come.

DICK WEST....says in this day, when Doctors have been able to find something wrong with everything we eat and everything we do, don't be surprised if soon you hear, "A Johns Hopkins University Medical researcher reported recently that being born today is a health hazard. Persons who are born run a 100 percent risk of dying. These figures prove beyond a doubt that birth is the No. 1 cause of death."

THEN THERE WAS THE LAWYER...who instructed his sons in the alleged facts of life.

QUESTION....How far apart are the highest and lowest points in the United States? (85 miles--Mount Whitney, 14,495 feet and Death Valley 282 feet.)

A YOUNG GIRL....went to confession and was dismayed because she had to wait in line so long, "Our Church should be more efficient," she told her mother, "We ought to have a line for people with 6 sins or less."

ONE OF OKLAHOMA'S RICH OIL MEN....strolled into a New York Restaurant the other day and was appalled at the high prices on the fancy menu, all in French. Finally in disgust, he handed the waiter the menu and said, "Bring me \$40 worth of ham and eggs."

DISCUSSION....Some Grandparents are getting tired of being almost nightly baby sitters, as well as weekend keepers. Does the present generation overuse this handy arrangement? WHAT DO YOU THINK?

FOR THE U. S. TO CATCH UP....with Russia would be a tremendous job. First place, we would have to destroy 50 million TV sets and 9 out of every 10 telephones, not to mention ripping up 14 out of every 15 miles of highway.

SOME APTITUDE TESTS....prove a great deal, sometimes unexpected. The Psychiatrist said to his nurse, "Now before this little boy comes in, put a pitchfork, wrench, and hammer on the table. If he grabs for the pitchfork, he'll be a farmer; the wrench, a mechanic; and the hammer, a carpenter." What did the youngster grab? (PAUSE) The Nurse.

QUESTION....What does the term SS mean on a Doctor's prescription? (Nothing complicated. It means one half, not stir slowly.)

SAID THE LITTLE GIRL...."Here is my report card, and I'm tired of watching Television anyway."

CITIZENS OF CINCINNATI....are being asked to suggest ideas as to how the popular city can brighten up the waterfront along the Ohio River. One Wag suggested a floating golf course, where you either hit on the green or else. The City already has one sparkling project on the river, a new Stadium at a cost of 46 million dollars. One later said, "Let's spend another 46 million and hire Flipper to swim up and down the Ohio."

DISCUSSION....When one quits his job and applies for unemployment compensation, where should the burden of proof be, with the employer or employee? WHAT DO YOU THINK?

SOMETHING TO THINK ABOUT--MEN....is the remark of George Nathan, "Women's intuition is often nothing more than man's transparency."

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THIS IS THE FISHING SEASON....when many a lady reminds her husband that a fisherman is nothing more than a jerk at one end of the line waiting for a jerk at the other end.

QUESTION....Who was the principal speaker at Gettysburg? (Edward Everett who talked for two hours. Lincoln's address lasted only a few moments.)

ANSWERING HER DOORBELL....the Housewife found a man taking up a collection for a widow down the street, who was six months behind on her rent. The housewife remarked, "She's lucky to find a Good Samaritan like you. Who are you?" (PAUSE) "I'm her Landlord."

PAT BUTTRAM....in a Philosophical moment put it this way. "Hard work is an accumulation of easy things you didn't do when you should have."

TEXAS SOUTHERN UNIVERSITY....students were sharp the other day, but not in a way to please the Professor. He came in, put his hat on the desk, and then went to the main office on an errand. When the Prof returned he found the entire class gone. So next day, he announced, "When my hat is here, I'm here, just remember it." As he came to class the following day, he found 36 hats on his desk, and not one of the 36 students present.

THE NEWSPAPER IN TORONTO....received a letter the other day, saying, "Please correct your story about that holdup man being between 45 and 50 years of age. I'm only 34, and don't look a day older."

BENJAMIN FRANKLIN SAID IT...."The sound of your hammer at 5 in the morning or 9 at night, when heard by your creditor, can usually get you an extra six months time." The Water Cooler Wit said, "An easier way is to have a rich father-in-law as a co-signer."

WHAT IS A CHILD?....He is one who enters your home and makes so much noise for 20 years you can hardly stand it; then he departs, leaving the house so silent you think you will go mad.

SIGN SEEN IN GUEST ROOM OF HOME...."Guests are like fish. After three days they begin to smell."

NO WONDER SOME....of the Iowa teen-agers are wearing long hair these days. Union prices are now up to \$2.25 for youngsters, \$2.50 for oldsters. One teenster vowed, "I can't afford to spend \$2.25 once a month, when you consider all I get is a trim."

TV TO-NIGHT....Red Skelton tonight teams up with Nipsey Russell in one of the classic comedy skits of the year. The Tuesday Night Movie is another Dean Martin special "Living It Up."

HEALTH AND HAPPINESS....Is X-ray radiation harmful to child-bearing? The answer in 30 seconds...(COMMERCIAL)...Radiation has no effect on future pregnancy. Even though conception occurs immediately after X-ray, no harm should come. The only chance for harmful effects would be irradiation of an early embryo, but the amount from X-ray is usually not excessive. Now for a HAPPINESS THOUGHT: You can't help but like a good loser, unless you had a bet on him.

ON THE GO....Dining out in Alaska can mean a wide variety of exciting and unusual foods. Reindeer steak or stew, sourdough bread and pancakes, and shee fish are Alaskan specialties which visitors like to try. The seafood should not be missed. You may be offered "reindeer milk," but unless you see it produced from the animal before your own eyes, it will probably be ordinary milk laced with cinnamon and perhaps some whiskey.

FASHIONS AND FANCIES....Be prepared for the seashore this summer whether it be the most daring or conservative place. Have two bathing suits--one bikini-bare and one more covered-up. Don't forget your beach manners. Use a short shirt or whole little beach dress for a cover-up for your hotel lobby, at beach restaurants, en route to the beach, depending on degree of bareness or cover-upness expected.

TODAY'S TRUTH (SUNSHINE FOR SUNDAY)....William Lyon Phelps once wrote, "The belief that youth is the happiest time of life is a fallacy. The happiest person is the one who thinks the happiest thoughts, and we should grow happier as we grow older."

FASHIONS AND FANCIES....The accent will be on accessories this spring so says Edith Head, who won seven Academy Awards for costumes she created for motion picture. Miss Head says that accessories will be the most exciting thing and will go back to the assembled look.

the Brain

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RADIO SERVICE

THIS, THAT AND THE OTHER

MAY 10TH, 1967

This is Wednesday, May 10th, 1967, the opening of the Tulip Festival in Pella, Iowa, and a part of National Music Week, and National Cotton Week. Those who don't like music can celebrate with cotton in their ears....If this is your birthday, don't be deceived where your money is at stake, and watch out for an opportunity to take up a brand new fun hobby.

IT'S TOUGH, BUT IT'S TRUE....One year Sloppy Thurston won 20 games for the Chicago White Sox, and they finished last. Next season--Sloppy demanded a raise, supporting his claim with "I won 20 games with a last place ball club." Came the return wire, "No raise, we could have finished last without you."

I COULDN'T SERVE AS A JUROR, JUDGE....One look at that defendant convinces me that he is guilty. "Quiet," said the Judge, "You're looking at the District Attorney."

QUESTION....Which language is spoken by the most people in the world? (ANSWER--Mandarin, spoken by 432 million Chinese; 275 million speak English; 139 million speak Spanish.)

IN CHICAGO....a bigamist married to 8 different wives confessed, "I don't drink, I don't smoke, but when I see a pretty lady, I can't resist asking her to be my wife." (PAUSE) The Court gave him three years in which to build up his resistance.

KNOWLEDGE MAY NOT BRING HAPPINESS....but it at least lets you know why you're unhappy.

DISCUSSION....Meyer Davis who has played for every Inaugural Ball since President Harding says, "Rock and Roll will soon be replaced by soul rock, melodic rock, or soft rock." WHAT DO YOU THINK?

THERE'S A TALL, TALL BUILDING IN DENVER, COLORADO....with only one occupant. Bill Pierson has his FM Station--KBPI on top of it. How much rent does Bill pay? Very reasonable, because in addition to sending out the FM melodies, Bill performs a daily service for the owners of the D & F Building and the citizens of Denver. He keeps the traditional sky high clock running and on time. Bill says the work is easy except on two days a year when he has to be on duty at 2 a.m. to bring in and take out Daylight Savings Time.

TEEN TALK...."But Mother, if I have my hair cut any more, it will be shorter than my date's."

QUESTION....What does the Orchid furnish us with that's important in ice cream? (ANSWER--Vanilla.)

JESSIE COFFEE....summed up how a lot of youngsters feel about their parents in quoting little Barbara's prayer, "Bless Daddy and Mommy and make them happy, if they are not too old for that sort of thing."

SENATOR SPONG OF VIRGINIA....is planning to join Senator Long of Louisiana and Senator Fong of Hawaii to introduce a bill to combat the pirating of American songs by Hong Kong Publishers. It will be called (PAUSE) "The Long, Fong, Spong, Hong Kong Song Bill."

DISCUSSION....A late survey says the first child has the best chance of being successful, due to more pride and interest from parents. WHAT DO YOU THINK?

THE OFFICE GROUCH....says the trouble with good advice is that it usually interferes with your plans.

BROADCASTERS EXCHANGE ENTERPRISES, INC.

THIS WAS BOUND TO HAPPEN SOONER OR LATER....The head of a major Aerospace firm was not happy with his Secretary and vice versa. So he placed a blind ad in the daily paper reading, "Wanted a highly intelligent, alert, attractive woman, 25--45 with corporate experience required to fill exacting, high pressure position." The first application was from (PAUSE) you guessed it, his own unhappy secretary.

QUESTION....Sound passes faster through brick than it does through granite, water or glass? (ANSWER--water.)

THE WELCOME WAGON LADY....visiting Luci and Pat Nugent at their new home in Texas, deposited a bunch of free gifts, and then asked, "Do you have a TV?" "Why yes," answered Luci, "Mother owns one here in Austin."

DOWN WITH THE REPORT CARDS....Dr. Harold Bernard of the University of Oregon says, "Grading systems are obsolete and do more harm than they're worth." The good Doctor says, "DROP OUTS are created on both ends by report cards. The top ones feel they don't need any more, and the bottom ones say, 'What's the use?'" What's his substitute? One good counseling session a year with parents and child.

NOT LONG AGO....a psychiatrist was asked whether double beds or twin beds were more conducive to a happy marriage. His answer, "Leave twin beds to the twins."

EVERY OLDER GENERATION....thinks the up and coming one is going to be the worst ever. But research says it ain't so. Out of 2000 teen-age girls interviewed, better than 95% said they wanted a husband intelligent, independent, and responsible, and desired to rear a fine family. In the same college, the same survey 20 years ago came out with 93.5 percent. (PAUSE) At this rate by the year 2000 womanhood will attain perfection.

WHAT IS THE DIFFERENCE....between an optimist and a pessimist? The optimist says, "Good Morning, Lord." The pessimist says, "Good Lord, Morning."

WHEN YOU GET LONESOME IN DENVER, COLORADO....and want someone to talk to, there are dozens waiting to chat with you at the spin of a telephone dial. There are devotional lines, suicide lines, drinkers dials, smokers dials, and the latest is called the SLIM LINE. If you're trying to lose weight, and feel an urge to head for the refrigerator, the recorded voice is ready to assure you that ten deep breaths, a walk around the block, and three cups of black coffee will kill your appetite. When you're at a party, and the goodies are served, your friends may look with some curiosity on this formula.

TO PROTECT YOUR TEETH....brush your teeth twice a day, see your dentist twice a year, and (PAUSE) mind your own business.

WHEN YOU VISIT MEXICO....and your dinner check comes to \$50, don't panic. The dollar sign stands for the Mexican peso, and that \$50 check would amount to only \$4 in our money. Also, in most cases, one peso is considered an ample tip. That's 8¢, less than a typical tip on two cups of coffee American side.

TV TO-NIGHT....The "I Spy" show tonight is a special from Rome with Cosby and Culp dropping their regular roles to struggle with the unfamiliar problems of parenthood.

HEALTH AND HAPPINESS....What kind of equipment and exercises are best for reducing? The answer in 30 seconds...(COMMERCIAL)...Studies show that a general exercise routine which brings all of the body parts into play is best for toning and firming the muscles. So-called "vibrators" only provide passive movement to the parts they affect, and have not been shown to help materially in weight reduction of particular portions of the body. Now for a HAPPINESS THOUGHT: Anybody who can live on love probably runs a drive-in movie.

ON THE GO....In Florida, female sea turtles come shoreward on a July night to lay their eggs in the sand. Local newspapers keep track of the expectancy, and can tell you when to stake yourself on the shoreline. Mother digs a hole and lays up to 300 eggs in 45 minutes. She's jittery beforehand, but not so easily disturbed once she's embarked on egg-laying. Don't molest her or the eggs, though, or you'll be fined \$500.

FASHIONS AND FANCIES....No more dry, scaly skin--something new in showerheads! Condition your skin with the new moisturizing process in showerheads. It dispenses moisturizing oil from an attached container just by flipping a switch. Also, works as a conventional showerhead.

the Brain

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RADIO SERVICE

THIS, THAT AND THE OTHER

MAY 11TH, 1967

This is Thursday, May 11th, 1967, a part of Let's Go Fishing Week, and Foot Health Week. Watch out for poison ivy. Those celebrating birthdays can expect this year to bring new work, and new ideas for vacations. Fact is, you'll skim over the ocean if you'll watch your opportunities.

IF YOU THINK AMERICANS HAVE BIG FEET TODAY....just wait. At the present rate, in another 50 years, few men will be wearing anything smaller than a size 12. Today, the median U.S. male wears a 9 to 10B. His grandfather wore a 7....And it's not confined to men....American women who use to call for the 4 1/2 size are now favoring the 7 1/2 and 8, and one out of six is clomping around in a size 9 or more. Our growth is not all confined to shoes either. Office chair manufacturers report they're having to increase the size every year.

IF YOU THINK THAT HONESTY IS THE BEST POLICY....try telling your wife what you really think of her cooking. It's okay to tell the truth, but you don't have to be always telling it.

IF A GIRL SCOUT....is a cookie bookie, what is a Brownie? She is a rookie, cookie bookie.

WISCONSIN UNIVERSITY OFFICIALS....have been worried about the problem of apathy among students, so they announced a panel discussion on "Indifference". Of the 32,000 students, 24 showed up.

ARTHUR ASHE, JR.....selected by Ebony Magazine as one of the 10 most eligible bachelors in the country, says he gets several proposals every week, and he answers them all. Who does he consider the ideal girl? The one who realizes the way to impress a man is to speak softly. Arthur says, "If woman was supposed to have been loudmouth, she would have been given a big bass voice."

THIS IS NOT MODERN MATH....but simple logic. In love, one plus one equals everything. Two minus one equals nothing.

VINCENT MONTE-SANO....has an encouraging thought for the Geritol group. He says, "With everyone talking about the accent on youth, don't forget this is the golden era, middle agers. Any man who keeps alert can feel like he's fifty-for 35 years; and no lady should ever feel over 42, what with all the beauty and health aids available. In other words, in years to come, old age will be completely eliminated. Course there may be quite a few tired middle aged people around 85 or 90."

THIS LINE WAS OVERHEARD AT A MID-MORNING LADIES COFFEE...."I don't want a lot of money, but I do wish we could afford to live the way we are living now."

QUESTION....Is Dr. Joyce Brothers, who gives advice to men, women, and children, married? (ANSWER: Yes, Dr. Brothers is married to a physician and has a 13 year old daughter.)

SOUPY SALES HAS MADE HIMSELF FAMOUS WITH A PIE IN HIS FACE....and now comes a Houston radio announcer, Dan Ammerman, who may start a brand new trend. His constant telling of jokes on Texas Aggies has caused fellow announcers to offer a \$200 bounty to the first lady who will put a juicy, drippy cake in his face on his bunch for lunch program. One lady has telephoned that she has the cake ready and dripping, and will be on hand for the next program. Her husband just happens to be coach of Texas A & M.

WHY DID YOU FIRE THAT NEW SECRETARY ON THE SPOT?....She came in and wanted to know if I wanted the carbon copy to be double spaced too.

DISCUSSION....The number of children drowned in apartment and motel swimming pools has increased in the last few years. Some have installed high fences, and others consider the fences give parents a false sense of security. What Do You Think?

IF JOEY BISHOP....is paying the same \$320 per shot for guests, then Debby Reynolds had an expensive appearance on his show the other night. In demonstrating how girl scouts put out fires, Debby not only skinned both knees, she also split a \$2,500 gorgeous pale green beaded dress. Debby said she hadn't planned the flying leap, but when she got into the act, she felt she had to do a good job to uphold her girl scout honor.

ACCORDING TO AETNA LIFE INSURANCE....around 2,000 people will accidentally witness a bank robbery this year. What to do? Best thought is to remember the bank is insured and the money can be replaced, and you can't be.

QUESTION....How do snakes propel themselves along, by their feet, tail, or ribs? (ANSWER: Ribs)

FOR 38 YEARS VIC CARTER....has been playing golf without getting a hole in one. The other day after finishing 18 holes with a foursome, he decided to play an extra four alone. You guessed it--right in the hole on the first shot. His caddie saw the shot, but when asked to attest to it, he informed Vic, "Sorry, but I never learned to write."

WHERE DID JOHNNY CARSON GET HIS FIRST BREAK?....Legend has it, while participating in a cow milking contest, he used the tricks learned in a ventriloquists book. Johnny says, a good story but not true. It was a bull not a cow, and a Four H Show, (PAUSE) obviously not a cow milking contest.

JUST WHAT HAVE YOU EVER DONE TO HELP THIS COUNTRY....asked the judge of the habitual pickpocket. "Well, I kept three or four policemen working the last few years."

GENE DAVENPORT OF TYLER....could be the most popular man in America with parents of four or more children this summer. He's invented eight games for children en route on vacation trips. Gene says they are so exciting that they take the youngsters minds completely off of cookies, complaining, and wiggling. (PAUSE) He doesn't claim it will eliminate car stops.

QUESTION....Congress will be asked for 20 million dollars to reduce what population? (ANSWER: The rat population)

JESSE JONES....once wrote about his own party the Democrats--"I will admit it is well once in a while to change parties in power. It is not that one party is better than the other, it's just that it might take a little longer to learn the combination to the safe."

"I'D LIKE TO PUT EVERYONE ON A BICYCLE"....so says heart specialist, Dr. Dudley White, and today over 60 million Americans are there at least once a week. Uncle Fred Fain of Louisville, Kentucky, is on record for the longest bike ride. He's headed to Expo '67 in Canada by bike, and to the Olympics in Mexico in '68. (PAUSE) His friends say he's been taking a long look at the TV shots of the moon.

TODAY'S TRUTH (SUNSHINE FOR SUNDAY)....The foolish man seeks happiness in the future. The wise man grows it under his feet. If you can't find happiness at the beginning and close of day, chances are you won't find it at all.

TV TONIGHT....The Colgate Comedy Hour is a special, loaded with the laff lines of Shelly Berman, Phyllis Diller, and Bob Newhardt. Stage 67 offers music entitled "Rodgers and Hart Today".

TODAY'S TRUTH (SUNSHINE FOR SUNDAY)....Goldsmith wonders why we take greater pains to persuade others that we are happy, than in endeavoring to be so ourselves. Maybe happiness is being oblivious of seeking it or selling people that you are.

HEALTH AND HAPPINESS....Is exposure to sun and sunlamps an effective means of bleaching hair? The answer in 30 seconds...(COMMERCIAL)...While heavy exposure to sunlight generally has a bleaching effect on hair, the intensity of radiation available from a sunlamp is insufficient to produce this effect. Sun bleaching of hair is not generally considered desirable, since it produces a streaked, uneven effect, and often leaves the hair dry and damaged. Now for a HAPPINESS THOUGHT: Spring--that glorious time of the year when your neighbor comes by with an invitation to play golf, just as you have your hands full of storm windows.

the Brain

Box 1475 806 PO 20404 Lubbock, Texas 79408

RADIO SERVICE

THIS, THAT AND THE OTHER

MAY 12TH, 1967

This is Friday, May 12th, 1967, Bach Festival Day in Bethlehem, Pennsylvania, and a part of National Goodwill Week. The stars say to those celebrating birthdays, watch out for financial traps, and don't be too quick to jump into a new way of life and long travel. Second judgment is recommended.

A KANSAS WOMAN....tells of attending the Cattlemen's Convention in Kansas City; and to create something distinctive, she made herself a blouse and embroidered it with every brand she could think of. When one oldtime cowboy spotted her in the hotel lobby, he whispered to a friend, "That critter sure has changed hands a lot, ain't she?"

JOHNNY CARSON....says I can't indulge in such sports as skiing, mountain climbing, and water polo, on account of my back. (PAUSE) It has a big yellow streak down it.

QUESTION....Why did Napoleon always keep his hand inside his vest? (Some have said to keep his pants up; but Science Digest says he had ulcers, and his hands were there to relieve the discomfort.)

JIM MCWILLIAMS....a teacher in Philadelphia, has plenty of faith in the younger generation. He turned loose a group of them with permission to paint up his car with any creative symbols that came to mind. He ended up with a Ballantine beer sign, a portrait of Superman, a big Chrysler emblem on his Dodge, Ed Sullivan's picture, and two mini skirted grandmothers. Now, when he rides down the street, he rarely goes a block without some policeman stopping him to check his drivers license. Some drivers claim he's a traffic hazard since everybody on the freeway is eyeing his car.

ONE LEGISLATOR....spoke out in Virginia. Who says we don't have legalized gambling in this state? Parking meters are legalized gambling. The city bets you a dollar to a nickel that you won't be back in time.

DISCUSSION....The Weather Bureau now has such terms as tornado alert, severe weather, tornado warning. Some listeners believe when there is a tornado near, it should be called what it is. What Do You Think?

SECRETARY OF AGRICULTURE FREEMAN....says in the year 2000, the farmer will operate from an air conditioned office with computers handling all planting, fertilizing, and harvesting. Automated equipment will be guided with closed circuit TV. (PAUSE) Not quite everything will be automated, the Government check will still be delivered by human hands and feet--called a Postman.

A PRETTY GIRL FROM THE DEEP SOUTH....told her speech professor that she wanted to smooth out her southern accent. The professor said, "I will handle your case personally." A few weeks later he announced to the student, "Ah'm proud of you all, my deah, and heah is your little ole diploma."

QUESTION....How can Governor Romney run for President when he was born in Mexico? (ANSWER: His parents were both born in the United States, and this makes him a natural born citizen.)

WHAT DOES TWIGGY HAVE?....asked one teen-ager. Another queried, "How can she set the world on fire? She has no sex appeal, she drags her feet and slouches, and her English accent is atrocious." Offered a third teen-ager, "I'm more attractive than she is and I have more brain." The fourth had the answer, "You really want to know what Twiggy has that none of us have?" (PAUSE) The answer is SUCCESS.

EVERY JR. HIGH STUDENT....knows the answer to this one, but maybe you don't. What's yellow and writes? (PAUSE) A ball point banana.

DISCUSSION....Dr. L. Carroll King of Northwestern says a student must operate on a 17 hour day to stay up in college these days. He says this is too much pressure. What Do You Think?

WHEN ONE MINISTER....prayed to the Lord to keep him humble and poor, one deacon whispered, "Lord, you keep him humble, we'll keep him poor."

BETTY THE BLONDE RECEPTIONIST....says I don't mind daylight savings time, but isn't it likely to burn up a lot of crops with that extra hour of sunshine.

TO THE WOMAN....a perfect husband is the one who thinks he has a perfect wife.

QUESTION....What is the only continent that is also a nation? (ANSWER: Australia)

ONE MAN....who took daylight savings time in stride is Fred Johnson who lives on a long strip of sand near Trinity Bay. Fred has no watch, no clock, no concern for time in his homemade scrap lumber dwelling. He eats barbecued turtle, catfish, and vegetables from his garden, goes to bed when he wants to, gets up when he wants to, and at the age of 66, desires only one thing--to live alone and like it.

THERE IS A RUMOR....that Red China would like to change it's name (PAUSE) to Asia.

THEN THERE WERE THE TWO SPINSTERS....who gave up their New York apartment and bought a home in the country and went into the chicken business. When they ordered 150 hens and 150 roosters, the poultryman assured them, "You don't need 150 roosters." "Oh, yes we do," insisted one of the spinsters. "We know what it means to be lonely."

WHAT'S A GARDENER?....He's one who believes that everything goes down must come up.

THE LAWYER....was not at all pleased with his new secretary. "Everytime I want you for dictation, you're on the telephone." "They're all business calls," she assured him. "Very well, but in the future, please refrain from addressing my clients as darling."

ONE VERY SUCCESSFUL BUSINESS....says I never worry about spilt milk. I always remember it's four fifths water anyway.

THERE ARE SOME NIGHTS WHEN NOTHING GOES RIGHT....Burglars broke into a service station in Boston the other night, and found only 3 dimes in the cash register. In disgust, they invested in three cold drinks and left the bottles in the cash register.

WHO INVENTED DAYLIGHT SAVINGS TIME?....An old Indian who cut off his blanket at one end, and sewed it on the other to make it longer.

TV TONIGHT....Bing Crosby and Grace Kelly are together in the Friday Night Movie "The Country Girl". The Biography of Mark Twain will be narrated by David Wayne, with Donnie Melvyn appearing as Huck Finn.

HEALTH AND HAPPINESS....How frequently should hair be shampooed? The answer in 30 seconds...(COMMERCIAL)...Hair should be shampooed as frequently as required to keep it comfortable and clean. When it becomes dull, lacks luster, or its body comes out, it is probably time to shampoo. Generally, once a week is enough; but persons with oily hair may need to shampoo it every day or so. Frequent washing will not cause one's hair to fall out. Now for a HAPPINESS THOUGHT: The human race is defined as...the pedestrian trying to outrun a driver.

ON THE GO....Georgetown, South Carolina, is a city of memories, ghosts, and fine plantations. Lafayette and DeKalb landed here, where Winyah Bay empties into the Atlantic. Francis "Swamp Fox" Marion also lived here. It is said that Theodosia, the beautiful daughter of Aaron Burr, traveled these waterways. One of the many legends about this mystic enchantress says that pirates captured her and made her walk the plank.

FASHIONS AND FANCIES....Give a collage for a gift to your favorite person. Girls of Benson, Vermont, create collages for their favorite guy. A collage is a collection of pictures or words glued on poster board giving the effect of a painting, especially if sealed with clear lacquer or spray plastic.

TODAY'S TRUTH (SUNSHINE FOR SUNDAY)....False happiness is like false money. It passes for a time as well as the true and serves some ordinary occasions, but when it is brought to the touch, we can tell it's phoneyess and feel the futility of using it. Real happiness can be tested by it's solidity each day that we live.

Tom C



BRAIN #144

Box 1475 806 PO 20404 Lubbock, Texas 79408

READING TIME 4:38

MEMO FROM MAC

By telephone, by personal calls, and by mail BRAIN subscribers have succeeded in restoring all of the five features, "THE BRAIN" has been projecting the last six months including "HEALTH AND HAPPINESS," "ON THE GO," "SUNSHINE FOR SUNDAY," "LET'S TALK BUSINESS," "FASHIONS AND FANCIES," and ALSO, feature No. Six, "LET'S LOOK AT LIFE" will be continued. Toooooo--each feature will have six announcements so it may be sold Monday through Saturday. SO NEXT WEEK, THE BIGGEST BRAIN EVER with all six features, plus your sample copy of "THIS, THAT AND THE OTHER" (TTO will not be sent after April 1st unless you return 60 day trial card enclosed). Someone said that you can't please all the people all the time, but this stepped up service honors every request the BRAIN has had in answer to the inquiries of last month. GOOD NEWS...More mail this week than ever before. Keep sending those ideas, big and small. You never can tell when your neighbor in Australia or Ashville can use them, and vice-versa.

#1 LOOK ALIKE CONTESTS (UNDATED)

This idea on Phyllis Diller and other well known notables has worked well in various markets. Now comes one BRAIN station who invited listeners who have a resemblance to any living Dignitary or Celebrity to submit their pictures. So far they have Mickey Rooney, Johnny Carson, LBJ, Dean Martin, and of course, Jimmy Hoffa, and three Rock Hudsons. A dozen finalists will be chosen, pictures taken, and winners selected.

#2 ALL THE WAY FROM BRISBANE, AUSTRALIA (UNDATED)

4BK, one of the many aggressive BRAIN Stations in Australia enters the "Shopping Center Promotion" Contest with the "Big Carnival" Idea. On April 17th, Station 4BK will move to a giant shopping center for one week, and every fun game and contest will be held including "The Butcher hanging up a side of beef for the customers to guess the weight." "Everytime the alarm clock goes off at the newsstand the nearest customer wins a prize, in fact, every merchant in the shopping center has a booth out front with action in it." The gross for the station is \$1500 for the week, and requests are already coming in for a repeat next fall. Thanks to C. M. Crawford of the Courier-Mail Stations for the info.

#3 VOICE OF THE FORD DEALER (UNDATED)

Mr. Dick Pollard, owner of Pollard Friendly Ford, opens his Big Volume Sale with this simple statement. "We would rather sell 250 cars for a 75 dollar profit, than 75 cars for a 250 dollar profit."

#4 NATIONAL LIBRARY WEEK (April 16-22nd)

More and more the best seller list in books, both fiction and documentary are becoming well known. This will be a swell week for Station WWWW to encourage visits to the Library, and award copies of the best sellers to listeners who answer questions on quizzes related to the books. How long does it take to read a book? One Station during this observance will have announcers read one book entirely through, without interruption except for station breaks and commercials. At the end of each Chapter, they have a five minute discussion and review for benefit of late tuners in. Listeners will decide which book they want to hear read (if material is adaptable to broadcast standards).

USE TTO MATERIAL IN APRIL AND MAY (RETURN ENCLOSED CARD TODAY).

#5 SPOT THE CAR (UNDATED)

Walt Kay at WZAK (FM) uses this simple plan to keep one car dealer happy. He has installed a car telephone in the courtesy car, and each afternoon from 4:00 to 4:30, the car roams the street, and the first person to spot it, and give the Victory Signal wins an evening out. They get a winner every day, especially when the driver starts spotting his location. The winner is interviewed in the car, and sent on his merry way with his prize, plus invitation for a demonstration ride.

#6 COLLECTIONS AND CASH (UNDATED)

Station WWWW considers the critical part of any sponsor-station relationship, the collection, and they consider it worthy of one day a month EMPHASIS... "C" Day is reserved in the last ten days of the month, and on that day, Salesmen and Bookkeepers and Management go after the delinquent accounts, after an 8:00 to 9:00 AM briefing. Salesmen make no sales nor service calls except dire emergencies. Little bonus games are played for the Salesmen bringing in the most dough on C-Day. Schedule C-Day in late March and give us the results.

#7 GOOD LIFE SOUND (UNDATED)

Radio Station WXYZ has selected the 150 top tunes with the big band sound including Herman and the Hermits, Sonny and Cher, Henry Mancini, and Buddy Rich. The requirement is that there is a full Orchestra background. This is just another indication that in top 40, middle of the road, and dream awhile, the Big Band sound is making waves. Play around with it, and see what your audience reaction is.

#8 RODEO STATION (SPRING AND SUMMER)

Rodeos are beginning throughout the country, and one of the most effective ways for a radio station to publicize one in its own area is to school the announcers to say, "THIS IS RODEO STATION. WWWW." This can be done for two weeks, and everytime anyone hears the call letters the first reaction, "He said something wrong." Then the reminder soaks in. It must be done straight and the effect is killed if the announcer comments on it at the time.

USE TTO MATERIAL IN APRIL AND MAY (RETURN ENCLOSED CARD TODAY).

#9 JUDGMENT DAY (UNDATED)

Unless the boss and department heads are constantly alert, it is easy for several members of the staff to get in a rut, and end up doing as little as they can get by with each day. Here is a simple way to check every month or so. Without advance notice, have each staff member to write in detail, the work he did the previous day, listing every project and job performed. Throwing in a "Judgment Day" ever so often keeps everyone on his toes, and keeps him asking, "What am I supposed to get done today?" Sign seen on station wall, "If you haven't developed ulcers, then you are not carrying your fair share of the load around here."

#10 INSTANT QUESTION (UNDATED)

More and more BRAIN Stations are using this simple method of creating more constructive thought in the community. This week a few suggestions. These should be inserted on station breaks or in news without additional comment. (ECHO) INSTANT QUESTION...(1) What causes some parents to beat their small children unmercifully? (2) The young generation engages in cat talk, the older generation catty talk, which is worse? (3) How long has it been since you said something nice about Washington, or the country in which we live? INSTANT QUESTIONS with local connotation are better, but be careful, don't try to say too much, nor make it too catty.

#11 NEWS SOURCE (UNDATED)

Each year, the BRAIN Flagship Station writes all surrounding country newspapers with a thank you for their sending the paper to Station WWWW, and with a reminder that the material is used on several programs, and promos are broadcast each month encouraging listeners to read their weekly newspapers. 50 country newspapers arriving in your station each week are a top source for human interest stories.

USE TTO MATERIAL IN APRIL AND MAY (RETURN ENCLOSED CARD TODAY).

#12 VACATION CROSS PLUGS (SPRING AND SUMMER)

Now is the time to record your station breaks and send them throughout the country to stations on your frequency. "Hello, to our friends in Southern Ohio, listening to WWWW, 950 on the dial, and when you are visiting in Montana this summer, keep right on 950 for the sounds of Station KKWW in Mountain Pass, Montana."

#13 BONANZA (UNDATED)

WHAT IT IS....EXECUTIVE FOR A DAY.

HOW IT WORKS....Secretaries and employees send in nominations for the BOSS OF THE WEEK (or month), and if his name is drawn, he gets Cadillac (Continental or Chrysler) for a day, complete with Chauffeur and all the trimmings. He is dined at lunch with SPONSORS AND A VIP, and he and his wife given a sparkling evening out.

CONCLUSION....This offers a fine comment getting feature during the summer months, and "Breathes there no boss who doesn't appreciate a little honor from his employees."

MEMO FROM MAC (CLOSING)

UNDERSTAND THIS, BY RETURNING THE ENCLOSED CARD, YOU WILL RECEIVE THE FULL "ALL IN ONE" PACKAGE, "THE BRAIN" plus 7 features throughout April and May, and your charge will be \$20.00 for the entire time. If you like it, then we shall continue. If you want to return to the regular BRAIN list without TTO, then a card will be enclosed in the last two May issues that you may return. THE FEATURES, IF NOT USED INDIVIDUALLY, MAY BE USED AS TTO MATERIAL ALSO.

KEEP YOUR IDEAS COMING ON THE MARCH CONTEST "SHOPPING CENTER PROMOTIONS." YOU will receive a BRAIN BENT PENCIL, and you could win the 1000 WOODEN NICKELS.

USE TTO MATERIAL IN APRIL AND MAY (RETURN ENCLOSED CARD TODAY).

This, That and the Other

March 20th, 1967

This is Monday, March 20th, 1967, one day after the return of the Swallows to Capistrano, and the beginning of National Salesmen week. Lauritz Melchior was born in Copenhagen in 1890 on this day; and in 1852, Uncle Tom's Cabin was published in book form and swept the East....If this be your birthday, the stars say this is the year to concentrate on your career and look for changes at home.

TONIGHT ON TV....Jeannie almost gets her hero court-martialed as she promotes him to a General....Perry Como returns with his Easter Show and guests Woody Allen and Connie Stevens....On Andy Griffith, amateur comedian Howard gets on TV and makes jokes about Mayberry, which are not funny to hometown folks; and Woody Allen begins a week of sitting in for Johnny Carson on the Tonight Show....The Today Show tomorrow has guests galore, including Dr. Ralph Bunche, Actress Patricia Neal and Robert Ardrey, author of a book about the instincts of man.

HAPPINESS HAS BEEN EXPRESSED OF LATE AS EVERYTHING FROM AN ICE CREAM CONE TO A MOTHER-IN-LAW GONE....but maybe Freya Stark summed it up pretty well in 18 words: "There can be no happiness if the things we believe in are different to the things we do."

NO CONFIRMATION FORTHCOMING ON ROBERT VAUGHN....the "Man from U.N.C.L.E." entering politics. Vaughn says, "I've had a half dozen good years, and if I have about ten more, I may consider politics." Meantime, friends are wondering why all the campaign buttons in '67 for the 1978 elections. Maybe Robert is going to pass them out personally; and in that case, ten years is not too early to start.

A TEN SECOND DRAMA....The father calls to his daughter as the teen-age youth waits in the living room, "Emmy Lou, something's here to see you."

HOW COLLEGE ENTRANCE REQUIREMENTS HAVE CHANGED....Years ago, Mt. Holyoke College had many rules, including, "no young lady shall become a member of this school who cannot kindle a fire, wash potatoes, and repeat the multiplication tables, and no member of this institution shall tarry before a mirror for more than three consecutive minutes"....Sarcastic Sam surmises in this day of girls' mini skirts and boys' long hair, who ever looks in the mirror anyway.

THIS ONE IS CREDITED TO WILL ROGERS....but Emily Kimbrough first said it, "I have never met anyone who couldn't tell me something I hadn't known before."

GRANDPA AND GRANDMA HARRELSON OUT IN DENVER, COLORADO....received an unusual anniversary present from son, Carl, back in Miami....a nifty air conditioner for their four-room home, and he received a thank you by return mail...."Dear Carl, thanks a whole heap for the fancy air conditioner. Grandpa just loves it. Now he can keep the fireplace going all summer."

AFTER DINNER SPEECHES IN JAPAN ARE MADE BEFORE THE MEAL....This custom not only saves the speaker a half hour of nervous tension, it usually knocks 10 minutes off his speech, as the meal is served on time, whether he thinks he's finished or not.

YOU HAVE JUST GONE THROUGH RADAR....If you were exceeding the speed limit, watch for the police car signal, and pull off the freeway at the next exit....This is the disturbing sign now being used in some of the major cities....What is the first reaction? Nine out of ten slow down immediately, and most women drivers hit their brakes....And who are the least impressed? The teen-agers and grandmas.

ADVERTISING USUALLY GETS RESULTS, BUT SOMETIMES THE WRONG WAY....A firm in Roscoe advertised for a night watchman in Friday night's paper. Six hours later, they were robbed.

THE DAILY PRINCETONIAN...the student newspaper at Princeton University, has published a directory called, "Where the girls are", giving pertinent points about the pulchritude at 125 colleges and universities. They credit the "Southern Belle" as being the acme of Academic Womanhood, and Stanford University with the largest collection of "Plain Janes"....The "Plain Janes" countered with, "Who cares about the opinion of a snooty, obnoxious Princeton man?"...."We may be "Plain", but at least they took note of us."

A CINCINNATI DOCTOR WHO BELIEVES IN BEING DETAILED....wrote for the government pamphlet, "Handbook for Emergency", and included the pamphlet number, 15700:....You guessed it....In a few days, arriving at his office, 15,700 copies of "Handbook for Emergency."

THE YOUNG 5 YEAR OLD....walked up to the Post Office window and held up a fifty cent piece, and said, "My mommy wants this many stamps." The clerk asked, "What denomination, honey?" "Baptists, what are you all?"

THE NEWEST TREND IN CANADA IS INSTANT CITY....Thompson, Manitoba, had its first house built in 1958, and it was incorporated this month with 10,200 citizens, a new shopping center, and hundreds of beautiful homes.... Oh, yes, one thing that helped along, the International Nickel Co. has built a 200 million dollar plant there, and is already spending another 100 million dollars in improvements. That kind of industry would help High Lonesome, New Mexico.

AMONG HIS MANY FINE QUALITIES....Abraham Lincoln also had the ability to take a firm stand right astraddle the fence. Of a popular book, he once said, "People who like this sort of thing will find this, the sort of thing they like."

IF YOU CONSIDER YOURSELF AN AMATEUR PSYCHIATRIST....one professional reminds you of this....The average person doesn't want advice when he asks for it. He merely wants to use you as a waste basket for his worries.

THE SAN FRANCISCO ORDINANCE SAYS NO HORSES, PIGS, SHEEP, OR COWS IN THE CITY LIMITS....but it says nothing about lions, and so Tony Levey has his neighbors in an uproar over Tagore....Tagore is a 500 pound lion, completely tame, so owner Tony thinks; but the neighbors say what Tony thinks and what the lion thinks are two different things.

THIS MODERN AGE....One home in Marysville, California, has the doorbell rigged to a tape recorder; and when it is rung, the voice says, "If you are selling anything, conducting a survey, or trying to convert someone to your religion, please go away; otherwise, you may ring the doorbell a second time, and the maid will answer."

SHIRLEY POLYKOFF IS A BRIGHT GIRL....but, do men like bright and talented girls? Shirley says, "I believe they do." She was the only girl in the 189 people who attended the Life Magazine Symposium....and in one evening, she danced with all 188 men, and played golf with six of them the next day, and Shirley quipped, "I don't even play golf, but none of them noticed."

QUICK WITTICISMS

This year the newest thing in women's hairdo's are (pause) men.

Marriage is a partnership with the husband usually acting as the silent partner.

Doing nothing is the most tiresome job in the world. Reason, you can't quit and rest.

Said the cute one....My boy friend presented me a bracelet that once belonged to a millionaire....Woolworth.

To make a long story short is a good way to lengthen any speech by six words.

This, That and the Other

March 21st, 1967

This is Tuesday, March 21st, 1967, and Spring arrived this morning at 2:37 EST....Johann Sebastian Bach was born in the year 1685 in Eisenbach, Germany....It's bird day in Iowa and Farmers Day in Afghanistan....If this is your birthday, expect your finances to improve and your travel to increase throughout 1967.

TONIGHT ON TV....Judy the Jealous Chimp steals the show on "Daktari" tonight....Actor Richard Chamberlain will sing on the "Red Skelton Show", and Lee Marvin narrates a stirring story of the Marines in World War II called "Our Time in Hell". Killiam Atwood, Editor-in-Chief of Look Magazine, will appear on the "Today Show" Wednesday morning.

DON'T BE SURPRISED WHEN YOU DIAL FOR INFORMATION....and voice on the other end brightly answers, "This is Miss Bluebonnet." The Dallas Division of Southwestern Bell Telephone selects for superb service each month, Miss Blue Bonnet, one who takes a personal interest in each call and goes out of her way to help each customer. So next time the operator is a bit doggy, you might say, "Look out lady, your bluebonnet is slipping."

LOYALTY TO THE NATION ALL THE TIME, LOYALTY TO THE GOVERNMENT WHEN IT DESERVES IT....Thomas Jefferson said it 150 years ago, but you wonder how he knew it would be so timely in the Spring of 1967.

WHEN MAN AND WIFE RELAX IN THE DEN, WITH THE CHILDREN ASLEEP, WELL COULD BE....remembered the words of Robert Orben...!"Perhaps the nicest part of day is when the kids are in bed, all safe and soundless."

SISTER FELIX, THE SINGING NUN OF DETROIT....could probably show some of the popular recording artists a few tricks in selling records. Recently, her students took on the job of selling 1,300 of her recordings for a benefit. Before they could stop, 11,000 had been sold, and they had to call a halt. Students were spending most of their time packing and mailing albums.

IF YOU ARE PLANNING TO ATTEND THE OLYMPICS IN MEXICO CITY IN 1968....if you have your tickets, you'd better get your hotel room, and vice versa. In order to handle the squeeze, Mexican officials are adopting the policy.... No hotel room, no tickets; or no tickets, no hotel room. If you don't have one, you can't get the other. Right now--the competition looks tougher for tickets than it does for Gold Medals.

NOW IT'S RHYME TIME FROM A SLEEPY HEAD IN MONTANA...."Instant breakfast is on the stove, the instant coffee is hot. The smiling instant sun is up--non-instant me is not."

IS IT AGAINST THE LAW TO DRIVE WITH YOUR SHOES OFF?....Some say it is, but one traffic expert says it would be much safer if women did. Most women move the drivers' seat up close to the wheel to avoid scuffing the back of their high heels. As a result, they have terrific leverage on the accelerator, and many of them use it.

MOONLIGHTING IS OKAY FOR SCHOOL TEACHERS....but the teacher in Kentucky didn't fare so well. Agents found in his home a 60 gallon still and 100 gallons of fermenting mash. Bemoaned his Superintendent, "There's quite a difference between moonlighting and moonshining, about 5 years in fact!"

LATEST STARTLING STATISTIC....It's reported that people who use the new bourbon flavored tooth paste have 40% more cavities and could care less.

APRIL IS NO TIME TO MESS AROUND WITH UNCLE SAM....The record shows the Revolutionary War started in April, so did the Civil War and World War I; and the U. S. Ultimatum to Spain on April 20th, 1898, set off the Spanish-American War....Now who will be the first to counter with. Around the middle of April is one time, I'd like to forget Uncle Sam.

NOW COMES THE HARVARD SCHOOL OF PUBLIC HEALTH WITH A SURVEY TO...prove smoking habits tend to be formed by boys and girls before they reach the age of 15. Most youngsters admit their parents are not aware of it until they are near marrying age--18.

HERE'S A PLEASANT NOTE ON OUR NATIONS FINANCES....As long as UNCLE SAM has money to burn, things could be worse, and reports say UNCLE SAM puts about 35 million dollars in the incinerators every day. Why? Money, like everything else, wears out. In fact, the average small bill's life span is from 11 to 18 months, depending on climate and rate of circulation. Some witty one has suggested, instead of burning this nine billion a year, why don't we use it for foreign loans, or apply it on the National Debt.

THIS QUOTATION IS PURPORTEDLY FROM THE LAST WILL AND TESTAMENT OF THE EAST TEXAS FARMER WITH 17 OIL WELLS ON HIS LAND...."To my son, I leave three million dollars, and he's lucky that I didn't cut him off completely."

BLAME IT ON THE WEATHER, THE NEXT TIME YOU HAVE A BAD DAY....Now come the experts to say that as the barometer falls up go crime, accidents, absenteeism, engineering errors, and bank miscalculations. The same experts tell that a person is at his sharpest in a 41° temperature with the barometer rising. Sharp but chilled.

THERE ARE SOME STATEMENTS THAT JUST DON'T NEED AN ADDED COMMENT....like the wife who waltzed in to the den and said to the husband, "How do you like my new dress? Would you believe it? I bought it for an absurd figure."

IT HAPPENED IN HOPKINSVILLE, KENTUCKY....The driver pulled in the service station, had the gas tank filled, and presented his credit card made out to SALVATION ARMY by Olvy Shepperd. The attendant looked at it and remarked, "That's an unusual first name." "Yes," Shepperd explained, "it's an old family name." As he drove away, the attendant said, "Come back, Mr. (pause) Army."

THIS SHOULD BRIGHTEN UP THE DAY FOR THE POSTMAN....One man in Trenton, New Jersey, posted by his mailbox a large sign reading, "No one by the name of Occupant lives here, so please don't leave his mail."

MRS. RAMSEY CLARK, WIFE OF THE NEW ATTORNEY GENERAL....received a jolt walking down the Avenue in Washington, D. C., the other day. A young lady accosted her and said, "Lady, give me a nickel and my brother will imitate a hen." Said Mrs. Clark, "You mean, he'll crow like a rooster." "Oh, no, Madam, I mean a hen. He'll eat a worm." Footnote....she was on her way to breakfast.

QUICK WITTICISMS

Typical Mother....First hour without her children, she is relaxed; the next hour, she is worried.

How about the teenager who has her way so much, that she writes her diary in advance.

"What did you do before you married?" Answer, "Anything I wanted to."

Someone has finally figured what the Doctor scribbles on those prescriptions. "I've got my ten bucks, now you get yours."

The six year old was asked in school, why we have thumbs. "To hold up the bottom of sandwiches."

This, That and the Other

March 22nd, 1967

This is Wednesday, March 22nd, 1967, known as Spy Wednesday, marking the betrayal by Judas Iscariot. In 1622, this was a bad day for America when the Indians staged their first Massacre at Jamestown....The Oklahoma Territory opened in 1889, and the American Ski Races are under way in Sun Valley, Idaho....If this is your birthday, accent the arts in your avocations, and beware of affections.

TONIGHT ON TV....Lynda Day is guest star on the 90 minute show, "The Virginian"....There will be no TV coverage of the Cassius Clay-Zora Folley Fight--and Bob hope has a free wheeling story called "Free of Charge."

HERE ARE SAGE WORDS FROM AN OLD TRAVELLER....If you're heading to Paris this summer, better know now, that the best way to get a lovely hotel room is to scream for one. Guests who non-chalantly take what is given, end up with the poorest rooms; and the best accommodations are saved for those who demand to see the rooms, and protest until they get them. As one man said, "Why should I come 3,000 miles for a lousy room. I could have found one like this 20 miles from home for five bucks a day."

REPRESENTATIVE JOHN ANDERSON, REPUBLICAN OF ILLINOIS....has this sage observation on balancing budget...."How about taxing people for what they think they're worth, instead of what they actually earn."

NOW IT CAN BE TOLD....The man who eats the apple on TV with his dentures is required by the Federal Trade Commission to be a man with real false teeth; otherwise, it would be deception in advertising. Oh, for the days of live TV, where we could all watch in suspense, hoping they would pop out.

HEARD FROM BARBARA THE BLONDE...."Its not getting fired that I worry about so much, but if I do, it means I'll have to clean out my desk."

PIERCE IT YOURSELF....is getting to be a craze among many earring wearing women, and piercers are appearing on the market like the yo yo's of the forties....Doctors warn, any piercing of the ear is a minor operation; and if you don't know what you're doing, you may end up with people looking at your swelled ear more than your swell earrings.

ONE LITTLE OLD MEEK MAN....cut out this quotation and left by the plate of his bubbling sweet wife, "We hear an awful lot about the lost art of conversation, but very little about the lost art of listening."

WHO IS THE MOST WIDELY READ WRITER IN THE COUNTRY?....It could be a man named Bill who makes it a practice to write "Letters to the Editor" all over the country. Recently he wrote 62 newspapers this letter: "Dear Sir, I'd like to complain about the dirty street name markers. Don't your citizens have any civic pride left? It took me an hour to find Oak Street, and then I couldn't read the sign. How run down can things get? Signed (Name withheld by request)"....Of the 62 papers written, 52 published the letter, and two wrote for permission to change the name to Elm, since they had no Oak Street. No report concerning how many street department crews went into action.

THERE WASN'T MUCH NEWS COVERAGE AT THE TIME....but scientists tell us that jelly fish appeared on the North American Continent more than 500 million years ago. That's when Satchel Page was only a rookie.

PSYCHIATRISTS REPORT MANY PATIENTS....come to see them for one reason: Mother-in-Law Problems. Said one distraught woman, "I just asked my husband: if you saw your mother and me both in the middle of the lake drowning, which would you save?" "Why Mother, of course, you know all she has done for me." "What is a wife to do?" The psychiatrist told her, "learn to swim."

SAID THE TEEN-AGER AFTER EYEING THE LATEST STYLES IN THE SUNDAY NEWS DIGEST....I don't believe I'll ever make a big time fashion model. I don't stand funny enough.

THIS TREND COULD PUT DENTISTS OUT OF WORK....J. E. Gilpin wasn't satisfied with his store bought clickers, so he proceeded to make his a set of teeth out of stainless steel....Mr. Gilpin reports, they fit perfectly and I have returned to my regular diet of steak, corn on the cob, and rock candy....At times, Mr. "G" also has a steely stare.

TEEN-AGE TALK...."Mother, you shouldn't be out here in this hot sun cutting the lawn.(pause) Where's Dad?"

THIS IS ODD, STRANGE AND CURIOUS....Bulvaria has more men older than 100 than any other country in the world. In fact, 180,000 of the eight million are over 90, and in Bulgaria, unlike the rest of the world, men live longer than women....One theory is that most Bulgarians thrive on Kisselo Mieko, which we know as Yogurt. One Bulgarian doctor disagrees, and allows, "If I live to be a hundred, I'll never believe that theory, because I don't touch the stuff."

CREDIT THIS LINE TO DAVID BRINKLEY...."To err is human, to blame it on the other party is politics."

THE USED CAR SALESMAN....has just completed the sale, the new owner had driven off, and he sat back to relax--when all at once, here came the purchaser back. "Anything wrong?" asked the salesman. "Oh, no, the car's running perfectly, but I found under the seat a couple of items the previous owner, that quiet little old lady, left in the car." "Here is her tobacco pouch in the glove compartment, and a bottle of scotch under the seat."

HAVE YOU HEARD ABOUT THE BASKETBALL TEAM....with two forwards, 6'6", two guards, 6'3" and a center 6'8"? You say--what's so outstanding about that in this day of 7' ball players. Nothing, except the forementioned team is the starting lineup for a Houston Junior High School.

AS YOU WATCHED THE JUNIOR MISS SPECIAL FROM MOBILE LAST WEEK....you may have noticed that host Bobby Rydell did everything from comedy to rock and roll. That's his style from now on. He wants to do comedy, singing, dancing, play musical instruments, and some acting. He believes show business needs more performers like Sammy Davis, Jr., and with an act like that, you're bound to please somebody.

FRANK GORSHIN....sums up his feelings about the modern femininity with this line...."The trouble with today's young housewife is that all she can do is thaw out frozen foods....Why can't she be like her mother, and (pause) open cans."

QUICK WITTICISMS

GIRL TO GIRL....It wasn't much of a proposal. He just suggested, we pool pay envelopes.

Asked the Driver to the Station Attendant, "What have you done to your gasoline?" "We have put some new adjectives in it."

Careful grooming may take 20 years off of a woman's appearance, but you can't fool a long flight of stairs.

Most people are down on what they are not up on.

THIS MAY BE A GOOD IDEA....Gil Stern after reading the list of nominations for the Oscar Awards suggests the Telecast should be advertised as FOR ADULTS ONLY. It is doubtful if much of the Virginia Wolf dialogue will be broadcast. Who's afraid? The TV censors.

This, That and the Other

March 23rd, 1967

This is Thursday, March 23rd, 1967, observed by many as Maundy Thursday, and denoting the Injunction of Christ to love one another. It may surprise you to know it was back in 1792 that Haydn's Surprise Symphony was first performed...and this is the week for a salute to Campfire Girls everywhere. If your birthday is today, the stars reflect vocational advances, but romantic reversals.

TONIGHT ON TV...Kent Smith plays the part of General Hugh Scott on the "Daniel Boone Show". Jack Webb and Harry Morgan are chasing \$200,000 in jewelry on "Dragnet", and Dean Martin is loaded with guests including Louis Prima, Janet Blair, Buddy Greco, and comedian Bob Newhardt, plus the McGuire Sisters. Tomorrow the "Today Show" will have a two hour salute to Arturo Toscanini.

AT LEAST 4500 LADIES...were watching intently the "Monroes" TV show last week. Their favorite emcee was playing his first dramatic role, as Jack Bailey portrayed a bearded miner, and he'll be back soon with Fess Parker on the "Daniel Boone Program". Whatever part he plays, the 4500 women will always love him for another reason. Each of them was crowned Queen for a Day on Jack's famous program that ran on radio and TV for a good 20 years.

THIS ONE OVERHEARD AT THE COFFEE BREAK...."This is a mixed up world. We can throw a capsule halfway round the world and know right where to pick it up, but I can't put down the car keys five minutes without losing them."

THERE ARE 48 MILLION FAMILIES IN AMERICA...and 20% of them own more than one car. By 1975, there will be 100 million cars with 200 million people. That means the entire nation could take a ride without ever using the backseat.

WHAT'S IN A NAME?....Carefree, Arizona, is a city that says there's plenty. This young city has pre-named about everything in the city, including Ho Hum Drive, Never Mind Trail, and Non-Chalant Ave. Oh, yes, the Main Drag is called Easy Street. If you're interested in moving to this city, that was a few years ago sand and rock in a desert plot, land can be bought for about \$7,000 an acre....You see under that sand and rock, they found an underground reservoir that transformed desolation into inspiration. No wonder--they're carefree.

THIS HELP WANTED AD APPEARED IN TORONTO THE OTHER DAY...."Intelligent young married man with three children, age 27, presently employed wants interesting job with less future and more present."

THE NEWEST LAW BEING CONSIDERED OVER THE COUNTRY...is designed to stop car thieves. The law will require that everyone who stops his car, and gets out of it, must leave it locked, or be subject to a fine. The fine is even stiffer if the keys are left in it....One legislator is objecting strenuously. He says, "I'd much rather look for my car every two or three years, than to have to look for my car keys every morning."

THIS NOTE TO SHAGGY TEEN-AGERS...was posted on a Motel Marquee....Help keep America Beautiful--Get a haircut.

AS AMERICAN AS THE HAMBURGER...is a fine saying, but no longer true. The hamburger popularity is spreading faster than Paris fashions. In fact, one firm has just put them 50 hamburger stands along the roadsides in Israel, and now the communists are claiming they serve in Siberia the most delicious hamburger in the world. Next year, they're planning to add bread to it.

BOB HOPE REPORTS IN A LATE WORD FROM CALIFORNIA...that speed reading is sweeping the state. Fact is, it's becoming a necessity or you will never get off the freeway.

THEODORE ROOSEVELT SAID SPEAK SOFTLY BUT CARRY A BIG STICK....but he also had some other ideas, namely, "The unforgivable crime is soft hitting. Do not hit at all if it can be avoided, but never hit softly." That would be classed as Hawk Talk today, and chances are, our nation could use several Theodore Roosevelt's today, and in years to come.

THE DEPARTMENT OF "HAVE YOU STOPPED TO CONSIDER"....that in our science fiction we always consider that people from other planets are smarter than we are, but never as handsome. Maybe instead of our looking for little men in green suits, we should not be surprised if the Man from Mars is a Rock Hudson in shining armor.

WHAT WOULD ONE PENNY BUY IN DAYS GONE BY?....In 1833, people paid one cent for the New York Sun daily newspaper, whose slogan could have been "Our two cents worth for half price."

NOW SOMEONE IS TRYING TO DISCOUNT THE STORY ABOUT GEORGE WASHINGTON....cutting down the Cherry Tree. Not only would this be a tragedy in American History, it would also be the first use of the Credibility Gap. Wall Street experts say now George couldn't throw that dollar across the Potomac either. The dollar just doesn't go as far as it used to.

WHAT WITH THE NEWSPAPER LEGALS FILLED EVERY DAY WITH DIVORCES, AND BIRTH ANNOUNCEMENTS....this lady said it right when she told a friend, "We aren't going out much any more. It seems all our friends are either multiplying or dividing."

ISN'T IT A WONDERFUL THING TO HAVE A FEW FRIENDS WITH THE....comforting capacity to make mole hills out of mountains.

WILL THE PUBLIC BUY A FUNNY ACTING WESTERN STAR?....Danny Thomas believes so, and has Tim Conway playing a frustrated Texas Ranger in the new TV series, "Rango"....Will western fans resent it? Danny is not worried about the fans, as much as he is the Real Texas Rangers. They are the ones with the guns.

HERE IS A CONVERSATION BIT FROM THE BREAKFAST TABLE OF TWO CONVENTIONEERS IN CHICAGO...."Fred, it's been two years since I've seen you, and today you are a real success. How did you do it?" "Well--it was this simple. Things were tough for a while, so I just rolled up my sleeves, gritted my teeth, and borrowed another \$20,000 from Dad."

THIS SIGN SEEN ON A RAIN GAUGE IN DROUGHT STRICKEN ELK CITY, OKLAHOMA....Don't hit me, I'm doing my best.

QUICK WITTICISMS

Friendly Freddy has found a sure fire diet....He never eats while his wife is talking.

Automation is a man's effort to make work so easy that a woman can do it all.

Chewing proves that you can have motion without progress.

The lady didn't say a word when the steamroller ran over her cat....She just stood there with a long puss.

When a Secretary is a peach, it's usually the boss's wife who cans her.

This, That and the Other

March 24th, 1967

This is Friday, March 24th, 1967, Good Friday, observed in some manner by almost all Christian Churches....The Old Fiddlers Convention gets underway today in Union Grove, North Carolina. In 1882, Heinrich Kock made the first big discovery of the tuberculosis germ, and the world's first perfumed newspaper ad was run back in 1937 by the Washington Daily News. If this is your birthday, according to the stars, romance beckons, and money is coming your way in weeks and bundles.

TONIGHT ON TV....The Man from U.N.C.L.E. is filled with excitement including a shotgun wedding and a mine cave-in....Woody Allen concludes a week as guest host on the "Tonight Show", and "Tarzan" gets tangled up with a Circus Caravan.

NOW COMES THE LATEST IN THE ROCK AND ROLL WAY OUT OUTFITS, THE FOUR FISH....First Tuna, Second Tuna, Barracuda and Bass. They wear turtle neck sweaters and have devised a brand new dance called the Rod and Reel.... One 45 year old Lombardo fan offered this thought....Wouldn't it be swell if they followed some slow boat to China.

HERE IS THE SOFT SELL PITCH AT IT'S BEST....displayed in a store window of a gift shop in Dayton. "Meek, timid sales girl on duty--come in and browse around."

OLIVER WENDELL HOLMES....wrote it many years ago, but it still has a lot of solid meaning. Apologizing can become a very desperate habit, that's rarely cured, and 9 times out of ten, when you apologize, it's the first time your friends have noticed your shortcomings.

THE FAMILY OF TEN....in Lake Charles, Louisiana, decided to take a trip back home in Ohio to see kinfolks....The wife reminded of how the neighborhood must have seemed one of peace and quiet with her 8 children gone, wrote her next door neighbors...."Dear Neighbors. We sincerely hope you all are enjoying our vacation."

HERE IS A JUDGE WITH JUDGMENT....In handing out a DWI sentence, he fined the driver \$150, and sentenced him to spend the same time in jail that the victim would spend in the hospital.

JOHNNY CARSON....like any other Dad, likes for his boys to look up to him. As he arrived home from the Golf Course the other day, the son asked, "Dad, did you win?" Answered Johnny, "In golf, it doesn't matter so much who wins, but I would say your father got to hit the ball more times than anyone else."

THE TONIC OF PRAISE....is more than a feeding of the ego, so Doctor Henry Goddard reports. When a small child heard the words, "You're doing fine, John, his energy curve soared, and the opposite was true when he was criticized. So Mr. Businessman, the quickest way to build the morale and energy of an office staff is with a raise and praise, and most employees prefer it in that order.

ONE CITY IN WISCONSIN....is considering a new approach on punishing speeding drivers. Those convicted of driving over 50 miles an hour in town will be sentenced to driving with a 35 mile an hour governor on their car for one year.

BIG GAME HUNTING IN AFRICA....is some peoples idea of fun. Take the hunter who was on his way back to camp when all at once an enormous lion sprang up in his path. The hunter fired and missed, and to his dismay, it was his last cartridge. Then the lion sprang, but overshot and landed 15 feet beyond, and the hunter scampered to camp safely. Bright and early next morning, he was up to practice a little shooting at close range, and came the noise in the brush....What was it? The lion--practicing short jumps.

THIS IS MORE TRUTH THAN POETRY, AND COMES....from a well known heart doctor in the mid-west. How do I exercise? Part of it from serving as a pall bearer for my friends who didn't. As one doctor put it, walk a mile a day, and you'll live an extra 20 years to do so.

IF YOU ARE PLANNING A CARIBBEAN CRUISE....here are a few hints on tipping. A \$100 in well placed tips can make your voyage much more pleasant. Who do you tip? Everybody except the officer of the ship, and a few kind words will help with him.

IT WAS IN THE MONTHLY STAFF MEETING WHEN THE BOSS....pounded the desk and said, "From now on, any time I enter this building, I expect to find every employee working cheerfully and diligently at his desk. Now--place in the suggestion box, just how you think this can be done."....What was the first suggestion? The boss should never wear rubber heels.

IN EUNICE, NEW MEXICO....a young youngster named Butch who liked to light matches, accidentally set fire to a neighbors car. The Eunice Enterprise reported the story in this way: The car was only slightly scorched on the bottom. It is sincerely hoped that Butch did as well.

TWO YOUNG BLIND MEN....have just been transferred to the Los Angeles area, and one quipped, "I'm going to take my buddy over to Hollywood and show him the town." "How will you do that?" "Easy, we'll get us a couple of seeing-eye Chorus Girls."

HOW TO LIVE A LONG AND HAPPY LIFE....A Toronto surgeon suggests three steps....Eat plenty of salads, drink lots of Scotch, and enjoy a compatible life with the wife....The Knoxville, Tenn., newspaper headlined the story with IF RABBITS DRANK, THEY'D LIVE FOREVER.

REPUBLICANS AND DEMOCRATS DON'T SEE EYE TO EYE ON MANY SUBJECTS....but here is one item that TV is hoping they can harmonize on, and that's the site for their 1968 Conventions. If they land in the same place, the TV networks will save thousands of dollars on installation costs. Miami, Chicago and Houston are being considered. In other words, take your choice--Heat, Humidity, or Barbecue.

A MANCHESTER, NEW HAMPSHIRE, OBSTETRICIAN....believes in getting to the hospital in a hurry when he's needed, and drives a '67 racy sports car; and just to be sure the police understand his mission, he has a personalized license plate, that in one word gives the full explanation.... STORK.

SOME THINGS HAVE DIFFERENT MEANING TO DIFFERENT PEOPLE....A five mile hike is fun to boy scouts, exercise for a man, and just another shopping tour for a woman.

QUICK WITTICISMS

Figures don't lie, but a good girdle can present a condensed version of the truth.

At this time of year, you can always tell a happy motorcycle rider by the bugs on his teeth.

When you consider the price of steak today, you can begin to understand why cows are considered sacred in India.

Then there was the movie star who had three swimming pools, one with cool water, one with warm water, and one empty for his friends who couldn't swim.

This sign was spotted in a Florida Retirement Village....Drive carefully. Grandpa is playing.



BRAIN # 143

Box 1475 806 PO 20404 Lubbock, Texas 79408

READING TIME 4:20

MEMO FROM MAC

Thanks for your card shower last week, which told us in emphatic fashion that "Health and Happiness" and "Sunshine for Sunday" are "IN" - and that the other three features are "out." Please examine "Let's Look at Life," and with your own production, give it a try on a sustaining basis. We have some definite ideas on merchandising this program, which will soon be revealed. NOWWWWWW---CONSIDER THIS: By returning the enclosed card, you can have the new "All-in-One" package which gives you 150 featurettes a month, at a cost of around 13¢ each. The stations who are using "This, That and the Other" tell us that it's the finest feature they have found to make the announcer sound timely, topical, witty, and sharp. SIMPLE ARITHMETIC says that \$20 for two months means you're paying about the same you are now paying for The BRAIN, SO SEND IN THAT CARD TODAY, AND GIVE US THE VERDICT after 60 days trial.

#1 AUTOMOBILE BASH (UNDATED)

With summer driving coming on, Station WWWW has an oil company to sponsor the dropping of an old car off the 10th floor of a building. This dramatically shows what happens when two cars meet at 60 miles an hour. Be sure you have a large space roped off, and plenty of insurance. While on the subject, if your jeweler handles Wyler watches, put one on the steering wheel, and it will stand the jar without missing a tick. (Apologies to Timex)

#2 BASEBALL FUN (SUMMER)

Listeners like to play games, and this telephone game offers the caller a chance to bat against everybody from Drysdale to Marichal, and to try to strike out the Mickey Mantles, Willie Mays, etc. Pre-tape a play-by-play, giving the listener his choice of batting or pitching. The game goes like this.....(MUSIC)...Let's play baseball...The first person calling with the answer to this sports question will get a chance to bat against Don Drysdale. Who is the manager of the New York Yankees? Here's a call - Right, the answer is Ralph Houk.....Now you're up to bat against Don Drysdale, the count is three to two---you can either take the pitch or swing away, and if you get to first base, you win a brand new album by Frank Sinatra.....You want to hit away.....Okay, take a listen.....(ANNOUNCER)...Drysdale on the mound, the count is three-two, here's the pitch, and there's a line drive into right field for a double.....You win the album!!! A good sponsor on this is an oil company awarding wash jobs, free gasoline, etc., for prizes.

#3 SEVERE WEATHER INFORMATION (SPRING AND SUMMER)

Station WWWW makes available to listeners each year through the sponsor, a bulletin from Civil Defense, concerning "What to do during a 'Tornado Alert'." This can be done in the next 60 days very effectively, and it also adds to the stature of your weather coverage.

#4 SALUTE TO SALESMEN (UNDATED)

This will open the door on some new advertising prospects....Listeners are invited to send in their nominations for the "Salute to Salesmen".....Cards drawn each week entitle the salesman and his wife to a dinner out, and other prizes. At the end of the month, 5 names are drawn for the grand prize..... Each salesman receives 10 free announcements to advertise his product.

#5 NATIONAL PANIC WEEK (APRIL 8-15)

The perfect prize on this promotion is a panic button, available from most advertising specialty firms.....Have listeners finish in 25 words "I ALWAYS PANIC WHEN....". Grand prize should be a quiet weekend at a local motel.

#6 INCOME TACKS (APRIL)

Station WWWW filled a large bottle with tacks, and proceeded to empty them in a pan, taping the sound as they hit....Now they are offering to pay the income tax for the person who guesses nearest to the correct number of tacks emptied...Earliest postmark wins in case of a tie....The prize is limited at \$100, but if the winner gets a refund, he still gets his \$100.

#7 BANK ON THIS ONE (UNDATED)

(1) This is Frank Phillips, President of the First National Bank. At this moment, the doors of our bank are opening, and we hope that before three o'clock this afternoon, you will come by to visit us...(COMMERCIAL)

(2) This is Frank Phillips, President of the First National Bank. At this moment, our doors are closing on another day of business. We are grateful for the opportunity of serving you, and when your problem is money, we hope you will always depend on us...(COMMERCIAL)

(Other bank personnel may be alternated. Also use special announcements for Holidays and Sundays.)

#8 LET'S PLAY POST OFFICE (UNDATED)

One oil company uses this for fun each spring....Station names three states, and gives hints on the three "Mystery Post Offices." Be sure to designate names are taken from a map available at SPONSORS. This can be done by telephone contest, or by mail....Listeners will have lots of fun with odd names of towns in every state.

#9 THE KITTY CLICHE (UNDATED)

Announcers everywhere have a habit of saying some superfluous, monotonous words over and over again....Example; at the end of taped announcement, "Thank you," Weather--partly cloudy (instead of partly sunny, or partly clear)....Okay folks, make a list of DON'T SAY IT WORDS each week, and every time the announcer uses one of them, he drops a dime in the kitty. At the end of the week, they draw to see who gets the kitty....An alert Program Director or Manager can cure an announcer in a hurry from talking without thinking.

#10 MEMORIAL DAY SALUTE TO THE BOYS IN VIET NAM (MAY 30TH)

One firm has bought every available spot on Memorial Day for a "Salute to the boys in Viet Nam." Relatives and friends of boys in Viet Nam are asked to come by the store and give the needed information....Last year, there were around 250. This year, it may take the entire week.

#11 INSTANT QUESTION (UNDATED)

The BRAIN reported on this several weeks ago, and our experience is that it is very effective when inserted quickly in news. EXAMPLE--(ECHO) Instant Question...Is it right for Methodist Hospital to pick up most of the tab on charity patients? Listeners are invited to send in INSTANT QUESTIONS, and for the best of the month, \$9.50 is awarded. The winner last month?...How long has it been since you visited a sick friend?

#12 FREE SHINES AND COFFEE DAY (UNDATED)

Station WWWW stages an hour broadcast at a local men's store each April 2nd, from 7 - 9 AM, serving free coffee and giving free shines to all men who drop by to see the new spring and summer sportswear....Shine boys are members of the local college football team.

#13 BONANZA---A SUMMER LULU (INSTEAD OF A LULL)

WHAT IT IS....Appreciation Days

HOW IT WORKS....Sponsors, (shopping center or single sponsor), selects one day of the month in June, July, and August, and showers the customers with gifts. The more gifts, the better, and there should be one top cash prize each month.

HOW DO YOU COMPETE?....Customers attend a coffee and doughnut breakfast in the best spot available in town, and at that time, contestants are chosen, and gifts are awarded by answering questions. Tickets for the Appreciation Days brunch may be given by the firm(s) the week preceding the breakfast. If a shopping Center is sponsorer, during the summer, it is well to set up tables in roped-off section of the shopping center, or in the mall.

CONCLUSION....Now is the time to plan this promotion, and you will find that the possibilities are good for running your monthly breakfast the year round....Never forget, there is no substitute for a personal touch with the public--YOUR LOYAL LISTENERS. Once a month cuts down legwork and enables Station WWWW to peak the interest of the sponsor every 30 days.

This, That and the Other

March 13th, 1967

This is Monday, March 13th, 1967, the beginning of the week dedicated to the purposes and ideals of Girl Scouting....The New York Lantern made history on this date back in 1852 by publishing the first picture of "Uncle Sam". And Sammy Kaye, the bandleader, is 57 years old today.... Those of you celebrating a birthday this Monday may look for a happy year at home, and advancements at work.

TONIGHT ON TV...."The Monkees" tangle with Chinese Agents while eating fortune cookies....Jan Sterling will guest on "The Road West". "The Lucy Show" is a re-run with Carol Burnett as guest, and Johnny Carson returns to New York with Rock Hudson dropping in for a visit....On "Today" tomorrow the President of Parsons College has some interesting comments on modern education.

GIRL-WATCHING CAN BE FUN AND SOMETIMES DOWNRIGHT CONFUSING....As the young lady prepared to enplane in L.A., she passionately embraced the young man bidding her goodbye....In a short time, the plane landed in San Francisco, and the same young lady greeted young man No. 2 with an equally warm welcome....Now don't get ahead of us. What's so unusual about a girl having twin brothers, one living in L.A. and one in Frisco?

BRIDGE PARTY CONVERSATION...."you should have seen my birthday cake with all 29 candles burning at the same time." Sarcastic Sally countered, "29? Were they burning at both ends?"

GUNSMOKE MAY BE A THING OF THE PAST....but not one of it's old standbys.... Dennis Weaver, known as Chester, who limped off the program four years ago, returns to the network this fall in a new show called "Gentle Ben", with no drawl or stiff leg.

THERE IS THE INVENTOR IN MADISON, WISCONSIN, WHO IS CROSSING AN ELECTRIC BLANKET, WITH AN ELECTRIC TOASTER....Purpose, to help people pop out of bed.

THERE IS ONE SIMPLE WAY TO CUT THE TAXPAYERS BILL ONE BILLION DOLLARS A YEAR....It's a matter of putting that litter in the can instead of on the highway, beach, or vacant lot. The billion dollars Americans spend to pick up the litter is more than is appropriated for all conservation programs by the U. S. Forest Service, the Park Service, Sports and fisheries and wild life....The office grouch says in rebuttal, "think how many people you'd put out of work if they had no litter to pick up."

THE THREE ACID TESTS OF AN EDUCATED MAN....are (1) Can you entertain an idea? (2) Can you entertain another person? (3) Can you entertain yourself?

EVERYBODY HAS AN OPINION ON WHAT TO DO WITH NORTH VIETNAM....One writer to the L.A. Times suggests the President do one of three things: Send Rockefeller over to buy it, Bobby Baker to steal it, or Harry Truman to express his opinion.

LET'S TAKE A MOMENT TO PITY THE LIFE OF A MOTH....He spends the summer in a fur coat, and the winter in a bathing suit.

ONE VETERAN WRITER IN WASHINGTON....says, "Give me the politician any-time in preference to the reformer....He is the guy who thinks he's had a call from on high, but in most cases we find he's got the wrong number.

DOOR TO DOOR SALESMEN HAVE TO BE SHARP THESE DAYS, AND SOME ARE....Said this young man, "Madam, I represent the A-1 Wool Company. Would you be interested in some coarse yarns?" "Sure, come on in, I'd like to hear a couple."

PHILOSOPHY FOR TODAY...."The beatnik is rapidly going the way of the American Buffalo, to which he bears a strong resemblance.

EVERY YOUNG LAD....has that yen at sometime early in life to go in business for himself. This one in Brooklyn set up his little box, advertising Comic Magazines, 3¢ each....No customers....Then he switched to lemonade, 3¢ a glass, still no customers....Then came an idea, and in an hour youngsters were swarming all over the place. His sign read.... Magazines free with glass of lemonade, 5¢ each.

IN DOUGLAS, ARIZONA....the disgusted motorist drove to the nearest garage to have his horn fixed, but the age of automation stopped him. The sign read on the garage entrance....This door is automated....Sound your horn to open it.

THIS NURSERY IN....Atlanta creates new business each year with a large sign placed near the greenhouse door. "A yard without a tree isn't fit for a dog".

WHAT IS THE CHIEF DUTY OF THE WEATHER BUREAU?....They tell you what the weather is going to do tomorrow, and then they tell you why it didn't.

"WHOSE LICENSE IS THIS?"DEMANDED THE POLICEMAN OF THE LADY...."This says your hair is black, you weigh 125 pounds, and you must wear corrective lenses." "Sorry about that, Officer. You see, I dyed my hair last week, I've lost 25 pounds this month, and see my new contact lenses?" The Officer had one comment...."We've got to start putting fingerprints on these drivers licenses."

FROM THE WEYAUWEGO WISCONSIN CHRONICLE....comes the toughest question the average Dad faces in the evening. "How can you explain to a youngster he shouldn't have a bottle of pop before dinner, as you enjoy a martini to perk up your appetite?"

THEY NOW HAVE BIG HITCHING POSTS....in Yellowstone National Park on which you are invited to whittle your name....Sometimes they tell a story.... One post read on top....Gloria and Jim....Beneath it, June and Richard, and at the bottom, Hortense and (Pause) Nobody.

QUICK WITTICISMS

Learn from others mistakes because you can't live long enough to make them all yourself.

Most of us know to say nothing....but few of us know when.

At the age of 16, many boy scouts become girl scouts.

One of the things that seldom turns out as it should is the car in front.

Heard just before the battle: "Don't bother your Mother, Son. She's spent all day over a hot telephone."

This, That and the Other

March 14th, 1967

This is Tuesday, March 14th, 1967, the birthday of two Les's in the music business: Les Baxter and Les Brown; and did you know Les Brown composed the evergreen tune "Sentimental Journey", plus the "Duckfoot Waddle".... If this is your birthday anniversary, the stars say, don't look back, forget your failures of '66 and look forward to the ball bouncing right in late '67....

TONIGHT ON TV....Caesar Romero drops in on Red Skelton tonight, and so do 14 youngsters who comprise the Serenaders Band....The Tuesday Night Movie is "Winchester 73", and Comedience Kaye Stevens livens up the Tonight Show....On "Today" tomorrow, Harrison Salsbury, New York Times Reporter who visited North Vietnam, will be interviewed.

THEY HAVE FUN DURING ALL THE COLD WEATHER IN NORTH DAKOTA....One lady called a Department Store and asked delivery for a spool of thread. The manager told her they couldn't do it. So she repeated the order every day for a week, with the same answer: We don't deliver any items under 5 dollars; but she persisted, and after 9 days, the Manager gave in. He hired the biggest delivery truck in town, backed it up to the door, lowered the loading planks, and proceeded to roll down them, one spool of thread. Their new slogan is WE DELIVER ANYTHING.

SAID THE BEDRAGGLED MOTHER OF FIVE SCHOOL CHILDREN....as the school bus pulled away, "Cleanliness is not only next to godliness, it's next to impossible around this place."

DEAN MARTIN....has a wonderful method of answering poison pen letters. He mails the offending missive right back to the sender with this note of his own: "The enclosed letter arrived on my desk several days ago. I am sending it to you in the belief that as a responsible citizen you should know that some idiot is sending out letters over your signature." Cordially....

RED SKELTON ACCLAIMED TO BE ONE OF THE GREATEST OF THE MODERN COMEDIANS.... was asked the other day, "What makes you so funny, Mr. Skelton?" He quipped without hesitation, "You see, I've got a sixth sense, but I don't have the other five."

TRY THIS ONE THE NEXT TIME YOU'RE CAUGHT IN A LOADING ZONE....The Policeman came up and waved the man on...."Sorry, Sir, but I'm waiting to load a 175 pound package"...About that time the man's wife came out of the store and crawled in the car....The Policeman walked off, scratching his head.

JACK BENNY'S COMPLAINT OF THE DAY...."My wife is always breaking things.... like 20's, 50's, and 100's."

ROTARIANS HAVE A TIME WITH THEIR CLASSIFICATION RULE....which allows only one member from each type business....The crisis arose in Graham the other day when an Episcopal Bishop was brought up for membership. The Club Secretary said, "Can't do it. We already have an Episcopal Rector in the Club." But the Club was equal to the challenge. They divided the minister classification into two divisions: wholesale and retail.

ALASKA BOUND....are many Americans, where homesteading and vegetable raising are the "in" thing. It is well to remember, though, what the shivering polar bear cub said to his mother, "I don't care who my ancestors were; I'm cold."

VINCENT T. FOSS SAID IT...."one of the greatest labor-saving devices of today is tomorrow."

WHAT WERE BIRDS PUT HERE FOR?....To sing, of course, and that they do, but they also work at other jobs. For example, the brown thrasher can eat 6180 insects in one day, and a Baltimore Oriole devours caterpillars at a rate of 17 per minute. They, like us, are bugged by bugs.

WHAT IS THE GREATEST INSULT ONE POLE CAT CAN GIVE ANOTHER...."So do you."

AS THE TV COMEDIAN LAID HIS HEAD ON THE HEAD REST OF THE COUCH, HE TOLD THE PSYCHIATRIST...."Doctor, every night I dream I'm on a Big TV show, and I keep the audience hysterical for a full hour." The psychiatrist mused, "I don't see anything alarming about that dream." "But, Doc, going 60 minutes without a break means I'm unsponsored."

WHAT ARE PARENTS....They are the ones who bear children, bore teenagers, and board newly weds.

GROUCHO MARX HAS A NEW BOOK OUT....titled, "The Groucho Letters". When asked his opinion of the best gag he ever used, Groucho classed this one among the top: Chico shakes hands with Groucho and says, "I would like to say goodbye to your wife." Said Groucho, "Who wouldn't?"

THE TOP SALESMEN FOR A PATENT MEDICINE....was being honored at the State Convention. As he received the award, the emcee queried, "Uncle Ben, to what do you attribute your sales ability?" "Very simple, I know when to sit, and when to git."

THE VETERINARIANS PHONE RANG....and the feminine voice said, "Doctor, I'm worried as I can be about Suzette. Her nose has been moist, she has been sniffing, and she didn't even bark when the postman came by this morning. What must I do? Would an aspirin help?" "Yes," replied the Vet calmly, having dealt with perturbed pet poodle owners before. "Give Suzette one, and you take two."

ANOTHER SCORE FOR THE BRIGHT YOUNGSTERS OF TODAY....The sixth grader when asked what he wanted to be...."I want to be a member of the legislature." "That's a fine ambition. Why?"...."Cause, I hear their recesses are longer than their sessions."

THE MONKEES BEAT OUT THE BEATLES IN A BATTLE OF THE BANDS....on an Oklahoma City Radio Station the other night, and some senior citizen called in and suggested a prize for the winners....An all expense paid trip to see their namesakes in South Africa--one way.

QUICK WITTICISMS

Diet Suggestion....Fat on a woman is like sugar in a teacup....It soon settles on the bottom.

Mother (speaking to teacher)...."My Harold is very sensitive. If you need to punish him, just slap the boy next to him. That will frighten little Harold."

Editors call themselves "we" so the person who doesn't like the article will think there are too many for him to lick.

Life is ten percent of what you make it, and ninety percent of how you take it.

Middle Age is when you feel Saturday Night like you used to feel Monday Morning.

This, That and the Other

March 15th, 1967

This is Wednesday, March 15th, 1967....The Ides of March, it is, the 51st birthday of Harry James, and President Andrew Jackson was born 200 years ago today; and in Hinckley, Ohio, the eyes are in the sky because this is the day the buzzards return from the Smoky Mountains. If this is your birthday, the stars are reflecting a fine career for you, provided you will hold steady in your present position.

TONIGHT ON TV....The Virginian is caught in the middle tonight between a struggling landlord and a determined homesteader....Bob Hope has a re-run of "Murder at NBC", and Johnny Carson's guest is Barbara Eden of the "Jeannie" Program....On "Today" tomorrow, they will be discussing the new image of Germany.

SAID THE CHATTERBOX WIFE...."Honey, this is our 25th wedding anniversary, let's do something unusual." "Okay, how about five minutes of silence."

IS BASEBALL DYING?....Not by a long shot, unless you consider 29 million dollars as peanuts....that's the tab that Advertisers will pick up in sponsoring Radio and TV Broadcasts this year....And this is the year they are going to give us closeup shots on the umpire-player squabbles, in color. Just think, you'll see Leo Durocher purple with rage addressing a red necked umpire.

WHEN IS THE BEST TIME TO GO TO ACAPULCO....One travel agent says, anytime between the ages of 21 and 45.

THE LIFE OF A PRESIDENT....is a harrowing one, but the man in this century who seemed to take it easy at all times was the late President Coolidge. When he went out of office in 1928, he offered this advice to Herbert Hoover...."You will have to spend three or four hours every day with visitors. Nine-tenths of them want something they ought not to have. If you keep dead-still, they will run down in three or four minutes; but if you even cough or smile, they will start up all over again.

SIGN SEEN IN FRONT OF NEW ORLEANS PAWN SHOW....See us at your earliest inconvenience.

AS MORE AND MORE ACTORS BECOME ACTIVE IN POLITICS....the jokes about them are heard at every gathering. One well-known actor statesman giving the opening to his speech before the UCLA Students said, "Members of the Faculty," "A" Students, "B" Students, "C" Students, "D" Students, and friends.

ONE LEGISLATOR HAS INTRODUCED A BILL TO ABOLISH THE EXCLAMATION POINT.... He maintains, people are not surprised at anything anymore.

OUT WEST THEY HAVE LEARNED TO USE THEIR HEADS IN THE MASSIVE SNOW STORMS.... Recently near Big Piney, Wyoming, three men riding in a car sped up a snow covered hill, but were gradually going slower and slower till the car's wheels were spinning madly while the car was at a standstill.... Two of the men jumped out, came to the rear, crawled in the trunk, and the car sped over the top of the hill. Just another case of where throwing your weight around will get you to the top.

THE HARRIS POLL....reports, Americans oppose tax increase which is about as much news at the sun rising in the east. One person polled added the comment, "The only thing sure in this life is death and taxes, but it's a shame they don't come in that order."

AND THEN THERE WAS THE WOMAN....who said to her husband, "Be an angel and let me drive." He did and he is.

CONGRESSMEN TRY TO READ THEIR MAIL....but answering it on time is another problem. One constituent recently wrote, "Dear Congressman, I have decided to be an inventor, but don't want to waste my time on things that have already been invented....Will you please go down to the Patent Office and make me a list of the things that haven't been invented yet? Get them to me by return mail, as I am anxious to get to work." Latest report, five years later, he is still anxious.

HERE IS A SAGE OBSERVATION FROM A HENPECKED HUSBAND...."We got two cars, two television sets, two bathrooms. How come we can't have two opinions?"

SAM LEVENSON, THE SCHOOL TEACHER COMEDIAN....believes we don't watch television today. We stare at it--uncritical, undemanding, half awake, only half alive. In fact to many, no longer is it entertainment, it's an anesthetic. Millions go to sleep every night with the TV running full volume....One little old lady in Minnesota sums it up. "You know I can't sleep these days, without my television on."

IT'S REPORTED ONE COW SAID TO THE OTHER, AND IT COULD WELL BE TRUE....
"I don't know how it tastes, personally I never touch the stuff."

DOES A SENATOR CHANGE HIS MIND?....One has, just recently. Senator Everett Dirksen vowed he wouldn't join the Television and Radio Artists Union, but his old friend George Murphy paid the initiation fee of \$130, and now the Senator is eligible for all Radio and TV appearances.... A major hair spray, and a popular gargle would like to co-sponsor him.

THERE'S FUN A PLENTY ON THE FLOORS OF THE LEGISLATURES FROM COAST TO COAST....This line by Myron Scarborough the other day...."If the Golden Rule was introduced in the Indiana General Assembly, the Democrats would water it down, and the Republicans would refer it to a committee."

THE GENERATION GAP....makes it difficult for parents to dig the youngsters at times. For instance, the son runs the mile on the school track team, but at home, he has to have the car to make it to the corner Drug Store.

ANOTHER ONE OF THOSE VICIOUS CIRCLES....Rags make paper, paper makes money, money makes banks, banks make loans, loans make poverty, and poverty makes rags.

QUICK WITTICISMS

Said the town girl on her first look at a pig...."I don't see how they make iron out of those things."

Sign near Junction City....STOP, don't run over the students. Wait for the Teacher.

Teenagers who are unable to get a summer job will expect their parents to make allowances.

Many a man battles his way to the top, and bottles his way to the bottom.

Then there was the educated bookie who wrote his bets in Latin. The police couldn't touch him, everything looked like a prescription.

This, That and the Other

March 16th, 1967

This is Thursday, March 16th, 1967, the day Congress established the Military Academy at West Point in 1802....Jerry Lewis is 41 years old today, and James Madison, our 4th President, was born on March 16th, 1751. If this is your birthday, go for the big interview today. It could help your entire career.

TONIGHT ON TV....Walter Brennan narrates the story of the American Plains Indians, during the 1800's....Roy Rogers and Dale Evans host the Ringling Brothers and Barnum and Bailey Circus premier. Ella Fitzgerald, Edie Adams and Red Buttons will brighten up the Dean Martin Show, and Stage 67 stars Anne Bancroft and Dick Shawn in a satire, "I'm Getting Married". On "Today" tomorrow morning, they will talk about Irish ghosts and Medicare.

SENIOR CITIZENS TODAY....don't all spend their time knitting or with dominoes. In the St. Patricks Parade in Denver, four lovely ladies, ages 64, 69, 72, and 70, will be astride their favorite horses, and fact is, they ride in about every event that comes off in Denver. They have all been spilled, but not in the last 25 years. Horses seem to understand they are supposed to be kind to grandmothers.

SAID THE BORED YOUNG MILLIONAIRE....I think I will just jet away from it all.

WHO DOESN'T LIKE TO SMELL THE DELICIOUS AROMA OF COFFEE?....People in Chicago, that's who, and the Chicago Roastings Association is tired of being roasted about it, so they are installing equipment to take the odor out of the air around the giant coffee roasting plants. The City's Air Pollution Department doesn't leave them much alternative....They say, Clean up the air, or cut off the percolator."

THE UPSET MOTHER....dragged the 5 year old daughter in the house with the admonition...."Cindy, how many times have I told you not to fight with little boys....Remember, you're a lady (pause) out-talk 'em."

IT WAS IN 1943 THAT ONE NATIONAL MAGAZINE....carried quite a story concerning what the Russians really want. Penned the writer, after a seven months tour of the country, "I feel the people of the soviet want nothing so much as to heal their wounds and start living again in some degree of security and comfort. The last thing they want is more fighting anywhere." Wonder how many red faces would appear if this article of 1943 was re-printed today?

THEN THERE WAS THE PROFESSOR....who dreamed he was lecturing a class; and when he woke up, sure enough he was.

COOKING BY COMPUTER....will be a reality by the year 2000, so believes C. W. Cook of General Foods. Mr. Cook opines by that time, milady will insert the menu card which must not be folded or mutilated, punch a couple of buttons, and the food will move from the storage area to the stove, and then to the table. The only thing missing will be compliments to the wife for her cooking ability.

THIS SITUATION MAY BE MORE TRUTH THAN POETRY IN YEARS TO COME....The office blonde got her check the other day, and the bookkeeper had forgotten to fill it in. "I knew it," she murmured. "My deductions have finally caught up with my salary."

TO MEET THE CHALLENGE OF HARD TIMES....a Frenchman changes his government, an Englishman votes new taxes, the Russian changes his propoganda line, and the American just trades in his old car on a new model.

WHERE IS THE BEST LOCATION ANYWHERE FOR A SERVICE STATION?....The CIA estimates by 1975 Russia will have over one million cars. As of the present, Moscow has 8 service stations, and a like number of garages. Wonder how many will run out of gas while waiting to get gas?

TALK ABOUT TOGETHERNESS....How about the couple in Malibu who have His and Her garbage cans.

RECENTLY A NEW MEXICAN PLANNED HIS FIRST TRIP TO CHICAGO....He wrote a friend, and in turn received a letter which closed with, "As per request, below you will see listed the night clubs in Chicago where you can have a marvelous time for little or nothing....The rest of the page was blank.

CHILDREN ARE THEIR SWEETEST AT THE AGE OF 5....Little Lucy with Mom was passing the fruit stand, and the nice grocer said, "Here, honey, is an orange for you?" Mother whispered, "Now what do you say to the nice man?" Said Lucy, "Peel it."

AUTOMATION TAKES IT'S PLACE AS A DISCIPLINARIAN....Now school busses may be equipped with an electronic device that turns on a bright red light when the noise level reaches a certain peak....Youngsters enjoy the game of seeing how loud they can talk before triggering the light.... And bus drivers say 35 youngsters, all whispering at the same time, is not exactly a restful sound.

AT TEXAS UNIVERSITY, THEY SAY....the Professor who comes in 15 minutes late is rare, in fact he's usually in a class by himself.

IN THIS DAY WHEN THE LIFE OF A TV SHOW....is sometimes as abbreviated as a popular song hit, there is always the glowing exception. The colorful western, the Virginian, has just been renewed not for one year, but five. This means by 1972, we may be flying supersonic speeds of 1800 miles per hour, but the gait of a sterling steed at 5 miles per hour will still have it's appeal.

THE SENSE OF HUMOR ON MOTEL MARQUEES....is getting to be a real kick for passing motorists....with the temperature some 20 degrees below zero last month, the Minnesota Innkeeper posted, "Nudist convention cancelled."

IN THE COUNTRY CLUB CONVERSATION....the talents of the respective wives were being discussed, "What does your wife do best, John?" "Bird Imitations." (Pause) She watches me like a hawk."

QUICK WITTICISMS

Fred Allen once said, "A true Californian is one whose Adams Apple is an orange.

Just about the time, Dear Old Dad gets the daughter off his hands; he has to start putting the son-in-law on his feet.

Herb Shriner says there is not much use for a bank in a small town. As soon as anybody saves up any money, he moves to the city.

A girl in a bathing suit who looks good usually causes a lot of people to look good.

In one New York hotel, the bellhops are not tip crazy, but one guest was surprised when he ordered a deck of cards and the boy made 52 trips.

This, That and the Other

March 17th, 1967

This is Friday, March 17th, 1967, Founders day for Camp Fire Girls everywhere, and the day in 432 A.D. when the Patron Saint Bishop Patrick left his home in England to introduce Christianity into Ireland...For those enjoying a birthday this day, the stars read "Be careful, and enjoy a day of doing nothing."

TONIGHT ON TV....Julie Harris makes her second appearance with "Tarzan." "The Hall of Fame" presents Lynn Fontaine in "Anastasia", and there is more--Julie Harris is with her, and "Hogan's Heroes" has Elisa Ingram and Willard Sage as guests.

RARELY ACCLAIMED AS A TOP DELICACY....but still the champ on millions of dinner tables in the world is the innocent little bean. And today, it is coming back in everything from Perdenales Chili to quick devilled Ham Beans. Yes, in prisons, and in castles, the bean today is a palate pleaser, but never able to gain top billing. Can you imagine going to the store and ordering a can of beans and pork?

YOU CAN FOOL....some of the people all of the time, and all of the people some of the time, but through it all, the Finance Company seems to always know when you are at home.

THE JUMP OF HIS LIFE....is coming up for Daredevil Motorcyclist, Evel Knievel (pronounced Evil Canevil). He is planning to jump Grand Canyon on his motorcycle, taking off from a 200 foot ramp with a 290 pound thrust. What if he doesn't make it? He'll float some 3000 feet to the canyon floor in a parachute. When will he do it? Present plans are July 4th, 1968. This may be like the husband who promised to go on the wagon, beginning in 1981.

OVERHEARD IN THE DORMITORY HALL...."Why over at school everybody hates her, because she's too popular."

IT HAPPENED IN CHICAGO....A lady was thrown in jail on a \$119 hotel bill, and in turn sued for \$500,000 damage, and the court awarded only \$400,000. The jury was made up of four men, and eight women, but don't get any ideas. All twelve had to agree on the verdict. Nevertheless, the hotel is appealing the case, and may think a long time before they toss a woman in the hoosegow over a \$119 bill.

FORTUNE COOKY MESSAGE IN CHINESE RESTAURANT...."You will meet a cute brunet, you will give her money. She is our cashier."

PISMO BEACH, CALIFORNIA....has a council that is looking toward the future. They are now considering extending their city limits three miles out into the Pacific Ocean. If oil is discovered, it could open a completely new source of revenue. Just before the vote, one councilman wavered, "What if we have a shipwreck out there, are we responsible?" Action has been postponed until the City Attorney returns with an opinion. His only comment, "Gentlemen, you have me in deep water."

ALLEN DRAKE....reports the plight of the crestfallen student. "Not only were my marks bad--I also sat on the side of the room that used the wrong toothpaste."

DON'T BE SURPRISED, WHEN YOU TAKE OFF IN A JET FROM SANTA MONICA AIRPORT.... in California, if your plane is stopped by a Los Angeles Traffic Cop. The East End of the Santa Monica port lies in Los Angeles, and the LA City Council has ordered their neighbors off their property by April 1st. Los Angeles may turn it into Municipal Golf Course with world's first all concrete fairways.

WHAT IS A PSYCHO ANALYST?....He is one who helps a person get up a full head of (PAUSE) esteem.

HAPPY EILEEN YVONNE DAVIDSON...of Harvard Illinois, a senior in High School finds time for more than rock and roll, and mini-skirts. She has just baked the best Cherry Pie in Northern Illinois, and for her efforts wins a \$1000 Scholarship. How did she win? "I took Grandmothers recipe and improved upon it."

WHO SAID WOMEN DON'T READ THE HEADLINES....Said the wife across the breakfast to the yawning husband, "I thought so all the time. It says here, the Texas Legislature is working on LSD."

WOMEN HAVE SUCH A NICE WAY ABOUT THEM....so reports the service station operator in Laramie, Wyoming. Recently one drove in, had her tires checked, her windows washed, and asked if the attendant would put in two quarts of oil which she had in the back seat. She did smile and thank him, and the ever thoughtful attendant gave her a handful of trading stamps just for brightening his day.

A SIGN IN A SAN FRANCISCO SALOON....announcing free coffee for all customers at closing time is headed SAFETY BELTS.

"I FEEL LIKE I'VE BEEN SHOT IN THE BACK,"....so said Amanda Blake, alias Kitty, when she was informed that "Gunsmoke" will not be on next season. Some wiseacre says that he would like to see Miss Kitty open a saloon in Virginia City, and bring Matt Dillon along with her. Think what an alley fight they could have between the Marshall and Hoss Cartwright,

CONVERSATION BIT HEARD IN ST. LOUIS BOOKSTORE....I have a sample here of wallpaper. I want about 400 books that will harmonize with the colors in my husband's study.

BOW TIES ARE ON THEIR WAY BACK....For years merchants have been trying to find the spark that would light the market on the dignified bow tie, and now it has come from of all people--Doctors and Bartenders. Doctors say patients do not like a hanging tie dangling in their face while the chest is being tested. Of course, Bartenders say they go perfectly with the mustache. Look for bow ties to come in '67 with Batwings and butterflies and in every color from conservative black to a powdered purple.

GLENDALE, WEST VIRGINIA, HAD A BIG BLOW THE OTHER DAY....Gusts up to 70 miles an hour blew away the entire screen of a Drive-In Movie. The only thing left was the marquee which read, now showing, "GONE WITH THE WIND."

QUICK WITTICISMS

The modern housewife is one who puts off today what the maid can do tomorrow.

Orben says he's worried. What if Gallup takes his next Presidential poll among professional artists?

For Sale....Rodeo Pony--Sound and broken..Owner in hospital.

Will the person who took the 3 layer cake please return it to the Cafeteria at once? It is needed as evidence in a food poisoning case.

SHOE STORE CONVERSATION....Do you have loafers in here? Yes, I'll call one to wait on you.

Tom C



BRAIN #142

Box 1475 806 PO 20404 Lubbock, Texas 79408

READING TIME 4:44

MEMO FROM MAC

"Give us too much, and we won't read any of it." This is the lesson long ago learned by the BRAIN, and for this reason, reading time on this sheet is streamlined. NOW, in order to add to the firepower, our features are being streamlined but given added sales power. "LET'S LOOK AT LIFE" appearing for the first time this week is perfect for a five-minute show with plenty of time for commercials. The biggest criticism of our short features were they did not allow enough time for the sponsor's message. "LET'S LOOK AT LIFE" may be adapted to as many as 15 one-minute spots per week, if you so desire. TOO, now "SUNSHINE FOR SUNDAY" is written for a five-minute sponsorship, and can easily be run three times on Sunday without repetitional damage. If you desire you may continue it in one-minute segments. PLEASE NOTE FINAL PARAGRAPH ABOUT THE ALL IN ONE BRAIN PACKAGE.

- #1 STATION WYLD--NEW ORLEANS--BROADCASTING 25 HOURS A DAY (UNDATED)
The BRAIN saw the story in Timebuyer, and proceeded to call the Manager of WYLD to ask HOW DO YOU BROADCAST 25 HOURS A DAY? His answer. This is the problem we are now working on. You see the 25 hour a day boast came because the girl preparing the Media-Scope ad hit the wrong key on the typewriter. So WYLD had decided to work harder to squeeze in an extra 60 minutes of entertainment every day. Some listeners have suggested they play two records at the same time, others that they broadcast news and music simultaneously, and some have countered, simple! Run your clock back an hour each night at mid-night. The best is to have your announcers to talk faster. Isn't it amazing how much comment can be gained from one little type error. Throwback. One station has advertised 48 hours per day broadcasting, claiming 24 hours of news, and 24 hours of music.
- #2 KEEP THOSE IRISH EYES SMILING (MARCH 17th)
Tim and Bob, the KPRC voices in Houston will stage their 7th annual St. Patrick's Day Parade on March 17th. This stunt reported earlier by the BRAIN started as a two man parade plus one drum, trumpet, and one convertible. Now, it will draw several hundred thousand people, and it all started with a simple idea. No matter, how small your city may be, you too can rake up a trumpeteer, a drummer, and two announcers and stage a St. Patrick's Day Parade of your own. It will keep the community laughing (badly needed in a world of grim news), and you can be sure it will be the O'Briens, Kellys, and O'Malleys (some of whom may be top advertising prospects).
- #3 DO YOU TALK BACK TO YOUR RADIO? (UNDATED)
This works well with one sponsor, or a half hundred. Station WWWW prepares a simple survey sheet which is available ONLY at the sponsor's store. The customer takes it, fills it out, and returns it to the sponsor. Each person who returns the survey sheet is given an attractive gift, or discount by store. The survey sheet includes such lead-ins as I LISTEN TO WWWW BECAUSE....I DO NOT LISTEN TO WWWW BECAUSE....I THINK YOUR CHOICE OF MUSIC IS....AS FOR YOUR NEWSCASTS....MY FAVORITE PERSONALITY IS.... BECAUSE HE....MY OPINION OF RADIO IN GENERAL IS....You will be surprised how many merchants will appreciate your using them as instruments for the survey, and will buy an attractive package in order to get the traffic.

#4 DAY OF SPECIALS (UNDATED)

TV will have over 150 specials this coming season, and since the BRAIN aired this trend several weeks ago, several subscribers have scored big with ONE DAY RADIO SPECIALS. One station devoted one full day to comedy albums (one an hour), another to big bands, another to the year 1927, another to old recordings (Collectors' items). Maybe once a month, once a quarter, or once a year, but the SPECIAL, with plenty of pre-promotion will add listenership and sparkle.

#5 AN APPLE FOR THE TEACHER (APRIL)

April is Teacher Career Month, and this can be the time to salute your teachers with a dozen different approaches. The Teacher of the day getting red roses, apples, or candy is good. Recorded announcements by teachers, telling who they are, what they teach et cetera adds a personal touch. "I like my teacher because." The BRAIN will have the pleasure of speaking to several assemblies during this month. Where you can secure programs at schools, this is valuable for the station always. One station kept the airplanes smiling with FUNNY STORIES FROM SCHOOL TEACHERS. They were as great as the Linkletter lines.

#6 HELP WANTED (UNDATED)

Six Stations in a radius of 50 miles pooled their money and bought applications and screened them, and divided them equitably. The BRAIN for many years would run ads in a Major paper for three days, and spend those three days in the City interviewing the prospects. You get all kinds, but out of it came three of the best employees ever hired by the BRAIN.

#7 MERRY MIXUP (APRIL 1st)

April Fools Day is on Saturday, and if you want to start the month with a \$1000 day, go out right now and hatch up a day of a hundred stunts, give aways, fun for all, with every merchant in town participating. Call it Merry Mixup Day, or the better title you may think of. A little imagination goes a long way, since the spirit of the day is already set.

#8 FAVORITE FOODS FOR EXPECTANT MOTHERS (UNDATED)

A Super Market sends out a basket of food to an expectant Mother each week, and the station invites the moms-to-be to write in and suggest what they want. From the cards and letters are drawn the winner. As a follow-up the Sponsor also sends cologne, and roses to Mom, and a small gift to the baby when the blessed event occurs.

#9 OLD MAGAZINES (UNDATED)

There are several senior citizen organizations in your city who would like to have old magazines and newspapers. National Radio Month is a good time to ask for periodicals for the year when your station was born, or when radio was begun, or any other meaningful date. After they have been read by the organization, they can be sold as collectors' items. One station collected over 3000 magazines for a convalescent home, and they sold them for enough to buy 15 transistor radios.

#10 THE SOUNDS OF WWW (UNDATED)

This was first done by KAGN, Crosset, Arkansas. They bought a topnotch PA System, attached to an attractive lectern, and gave it to the Chamber of Commerce for banquet use. Another station has done the same in a larger city, and last year, the lectern was used in more than 100 conventions, and 200 meetings. Another BRAIN subscriber has given to the Chamber a large round table for Chamber meetings. They were tired of the old rectangular table which is terrible for communication purposes.

#11 AFTER MID-NIGHT CAR SALE (UNDATED)

Someone saw Johnny Carson in his takeoff on the all night Used Car Sales, and talked to the Ford Dealer getting him to throw a big all night-- Friday Night Sale, with 20 radios set up to keep the music, and sales messages floating all throughout the showrooms. You'll be surprised how many people are up after midnight, and car looking. This also gives a running start for a big Saturday business.

#12 CIVIC CLUB FORUM (UNDATED)

Service Clubs are in serious need of better programs, and radio can offer valuable assistance. Station WWWW started by staging a 40 minute forum once a quarter. Some interesting personality was given the floor at 12:20, and he spoke for 20 minutes, and then a panel of four questioned him for another 15 minutes, with 5 minutes allowed for questions from the Floor. Suggested Speakers, the Mayor, Athletic Director, Chamber of Commerce President, or School Superintendent. As a starter it is well to bring in well-known out of town personality.

#13 BONANZA (UNDATED)--WWW GOES 98% COLOR (UNDATED)

Right now, there is more talk about color programs in TV than ever before, and radio with a promo "Starting next week WWWW will broadcast 98% living color" can have fun, and pick up extra dollars from Color TV and radio retail outlets. Fill the airplanes with colorful phrases, announcers should wear everything colorful from shorts to ties, and play as many tunes as possible with colors included. Make all weather forecasts, blue skies, white clouds, grey overcasts, et cetera. Television has set this one up for us, and listeners will enjoy the spoof.

SUNSHINE FOR SUNDAY

MUSIC: (Up and Fade)

ANNOUNCER: SPONSORS presents SUNSHINE FOR SUNDAY. In a day when the complexities of the world would weight us down, it is well to take a few moments to realize the importance of looking to the bright side, and not the dark side. This is the purpose of SUNSHINE FOR SUNDAY.

MUSIC: (Up and Fade)

Whenever you do experience failure it is well to know why it happened, so it need not occur again. But if you allow yourself to dwell on the negative, remembering and reminding yourself of a past failure, you are also conditioning yourself for future failures. The difference between people who experience success and those who never seem to get ahead is "attitude." The successful person nevers gives up. He may have a temporary setback, but that is all he will acknowledge. Because he has this positive attitude, success comes out of failure, time and time again. The one fact above all others that makes this attitude possible, is to accept the truth that the past is not going to be changed, but the future can be what you want it to be.

MUSIC

COMMERCIAL

MUSIC

In a store survey, the customer was asked, "What one dominant thing caused you to buy this product?" "That dominant thing that caused me to buy it was my wife." One speaker opined, "Behind every successful man stands a woman, saying 'You're no good.'" A catch all philosophy heard at the Club, "God made women to be loved, not understood." But as men and women live together as PARTNERS WITH, OR WITHOUT PURPOSE, there is no substitute for sense of humor. One laugh a day in a family will eliminate any need ever for a divorce lawyer. The problem is simple, "Man may expect his wife to never feel bad, say doggy things, or be out of sorts, and woman may expect the same, but when the spouse can take the spouse for better and worse, day in and day out, a happy marriage becomes a simple matter."

MUSIC: (Up and Fade)

ANNOUNCER: SPONSOR presents SUNSHINE FOR SUNDAY each week at this time, and it is well to remember as you plan your journey into next week, that the real wealth in this life lies along the lane of contentment which is filled with flowers of faith, hope, and love.

MUSIC: (Up and Fade)

IMPORTANT-ATTENTION-READ!

NOW ALL BRAIN SUBSCRIBERS CAN GET BOTH "THE BRAIN" AND "THIS, THAT AND THE OTHER," PLUS "LET'S LOOK AT LIFE," AND "SUNSHINE FOR SUNDAY" FOR THE ONE PRICE OF -----
\$20.00 for markets under 25,000
\$30.00 for markets under 100,000
\$40.00 for markets over 100,000

THROUGHOUT MARCH YOU WILL RECEIVE AN AMPLE SAMPLE OF "THIS, THAT AND THE OTHER" SO THAT YOU MAY USE IT AND TEST ITS VALUE IN ADDING SPARKLE TO YOUR SCHEDULE. SUBSCRIBE NOW AND YOUR BILLING WILL NOT BEGIN UNTIL APRIL 1st. NOW YOU CAN HAVE THE "ALL IN ONE" PACKAGE FOR SLIGHTLY MORE THAN YOU ARE PAYING FOR "THE BRAIN."

This, That and the Other

March 6th, 1967

This is Monday, March 6th, 1967, the beginning of National Procrastination Week which is designed to promote the idea of taking things easy and putting off til tomorrow whatever needn't be done today. It was on March 6th, 1836, that 3000 members of the Mexican Army wiped out the 183 Texans at the Alamo as you saw in the John Wayne picture, and on this day the U. S. Navy Seabees will be celebrating their 25th Anniversary.... If this is your birthday, the Stars indicate it's a good day to work in science, art, and politics.

TONIGHT ON TV....The film version of "Brigadoon" will be repeated tonight. Lucy foils a fake holdup at her bank, and Mayberry loses Old Dolly, the Dairy Wagon Horse. Hal Holbrook plays the part of Mark Twain as TV relives the life of America's famous humorist. Kevin McCarthy guests on "The Road West," and Johnny Carson opens his second week in Hollywood. On the "Today Show" tomorrow, you'll hear the story of New York City's mobilization for youth.

QUICK WITTICISMS

The only thing that gives you more for your money than ten years ago is the penny scale at the drug store.

A Duffer in Golf is one who constantly passes the cup.

Today's thought in rhyme....Any girl whose figure is nice usually gets the onceover twice.

Every bride today knows the meaning of Economy. It's the size between Giant and Family.

GRIT MAGAZINE PHILOSOPHY REFLECTS...."It is not so much how much you learn, as what you do with what you learn." The Governor of Georgia never attended high school.

UPON LEARNING THAT THE SANTA FE NEW MEXICAN HAD ALREADY GONE TO PRESS.... carrying the engagement notice he wished to cancel, the young man remarked philosophically, "Oh, well, guess I'll marry her then."

HOW ABOUT A DECLINE IN THE PRICE OF LIVING?....The U. S. Department of Labor's Bureau of Labor Statistics show that the price of living can go down as much as 4 percent - in an area where gasoline price wars have been in effect. So hooray for the low cost of driving!

SINGER BOBBY GOLDSBORO SAYS...."It takes constant practice to get into pop music today. You've got to keep combing your hair until you get it right."

GRIT MAGAZINE SAYS IT RIGHT...."Business is an accessory to the air of living, not the primary function of life."

THE NATIONAL ASSOCIATION FOR BETTER BROADCASTING HAS JUST MADE A LIST.... It regards those Television programs which your children are watching: Batman: full of torture and brutal death. Daniel Boone: too much brutality for children. Lost in Space: too scary. Combat: too upsetting. Mission Impossible: too tense and violent. Get Smart: has too much violence. They like Lassie even though he leads a dog's life.

"WHAT'S FOR DINNER?"....asked the cannibal husband. "Baked beings," replied his wife.

A HEALTHY FLEA....is a miniature marvel. This tiny insect can jump 84 times as high and 132 times as far as its own length, 210 times as high and 330 times as far as its own height, and can live 18 months without food and water. A real superbug...that may end up teaching humans much about energy and power and WORK.

FROM THE DEPARTMENT OF WE SUGGEST....Medicine cabinets should be equipped with an electric outlet - inside. So a person would recharge the electric shaver or toothbrush with the cabinet door closed.

THIS COULD GO ON AND ON....Police arrested Tommy Ballardini the other day for stealing. He confessed to the crime which netted him fifty dollars, but said he had to do it to pay his lawyer for defending him on a burglary charge.

A POINT TO PONDER....is one that Max Lerner once wrote. He wished for his children - not happiness...but occasionally...that stab of joy.

MEN'S WEAR REATAILERS WILL NO LONGER RUN THEIR BUSINESSES WITH SEAT-OF-THE-PANTS WISDOM....instead, they're going by the book. That being a \$25.00 volume published especially for them. It saves the expense of hiring high priced consultants - according to Dwight Shirey, President of Patterson Fletcher Co., of Fort Wayne. "All it takes for men and boys to wear the current styles," he chuckles, "is courage."

THE OTHER DAY....Harold Johnston of Highland, Nebraska, received a faded penny postcard - 32 years after it was mailed in Gering, Nebraska. Way back in the days when a penny postcard was - a penny postcard. Postal authorities don't know what caused the delay or won't say.

ADULTS ONLY?....Georgia's Governor Maddox held "People's Day" at the Governor's office with splendid results except for one thing. Two of the first visitors were teen-agers playing hooky. It could just be that Governor Maddox might wait until school is out for the summer to hold these sessions or during the academic year, he could use a line from movie advertisements, "Recommended for mature adults only."

IN THE HOUSTON SOCIAL SECURITY OFFICE:...."And how old are you, sir?" "I refuse to answer on the grounds that it might eliminate me!"

AMAZING BUT TRUE....Polar bears have built in sunglasses. A special lid protects the bear's eyes from the glare of the snow. This, plus the wonderful fur coat they wear proves again that animals receive care and protection from someone higher than man.

CAN IT BE DONE WITH GLUE?....Secretary Ruth Kay was just a bit apprehensive when she read on her boss' desk calendar the memo: "Fix the World." It was with mixed emotions that she heard the explanation from Sacramento Executive Red Tracton that the world had tumbled from its axis and he had set aside the day to put it aright. It was a revolving globe belonging to his daughter, Tracy.

A GOOD THING TO REMEMBER....Whenever someone suggests getting the U. S. to furnish money for something...U. S. spells....us.

LADY BIRD WOULD SIMPLY LOVE....the Rotary Kiln which the Department of Interior proposes to build in Minnesota. It would devour junk cars - another step in beautifying certain areas. The kiln would convert discarded auto bodies and thin sheet scrap metal into magnetic iron oxide which in turn would be suitable for fueling steel blast furnaces. A hot idea!

This, That and the Other

March 7th, 1967

This is Tuesday, March 7th, 1967, Town Meeting Day in Vermont, also Chiropractic Founders Memorial Day, so celebrate by slapping a friend on the back; and the first telephone patent was issued to Alexander Graham Bell in 1876. When they called to give him the good news, the line was busy. His wife was talking to Mrs. Watson....If this is your birthday, good news from the stars....1967 holds romance for you, plus an improvement in finances. This holds especially true for the little old man in Nebraska who is to be wed this week to that lovely little 67 year old widow.

TONIGHT ON TV....Mickey Rooney and Martha Raye guarantee the "Red Skelton Show" a hilarious evening. The Tuesday night movie is "The Ugly American" with Marlon Brando, and CBS will air a soul searching documentary entitled "The Homosexuals"....On "Today" tomorrow Dick Schaap will talk about drug addition in the suburbs.

QUICK WITTICISMS

The hard part of making good is that you have to do it every day.

Rotagraph says sometimes you can cure a sore heel with a good sock.

Three ages of Men....School Tablet, Aspirin Tablet, and Stone Tablet.

The only time some bachelors talk about love is on the tennis court.

Said the Office Grouch...."I don't know what makes the boss tick, but I hope it's a time bomb."

WHAT IS THE EFFECT OF COLD ON THE COMMON COLD?....43 volunteers who were subjected to all types of cold-catching conditions showed no effect. There were cold baths....cold rooms....and even cold inoculations....and there appeared to be relatively little difference in their cases and other non-exposed persons, according to the study reported in the Journal of American Medical Association. Let's face it....it's cold fact....the common cold is with us! Why....we don't know.

TODAY'S TIP TO YOUNG MEN....The first thing a young person should do on a job is to purchase an alarm clock, even if he has to mortgage his car to do so.

SHE MAY NOT CHANGE PARTNERS....BUT SHE'LL HAVE TO CHANGE PARTIES....to keep peace in the family. Sharon Percy, daughter of the Republican Senator, Charles, marries John D. Rockefeller IV this spring. Of course, he's already a black sheep--having won a place in the West Virginia Legislature as a Democrat!

THE BIG THINKERS....in the Bradford town committee asked Ben just why he had to go and throw cold water on everything. Countered Uncle Ben...."Cold water just naturally results when a lot of hot air gets on thin ice."

LAUREN BACALL....recently recalled how she pleaded with friends to give Ronald Reagan his own TV series, her reasoning being that he would be too busy with TV to bother with politics. She may have opportunity to do the same for Chuck Connors--who hasn't thrown his Stetson in the ring yet--but has the pledge of 40,000 California women when he does! Chuck says, "I'm a concerned and active citizen."

A QUOTE FROM THE WALL STREET JOURNAL:....Trivial matters take up more time for discussion because some of us know more about them than we do about important matters.

GAMBLING?....George Michals, a restaurant owner, in Colorado Springs is in favor. He sold 78 sweet rolls and 25 soup and sandwich specials.... then bet the 2578 combination on the Twin Quin at Mile High Track in Denver. It won him \$22,000....and he's more than happy to let his favorite Uncle have his share.

FROM THE FILES OF A YOUNG FATHER...."People who sleep like babies haven't any."

LOVE LOSES IN SAGINAW....Police officers chased the young man for miles.... at speeds above 70 mph. "And where's the fire"....to which the young man explained....it was in his heart....just sheer happiness prevented him from watching his speedometer. His girl had just said "yes". The gruff and grizzled officers were deeply moved. He got--a ticket for reckless driving.

MEMO TO JACK BENNY....An antique shop in New York is exhibiting a painting of a 19th Century fiddler....labeled "Jack Benny at 18".

NOW THAT TIPPY DYE IS THE NEW ATHLETIC DIRECTOR AT NORTHWESTERN UNIVERSITY.... you can be sure that purple will become a most popular color all around him. While he was at Nebraska, he made red more prominent there--than in Moscow. Thoroughly brainwashed, Nebraska football followers called their team "The Big Red"....stores couldn't supply the demand for red dresses, ties, coats or jackets. Automobile dealers sold more red cars.... and one filling station owner's business really zoomed--when he painted the entire station red. There must be something to this--seeing red.

MARCH WEATHER REPORT FROM MONTREAL....It's spring--but the sidewalks haven't come up yet.

IT'S ENCOURAGING TO NOTE....that some of the nation's brightest and ablest young lawyers are now working for the poorest people. This is a new concept supported by the American Bar Association. And what they are doing could lead to far-reaching changes in commercial law affecting the poor. And, these idealistic lawyers can earn a living....at \$11,000 government dollars annually.

THE GOSSIP COLUMNIST SPOKE OF JULIE ANDREWS...."She's the kind of girl you could take home to Mother--providing, of course, that you could trust Dad:"

THE SUNDAY SCHOOL QUESTION....was, "Where is Hell?" One little girl said she thought it was in their bathroom. When asked to explain.... "In the morning, when one of us is in the bathroom and Dad wants to shave, he always says, "Get the "H" out of here."

THE DENTIST FOUND A CAVITY....in the tooth of a glamorous female patient. "Oh, my dear....what's a place like this doing in a nice girl like you?"

DID YOU KNOW THAT AN AUTO THIEF....prefers a late model Chevy....that he can be between the ages of 60 and 8 years--with most of them around 18; that there is no way to keep your car from being stolen....but the best way to reduce chances is to take the key from the ignition. These are facts drummed up by the Los Angeles Police Department....and passed along to high school students.

ARE YOU READY FOR SOMETHING WAY OUT? THOUGHTOGRAPHY....That's the unusual name by which Ted Serios' identifies his indefinable talent. Ted--a Denver resident--photographs his thoughts by transmitting them to the film of a Polaroid Camera. His story is upheld by Denver psychiatrist Dr. Jule Eisenbud. Skeptical? Oh well, we told you it was way out.

This, That and the Other

March 8th, 1967

This is Wednesday, March 8th, 1967, the beginning of National Peanut Week. Henry Fink, the composer was born in 1875, and were he living today his name would be more famous than his songs....Today is the day the National Book Awards are made for the best books of 1966.... Happy Birthday to some of you, and the stars will tell you this is a good day to make new friends, so say "Howdy" to the first stranger you meet.

TONIGHT ON TV....James Daly and Les Crane join the Virginian Cast night in "Nightmare at Fort Killman". Bob Hope has a comedy farce that should rock the airplanes, featuring Don Knotts and Arthur Godfrey. "Voyage to the Bottom of the Sea" is the Wednesday Night Movie....And Robert Culp and Bill Cosby are blacked out in Spain on tonight's "ISpy" thriller.

QUICK WITTICISMS

Sign on House Trailer passing through Omaha: "Room for rent. Must be willing to travel".

Said the Housewife, "I'm going to get my garden started, just as soon as the ground and my husband can be worked."

Said the Sports nut: "This country will never be without football and baseball. How else could you separate the commercials?"

Said the lady shopper, "This beer in the basket is for my hair, I shampoo with it." Answer the alert checker, "Would you like some pretzels to curl it on?"

Sign on Church Marquee in Memphis, Tennessee, "This Church open on Sundays for your convenience."

TWO GEORGES AND A JACK....A FULL HOUSE....George Burns and George Jessel teamed up at the 25th Annual Heart Award Inaugural Ball--a tribute to Jack Benny. And the house was full....adding up to nearly 50,000 dollars for the Variety Club's East Los Angeles Boys' Club. And 9-year-old violin protege, Franklyn D'Antonio fiddled....while Jack faddled.

FROM THE FIFTH GRADE EXAM PAPER...."A cold is both positive and negative. Sometimes the eyes have it, other times the nose."

A DROP-IN OLD FOLKS HOME....has been constructed in Detroit by Paul Boraks, builder and developer. This \$100,000 gift was "leased" to the Redford township for a dollar. There's a card room, library, pool table, piano, TV, indoor and outdoor shuffleboards and a horseshoe pit. Coffee, snacks, and upkeep will be handled by Boraks, who did this--because he wanted to see that older folks had a place to go. His own parents are dead.

IF YOU'RE THINKING ABOUT MAYBE REPOSSESSING SOME FURNITURE....take a tip from Otis Ghant of Boise. Ghant took some time off from his part-time job as a retail car salesman to do just that. Later in the afternoon, the other fellow just walked onto the car lot....and banged him with a hammer. Ghant sums it up in a word...."Don't".

ERMA BOMBECK....says people who have tried to talk young people out of getting married find there are only two more difficult tasks. Getting Red China in the U.N., and getting Senior Citizens in Mini Skirts. What is the biggest cause of Young people marriage breakups? Simple, says one researcher...."End of the month bills."

IN A LARGE L.A. HOSPITAL:..."But, Mrs. Duke, you can't come back. You're well. Dr. Morton discharged you this morning." To which Mrs. Duke insisted, "Well, when I got home, my son told me I had eight more days coming under Medicare--and I think I'm entitled to them."

TODAY'S WORST JOKE:....is told by Ray Miliauskas of Kansas City about the English relative who came to visit. On visiting a zoo for the first time, he said of the American Bison: "Incredible, I always thought a bison was a utensil in which one washed one's hands."

OVERHEARD OFFICE TALK....It says here, Congress will pay over 350 bills in the next three months. What I can't understand is why we don't use up the ones we have, before we get all these new ones."

DICK TRACY NEVER HAD IT SO GOOD:....And this one is for real....produced by a telephone supply company...The combination of a 17-jewel precision wrist watch with a powerful microminiature radio transmitter and an electronic paging system. The wrist watch transmitter has an antenna which telescopes out to full size. It transmits to pocket-size receivers weighing only five ounces. Designed for use by anyone who needs instant communications--even private eyes.

JOHN BURR BROWN IS 92....AND he's going to wait until next year "to see how everything is going" before he considers asking for a parole from the Tennessee State Penitentiary. Says he's probably "too old, but he wouldn't mind totin' water for the troops in Viet Nam."

"I'M BEING BRAN WASHED," said the youngster, as the mother served up the Dry Cereal.

DID YOU KNOW THAT PINBALL MACHINES ARE ILLEGAL IN THE CITY LIMITS OF PORTLAND?....County District Attorney George Van Hoomissen is conducting a campaign against pinball machines in his county. Says Van Hoomissen, "Oh, some might put a nickle in to see the lights go on, but a pinball machine is just as much a gambling device as a slot machine."

SOMEONE NAMED MORGAN ONCE SAID:....If you have to ask how much a yacht costs, you can't afford it". Now was it the Late J.P. Morgan--or the present Henry. Anyhow, now, "it ain't necessarily so"....because you can rent a yacht complete with everything for a day, month or year. Just be sure to remove the "lease-a-yacht" stencil and use your own imaginative name so your excursion will bring out the romance in the soul. And remember the law ends at the three mile limit. After that--you're on your own!

THE HUSBAND ARRIVING HOME LATE ACCOSTED THE SLEEPY WIFE with...."Honey, can you guess where I've been?" Replied the wife disgustingly, "Yes, but go on with your story anyway."

THE UNIFORM MAJOR MONDAY HOLIDAY PLAN....as proposed by the U. S. Chamber of Commerce has been wholly accepted by businesses and employees and would have every major holiday--except Christmas and New Year--falling on Monday. Instead of breaking the week....at least five additional three-day weekends. Plus the usual day at the office for recuperating.

W. J. COSTINE, PARK OFFICIAL AT WILLAMETTE NATIONAL PARK....has reported that a dozen rhododendron and eight azaleas have been stolen from freshly planted beds in the park. When the thief--or thieves--is apprehended, he will probably be well-placed in the "hot house".

THE LATEST SURVEY BY BURROUGHS BUSINESS FORMS AND SUPPLIES OF ROCHESTER SHOWS:....Supermarkets are the number one target, followed by department stores, gas stations and independent grocers. Strangely enough, amateurs outnumber the professionals....and would you believe? Men outnumber the women two to one in this type crime.

THIS FELLOW IN PIERRE, S.D., HATES....to go shopping unless there's a real bargain involved. Especially detests shopping for clothing of any kind. He dragged himself into a downtown store to buy stretch socks....saw a pair he liked, marked half off. When he reached home, he found out why. There was only one sock.

This, That and the Other

Thursday, March 9th, 1967

This is Thursday, March 9th, 1967, and on this day back in 1822 Charles Graham received the first patent for false teeth. Up until that time, there was a lot of gumming going on....James Kendis came into this world on March 9th and lived to compose music that will still be sung in centuries to come including "I'm Forever Blowing Bubbles" and "If I Had My Way"....Birthdays today by consulting the stars will learn that today is a good day to celebrate National Procrastination Week, and to be sure to avoid any legal entanglements....especially with men on motorcycles carrying ticket books....

TONIGHT ON TV....Hostess Dinah Shore emcees the second half of the Coliseum Circus from Russia....Arthur Godfrey, Sid Caesar, and Joey Heatherton descend upon the Dean Martin Show, and Dragnet is after the man who has robbed ten candy stores....Stage 67 has a Robert Young as Host on "Trilogy" "The American Boy"....Tomorrow on Today, James B. Conant will discuss the American High Schools.

QUICK WITTICISMS

Observation Platform....There's nothing like a long hike in the woods to make you appreciate the automobile.

The best way to teach a child to count is to vary his allowance each week.

"Doctor, my daughter has been breaking out in screams ever since she started school." Said the Doctor, "This is very abnormal for a student?" "Oh, Doctor, she's not a student, she's a teacher."

Our frustration nomination today is to the man who knows everything, but has a bad memory.

The most difficult thing for a woman is to walk slowly and gracefully when the phone rings.

Said the attractive little lady, "Is this the Fidelity Insurance?" "Yes, could we be of service to you?"...."Yes, I want to buy a Fidelity Policy on my husband."

DID YOU KNOW THAT....log exports rose 32 percent from last year....and that the biggest market is Japan? This was revealed recently by the Pacific Northwest Forest and Range Experiment Station. Japan also more than doubled its imports of pulpwood chips from Oregon, too.

WHEN VISITING ALEXANDRIA, VIRGINIA....before criticizing the lay-out of the streets, you might consider the assistant survey back on the job in 1749....He was an ambitious 17 year old youngster by the name of (PAUSE) George Washington.

SAYS THE HAPPY OFFICE MANAGER....There is really no such thing as bad weather--only different kinds of good weather. (PAUSE) Do you think Chicagoans would buy that?

THERE REALLY IS A NIGHT OWL....although the AC47 Gooney Bird is called "Spook" by her crew, she's the magic dragon that turns day into night for dive bombers in Viet Nam. She makes the Fourth of July at Jantzen Beach seem tame in contrast.

THE DUBLIN OPINION OPINES....there are only two kinds of voters: those who vote for your party; and ignorant, prejudiced fools.

DID YOU EVER SEE KIRK DOUGLAS DRIVING A SNOW PLOW?....If you were on Fifth Avenue recently, and you thought you did, chances are you're right. Kirk and his wife, Anne, were out for a walk when the man driving by on the snow plow called a greeting. "Hey," returned Kirk, "I've always wanted to drive one of those things." So for two blocks, Kirk drove--and Mrs. Douglas, who is among America's ten best dressed, ran alongside. Makes you wonder what might be appropriate for following a snow plow.

KANSAS STATE UNIVERSITY IS IN THE MIDST OF AN EXPERIMENT....to electrify grass so that it will grow and stay green year round. This may be okay for football gridirons, but it could pose a problem for the poor householder who will find himself swirling through the snow in December mowing the electrified lawn.

THE LITTLE BOY WHO LIVES ON THE NORTH SIDE OF IRONWOOD....saw his father all dressed up for the party and said, "Gee, Daddy, don't wear that suit.... it always gives you a headache the next day."

TIFFANY'S IS DISPLAYING....the Star of India, the Midnight Sapphire, and the de Long Ruby on the main floor. You can tell the location because there is a guard in uniform in attendance at all times. These are the stones that, although famous in their own right, gained nationwide notoriety through Murf the Surf.

ANAHEIM SCHOOL CHILDREN....returned to classes this week with a lot of interesting haircuts....but few lice, according to the County Health Department. Seems Anaheim is fighting a population explosion....among the pediculosis capitis....the louse.

WORLDLY WISE:....The Phoenix Junior High School class in Social Studies was asked to bring in a list of the world's trouble spots. In order of way they were reported, the list reads....China, Kashmir, Vietnam, Israel, Africa....and Peyton Place.

DO YOU LIKE TO SIT AND SOAK IN WARM SOAPSUDS?....Are you a tub addict? Well, they've finally done you a favor. It's a rubber bath mat that makes a mattress--soft seat and backrest. One man says he sleeps and shrinks for 2 hours every night.

CAN YOU TELL THE NAME OF ONE OF THE NATION'S LARGEST BUSINESSES?.... The Los Angeles City Schools....and that business has just looked apprehensively into the future....making plans to enlarge 234 of the 600 existing school sites....plus acquiring 88 new ones. The study shows that the 800,000 enrollment will reach the million mark--by 1985.

THERE'S COURTESY AMONG THIEVES....Burton Knopp of Brockton, Mass., received the following unsigned note, "Dear sir, I'm sorry I had to steal your car. I took good care of it, and you will find it parked on Kennedy Boulevard in Jersey City, New Jersey." The car was recovered without damage, and Mr. Knopp knows how it feels to do a man a favor without being asked.

WE HAVE THEM IN CEREAL....Now how about a "cigarette variety pack"? One containing ten plain, five filter, five menthol. Or a cigarette holder that adjusts for use as cigar holder--or even a pipe.

THESE ARE THE DAYS....when good Old King Cole--that merry soul--would have a three-piece string combo....as any youngster can tell you. Fiddlers three--indeed.

AT THE MORNING BREAKFAST TABLE....the coffee was hot, the oatmeal warm, but the atmosphere was cool. Finally the wife said, "But you didn't have to dance cheek to cheek with her." "But, honey, there is nothing wrong with dancing cheek to cheek." Scored the wife, "Even to Senator Dirksen's record."

BALANCING THE BUDGET, MAYBE?....The St. Louis Post Dispatch received copies of a recent speech by Postmaster General Lawrence O'Brien.... The envelope was marked "postage due--5 cents."

This, That and the Other

March 10th, 1967

This is Friday, March 10th, 1967, Arbor Day in New Mexico, and the opening day of America's Junior Miss Contest in Mobile, Alabama. In 1862, America issued its first paper money on this day, and tomorrow Lawrence Welk will celebrate his 64th birthday, and after going 23 years without a hit record, today his Orchestra has done what no other big band could do. He has maintained a weekly TV show in the top 25 for more than a decade....If this is your birthday, the stars have good news. Carry on with your present plans at work and at home.

TONIGHT ON TV....Julie Harris as Charity Jones joins "Tarzan" in the first of two shows. Sonny and Cher are in the guest spot on "Man From U.N.C.L.E." and Jerry Lewis has another zany performance in the Friday night movie, "Geisha Boy."

QUICK WITTICISMS

Said one caveman to the other, "Don't tell me there's no connection. We never had weather like this before they used bows and arrows!"

THIS AD IN OFFICE SUPPLY WINDOW....This used typewriter was owned by a little old lady who never typed over 20 words per minute.

Said the boss to the weary salesman...."You have two problems. You sit down all day, and sit up all night."

Then there was the Texan whose bankroll was so big, he had it put on microfilm.

Lady of the house...."Young fellow, we don't need none." Salesman, "Don't be too sure, Madame, I may be selling grammar books."

"WHAT'S THAT ON THE ROOF?"....asked the sleepy husband. The wife said, "It can't be Santa Claus this time of the year." And it wasn't. Instead it was a 1967 Volkswagen that had skidded off the road on a hill behind the house. Nobody was injured and the family was very grateful it was a VW instead of a Mack truck.

INTERNATIONAL CONVERSATIONS....The Reporter fired, "Premier Ky, it has been said you are a puppet of the U. S.?" "I'll deny that, if it's okay with Mr. Lodge."

FLORIDA STATE'S DEPARTMENT OF ANTHROPOLOGY....says be glad of the mini-skirts...they are barometers of good times. Dr. Hale Smith of the University said that the rise and fall of hemlines reflect the economic and cultural security of a civilization. Just think - security in a mini-skirt.

TV FROM MARS WILL BE TERRIBLY DIFFICULT....or so says a leading scientist from Florida. That's encouraging news - in that we're already getting about all the space shows on TV we can stand.

SAID THE SOPHOMORE IN THE COLLEGE CAFETERIA..."Of all the meats, I like beef best and liver worst."

A SMOKE SIGNAL FOR MEN ON THE MOON:....John Wooden Legs, a gruff-wrinkled Cheyenne Indian from Lame Deer, Montana, was attending a session of the National Advisory Commission on Rural poverty, to which he belongs. A witness was urging the commission to press for less spending on space travel and more on curbing rural poverty. Dead-pan, Wooden Legs interrupted, "If they find Indians on the moon, tell them not to make a treaty."

THE WONDER OF YOUNGSTERS....In a YMCA poll asking what sports facilities should be added in the community - high school boys and girls in Lee, Massachusetts, suggested old fashioned hayrides.

LADY TOURISTS IN BERMUDA ARE CONSIDERING A STRIKE....Already intimidated by the "green" ticket - given for wearing too-short shorts. They are now threatened with the "orange" one for wearing hair curlers downtown.

DO THE MONKEES FAKE THEIR MUSIC?....Monkee business is big business, and now that the group does make its own music, the truth can be told. A man by the name of Donald Kirshner - the man known as the "golden ear" - created the Monkee sound originally without the benefit of the Monkees. Then the foursome got together and learned to sound - like themselves.

CLASSROOM COMMUNISM:....When those who make good grades share with those who do not.

SIGN OF LIFE....seen on the back of a three-wheel motor scooter being operated by a middle-aged woman..."Don't Hit Our Mother"...Seen on the windshield of a parked car in Miami..."This space reserved for parking tickets."

ON VISITING A DECATUR, GEORGIA, RETIREMENT HOME....the gentleman noticed that small signs were thumbtacked to all the doors. As he reached his friend's room, he paused to read, "Open House Tuesday--Formal--Teeth will be worn."

SOMETHING TO CONSIDER....No snowflake ever feels responsible for an avalanche.

MRS. ELLYN JARVIS OF FORT WORTH, TEXAS....beat out 72 candidates for a spot on "Password" the other day, and flabbergasted the Mcee with her first answer. "Do you have a daughter?" "Yes." "How old is she?" "She's fourteen going on 18." When she returned home daughter had one comment, "Mother, how could you?"

THIS IS NATIONAL FROZEN POTATOE MONTH....but credit should go to someone who hasn't suggested that we choose MISS FROZEN POTATOE for 1967.

COTTON MERCHANTS, A NEW MARKET IS ON ITS WAY....Stylists are recommending that ladies with upsweep hairdos, insert a small ball of cotton highly perfumed. Where the hairdo does not lend itself to hidden cotton, a perfumed hairspray is recommended for the fragrance flavor. One alert advertiser already has his slogan, "The smell that sells."

SUSPECT AT POLICE STATION...."on the night of March 10th, I was sitting here telling you where I was on the night of February 18th."

IF YOU ARE A PARENT AND YOU HAVE YOUR DOUBTS....about the twist, the watusi, and the frug, you have an ally in Edward M. Levine, Associate Professor of Political Science at Illinois Institute of Technology. It is his theory that many who do these dances are in search of - or uncertain about their identity as individuals. And you'll have to admit--there's something definitely individual about those!

"LET'S LOOK AT LIFE"

ANNOUNCER: The best way to get rid of your duties is to discharge them.

MUSIC: (Up and Fade)

ANNOUNCER: SPONSOR presents "LET'S LOOK AT LIFE." What is being said and what is being done create a billion thoughts every moment in our world. Let's review a few.

Should teen-agers drive at the age of 16? In many areas, they receive their driver's license at that age, but now comes a second objective. In some states, 16 is the flying license age, and more and more teen-agers are becoming private pilots. Grant Robertson of Denver is teaching his 14 year old to handle the controls, and vows by the time he's sixteen that he'll be prepared to handle any Cessna on the market. Dangerous? How could it be any more than behind the wheel on a freeway. Yes, the schools of the future may need a landing field for students.

MUSIC (UP AND FADE)

COMMERCIAL

Ever since 1700 B.C., women have been fighting off freckles like the plague, and even though Ginger Rogers and Doris Day have made some headway in popularizing the freckle, this is the year the freckle comes into it's own. By summer, they will be as prevalent as mosquitoes, and in style. They will be painted on, with instant freckle producer, which is a freckling liquid. So as '67 summer styles appear, remember, don't heckle the freckle. It will be painted on, and definitely "In".

MUSIC (UP AND FADE)

COMMERCIAL

Ever since the days of Joan of Arc, we are constantly amazed at the accomplishments women in the world have made, and Mrs. Margie Rau of Pacific Palisades joins this group. Through the light touch of woman, she has taken a four pound test line, considered too light to even land a bass or trout, and proceeded to bring in a 105 pound Sailfish, and she has done similar tricks dozens of times. She vows that her line is so light that she is able to bring in many a marlin or sailfish when they do not realize they are hooked. Why the light line for Mrs. Rau? Two reasons: (1) to be with her husband she had to take up off shore fishing, and (2) her bad back necessitated a ladylike approach.

MUSIC (UP AND FADE)

CLOSE:

"LET'S LOOK AT LIFE" each day at this time, a radio feature of SPONSOR. Our lines for living are given by an anonymous poet who writes, "No man is great in, and of himself. He must touch the lives of other great men who inspire him, lift him, push him forward, and give him confidence."

MUSIC (UP AND FADE)

PROLOGUE ON "LET'S LOOK AT LIFE"

TTO AND THE BRAIN IN ITS POLICY TO WORK CONSTANTLY TO IMPROVE THE VALUE OF OUR SERVICES OFFERS THIS WEEK "LET'S LOOK AT LIFE." This show will be given to you every week, and in months to come we have several topnotch merchandising plans to be used to promote it. If you do not prefer to use "LET'S LOOK AT LIFE" as a program, the material may be used in line with the TTO material.

"LET'S LOOK AT LIFE"

ANNOUNCER: The best way to get rid of your duties is to discharge them.
MUSIC: (Up and Fade)
ANNOUNCER: SPONSOR presents "LET'S LOOK AT LIFE." What is being said and what is being done create a billion thoughts every moment in our world. Let's review a few.

On the West Coast, boxing fans know boxing promoter, Aileen Eaton. The LA Times describes her as one who some believe has a heart of gold; others contend it's a love of Gold, but the Olympic Auditorium is about the only place left with a top card every week. Art Aragon who fought for her several years is one of her top fans, but he confesses he's happy he never had to fight her. He prefers Carmen Basilio, or the Viet Cong. Could it be when boxing returns to its peak of popularity, it will be hoisted there by some little lady like Mrs. Aileen Eaton.

MUSIC

COMMERCIAL

What happens to a defeated political candidate in America? 50 Democratic Members of Congress were defeated in last year's election. To date, 17 have been appointed to good-paying federal jobs, 5 are in line for appointments, and 3 have been chosen for top positions in their state. The others have returned home to enter private business, retired, or staying in Washington for "come what may." That "come what may" changes about every day in our nation's capital.

MUSIC

COMMERCIAL

Grandmothers are funny people. There was the one in New Jersey, who, when she passed on, left little notes hidden throughout the house to suprisingly discovered at various times. One found in the dictionary read, "Remember the magic tricks you wanted last summer? You will find them in the bottom drawer of the old desk upstairs," and finally as the grand-daughters prepared for marriage, pinned to the traditional wedding gown, these words, "Good luck, Debby, I'm sure I'd love him too."

MUSIC

CLOSING

ANNOUNCER: "LET'S LOOK AT LIFE" every day at this time, a radio feature of SPONSOR. Our lines for living today by Oliver Wendell Holmes: "Sin has many tools, but a lie is a handle which fits them all."

"LET'S LOOK AT LIFE"

ANNOUNCER: The best way to get rid of your duties is to discharge them.

MUSIC: (Up and Fade)

ANNOUNCER: SPONSOR presents "LET'S LOOK AT LIFE." What is being said and what is being done create a billion thoughts every moment in our world. Let's review a few.

Television stars have found it difficult to make the grade as movie stars. The analysts say, "People do not want to pay to see the star they enjoy free of charge every week in their home." The rule has worked in reverse in some cases. Box Office Champion, Jerry Lewis, has bombed out in almost every try on TV, but finally he is taking a tip from his erstwhile partner, Dean Martin. Next fall, Jerry will have a starfilled Variety Show every Friday night. So don't be surprised, when you hear the network publicizing two familiar names. "See Martin and Lewis, Thursday and Friday nights on this network."

MUSIC

COMMERCIAL

Funny but true, humdrum in many cases is what we are, and now where we are. The Airline Pilot flying out of Washington, D.C., would always look down intently on a certain valley in the Appalachians. Someone asked him, "What's so interesting about that spot?" He answered, "See that stream. When I was a kid I used to sit down there fishing. Every time an airplane flew over, I would look up and wish I were flying. Now I look down and wish I were fishing."

MUSIC

COMMERCIAL

Now it is being told that President Johnson, when sworn in as President had his hand on the Missal, the Catholic book of instructions on Mass. Charles Roberts so relates in his new book, "The Truth About The Assassination." It was still wrapped in cellophane when found on Air Force One, and was thought to be a Bible at the time. Three other Presidents have been sworn in without a Bible, including Thomas Jefferson, Theodore Roosevelt, and Calvin Coolidge. The use of the Bible is a custom and not a constitutional requirement.

MUSIC

CLOSING: "LET'S LOOK AT LIFE" each day at this time a radio feature of SPONSOR. Our lines for living is lifted from Supervision Magazine, "Bragging may be in poor taste, but nobody expects a man who has caught a big fish to go home through the alley."

MUSIC (UP AND FADE)

"LET'S LOOK AT LIFE"

ANNOUNCER: The best way to get rid of your duties is to discharge them.

MUSIC: (Up and Fade)

ANNOUNCER: SPONSOR presents "LET'S LOOK AT LIFE." What is being said and what is being done create a billion thoughts every moment in our world. Let's review a few.

Mitchell Ayres, the famous band leader believes big band music will return to popularity in years to come. Maybe it can only be done by renting a large hall and hanging a sign outside, "For Adults Only." But this may not be the case. The "Unpredictable Young Generation" often changes its taste, and it's altogether possible by 1970 the Glen Miller Sound, the Benny Goodman Swing, and the Sway of Sammy Kaye will be back with modern innovations. The "straw in the wind" is that Lawrence Welk's show continues to grow in popularity with the under 25 segment.

MUSIC (UP AND FADE)

COMMERCIAL

It is amazing to consider how many speeches are made, and how few are remembered. Sometimes brevity is accepted and retained much better than the 30 minute dissertations. These words recently were given at the Tucson, Arizona Advertising Club, "No man is a second class citizen unless he thinks and acts like one. I am not against protests, because protesters have never been denied in this country. But protests should be carried out within the bounds of good taste. I am a free thinking citizen. If an obstacle is placed in my way, I do not consider it a problem. It is a challenge and I will meet it." A short speech, granted, but already repeated by man. Who said it? Colonel James, a Jet Pilot, in charge of combat crew training. Colonel James is also a Negro.

MUSIC

COMMERCIAL

Life gets mighty tedious at times as Paul Molloy recounts. "After a twenty minute wait in line at the bank, there's just one customer ahead of you, but he is the one who regales the bank teller with full details concerning his recent gall stone operation, and his sister's visit to Idaho. And there's always the situation when you're in the tub and you turn on the shower, and then you discover the soap dish is empty, or you're behind the bus at the stop light, and the driver insists on playing piano pedal with the accelerator sending homicidal fumes into your heating or cooling system, and finally you drift over to the juke box to select that oldtime favorite, and your choice lies among the Monkees, Nancy Sinatra, and Everette Dirksen."

MUSIC (UP AND FADE)

CLOSE:

"LET'S LOOK AT LIFE" each day at this time, a radio feature of SPONSOR. Our lines for living today are by Albert Schweitzer, "Example is not the main thing in life, it's the only thing."

"LET'S LOOK AT LIFE"

ANNOUNCER: The best way to get rid of your duties is to discharge them.

MUSIC: (Up and Fade)

ANNOUNCER: SPONSOR presents "LET'S LOOK AT LIFE." What is being said and what is being done create a billion thoughts every moment in our world. Let's review a few.

Do you ever get too old to learn? In a world with millions of people who can't read or write, there are many old dogs who are trying to learn new tricks. Truth is, adult classes at night are growing by leaps and bounds, and they are made up mostly of people who didn't gain a high school education as a child, but now feel they must become literate in order to hold their own in this wordy world. In other words, this is the day when the "In" thing for a drop out is to drop in.

MUSIC (UP AND FADE)

COMMERCIAL

Traffic is a worldwide problem. One reporter in Tokyo moved 15 miles in 155 minutes, and exploded many a theory when he spied only two women drivers in two days of driving in the Japanese city. In the Alberni Valley of British Columbia, Canada, they are using colored fluorescent paint on utility poles to remind drivers of dangerous areas. Where fatalities occur, they stripe the poles in red, where injuries are sustained, the poles are striped in yellow. Past experience would dictate that if this system is to be effective, it may have to be supplemented with giant flashing signs reading, "IT CAN HAPPEN TO YOU."

MUSIC (UP AND FADE)

COMMERCIAL

Some Coaches are world famous for their wit as well as their strategy. Arnold (Red) Auerbach who guided the Boston Celtics through decades of success is not one of them. Never one for funny stories, Red has always amazed the sports world with his hard-nosed tenacity. He fumingly held up a game in Jugo Slavia one night until the hosts came up with an American Flag to go with the Communists' Flag on the rafters. He has racked up an all time league high of \$17,000 in fines, and got kicked out of the all star game in San Francisco when he came out of retirement for one night. His greatest accomplishment: Many believe it came the night he collected the autograph of one man for \$19,500. His name, Bill Russell, and Red without Bill might have been like ham without eggs.

MUSIC

COMMERCIAL

ANNOUNCER: "LET'S LOOK AT LIFE" each day at this time, a radio feature of SPONSOR. Our lines for living today are by Roger Babson. "It takes a man wide awake to make his dreams come true."

Tom



BRAIN #141

Box 1475 806 PO 20404 Lubbock, Texas 79408

READING TIME 5:17

MEMO FROM MAC:

THE HOW IS IMPORTANT. The BRAIN is now offering five saleable features each week, but they must be used. "Pep without purpose is piffle." If these features can be sold on a TF basis, since you have only a net cost of 40¢ per week in each one of them, this can be the most profitable part of the BRAIN and make the ideas we submit a complete bonus. How do you sell them? First consider the wisdom of running them more than once per day. You can run the same announcements five times per day without any chance of monotony. Secondly, take what we give you as a guideline and add enough local flavor to give pungency. Thirdly, produce a recorded entro and outro that gives a fullness to this one minute presentation. CONCERNING THIS, THE BRAIN WILL SEND YOU A TAPED ENTRO FOR EACH FEATURE FOR A ONE TIME COST OF \$12.50, or you may buy the entro and outro for all five for a total of \$50.00. Each of the features is designed for a special category, but in some cases may be sold to other firms. Let me know if you want any one of them, or all of them, and also, let's keep the collective BRAIN storming. Submit your ideas, suggestions, criticism, and general comments on the five features.

#1 MR. REALTOR (UNDATED)

In your city, somewhere there is one realtor who enjoys talking, and sells many people with his convincing conversation. He is a perfect one to line-up for a daily one minute stint in advertising one house, a farm or other real property. The BRAIN has one on the flagship station and just today he advertised a three bedroom home, available with a second lien, selling at a \$8,000 loss. He hopes to close the deal before noon, with one of the six people who answered the announcement immediately.

#2 FRIED CHICKEN (UNDATED)

Kentucky Fried Chicken has set up a whopping budget for 1967, including coop money, and radio announcements. If you have a franchised store in your area, he knows about it. One "Chicken" promotion that was fun featured a big transparent sack of chicken feathers, and everybody had a chance to guess the weight. It was called the "Featherweight" contest, and another BRAIN subscriber put the feathers beside a lead weight and let the audience guess the respective weight of each of them. Another Station staged a "Fried Chicken" day, and awarded free dinners to every minister in town (they are infamous chicken eaters).

#3 WWW BOWLER OF THE WEEK (UNDATED)

The Radio Station sponsors the two hour contest each Saturday afternoon, and offers a prize to the bowler of the week. All entries have to compete at this set time, and must call in advance for registrations. This gives the Station a good Saturday afternoon news story, plus a campaign from one or more bowling alleys.

#4 THE TWINS (UNDATED)

Radio Station WWW has worked out a plan where every set of twins in the county is awarded a shower of gifts at the time of birth. A statistical check will show you how many twins are born in your city or county annually. Radio Stations cannot announce all births in large cities, but most can honor all twins. A furniture firm makes a good sponsor. Once a year a party can be given for all twins, young and old, and of course there should be special honors and gifts for triplets et cetera.

#5 JOKER'S WILD AT WBTM

Ann F. Siddle at WBTM will send you a copy of the WBTM rate card if you write to her, and it is one of the best for keeping firms on the air year round (52 weeks, that is). They also have a neat game they play with the Salesmen called "Joker's Wild." Once a month at the end of the month the Salesmen are dealt a poker hand. The game continues until the end of the month or the game runs out. One card for spots (minimum \$100), one card for programs, two cards for yearly contracts, two cards for sports, two cards for special events, et cetera. Management gives \$25.00 to the winner each month. Write WBTM Radio, Danville, Virginia, attention Ann Siddle for rate card, and other details. Thanks Ann.

#6 SIX POINT COLLECTION TECHNIQUE (UNDATED)

From a BRAIN station comes a tried and true plan for keeping accounts receivable down. They have a six point plan: (1) friendly reminder from bookkeeper (2) letter from Sales Manager (3) letter from Manager (4) Telegram (5) Phone call (6) letter from attorney (7) some will have to be sued. If you will set up the time schedule, start mentioning the "turning over to the attorney" in letter three, and do this on every account 60 days old and older, it will add money in the till, and respect for your firm.

#7 A DOG'S LIFE (UNDATED)

This a fun game for your station, and appreciated by all. Set aside a week to honor dog owners, and request each to send in a card with name, address, and phone number. Award three prizes including the fanciest dog house your local lumber company can build. One firm in Allentown awarded as first prize a \$119 solid cherry persian lamb-lined, split level dog house.

#8 FEED BACK (UNDATED)

Radio is a dialogue and not a monologue. At all times, during the regular programs, we should build a desire in our listeners to talk back to us, to be of a curious and inquiring mind, and to be constantly saying "I'd never known that, or I wish I had thought of that." Not all programs should be telephone "call in" shows, but the announcer who can keep his listeners intensely interested will keep them listening. Instant question is doing wonders for us as a small but powerful editorial voice. Example: "Do you believe those who commit vandalism should be made to work out their fines, restoring the property destroyed?" (Thanks KGNC).

#9 MEN'S STYLE SHOW, WHY NOT? (JULY OR AUGUST)

The colors in men's sport coats this fall are going to be wild, wild, wild, and Station WWWW can perk up July with a dashing men's style show. This can be worth from \$500 to \$2000 in summer billing, plus another station first. Have your show at night so the whole family may attend.

#10 BEETLE BEAUTIFUL (UNDATED)

One station stole this idea from Rutgers students and has come up with a mobile unit that catches everybody's eye. They have taken a whimsical Volkswagen, painted eyebrows over the headlights, big footprints and fingerprints on the body, and eccentric circles around the hubcaps that make the wheels look like they're coming off at a slow speed.

#11 VOCAB LAB (UNDATED)

It's a once a weeker, but it will add to that Saturday morning billing. Sell any firm who sells dictionaries the little game where you give the definition of a word, and award a dictionary to the first person who calls in and names the word. Clues will have to be given, and be sure that a person can win only one time. SBA reports that every year a new word is thrust upon the public. Last year it was "posture." The year before it was "image", and before that "vigor." The predict 67 is the year for "expertise."

#12. PEN PALS (UNDATED)

This idea bounced from our brainstorm last week about how inexpensive it is to call all over the world. This station is setting up a plan whereby they do a five minute tape each week for a station in Australia, who in turn will send them one. They are adding a third station in Europe to complete a three way deal. In a day, when TV is already set for a worldwide network, radio can add in its own unique way an international flavor. Any ideas?

13 BONANZA---LITTLE LEAGUE GOOD SPORTSMANSHIP WEEK (APRIL)

In a few weeks, your Little League Organizations will begin their 67 season, Station WWWW can serve the community well by taking one week to SALUTE THE LITTLE LEAGUERS INCLUDING Directors, Managers, players, umpires, and parents with a strong accent on the basic purpose of Little League to "Build a spirit of good sportsmanship." Have two contests in connection with your LITTLE LEAGUE WEEK. Encourage the Little Leaguers to write in "25 words or less, I like Little League because," and for the grownups have a good sportsmanship slogan contest. In order to get WWWW right in the middle of the kickoff game, let the station staff play the Little League fathers in an oldtimers' softball game (3 innings or so). A smart politician said, "Smell a trend and run around and get in front of it." In the average community, in the spring, a young, young man's thoughts turn to Little League.

(INSERTS)

HEALTH AND HAPPINESS

- #1 Are seat belts entirely safe? The answer in 30 seconds....(COMMERCIAL)....
Seat Belts can be hazardous in high-speed accidents. The belt can act as a fulcrum allowing the spine to bend sharply, splitting the vertebral body into two parts. A safer harness type safety device has been developed by foreign physicians. Now for a HAPPINESS THOUGHT: The only time a nickel goes as far as it used to is when it rolls under the bed.
- #2 What effect do living habits have on cancer? The answer in 30 seconds....
(COMMERCIAL)....A South African physician recently reported that four out of five cancer cases in the U. S. may be traced to the way people live. He said that most of these could be prevented because they relate to diet, smoking, weather, and methods of cooling. Now for a HAPPINESS THOUGHT: Our money talks today as if it were about exhausted.
- #3 How good a chance do our children have? The answer in 30 seconds....
(COMMERCIAL)....The United States actually ranks tenth in infant mortality among the nations of the world. More fatal accidents occur among this country's infants in their first year of life than in any other 12-month period. Now for a HAPPINESS THOUGHT: Many cities have grown so fast their outskirts no longer cover their extremities.
- #4 What affects a child's mental ability? The answer in 30 seconds....
(COMMERCIAL)....Climate and the nutritional habits of pregnant women may influence the intelligence of their offspring. Infants should also be exposed to a colorful atmosphere and be given the opportunity to do more than lie on their backs and be fed every four hours. Now for a HAPPINESS THOUGHT: Fog is stuff that is dangerous to drive in--expecially if it's mental.
- #5 Can your air conditioner cause colds? The answer in 30 seconds....(COMMERCIAL)
....Air conditioning and central heating are overused and probably cause the increasing incidence of colds and other respiratory diseases. The reason?...These systems do not allow the humidity necessary for the respiratory systems of the human body to function properly. Now for a HAPPINESS THOUGHT: Flattery won't give a girl much besides marriage.

(INSERTS)

LET'S TALK BUSINESS

- #1 The number of retail stores in proportion to population is dropping. In 1958, there was one store to every 97 people, 1963 to every 110, and now to every 112. Department stores are increasing, so are automotive firms. The largest is restaurants, and dropping is the number of food stores.
- #2 The town of Bowmanville, Canada, is out after new Manufactures. They mail out an empty plastic bag (sample of Bowmanville's fresh air) and a bag of soil (illustrating ground for expansion), plus a willow leaf (sampling of country setting).
- #3 A Farm Shopping Center is being built outside of Chicago. In addition to department stores and other conventional shopping center firms, there will be a John Deere Store and other firms for farmers only.
- #4 What will be the best place in town to sell merchandise in years to come? The airport. At the present pace, the volume of food, drink, and consumer goods sold at airports will treble by 1970. More and more people will be flying as fares go down, and more jets zoom up.
- #5 Does business discriminate against employees above 45? Business management says "No." 41% of the firms have no compulsory retirement rule, and another 43% consider the over 45 group to be more efficient and productive.

(INSERTS)

ON THE GO

- #1 The Barracuda Formula SX, a Plymouth "Idea Car," will be shown February 25, at the Chicago Auto Show. The fiberglass modified fastback is a variation of the current Barracuda Formula S performance model. It features a grill, head-lamps, and turn signals recessed behind a large frame, which is actually the front bumper.
- #2 During the recent Chicago Whiteout, auto leaders were swamped by towing requests. They compiled in as many cases as possible, mostly as a matter of courtesy. They built good will, but didn't sell many cars while pulling others out of 10-foot snowdrifts.
- #3 Yardney Electric Corporation recently announced that an electric car for 1968 with a top speed of 80 MPH, and an acceleration of 0 to 60 MPH in ten seconds is feasible. It would feature a 10 horsepower motor powered by rechargeable silver-zinc batteries, with only the cost being prohibitive.
- #4 The Russians are becoming auto-minded. A Soviet spokesman announced in Paris that they were purchasing a second Renault assembly line for an estimated \$50 million. The Russians purchased their first Renault Assembly line last year, and also hired Fiat to build an entire auto factory.
- #5 The "Sidewinder," a combination of a front ski and two rear-mounted rubber tracks similar to those which propel a snowmobile, turns the motorcycle into a winter sports vehicle. The unit is a product of Reuter, Inc., of Minneapolis, and sells for less than \$350.

(INSERTS)

FASHIONS AND FANCIES

- #1 More and more boutiques are opening within stores. Ladies like to shop for fashions in unexpected places like basement stores, near front door nooks, and the like. It just sounds in to say, "I picked it up in the boutique shop at Hamiltons."
- #2 Anybody for a six pack of cold socks? What started as a gimmick is now serious business, and you can buy dresses, ties, nightshirts, and other wearing apparel in cans at your favorite store. Look for them in all colors, shapes, and sizes.
- #3 A new animal kingdom collection of sheets and pillowcases are now on the market. The collection has the bold and beautiful patterns reflecting the wild animals of Africa. Yes, in 1967, a tiger in your bed will be chic.
- #4 As the fashion compass has pointed to Hawaii, Russia, and the Middle East, this spring it turns again toward South America, and look for exciting, vibrant Indian handprints, with many subtle colors and tints. Can't you see that husband as a Go-Go Gaucho?
- #5 The newest hairdryer by Montgomery Ward is termed a "de luxe home beauty salon" and includes a three position mirror, fluorescent light, 60 minute timer, five piece manicure set, and of all things, a transistor radio inbuilt. It sells for less than 40 dollars. Some office girls have already pooled their change to equip the coffee lounge.

(INSERTS)

SUNSHINE FOR SUNDAY

- #1 Husband and wife form the world's greatest team. Whether that team wins or loses depends largely upon whether the husband and wife practice human love, and human love begins with love to and from the one who loved us so much that he gave us life, and a blueprint for living.
- #2 Goethe said it, "In the family where the father rules secure, there dwells the peace which thou wilt in vain seek for elsewhere in the wide world outside." The Lord's Prayer offers an ever present opportunity to seek the guidance of the Father's call.
- #3 Charles Kettering said so well, "I expect to spend the rest of my life in the future, so I want to be reasonably sure of what kind of future it's going to be. This is my reason for constant self-examination and meditation."
- #4 "To the wisest of men, the future is veiled. The sage himself walks blind-folded into the future. The profoundest scholar does not know what the day will bring forth. Things do not happen. They come to pass in the purposes of God."
- #5 Listen to Lewis Mumford, "Modern man is the victim of the very instruments he values most. Every gain in power, every mastery of natural forces, every scientific addition to knowledge is potentially dangerous. Without self-discipline and self-examination every week we live, we are beset by fears and robbed of our faith."

FORMAT SHEET FOR BRAIN FEATURES

NOTE...Here are the formats for the five Brain features. They may be used as guidelines for your own production staff, or may be used verbatim if you so desire.

(1) HEALTH AND HAPPINESS

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents Health and Happiness, with interesting information about your body and mind, and how to protect them, and a thought to brighten your day.
ANNCR: INSERT QUESTION (COMMERCIAL) INSERT.
MUSIC: CLOSE (Up and Fade)
ANNCR: Health and Happiness is presented each day at this time by SPONSOR, who reminds you exercise is good for your health, and a smile is good for your soul.

(2) FASHIONS AND FANCIES

MUSIC: (Up and Fade)
ANNCR: LET'S spend 30 seconds in the World of Fashion and Fancies, as a guest of SPONSOR.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: Fashions and Fancies, with news about styles and trends on the air each day, with SPONSOR AS YOUR Host (CLOSING COMMERCIAL AND SLOGAN).

(3) LET'S TALK BUSINESS

MUSIC: (Up and Fade)
ANNCR: SPONSOR says "LET'S TALK BUSINESS"
MUSIC: (Up and Fade)
ANNCR: Where the dollar is involved, you can usually find a human interest story. Listen to this one, as a radio service of SPONSOR.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: "LET'S TALK BUSINESS" tomorrow at this same time, with your host SPONSOR (CLOSING COMMERCIAL AND SLOGAN).

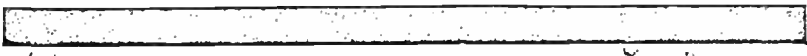
(4) ON THE GO

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents "ON THE GO", dedicated to a nation and a community on the move.
ANNCR: COMMERCIAL INSERT
MUSIC: CLOSE (Up and Fade)
ANNCR: The "ON THE GO" Radio Show is on the air each day at this time, courtesy SPONSOR (CLOSING COMMERCIAL AND SLOGAN).

(5) SUNSHINE FOR SUNDAY

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents "SUNSHINE FOR SUNDAY", with a sincere hope that this day will be a happy day for you and your family.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: Worship Services are being held throughout our city today, and SPONSOR invites you and your family to attend. When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

Tom C -



BRAIN #140 (#141 sent last week was in error, please correct your records thusly)

READING TIME 5:12

MEMO FROM MAC:

"Did you see the 'Smothers Show' last night?" so asked one of the writers of this new show that has beaten the champ "Bonanza" the last two weeks. Said the writer, Saul Ilson, "We have got to do something to shake the complacency of the viewers; we have got to make them talk about the show." THE BRAIN vows every successful radio station must work incessantly to gain the attention of the community. This may be done in a thousand ways, and what works this week may completely fail in months to come. It matters not, the size of your market, the type station you operate, there is no substitute for comment, and this requires the toughest job of all--creative thinking. THE BRAIN endeavors to include, in each issue, ideas adaptable to your market, designed to provoke the question, "Did you hear Station WWWW this morning?"

#1 TIME IN VIETNAM (UNDATED)

What time is it in Vietnam at this moment? With news centered around this faraway spot, it is interesting to insert once in a while. The time in Cleveland, 3PM, in Saginaw, 7AM, Sunday morning. Some stations add to the worldwide sound by varying time signals. Time in Tokyo, Japan, 3PM, Sunday, in New York, 11AM Saturday. It is a simple matter to chart the times in your major cities throughout the world, but remember the daylight savings trick upcoming. Some Stations are gaining the listeners viewpoint on daylight savings time, in line with the new national law due April 30th. Polls on red hot issues always draw comment. (REFER TO MEMO MAC).

#2 1010 NEWS (UNDATED)

Many stations are going to 20, 20 news, 20 minutes after the hour and 20 minutes before the hour. One BRAIN station with the 1010 frequency took advantage of their spot on the dial, and set up their news 10 minutes after the hour, and 10 minutes after the half hour. Another station, 950 on the dial, inserted their news 9 minutes before the half hour, 50 minutes after the hour. How about the station with 1190? They would have a problem.

#3 BUY A NEW HOME MONTH (UNDATED)

The Realtors and Builders have got together, and are running a six station campaign pointing out the advantages of buying a home now. The copy says, "Three years from now you can expect to pay up to \$3,000 more, so get rid of the rent habit, buy now." They have supplemented the campaign with bumper stickers, "Enjoy yourself, buy a home," civic club appearances, and station WWWW is getting co-operation not only from builders and realtors, but also home furnishing firms.

#4 WIN 1000 WOODEN NICKLES (UNDATED)

In the month of March, THE BRAIN will award 1000 wooden nickels (with your call letters imprinted) to the station representative coming up with the best SHOPPING CENTER PROMOTION. The judges will be three impartial broadcasters. For every entry we shall send the sender a BENT SECRETARIAL PEN. If you have any promotion that has worked well for a shopping center, or in your opinion, would work well, get it to us immediately.

#5 WHO IS LISTENING? (UNDATED)

Do you have a map which reflects your mail count? The answer from many stations will be "We don't go for mail anymore." It is well once in a while to re-establish mail contact with listeners, and the BRAIN has this idea which worked wonders for a 50,000 watt, and can do wonders for the 250 watt. They have the WWW SWEEPSTAKES, and enlist gifts from merchants throughout the city. On a designated day (last day of the month), throughout the day, names are drawn from cards received and 250 prizes are awarded. Every prize is a gift certificate or merchandise gift good at one of the local stores. The Station Management mails letters to the winners, and they in turn take the letters to the firms for their prizes. There are no entry blanks, just a simple card from the listener. From this mail pull, the station compiles a mail map which is used in selling station coverage and listenership.

#6 SIX HOURS SALE (SUNDAY AFTERNOON)

This Station knew what to do with Sunday afternoon. They lined up a drug store, furniture store, and nursery, and for six hours every Sunday afternoon, they offered dozens of radio specials. The Station broadcast from all three places. This same idea can be done on a Saturday afternoon with one or more firms, and once a month, or as often as sponsors desire. It is important that the radio specials be hot, and be confined to the six hour period.

#7 THAT SUNDAY SHIFT (UNDATED)

F. D. (Skeeter) Dodd of WPRT Radio in Greensboro, North Carolina, says, "You can give your Sunday Shift a top sound with a high school boy by using this plan. Have each of your top announcers an extra two hours during the week with simple cues for commercial cut-ins. The show can be given a descriptive name, such as Carousel, et cetera, and announcers can use time on Sunday to plug their showtimes during the week." If you want any more details write Skeeter.

#8 WJTN COOKING SCHOOL (UNDATED)

Station WJTN goes to four different communities each year with the Rural Gravure Cooking School, and they are now in their seventh year. This is a lulu for Spring or Fall, and offers sponsorship possibilities with dozens of firms. Write for a breakdown on how they do it. Write Jerry Curren, Rural Gravure, 20 North Carrol Street, Madison 3, Wisconsin. It is true, a cooking school is work, but it gains momentum fast, and it provides permanent revenue, and also stature and comment for the radio station. (MEMO FROM MAC).

#9 L U F Y N P (UNDATED)

A drug store in Decatur offered a bottle of 100 Vitamin Tablets (bottle of suntan lotion, better for summer) to everyone who would write a card telling meaning of letters (L U F Y N P). They had several hundred winners, who were sent a coupon and called at the store for their prize. Do you know what LUFYNP stands for? (LET US FILL YOUR NEXT PERSCRIPTION).

#10 NATIONAL SAVE YOUR VISION WEEK (MARCH 5th thru 11th)

This week you can pick up extra dollars by calling your Optometrists, Opticians, et cetera, for a salute to "National Save Your Vision Week." Interviews with Lions Club Officials and others who work in vision programs may be added. One drug store uses this week each year to promote sale of sunglasses.

#11 DRIVE IN AUDITIONS (UNDATED)

In this day of cartridge taped music in automobiles, one enterprising Salesman in the mid-west has installed a transistorized cartridge playback in his car. He goes by, picks up the prospective advertiser for a cup of coffee, and proceeds to a drive-in restaurant where he reels off the audition spots in the car. He says this is much more effective than working in the prospects' office amid interruptions.

#12 THE BOYS BACK HOME (UNDATED)

Today, there are many hometown boys returning from Vietnam continuously. During the past month, we have carried several interviews, and they prove to be informative, and greatly appreciated by the boys. This can be made a regular feature on most stations with a few announcements each week inviting relatives and returning servicemen to contact the radio station. The BRAIN is using this as a feature on the "THIS, THAT AND THE OTHER" show but it can be inserted in almost any segment of the programming.

#13 BONANZA

The BRAIN has counted no less than 13 Church services that are being broadcast on Sunday Evening. Some are carried as early as 5PM, others at the regular times of 6, 7, or 8PM. Over 30 years not many outstanding radio programs have been projected on Sunday evening, and this simple presentation serves many shut-ins, and others who are not addicted to Sunday evening TV. Unless your pattern is a tight news and music, this is something to think about.

IMPORTANT! IMPORTANT! IMPORTANT! IMPORTANT!

Due to the increasing acceptance of the "THIS, THAT AND THE OTHER" scripts, we are now able to give you both the BRAIN, and TTO for the price of TTO, \$20.00 for markets under 25,000, \$30.00 for markets up to 100,000, and \$40.00 for markets over 100,000. This means in the small markets, TTO will cost you slightly over \$10 a month. In the next few weeks, the BRAIN will make you an ample sample of TTO, so you may make your decision by April 1st. Stations already taking both the BRAIN and TTO will be given the benefit of the new rate March 1st.

(INSERTS)

HEALTH AND HAPPINESS

- #1 Can aspirin be dangerous? The answer in 30 seconds....(COMMERCIAL).... According to medical research, the 16 billion tablets of aspirin that Americans consume each year can cause Kidney damage, severe asthmatic attacks for persons who are allergic to aspirin, aggravated ulcers, and internal bleeding and anemia. But aspirin taken in small amounts is not harmful. Now for a HAPPINESS THOUGHT: All the world's a stage, where anyone who skis may be found in the cast.
- #2 What state has the highest rate of lung cancer? The answer in 30 seconds(COMMERCIAL)....California, and their lung cancer rate has gone up faster than in the rest of the country. It is also interesting that Californians smoke more and have a longer history of smoking than most Americans. Now for a HAPPINESS THOUGHT: In international affairs, necessity is often the mother of intervention.
- #3 What is the largest cause of childhood deaths? The answer in 30 seconds(COMMERCIAL)....Poverty, poor nutrition, and lack of education were shown to be by far the main causes of infant mortality in Georgia, and it is expected that the same results would be true in a nationwide survey. Now for a HAPPINESS THOUGHT: An old-timer is one who remembers when fathers got out of school before their children started.
- #4 Does rain bring on pain? The answer in 30 seconds....(COMMERCIAL).... Medical and meteorological experts have found new evidence to support the old adage that rain brings on pain. It has been proven that an increase in vapor pressure influences body functions and many diseases. Now for a HAPPINESS THOUGHT: On her first visit to the doctor, a woman usually gives him a preamble to her constitution.
- #5 Does brushing the teeth make no difference in preventing cavities? The answer in 30 seconds....(COMMERCIAL)....Dr. Ralph Steinman, professor of oral medicine in Loma Linda University School of Dentistry claims, "Brushing makes no difference in preventing cavities. The areas most susceptible to decay cannot be cleaned with a toothbrush." He claims that at least two studies have shown that children who brush most have slightly more decay. Now for a HAPPINESS THOUGHT: You can't judge a book by its movie version, either.

(INSERTS)

FASHIONS AND FANCIES

- #1 When not wear a mink coat? Expertisers in etiquette say never wear a mink over a sport coat, or with business clothes, or household wearing apparel. Also, mink is completely out in 97 degree weather.
- #2 Many husbands received smoking jackets for Christmas, and they don't know exactly where and when to wear them. The first answer is at home, and secondly they can be worn anytime except when guests are present in formal attire.
- #3 What is the best food for a successful diet? Some say, keep foods as near their natural state as possible. Instant mashed potatoes are pretty pallid when compared to a luscious, baked sweet or irish potatoe, and just as fattening, and most meats are better broiled for flavor and health.
- #4 Men, there's happiness ahead. Men's wear specialists say the Mod look is fading. Skinny pants, leather jackets, pointed toe boots, engineers caps will soon be out. How about long hair? It seems to be here for a time to come.

#5 How to be happy at 87? Mrs. Charles Walgren of Chicago spends her time at cocktail parties knitting, and for fun she knits philosophies on her style pieces. Her latest "Don't worry about your station in life, somebody will tell you where to get off."

(INSERTS)

LET'S TALK BUSINESS

#1 How healthy is the movie industry? National General Corp. believes it is in the best condition ever, and they are planning to build cinema theatres all over the world, starting with 30 new houses in Canada this year. For one to become a real star from now on, it will mean a star in many languages, but the films will be the same.

#2 Cassius Clay was not the only happy person in the Astrodome the night of the Ernie Terrell fight, so were the concessionaires. They sold over 40,000 beers, and 20,000 meals, plus 50,000 cups of coffee and 80,000 refills at no charge.

#3 Lady when you consider the price of your foods, look at the wrapping. It is estimated that 5 to 10% of the cost of most foods is wrapped up in the packaging. This may seem high, but not when you consider the right wrapping preserves the food you will serve next week.

#4 Denver, Colorado is worried about getting airport passengers downtown and they suggest a downtown flight deck, likened to that of an aircraft carrier. The first one is being designed for Washington D. C. to set on top of multi-story buildings and to cost about 50 million bucks.

#5 Another tradition passes....No longer does the little old gray haired man with grape stains on his feet make the wine we enjoy. Today, the wine-maker is a young chemist who uses every modern technique to give wine the finest taste. No longer is the vintage year important--chemistry has changed that too.

(INSERTS)

ON THE GO

#1 Five years ago in Cherry Hill, New Jersey, Mobil Oil Corporation opened the first Automotive Diagnostic Center and by 1975, there will be 15,000 such centers in the U. S. The car gets a complete examination which takes 25 minutes, providing a written record of 86 tests, for a cost of \$9.50--- Medicare couldn't be more thorough for the same price.

#2 The "Knights of the Road," the drivers of the big diesel rigs, are in one of the nation's top salaried professions--earning eight to ten thousand dollars per year. Suprisingly enough; the wives say that their husbands spend more time with their families than when they had nine-to-five jobs because of the time between runs.

#3 A young mother recently complained of the actions of her 18-year-old son. They had let him use the family car for two Saturdays in a row, and he had not come home until 7:45 A.M. & 4:30 A.M. As many American teen-agers have found out, if the parents' reasoning fails, the keys to the car are found to be the "keys" to correcting the situation.

#4 Short hauls, where the electric car can be re-charged, are just around the corner, but a Federal Power Commission staff study reveals that a major breakthrough is needed in developing a suitable battery for power to push an auto more than 150 miles at 50-60MPH. One possibility--trolley car type attachments for interstate highways to provide the car with a source of power.

#5 Despite snow and slush, Canada's Centennial World Exhibition, "Expo '67," is 90% ready for all comers. Ten million tourists are expected as of July 1, which is "D" for Dominion Day--Canadian Independence Day; and you can bet this will be the hot spot for Americans next summer, located on two isles in the middle of the mile-wide St. Lawrence River.

(INSERTS)

SUNSHINE FOR SUNDAY

- #1 Benjamin Disraeli said, "Man is not the creature of circumstances. Circumstances are the creatures of men. We are meant to realize who we are, and that we have the power to perceive, picture, believe, hold in mind, struggle and attain good things." Each week we need to pause to realize this simple truth.
- #2 Would you like a better tomorrow? The desire for a better tomorrow was placed within us at creation, and a better tomorrow is possible for each of us, since the potential is within us. Chesterton said, "Some men live and die with all their sweetness within them." The one way to realize a better tomorrow is to taste the pleasure of helping others.
- #3 What is the simplest form of communication? The telephone, and it is amazing how well the phone may be used to change one's outlook on the day at hand. One person picks up the phone each morning, and calls a friend just to say "Top of the morning" and wish him a pleasant day. He has yet to find a person too busy to talk to him, when he realizes the spirit behind the call. A few moments thinking about others can do wonders for any of us.
- #4 This is an age of tension, nervousness, and pressure. Where it used to show among elderly people, now it is also reflected among young people and even children. What to do about it? Twenty minutes of meditation can do more than all the pills in the world. Try it, and notice how quickly the world slows up and comes into focus.
- #5 Desire and dedication are two common words that mean the difference between failure and success. On the 51st birthday anniversary show for Jackie Gleason, it was reflected that his life began anew the night he appeared in an Amateur show in the early 30's. As he came out, he accidentally slipped, but his fall was so funny, so professionally done, that the audience knew a star had been born. As Bishop Sheen put it, "All of us need two births, our physical, and the one which determines our dedication in this world."

FORMAT SHEET FOR BRAIN FEATURES

NOTE....Here are the formats for the five Brain features. They may be used as guidelines for your own production staff, or may be used verbatim if you so desire.

(1) HEALTH AND HAPPINESS

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents Health and Happiness, with interesting information about your body and mind, and how to protect them, and a thought to brighten your day.
ANNCR: INSERT QUESTION (COMMERCIAL) INSERT.
MUSIC: CLOSE (Up and Fade)
ANNCR: Health and Happiness is presented each day at this time by SPONSOR, who reminds you exercise is good for your health, and a smile is good for your soul.

(2) FASHIONS AND FANCIES

MUSIC: (Up and Fade)
ANNCR: LET'S spend 30 seconds in the World of Fashion and Fancies, as a guest of SPONSOR.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: Fashions and Fancies, with news about styles and trends on the air each day, with SPONSOR AS YOUR Host (CLOSING COMMERCIAL AND SLOGAN).

(3) LET'S TALK BUSINESS

MUSIC: (Up and Fade)
ANNCR: SPONSOR says "LET'S TALK BUSINESS"
MUSIC: (Up and Fade)
ANNCR: Where the dollar is involved, you can usually find a human interest story. Listen to this one, as a radio service of SPONSOR.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: "LET'S TALK BUSINESS" tomorrow at this same time, with your host SPONSOR (CLOSING COMMERCIAL AND SLOGAN).

(4) ON THE GO

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents "ON THE GO", dedicated to a nation and a community on the move.
ANNCR: COMMERCIAL INSERT
MUSIC: CLOSE (Up and Fade)
ANNCR: The "ON THE GO" Radio Show is on the air each day at this time, courtesy SPONSOR (CLOSING COMMERCIAL AND SLOGAN).

(5) SUNSHINE FOR SUNDAY

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents "SUNSHINE FOR SUNDAY", with a sincere hope that this day will be a happy day for you and your family.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: Worship Services are being held throughout our city today, and SPONSOR invites you and your family to attend. When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

Im c



BRAIN #139

Box 1475 806 PO 20404 Lubbock, Texas 79408

READING TIME 5:17

MEMO FROM MAC:

THE BRAIN conducted a survey last week which is most interesting. A representative visited eight radio stations ranging from 50,000 watters to 250 watters. The representative walked in, inquired for the Manager or Sales Manager, and asked for a list of programs, or features they had available. Only one of the stations had any material on hand. Most of them knew certain newscasts were available, weather, here and there, and maybe a sportscast. What's the point? Salesmen would be much more enthusiastic and certainly much better equipped to make a sale, if they had at least a mimeographed list of programs and features for sale. This should be updated monthly, or quarterly, according to the size of the staff. Why is this important? Right now, when most stations are feeling the early year lull, the need for year round contracts on news, weather, sports, and dozens of other features taste plenty good. They won't come overnight. They will come over a period of time, if the Salesmen are constantly reminded to GO GET THAT LONG TERM SALE. How do you do it? Give "THE BRAIN" your ideas.

#1 INSTANT QUESTION (UNDATED)

The editorial voice of radio is gaining respect, stature and power every day, and here is just another sharp way to project it. Insert near the news a simple question. "INSTANT QUESTION....Should Avenue P and Avenue Q be made one ways, or even free ways?" "INSTANT QUESTION....What has happened to the Golden Gloves Program in our city?" "INSTANT QUESTION....Is it true there are ten tennis players to every tennis court in Hometown?" "INSTANT QUESTION....How many young men in our city have never been asked to work on a Chamber of Commerce project?" The question as opposed to INSTANT OPINION is presented as thought material.

#2 BALLOON WEEK (UNDATED)

With the Spring winds on the way, Station WWWW can arrange a Multi-Sponsor promotion to give away 50,000 balloons in one week. It can be kicked off with several giant balloons (mentioned in previous BRAIN) being sent into the sky, and firms can also decorate the ceiling with them. Balloons like parades have a magic appeal, and it is a swell way to blow up your April business. Every balloon would naturally carry your call letters et cetera. You can buy them many places including from The Amsterdam Company in Amsterdam, New York.

#3 CAROL LANE MAY BE COMING YOUR WAY (UNDATED)

Shell Oil has a lovely lady who travels 60,000 miles per year speaking to civic groups and women's organizations, and she also has a nifty kit available for vacationers. Get details from your Shell man, or write to Miss Carol Lane, Shell Oil Company, 50 West 50th Street, New York, 20. If your station is able to sponsor her appearance, it makes a top promotion, or you may prefer the first year to offer the Carol Lane Booklets to vacationers.

#4 BRIDAL FAIR (SPRINGTIME)

KISN has done this one well for Oregonians. Every firm that sells items for the Bride cooperates in the weekend show, with the top prize a free honeymoon trip. From Evening gowns to Wedding cakes, you'll be amazed how many people are interested in wedding outfits. Station can make this promotion sparkle by airing new trends and announcing news about showers, et cetera. Displays can also feature wedding gowns from the early part of the century, and Ministers will be glad to give interviews about the wedding ceremony changes, and the importance of pre-wedding counselling.

#5 FAMILY TALK (UNDATED)

There are thousands in the radio audience who would like to ask questions about Station WWWW, it's personnel, programs, and policies. Select a set time each week, and let listeners call in with questions. They can be placed on tape, and answers dubbed in by personalities involved, and then played throughout the day. WFAA has done this well for years with ASK THE MANAGER, and this method offers much more flexibility and will serve more listeners.

#6 RHYME LINE (UNDATED)

Count on WSB, Atlanta to have that ever popular contest. Now they are giving away a new 67 car for the best rhyme line to "I've just got to win that super sport from WSB."

#7 ICE COLD COCA COLA ON WCLD (UNDATED)

George Shurden of WCLD in Cleveland, Mississippi records a youngster yelling ICE COLD COCA COLA, and plays the tape at times in the background on all of his athletic contests. George, that is a clever way of taking care of some of that line charge.

#8 ON THE MOVE (UNDATED)

Here is first of the week revenue that requires the services of one staff member. Radio Station WWWW spends the day at the City Hall, or at the fire station, or at one of the city's big industrial plants. Not only can you make many one minute to five minute broadcasts about the organization or firm, some time may be spent in reviewing history of same. Ideal sponsor is moving or transfer firm, or one of your institutional leaders in your city.

#9 LET ME CALL YOU SWEETHEART (EASTER OR ANYTIME)

William R. Williamson, Sales Manager at WCSI in Columbus, Indiana has an independent drug store who sponsors this each year. Customers register as many times as they desire, and a drawing is held entitling the winner to place a telephone call to a sweetheart, friend, wife, or husband anywhere in the world. AT&T rates have recently gone down, and this is a most reasonable contest. Fact is, it could be done on a monthly basis, or weekly basis for less than \$10 per week for the regular three minutes.

#10 DINE AROUND TOWN CLUB (UNDATED)

Radio Station WWWW sets out package for all restaurants for announcement schedule to run through 1967. Announcements will be 30 seconds with regular commercial, plus invitation to pick up DINE AROUND TOWN DIRECTORY at service stations, restaurants, and at other appropriate spots. Station WWWW will prepare simple, but attractive brochure listing restaurants, hours, foods featured, et cetera. This won't be a big revenue getter, but it will be a permanent promotion if handled right. Costs of brochures should be pro-rated among sponsors.

#11 DESCEND ON DODGE (UNDATED)

Dodge General Manager, Robert McCurry announces that the accent in 67 will be on Dodges instead of dolls. They want sales, and radio can give it to them. They like tie-in promotions such as boats and other summer items to be given as prizes, or as a bonus. Dodge likes sports too.

#12 PEANUT SALE (UNDATED)

A furniture firm put the DJ in the store and announced the chair would be sold for peanuts, in fact to the first person who showed up with warm, parched peanuts. Other pieces were advertised for peanut prizes.

#13 BONANZA---SUMMER SWEEPSTAKES (MAY, JUNE, AND JULY)

Start on May 1st and climax on July 31st. Here are key months for building your revenue, and a simple way to get extra revenue for 25 sponsors.

(1) Award each month a weekend at a nearby motel with meals, breakfast in bed, flowers for the lady.

(2) Climax on July 31st by awarding a brand new 1967 automobile, along with 200 gallons of gasoline.

By using simple sweetstake entries, allowing the people to register as many times as they desire, and adding as much local color as possible, this contest can gross \$20,000 and net \$12,000 during those tricky summer months. Now is the time to plan it and sell it. Send us some of your promotional material, and we will assemble and offer digest for next season.

(INSERTS)

SUNSHINE FOR SUNDAYS

- #1 Brotherhood will be mentioned in many sermons today, and this is well to remember. If we do not go out into the world and call every man our brother, there are those who will go out and call him Comrade.
- #2 Great occasions do not make heroes or cowards. They simply unveil them. Through self examination, or the lack of it we become strong or weak, but it takes a crisis to show us what we have become.
- #3 The pastor was typing his sermon late Saturday night, and near the finish one letter on the board kept sticking, and it turned out to be the letter "I". He thought a few moments and redid his sermon in long hand. "Too many of us put too much accent on the "I" in our lives, while the record shows the person wrapped up in others has found the only true happiness offered to mankind.
- #4 Loneliness comes to most of us at one time or another, but it is well to recall, the Sheep was not lost because it got in the thicket, but because it had been separated from the Shepherd.
- #5 As mortal human beings, Immortality is a big word, but Henry Van Duke reminds us, "There is only one way to get ready for immortality, and that is to love this life and live it as bravely and faithfully and cheerfully as we can."

(INSERTS)

LET'S TALK BUSINESS

- #1 How is the salaried worker doing in America? Readers Digest reveals the average production worker earned \$2.63 per hour, had to work 23 to 28 hours per week to pay for his car, one hour for cigarettes, and 21 minutes to buy his wife nylon hose.
- #2 What is America's biggest industry? It is still the old reliable farming, employing six million workers, more than transportation, public utilities, and the steel and automotive industries combined.
- #3 How is Uncle Sam doing in Foreign Industry? Too well, some Europeans believe....in four brief years, the U. S. direct investment in European industry has risen from 9 billion to more than 16 billion. Everything from cars to computers are moving in on Europe like a Sahara Sandstorm.
- #4 The world is depending on us, at least in three major fields of development. In aircraft, satellite communications, and nuclear power, the U. S. dominates and monopolizes the European market.
- #5 ONE BILLION DOLLARS IN ADDED PAY, that's a conservative estimate of the effect of the Wage and Hour raise that started February 1st. Over 4 million workers were benefitted. Who are they? Workers in hospitals, farm workers, waitresses, and just about everybody who wasn't making as much as \$1.40 per hour.

(INSERTS)

FASHIONS AND FANCIES

- #1 Recently a well known appliance firm had 20 ladies for brunch. They asked them to list everything they didn't like about their kitchen, after studying a model kitchen on display. What was the NO. 1 dislike? The absence of a wall telephone with a long extension.
- #2 Does the mini skirt get attention? Some girls say not enough, so they are including on the mini skirt the French Alphabet or French Sayings. They report men show a special interest in studying the alphabet.
- #3 Will history repeat itself? In days of yore, it was the men who wore furs. In fact, centuries ago, the Judge would never be caught on the bench without ermine. After a time, fur was for women. Today men are beginning to wear expensive furs as the inner lining of their coats. Yes, there will be His and Hers in mink by Christmas season 67.
- #4 She made it by an eyelash, or maybe just a half eyelash. Girls are beginning to wear the half eyelash to attract attention with its distinction. It slips in from the center outward and comes in shades of black or brown. Why do they wear them? More alluring, they say.
- #5 What about formal wear for men? The "In" thing on the way is Stripes in double-breasted coats, with bow ties and all the trimmings. Black stripes on white are preferred. Most of them are silk, or have the linen look. Don't forget the colorful vest. Black tie and tails are as square as the minuet.

(INSERTS)

HEALTH AND HAPPINESS

- #1 Will we someday brush our teeth by chewing a tablet? The answer in 30 seconds... (COMMERCIAL)... Three British researchers from the Dental School of the University of Liverpool have found that a tablet containing malic acid, found in apples, seems to be as efficient as toothbrushing. The acid stimulates the flow of saliva, which is important to keeping teeth clean. Now for a HAPPINESS THOUGHT: When money talks these days, it's hollering for help and nobody can save it.
- #2 What are the two main movements taking place in the nation's hospitals? The answer in 30 seconds... (COMMERCIAL)... The first movement is an effort to get doctors and hospitals to pay more attention to the prevention of disease, and is underway at Boston's Massachusetts General Hospital. The second is being led by the famous Mayo Clinic in Rochester, Minnesota, and involves re-stressing the emphasis on the patient. Now for a HAPPINESS THOUGHT: The human race seems to have improved everything except the human race.
- #3 Do we really get enough vitamins? The answer in 30 seconds... (COMMERCIAL)... The national food supply is about 15 per cent lower in Vitamins A & C today than it was in the late 1940's. Despite addition of synthetic vitamins, the major reason for the downtrend is the shift away from deep yellow and dark green fresh vegetables to bread and cereal products. Now for the HAPPINESS THOUGHT: Just about the time a woman thinks her work is done, she becomes a Grandmother.
- #4 How effective are the influenza vaccines? The answer in 30 seconds... (COMMERCIAL)... Influenza vaccines are not effective, and it is doubtful that they should be kept in general use, according to three federal government scientists who have studied the flu problem. According to them, no effective vaccine exists, and no solution to flu is in sight. Now for a HAPPINESS THOUGHT: A lot of people who buy on time don't know when time leaves off and eternity begins.
- #5 What are the human life-span predictions? The answer in 30 seconds... (COMMERCIAL)... Man may eventually expect a life span of more than 150 years. Experiments have proven that slowing down the deterioration of the salt and water balance in the bodies of animals can slow the aging process. Scientist Robert R. Kohn of Western Reserve University says that human may even be kept at a certain age by a chemical. Now for a HAPPINESS THOUGHT: There's nothing like a pair of slacks to reveal the stern facts about a woman.

(INSERTS)

ON THE GO

- #1 Pontiac's answer to the new sports car trend, the Firebird, will make its automotive debut February 23rd. A complete line of accessories are offered, plus Pontiac '67 safety features. Perhaps the most interesting standard feature is the new Space-Saver Spare, which is inflated, only when needed, by a small tank of compressed air.
- #2 A giant new major cooperative development by five auto dealers, to be called South Philadelphia Auto Shopping Center, will bring all showrooms and service departments to a central area. It will cost \$10 million and bring in \$50 million annually. The new Auto Supermarket will be ready to introduce 1968 Models.
- #3 Japan's first domestically-produced limousine, the Prince Royal, has been unveiled by Nissan Motor Co. It was built for Emperor Hirohito, but if successful, it will be offered to the public later. It includes all the standard luxury features, even a bar. It seats eight people, and seems to be the answer for status-symbol-seeking Japanese.
- #4 Auto clinics are the newest innovation in the auto repair business. Designed just like any other clinic, the newest center began construction last week, in Springfield, New Jersey. These centers are designed to analyze and diagnose the trouble of all makes of cars and light trucks, without doing any actual repairing.
- #5 A bill has been filed in the Connecticut General Assembly to make it a criminal offense for an auto dealer to tamper with a car's mileage indicator. The proposal, which carries a penalty of \$100 and 30 days in jail for such tampering, also requires the dealer to give customers a statement of actual mileage on a vehicle, imposing a fine of \$25-\$100 for failure to do so.

This, That and the Other

February 13th, 1967

This is Monday, February 13th, 1967, and on this day in 1877 a long distance telephone call was placed from Salem to Boston, Massachusetts, a very important call, in fact the first long distance call ever made in this country. What if they had gotten a busy signal? Alex Bell might have become disgusted and blown the whole deal....Things are jumping in St. Augustine, Florida today at the Fiesta De Menedez....If this is your birthday, the stars are twinkling this message: "Beware of a rebellious attitude against setbacks, choose a conservative path in your endeavors today."

TONIGHT ON TV....A treat for the children this evening as Pinocchio returns in an all color presentation....Jimmy Durante will be the special host for Ice Capades, and he will be aided by Jimmy Dean and the Supremes, plus some skaters, of course....Lucy ends up with the law tonight when mistaken for Red Flash, the carrot topped shoplifter....On "The Road West", Ben Pride takes on the sheriff, while "Run For Your Life" has a rendezvous in Tokyo....Johnny Carson's guest will be Carol Lawrence, and tomorrow on "Today" John T. Scopes talks about the Monkey Trial of 1925.

LESLIE HANNON SAYS...."There is only one true test of love for a man. (Pause) Could you use his toothbrush?"

CALL THIS BLIND MAN'S BLUFF....In Boston the other day, a man passed the blind man on the street, and tossed him a quarter. He missed the cup, but as it rolled away the blind man chased it and retrieved it. Said the surprised one, "I thought you were blind." "Oh, no, I'm sitting in for the blind man. (Pause) He's gone to the movies."

THE OLD DOCTOR....had never refused a call from the rich or poor, but this time he was tired. "Have you any money?" he asked the mid-night caller. "Of course, I have money." "Then call somebody else, I'm too old a man to get out of bed for anybody who can pay for it."

HELEN ROWLAND....in her opinion of man says, "A man's heart may have a secret sanctuary where only one woman may enter, but it is full of little ante rooms which are seldom vacant."

IF YOU WONDER WHY HUNDREDS OF BANDS CUT RECORDS EVERY WEEK....there's a quick answer. You look at the Beatles Bank Account and a few more success stories, and you can understand the mouth watering ambitions of any musical group. A couple of years ago, Herb Alpert and the Tijuana Brass cut their record in his garage for less than \$200. Now his record company has grossed better than 25 million dollars. So if you have a song, record it, and you may be buying the Empire State Building in a few years.

TEN WORDS THAT COULD HAVE CHANGED HISTORY....Christopher Columbus, "Turn the boat around fellows, I'm getting seasick."

ROBERT TAYLOR SAID IT...."I can tell a lot about a woman a half block away by her walk, before I ever see her face. I don't like the girl walking on teetering heels, nor the one who strides along like a long distance walker." One man told the Judge in Detroit, "I fell in love with my wife, when I saw her walk, but that was before I heard her talk."

SAID THE MAN AS HE WAS WHEELED INTO THE OPERATING ROOM...."Doc, I have this one request. My wife's incision is 4 1/2 inches long, my brother-in-law's scar is 5 inches long. Make mine longer than both of them put together, and that'll stop all this nonsense."

THE LOST ART OF DOING NOTHING....Don Herold suggests that more young people should do the things they are planning to do when they are old, for instance, take a walk with nowhere to go, sit still in a room and open up the pores of life. Minds like crops and hula skirts need rotating.

THE REAL PROOF OF COURTESY....is to have the same ailment the other person is describing and not mention it. About the only person who wants to hear about our ailments is the Doctor, during office hours.

THE RUSSIANS ARE NOT ONLY TRYING TO BEAT US TO THE MOON....they are also trying to beat us across the lake. At the Miami Boat Show in late February, the "Volva" will be shown, which is said to be the world's first and fastest hydrofoil. It zooms to 40 miles an hour in 8 seconds. That's still a long way from the sound barrier.

A SAD LADY IS A SAD SIGHT....This one had just walked from the Doctor's office, and confided to a friend. "I have 5 children, and now the Doctor says I'm expectant again." "You mean you don't want another child." "It's not the child, I'm just tired of all that PTA work."

HUGH SCOTT HAS A DETECTIVE MYSTERY WITH A BRAND NEW TWIST....It seems the victim was murdered on a bridge above a flood swollen river. Then the murderer fled five miles down the river to his home. The river rose and carried the bridge down to the murderers home. You get it? This is the first time a scene of the crime ever returned to the murderer.

IT HAPPENED ON CLARK STREET IN CHICAGO....in front of a night club.... As the policeman picked up the battered individual, he asked, "Can you tell me how this man looked?" "That's what I was doing when he hit me."

WHO WILL BE THE HOSTESS OF THE MOSCOW STATE CIRCUS THIS YEAR?....A fine American girl from the South by the name of Dinah Shore, and you will see the show on the nights of March 2nd and March 9th on one of the Major Networks. You will also see some reasons why Russian women win so many Olympic titles.

HEARD AT THE AIRPORT LOUNGE...."After reading all about inflation, and World conditions, I'm worried. I'm not nearly as depressed as I should be."

BART STARR, THE GREEN BAY QUARTERBACK....scored again the other night, when asked to speak during a banquet. He won everybody's heart by saying, "To be seen one must stand up, to be heard one must speak clearly, but to be appreciated (pause) one must sit down." And he did!

DOCTORS OFTEN HAVE THEIR SOCIAL EVENINGS RUINED....by friends who are constantly seeking medical advice. One Doctor has a plan that stops all this with one little word..."When someone starts telling me his ailments at a party, I merely answer him with one word. Undress."

QUICK WITTICISMS

A friend indeed is one who takes you to lunch even though you are non-deductible.

Modern Father to teenage Son...."Man, it's really cool outside. Get with it and dig that snow."

A man is boss of the home when he props his feet up on the new upholstered chair.

How can you tell when the daughter is grown up? One mother says, when you look in the closet and your favorite dress is missing.

According to Napoleon, women have two weapons, cosmetics and tears.

FORMAT SHEET FOR BRAIN FEATURES

NOTE....Here are the formats for the five Brain features. They may be used as guidelines for your own production staff, or may be used verbatim if you so desire.

(1) HEALTH AND HAPPINESS

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents Health and Happiness, with interesting information about your body and mind, and how to protect them, and a thought to brighten your day.
ANNCR: INSERT QUESTION (COMMERCIAL) INSERT.
MUSIC: CLOSE (Up and Fade)
ANNCR: Health and Happiness is presented each day at this time by SPONSOR, who reminds you exercise is good for your health, and a smile is good for your soul.

(2) FASHIONS AND FANCIES

MUSIC: (Up and Fade)
ANNCR: LET'S spend 30 seconds in the World of Fashion and Fancies, as a guest of SPONSOR.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: Fashions and Fancies, with news about styles and trends on the air each day, with SPONSOR AS YOUR Host (CLOSING COMMERCIAL AND SLOGAN).

(3) LET'S TALK BUSINESS

MUSIC: (Up and Fade)
ANNCR: SPONSOR says "LET'S TALK BUSINESS"
MUSIC: (Up and Fade)
ANNCR: Where the dollar is involved, you can usually find a human interest story. Listen to this one, as a radio service of SPONSOR.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: "LET'S TALK BUSINESS" tomorrow at this same time, with your host SPONSOR (CLOSING COMMERCIAL AND SLOGAN).

(4) ON THE GO

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents "ON THE GO", dedicated to a nation and a community on the move.
ANNCR: COMMERCIAL INSERT
MUSIC: CLOSE (Up and Fade)
ANNCR: The "ON THE GO" Radio Show is on the air each day at this time, courtesy SPONSOR (CLOSING COMMERCIAL AND SLOGAN).

(5) SUNSHINE FOR SUNDAY

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents "SUNSHINE FOR SUNDAY", with a sincere hope that this day will be a happy day for you and your family.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: Worship Services are being held throughout our city today, and SPONSOR invites you and your family to attend. When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

Jan 2



BRAIN #138

Box 1475 806 PO 20404 Lubbock, Texas 79408

READING TIME 6:02

MEMO FROM MAC

The story is told of the fireball Manager who had just taken over the run down radio property. He called the staff together, and opened, "We must get involved in the community, Joe you join the Methodist Church Sunday morning, Frank you get with the Baptists, and Pat, find out when the next meeting is at the Synagogue." Get involved is still the battle cry for the station that desires recognition and stature in a city, and many walls of sales resistance can be torn down, when the man you're selling is the same one you worked with on United Fund, BUT this is not the whole answer. The BRAIN has found that in order to make your station a solid investment, it must be recognized primarily as a powerful medium in the community, as well as an effective sales tool. Public relations will open doors, but they will not sustain 52 week contracts. It is always disturbing to hear business men talk about how swell a guy the radio manager is, without ever mentioning the radio station, and the popularity of the programs. Completely cold blooded, if one has to choose between a well listened to radio station, and a well liked Manager, the investor and the advertiser will choose the former. Want to argue?

(1) SIMPLE SURVEY (UNDATED)

Two weeks ago, the BRAIN mentioned a simple survey that has worked well for the flagship station. The response has been so heavy, that we are including the data in this week's BRAIN.

HERE IS THE FORM USED IN TELEPHONE CALLS PICKED AT RANDOM FROM THE LOCAL TELEPHONE DIRECTOR.

VOICE....This is an Independent radio survey, would you answer a few questions for me?

What is your favorite radio station in Lubbock?.....

Why do you prefer this station?.....

What is your second choice?.....

What is your favorite radio program in the Lubbock area?.....

Enclosed is the certified copy of the basic information from this survey. The information we received concerning the popularity of programs is very interesting, and in some cases mystifying. Some programs on the air for ten years will rate a mention.

(2) OLDEST DESK CONTEST (UNDATED)

This was the basis of a contest for an office supply firm celebrating it's 50th anniversary, and the prize for the oldest desk was a brand new, ultra modern desk....Clever copy heard for an office supply firm this week went like this: "This is Mr. DR speaking. Last year our firm lost \$84,682.31, and we decided it was time to re-do our offices with beautiful new furniture from Miller Howard Office Supply to raise employee morale, and we are very happy with the result. This year we lost only \$79,611.27.

(3) CORTINA IS COMING (FEBRUARY)

February 14th, Ford will introduce the New Cortina, and this is a top time to hit with major campaign. In the East, they are creating a furore with a multi-merchant sponsorship of the Mink and Mustang contest. The lady gets the full length mink coat, the man, the Mustang. All they do is to register at any one of the 50 merchants participating in the February and March business builder.

(4) PUMPING UP OUR OWN MEDIUM (UNDATED)

The announcement simply said, "Some people believe no one listens to a 10 second announcement, but we believe they are wrong, (pause) because you just have.

(5) BEAT THE CHAMP (UNDATED)

Now that the Golf season is in full swing, here is a fun game for your listeners....ANNOUNCER: "Would you like to beat the Champ? Then call PO-2111. Okay, you have drawn Arnie Palmer, on a par three 375 yard hole. Here's Arnie's shot off the tee, and it's just a bit to the right, and 250 yards down the way. Okay, you ready...There goes your shot, 275 yards almost off the fairway to the left side. Here's Palmer's second shot, down the middle and over the green some 35 feet. Now here is yours. A beauty, on to the green and about 15 feet short. Okay, now Arnie shoots. Here is the Chip and it rolls, rolls, and stops 6 inches short of the cup. If you hole out you win the hole. Be careful. There it goes, just a little to the left, and now it's turning, and (PLUNK) right in the cup. You've beaten the Champ, and you win a carton of Pepsi Colas for doing so." This idea can be used in golf, radio rodeo, auto racing, and in any field where your copy man has some imagination. If you want to give the golf contest a personal touch, use the DJ's names instead of the names of famous golfers.

(6) VACATION PREPARATION (SPRING AND SUMMER)

As Broadcasting yearbook will reveal, there are many stations over the nation on your frequency, and each year the co-op movement is used successfully throughout the summer....Here is the simple plan: You trade tapes with stations on your frequency with announcements along this line...."Hi, This is Roger Smith happy to be on Radio Station WWWW, in Hometown, 1150 on your dial, and when you are in Eastern New Mexico this summer we invite you to listen to Radio Station KWWW, also 1150 on the dial, in High Lonesome, New Mexico." Now is the time to get your letter written, if you are going to get the tapes exchanged well before vacation time hits in late May.

(7) BUMPER STICKER TRAFFIC PULLER (SPRING AND SUMMER)

Here is a spot announcement campaign for one firm, or a dozen firms, and your only promotional cost is the price of the bumper stickers....Select the slogan used to publicize your city, and urge everyone planning to take a trip this summer, travelling Salesmen, and anyone else who would like to publicize his hometown to drop by for a Hometown Bumper Sticker. Just last week we spied a bumper sticker plugging "The Cleanest City in the World". It caught my eye, eventhough I had never heard of the city heretofore. If your city doesn't have a catchy slogan, Station WWWW can work with Chamber of Commerce to secure one.

(8) WHO SAID IT? (UNDATED)

"Common sense, if not common decency would suggest that we treat the dropout as an individual. After all, six out of ten College Freshmen will come straggling home sometime between this year and next, at least temporarily." Who said it? Telephone Station WWWW with the correct answer and receive an evening out. This little feature several times a day keeps them listening. All the material you need is published weekly in QUOTE MAGAZINE, Droke House, Box 683, 309 South Main, Anderson, South Carolina.

(9) WORLD'S BIGGEST FOOD BASKET (UNDATED)

The Super Market wanted something different for his March Promotion, so Station WWWW had a giant foodbasket constructed in the corner of the market, filled with everything from Pork and Beans to Pepsi-Cola. Pictures were run in the paper, plus a DJ Broadcast from inside the box describing it's 6 by 8 size and 5 ft. depth. The prize will be delivered by Strong Transfer and unloaded in the front yard of the winner.

(10) HISTORICAL STATION BREAKS (UNDATED)

This idea first advanced by the BRAIN in 1964 was finally started in 1967 by a subscriber, and he reports it's amazing how much comment and goodwill has already been realized. EXAMPLE...."This is Station WWWW in Dublin, where in 1928 Johnny Jones was selected as the Outstanding Young Man of Pennsylvania." In order to prepare these announcements, enlist the aid of your listeners in research material compilation.

(11) HELLO EUROPE (UNDATED)

Now Southwestern Bell, and AT&T rates have been lowered to where you can call European Countries for as little as \$7.00. This makes a good weekend feature to call some personality over there each week for transatlantic interview. Sponsorship should appeal to travel agency, book store, or some other firm with international interests. One call can be recorded and played in parts throughout the weekend. Note: you may need interpreter. Oh yes, rates are also reduced on the Wats Line. Now you can get it for a minimum of 10 hours per month (600 minutes). This makes a good news pepperupper, and also works well in getting special coverage from state capital.

(12) WHAT IS A HUSBAND (UNDATED)

To keep up interest in that Woman's Club requires constant comment creators... This one will work wonders for two weeks. Invite lady listeners to write an essay (100 words or less) on subject "What is a Husband?" Then later on, give the men a chance with "What is a Wife?" Prizes can be a shotgun to the lady, and a vacuum cleaner to the man. Sponsor can tie in merchandising with contest by giving nylons with each man's suit, and man's tie with each dress, etc..

(13) BONANZA--ON TV TONIGHT (UNDATED)

TV is not going to blow over, nor is it going to blow radio out of the tub, but consider these facts: (1) Almost every newspaper in the nation gives TV shows publicity through schedules, stories, and pictures. (2) TV Guide is well read nationwide. (3) TV is featuring more specials, movies, and guest stars. CONCLUSION--Radio can cash in on this American Way of Life with daily broadcasts concerning "What's on TV Tonight?" This is a real deal for your appliance dealer who is alive on color set sales. The fact that "Abe Lincoln in Illinois" will be on tonight is news, and listeners appreciate radio broadcasters who report the news, TV or otherwise. All the information you need can be secured from weekly digests, or by writing directly to the networks.

(INSERTS)

HEALTH AND HAPPINESS

- #1 Does the size of the brain have a relationship to the individual's intelligence? The answer in 30 seconds...(COMMERCIAL)...So scientists say, the size of the brain has no relation to the intelligence of the individual. That is determined by other factors, such as heredity. The brain of Gambetta, the great French statesman, weighed only forty ounces, while that of an imbecile Indian squaw weighed seventy ounces. Now for a HAPPINESS THOUGHT: If you can't lick them, and they won't let you join them, what then?
- #2 What is Botulism, and how can it be prevented? The answer in 30 seconds...(COMMERCIAL)...Botulism, or food poisoning, is caused by an organism which contaminates improperly canned foods. This organism produces a toxin poisonous to humans. Home-canned foods are not as safe as commercially-canned foods. This organism-produced toxin may be counter-acted by an existing anti-botulism serum. Now for a HAPPINESS THOUGHT: Golf is a lot of walking, broken up by disappointment and bad arithmetic.
- #3 What causes color-blindness? The answer in 30 seconds...(COMMERCIAL)...Color-blindness is the inability to detect color combinations; and is a fairly common condition. It is most often inherited, and is more common among boys than girls. No specific cure for it is known. Obviously, it may bar a person from military service. Now for a HAPPINESS THOUGHT: A man who insists his life is an open book is tempting people to read between the lines.
- #4 What can be done to cure dandruff? The answer in 30 seconds...(COMMERCIAL)...Thorough washing of the scalp will remove this skin disease, but it usually returns. A drug called Selsun was recently developed from selenium, which seems to have the specific power of controlling dandruff. Many treatments used in barber and beauty shops depend on the presence of alcohol and salicylic acid, and are effective for only a short time. Now for a HAPPINESS THOUGHT: A bartender is a psychiatrist with vertical patients.
- #5 Is there a cure for hay fever? The answer in 30 seconds...(COMMERCIAL)...The only form of cure for this allergy is prevention. In some cases, antihistamine drugs may bring relief...But most victims should have the origin of the allergy pinpointed by an allergist, so that they may avoid contact with the pollen to which they are sensitive. They may also undertake desensitization. Now for a HAPPINESS THOUGHT: An experienced married man is one who can tell when his wife comes to the end of one argument and begins another.

(INSERTS)

FASHIONS AND FANCIES

1. Carol Channing in her appearance at the White House the other evening had five changes of costume in a few short minutes. She arrived wearing an enormous White Fox Hat, and a white, one piece stretch jump suit. Later on, a wasp waisted red costume, and later on a yellow chiffon evening dress. She finally left, again in the white jump suit, this time with a platinum blonde wig.
2. Colored stockings as bright as Easter Eggs are reported from Paris to be on their way to go with the bloomer girl's outfit for 1967. Bloomers, puff organdy and crinoline ones are going to be popular with all the young ladies. Too, with that pink organdy party dress, it will be okay to wear solid black hose. In other words, contrast and clash are no longer obstacles, in fact, they are counted the "In" for 67.
3. California boys have to be different. A survey reveals they like girls in the "little girl" look, wearing little pearl and gold loop earrings, pant suits, the chunky little heeled shoes and shoulder bags. They no longer go for mini-skirts, ties and vests, or white stockings or boots.
4. About those 32 top models who make around \$60,000 a year. What is the big difference? Cheekbones. If you were to pass them on the street, you would probably not pick them from the crowd, but the camera detects the class in the cheekbones, and makes them worth \$30,000 a year each to the lovely lady. Fact is, the most beautiful girl in the world without good cheekbones would starve to death in the modelling profession.
5. Hairdresser Aurelien Linterman has taken the wig and haircut craze one step further. He makes hats out of real hair. They are in various styles, match your own hair, and can be worn in church or at the cocktail hour.

(INSERTS)

LET'S TALK BUSINESS

1. Today as never before the successful business man must operate on a planned schedule, and discipline himself to adhere to it. Handling mail is one important phase. One executive puts his mail in four categories, (1) For further reading and study (2) For immediate response (3) Filed without response (4) Referred to department heads....Nothing frustrates a man more than to face a debris of mail on his desk each day.
2. Joseph Bocalero, an automobile dealer in Los Angeles believes customer loyalty is important. That is why he was especially pleased to see Al Menick come in the other day and purchase a brand new 1967 Chrysler. It was the 15th new car Mr. Menick had bought from his firm since 1923.
3. 10 million are expected to visit Exposition 67 in Canada and half of them will come from the United States. Canadians say, "Our show will not be over-commercialized like the New York World's Fair, but instead will be a fascinating, educating, entertaining extravaganza, that will lay all previous world fairs in the shade."
4. How well can we predict? Not too well, nor too far in the future. In 1962, only one major Electronics firm was in the color TV business. Who would have pegged 1967 as the year when 7 million sets would be sold, and black and white would disappear from the TV screen in prime time hours.
5. Where will the Auto Industry go in 1967? They now predict, into the third best year in history. 1965 was the record year when well over nine million cars were sold, and nearly that in 1966. The 67 total will be around 8 1/2 million, but who knows, loosening of money would change all that in the latter half of the year.

ON THE GO

(INSERTS) NOTE: This week, ON THE GO will deal entirely with the expectations of the automobile industry for the next 50 years.

1. Within the next five years, radial ply tires will be standard equipment on automobiles. Or they may be made of a solid spongy-type plastic, being completely puncture-proof, and capable of being completely color-coordinated with the auto. These are wonderful possibilities for the tire industry, but they have another prediction to fear--cars in 2017 will have no tires, but instead will ride on a cushion of air.

2. One expert feels that cars of the future will be small hovercrafts that ride on a film of air. But an opposite prediction is that the trend will be to mass transit for commuters. This would be accomplished by the individual being packaged in a capsule that would link itself to a mass transit system for a trip from suburb to city, then could disengage itself by spinning off and making its own separate way.

3. Probably the most far out prediction is that cars would be nothing more than an energy field carved out of a hunk of space at will by an individual using a pocket energizer device, whenever he has a need for one. Laser beams could propel the make-shift auto to the destination. The passenger space compartment could be used at any whim and disposed of. A new frontier in packaging--no deposit, no return automobiles.

4. W. H. Brokenshire, an engineer for International Nickel Co., says the gas turbine will be a reality within 10 years. He also says electric cars will be the next innovation, and a solar battery may be their propulsion. W. D. Lewis, of Du Pont, says that either the fuel cell or atomic power will propel the electric cars. The car would be smaller, with all controls--including steering and acceleration, mounted on a swivel-based handgrip.

5. Cars of the future may be operated by the driver only on local trips and operated by a computer for trips between cities. W. D. Lewis of Du Pont says that an entire vacation could be programmed ahead of starting time. The highways would be heated and absolutely bump-free, with a guidance system imbedded in them. Many experts feel that this automation would be the only way to ever completely eliminate accidents.

(INSERTS)

SUNSHINE FOR SUNDAY

1. It is good at times when we endure contradictions, and when men think ill or meanly of us. These things often bring us back to humility and defend us from vain glory. It is in moments of persecution, when we feel the inward strength from a higher power.

2. It is an established truth that our bodies, our muscles, and our minds must be exercised if we are to grow, and the same is true of our faith. A faith which is not tried will never be strong. This is most difficult since faith is believing what we cannot see nor understand.

3. How awful would be our lot, if our wishes should pass straightway into realities. Fulfillment of our hasty wishes and sudden longings would immediately remind us of the futility of materialism. This day we should also be thankful for what we have been denied, as well as for what we have.

4. Home is the holy of holies of a man's life. There he withdraws from all the world, and shutting the door is alone with those who are his own. It is the reservoir of his strength, and the inspiration for all his activities and battles. Making the home the seat of happiness and peace is the first responsibility of each man.

5. There is no true victory in simply resigning one's self to the acts of Providence. The secret of victory is being able to rejoice in all situations which befall us, knowing that a higher power is working at all times to build our strength to meet any situation. The wonder of it all is how quickly a crisis can be turned into a triviality, when faith and patience take over.

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MUSIC: (Up and Fade)
ANNCR: SPONSOR presents Health and Happiness, with interesting information about your body and mind, and how to protect them, and a thought to brighten your day.
ANNCR: INSERT QUESTION (COMMERCIAL) INSERT.
MUSIC: CLOSE (Up and Fade)
ANNCR: Health and Happiness is presented each day at this time by SPONSOR, who reminds you exercise is good for your health, and a smile is good for your soul.

(2) FASHIONS AND FANCIES

MUSIC: (Up and Fade)
ANNCR: LET'S spend 30 seconds in the World of Fashion and Fancies, as a guest of SPONSOR.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: Fashions and Fancies, with news about styles and trends on the air each day, with SPONSOR AS YOUR Host (CLOSING COMMERCIAL AND SLOGAN).

(3) LET'S TALK BUSINESS

MUSIC: (Up and Fade)
ANNCR: SPONSOR says "LET'S TALK BUSINESS"
MUSIC: (Up and Fade)
ANNCR: Where the dollar is involved, you can usually find a human interest story. Listen to this one, as a radio service of SPONSOR.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: "LET'S TALK BUSINESS" tomorrow at this same time, with your hose SPONSOR (CLOSING COMMERCIAL AND SLOGAN).

(4) ON THE GO

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents "ON THE GO", dedicated to a nation and a community on the move.
ANNCR: COMMERCIAL INSERT
MUSIC: CLOSE (Up and Fade)
ANNCR: The "ON THE GO" Radio Show is on the air each day at this time, courtesy SPONSOR (CLOSING COMMERCIAL AND SLOGAN).

(5) SUNSHINE FOR SUNDAY

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents "SUNSHINE FOR SUNDAY", with a sincere hope that this day will be a happy day for you and your family.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: Worship Services are being held throughout our city today, and SPONSOR invites you and your family to attend. When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

Sam C -



BRAIN #136

Box 1475 806 PO 20404 Lubbock, Texas 79408

READING TIME: 6:11

SPECIAL ANNOUNCEMENT:

As we near the end of the third year of the Brain, the most important job we have is to make this service more valuable to every subscriber. As broadcasters in the business right now, we know your problem, and we know \$2.00 must be a profitable investment every week in order for you to continue to be among our subscribers.

WHO IS THE BRAIN?

The President is Mr. W. D. (Dub) Rogers, Jr., present Mayor of Lubbock, Texas, (a bustling city of over 165,000 in West Texas). Mr. Rogers is President of Rogers Broadcasting Co., Chairman of the Board, Champions Life Insurance Co., Dallas, Texas. He is one of the pioneers in the field of Television, and served on the Board of Directors of NAB, including the position as Chairman of the Board. He is co-founder and past Chairman of the Board of the Television Bureau of Advertising. In addition, he has owned and operated radio stations in Lubbock, Texas and Austin, Texas.

The Vice-President is R. B. (Mac) McAlister, presently Chairman of the Board of McAlister Broadcasting Co., owner of Radio Station KSEL, Lubbock, Texas. Mr. McAlister has owned and operated radio stations in Englewood (suburb of Denver), Colorado, Clovis, New Mexico, Tucumcari, New Mexico, and in Littlefield, Post, Big Spring, and two stations in Lubbock, Texas. He is presently a member of the Board of the Texas Association of Broadcasters. At the present time, Mr. McAlister devotes 100% of his time to the Brain and the new 1967 feature, "This, That and The Other." His son, Bill, at the age of 26, is President of the KSEL operation.

The Brain staff includes an accountant, Secretary, and three members of the research staff.

This review is given in order that you may realize much time and effort is being invested in the Brain by people who have been in Broadcasting for many years. The success these people have enjoyed in the business over three decades can be attributed entirely to a willingness to seek new and better ways to operate a radio station. It comes the 136th issue of the Brain which combines the features we have found to be most valuable in a cross-section survey just concluded...Please let us have your comments.

MEMO FROM MAC

This week the Brain offers its usual dozen ideas, plus Board and Water will be included each week, plus five features that you may sell for immediate and permanent revenue...They include "Health and Happiness," "Sunshine for Sunday," "On the Go," "Fashions and Fancies," and "Let's Talk Business." You are actually paying only 40¢ A WEEK for each of these features, counting the Brain per se as a bonus. So, by selling these to appropriate sponsors, and adding 50¢ production charge, you not only add dollars every day, you recapture better than double your investment in the Brain. As radio people we like to see a quick and sizeable return on our investments, and to this end, the Brain is dedicated...Oh, yes, most of all, the Brain is dedicated to the purpose of encouraging creativity and enthusiasm throughout your organization. HOW? Start by being sure, the Brain is read.

(1) LET'S SPEND THE NIGHT TOGETHER (UNDATED)

This is the title of the new record by the Rolling Stones of London. Program Directors over the nation are refusing to play it because of the obvious bad taste, but are playing the other side, "Ruby Tuesday." One station in Atlanta has taken the "night" record and playing the "Let's spend the night together" phrase backwards. This item is called to your attention to say this: many stations are becoming increasingly careful in the screening of music. Not only is good taste involved, so is your license.

(2) THE BOSS SINGS - A SIMPLE TAPE - A QUICK SALE (UNDATED)

In your city is one automobile firm, or another large account who will spring for this one. Record an announcement along this line. ANNOUNCER: Ladies and Gentlemen, meet Mr. Dick Pollard (SOLO VOICE DUBBED IN, UP AND FADE), Yes, this is friendly Dick Pollard at Dick Pollard Ford Company with something to sing about including a new 1967 Mustang

now selling for only \$2432...Now listen to the lively Salesmen (DUB IN VOICES OF A MEN'S CHORUS)...These are the ten Salesmen at Pollard Ford, and their prices will be sweet music to your ears. How about the girls? (DUB IN A GIRL'S CHORUS)...Yes, the Girls in the office at Pollard Ford are ready to type your papers for "On the spot" financing. Why does this sell? It's a bit different, and it causes people to talk, and buy.

(3) WHERE SHALL WE DINE TONIGHT (UNDATED)

Restaurant operators all over the country are interested in upping the number of nights per week for families to dine out. What with the many specialty eating places, this makes an ideal coop program. Make the Charge low enough that each restaurant will expect nothing except a mention during the day, and let the commercials be built around the theme, "Take the Family Out to Dinner Tonight." One Brain station has 20 restaurants paying \$5.00 per week, and each also gives away a dinner for two each week. He will hypo the promotion with a "most courteous waitress contest" and climax with a top promotion in October (National Restaurant Week.)

(4) HAPPY BIRTHDAY FROM KEST, BOISE, IDAHO (UNDATED)

Don Liebendorfer, Jr., writes that they are carrying on intensive campaign to get the birthday dates on everybody from the Governor to Advertisers, listeners, and who else they can find. A concerted effort is made during January to add to the list. Then each day, the birthdayees are honored throughout the day...One very effective plan is to have your secretary to call the wife of each account. When he walks in the coffee shop, and someone says, "Happy Birthday, John," his first question, "How did you know?" The firm or firms sponsoring the birthday salutes can award special prizes each day, or each week.

(5) WOULD YOU BELIEVE--SEAR'S IS NOT ON WWW (UNDATED)

One Sears Manager received a telegram from the local Sales Manager this week, "would you believe that Sears is not on Station WWW this month?" The Sears Manager responded with a call, and the two had a two-hour luncheon engagement. They are still not on WWW, but will be in February. Try this one on that big account that is taking that unnecessary January hiatus.

(6) SWEETHEART SHOPPING NIGHT (FEBRUARY: PRE-VALENTINE)

This is perfect campaign for your announcer, popular with the women. Secure as sponsor, department store, ladies fashion store, or drug store, and sponsor two hour FOR MEN ONLY program, from 7 until 9 p.m....At that time, models will show ideal Sweetheart gifts for the wife or sweetheart for Valentine...Limit your attendance, according to size of store, and have tickets given free to men, or their wives who come by prior to the event. This was recently done before Christmas by a Washington (state) station, and the response was wowing success.

(7) SURPRISE DAY (UNDATED)

The Brain dotes on ideas that create the "air of expectancy." This is one that can be promoted and offers tremendous flexibility. Once a month, have surprise day on WWW... Let the announcers keep the listeners guessing as to the day, and the surprises for which the listeners will be in store...Start tipping about a week in advance when Surprise Day will be, but don't mention the things to take place until the morn of the day...What kind of surprises? On this day, the wives of the announcers handle the shows, all announcers will be over 75 years of age, a day devoted to the Salute of the 1967 TV Shows, the playing of a classical music selection each hour, and a 1000 other ideas that your staff is capable of concocting...If your staff is small, use ideas that require a minimum of research...Now, where can other ideas be found? From your listeners. After you run Surprise Day for a couple of months, let the listeners suggest the surprises.

(8) THE ONE STORY (UNDATED)

We have found so much success lately in promoting our own medium, we hope more Brain subscribers will try same... Try news teasers for 2 hours in advance of newscast, for example, "Local service club gains nationwide recognition." Full details on the high noon news. On the FYI program today, "Young at Heart" McAlister will be looking for "a blue lady." Teasers get comments and listeners. Listen to this simple, but rarely used weapon. Take onē month, and run a full campaign in promoting one of your outstanding programs. Maybe you have a show that has been on the air 20 years. It would be easy to build powerful promotional announcements on it. If you have a new show, take the full month throughout your broadcast schedule to rifle shot publicity about this one program. It is possible to have a show on at 10:00 a.m. for years with many listeners never hearing it. One promotional month can whet their appetite to become a listener.

(9) TAILOR MADE PROMOTION (UNDATED)

A different approach for a car dealer promotion which is tied in with a local Men's store. The copy theme for the car dealer would be, "You'll be well suited when you shop for a new car at _____ . The price will suit you. The trade in will suit you, the terms will suit you, and the service will suit you. And _____ will suit you in a FREE suit from Brown's Varsity of your choice, under \$75". This has a dozen variations

with an offer of a spring outfit for the lady also, or gift certificates could be awarded...This promotion could be expanded to a shower of gifts with each car purchase including clothes, shotguns, cosmetics, and books and boots. The power in this promotion would come in the cross plugging.

(10) IF I WERE MAYOR - GOVERNOR - PRESIDENT (UNDATED)

A Savings and Loan Association sponsored this one for high school and college students on the theme, "We live in a country where every person has an opportunity to be Mayor, Governor, and President. Just imagine for a moment that you were holding each of these positions. List ten things you would do." The prizes for the best letters were savings bonds. Entry blanks were available at the Savings and Loan Association. The winners were presented the prizes by the Mayor with a special telegram from the Governor.

(11) WEATHER AROUND THE WORLD (UNDATED)

On the wire, and hardly ever used are the temperatures from around the World. One Station has tied these in each hour, along with local Temperature...Temperature in Little Rock, 57, Temperature in Denver, Colorado this AM, 12 degrees...This is an easy sale to Air conditioning, heating, or plumbing firm.

(12) SUNDAY SCHOOL TIME (UNDATED)

Station WWWV picked up an interesting quarter hour sponsorship each Saturday morning by selling a local firm the "Sunday School Lesson" taught by guest teachers from the various churches in City...Teachers are nominated by listeners, and approved by local Minister's Association.

(13) BONANZA...

WHAT IT IS!...TRAFFIC SAFETY RADIO CAMPAIGN, 1967.

PROLOGUE...The FCC has started proceedings designed to determine how radio can be used more effectively in curbing the death toll on the nations' highways...All interested parties are urged to send comments to the FCC.

HERE ARE TWO QUICK SUGGESTIONS

(1) Set up a pattern of broadcasts which will enable you to broadcast all car accidents, the moment they are reported by police radio. Be sure to include admonitions for motorists to avoid these areas. This can include fender benders, as well as serious accidents, and can be broadcast so quickly that there is no great harm in breaking a record to say, "There has been an accident without injuries at 4th and Q...Please avoid that intersection." This will do two things. It will remind the listeners that there are wrecks almost every hour and it will point up the right nowness of radio.

(2) This is more difficult, but also more effective. Research the fatality accidents of 1966 in your city, county, or state, and broadcast a dramatic recording as to exactly what happened. (Without names)...If you prepare just a dozen dramatic wreck broadcasts, with the added line. This accident claimed one of the 16 fatalities in our county in 1966.

(3) Secure one minute Capsule interviews with persons who were in major accidents in 1966. How it happened, how it could have been averted, et cetera. A small library of interviews can be used the entire year.

GIVE US YOUR IDEAS.....

SUNSHINE FOR SUNDAY*****

HERE ARE THREE ANNOUNCEMENTS THAT CAN BE SPONSORED AT THE BEST AVAILABLE TIME ON SUNDAY. IF YOU PREFER, THEY MAY BE ADAPTED TO A FIVE-MINUTE PROGRAM. THE BRAIN SUPPLIES YOU THE THREE ANNOUNCEMENTS EACH WEEK.

1. MUSIC (UP AND FADE) (FORMAT)

ANNOUNCER...SPONSOR presents "Sunshine for Sunday" with a sincere hope that this day will be a happy day for you and your family...Thomas Carlyle said "Show me the man you honor, and I will know what kind of a man you are, for it shows me what your ideal of manhood is, and what kind of a man you long to be. ANNOUNCER...Worship Services are being held throughout our City today, and SPONSOR invites you and your family to attend. When you are there, you will find the real meaning of life, and gain a wisdom to enjoy it.

COMMERCIAL MESSAGE-(OPTIONAL)

OTHER THOUGHTS TO BE INSERTED IN ABOVE FORMAT:

1. Gaston Foote writes concerning open mindedness, "The possession of an open mind is essential to religious progress. God, creator of all life and sustainer of all values, is the One and only absolute in the Universe. But our concept of God constantly changes if we live open-mindedly and on the growing edge of life."

3. The words of D. L. Moody, "Faith is a belief in testimony. It is not a leap in the dark. God does not ask any man to believe without giving him something to believe. You might as well ask a man to see without eyes, as to bid him to believe without giving him something to believe.:

4. Dr. Jean Milner is quoted, "There is no conflict between science and religion. Two truths

cannot conflict. Science teaches us to get what we want. Religion teaches us what we ought to want. They are two separate fields.

5. The Corn Belt livestock feeder reflects the simple truth of a small boy who accepts life as it is. He prayed, "Lord, if you can't make me a better boy, don't worry about it. I'm having a real good time as it is."

LET'S TALK BUSINESS (DESIGNED FOR ONE MINUTE SPONSORSHIP, MONDAY THROUGH FRIDAY, OR MAY BE ADAPTED TO THREE FIVE MINUTE PROGRAMS WEEKLY)

FORMAT

MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR says LET'S TALK BUSINESS, with a story from America's main stream of economy, free enterprise. (COMMERCIAL).....(INSERT)

CLOSE

MUSIC (UP AND FADE)

ANNOUNCER..."Let's talk Business," each day at this time, a radio service of SPONSOR. (CLOSING SLOGAN)

INSERT 1

It happened in Olney, Texas, a city of around 4000. When population threatened to drop, main street business men pooled their capital into \$18,000 to back an ambitious young man wanting to start an airplane factory. Today, he has 100 employees and a thriving industry...Olney has since used the same faith formula to add three more Industries, thus their success is based on two things--Faith in the right people and courage.

INSERT 2

Colorado is working to pass a law which will make Colorado Day fall on Monday. At least that is the day they will be observed, and celebrated. The reason: when the celebration is on Monday, it amounts to a three-day holiday and draws thousands of added tourists. Some states are working to have all holidays observed on Monday for convenience of employees.

INSERT 3

The Astro-Dome in Houston is a financial success for one reason. Roy Hofheinz, the owner keeps a show going in there every day of the week and perates on the theory, the more variety, the better profits. Bull fights, polo games, boxing, basketball, conventions, from now on, you can be sure the Astrodome will be used for any attraction that will draw people, and create profits. The dome may be the 8th wonder, but Mr. Hofheinz' promotional ability stands to be number 9.

INSERT 4

A new and growing business has sprung up through the magic of Video-Tape. One firm in the Southwest will video-tape your entire wedding ceremony from rehearsal to honeymoon for only \$2500. If you merely want the ceremony tape recorded, it is done for \$250. No quotations have been given for extending recording sessions to include honeymoon activities or the first quarrel.

INSERT 5

While Adam Clayton Powell is being investigated concerning certain monies that he has received, one prominent figure on the Washington scene stands to make it big in a perfectly legitimate moonlighting job. Senator Everett Dirksen is hopeful that his current "Gallant Americans." may sell one million records. If it does, who could present that gold record to him? Maybe LBJ in person.

FASHIONS AND FANCIES (DESIGNED FOR ONE MINUTE SPONSORSHIP, MONDAY THROUGH FRIDAY, OR MAY BE ADAPTED TO THREE FIVE-MINUTE PROGRAMS WEEKLY.

FORMAT--MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR presents FASHIONS AND FANCIES, a capsule review of what's new. (COMMERCIAL) (INSERT)

MUSIC (UP AND FADE)

ANNOUNCER--SPONSOR presents FASHION AND FANCIES each day at this time, dedicated to the men and women who are interested in improving their personality and appearance.

INSERTS

(1) THE NEWEST HAIR NEWS IS CURLS ARE COMING BACK...Some are in wigs, others are natural, but in a party in New York last week for leading Fashion editors, the girls in the curls drew the highest acclaim...One Editor simply put it, "The girls are prettier with a head full of curls."

ON THE GO

Format for the feature:

MUSIC: (Lively Instrumental - Up And Fade Under)
ANNCR: SPONSOR Presents ON THE GO, with news about Americans on the move.
MUSIC: (UP AGAIN AND FADE UNDER)
ANNCR: (Read question, Commercial, and answer)(MUSIC: Up and Under Again)
ANNCR: SPONSOR Presents ON THE GO each day at this time; listen again tomorrow for news about what's moving in the world. In the meantime--make sure you're safe when ON THE GO.

- #1 WHAT'S NEW IN THE AUTOMOBILE INDUSTRY THIS SPRING? We'll tell you where to find out in just a moment...(COMMERCIAL)...The Chicago Automobile Trade Association is making plans for its Chicago Auto Show to be held February 11-19 at McCormick Place. The attendance should surpass the 1966 record of 848,031. Many new cars will be unveiled along with new models never before seen. Joseph Levy, chairman of the show committee, reports that even the government will be watching the trend which is so vital to the nation's economy. Who knows - maybe even a "Model T"---for "turbine"---will show up.
- #2 WHAT??? A RACE-CAR DRIVER TURNS MOVIE STAR? There's more about Graham Hill in just a moment...(COMMERCIAL)...MGM, wanting to put more realism in auto-racing pictures, brought Graham Hill all the way over from Mill Hill, England, just to drive some of the sequences in "Grand Prix", their new super-Panavision, Metrocolor, Cinerama sports car drama. Hill is typical of all racing drivers in that he radiates fun from his vocation without thinking of possible death. He is certainly not typical, though, in fact that he wasn't allowed to drive the family car until he was 23--and ten years later he was the king of the Grand Prix.
- #3 WHAT IS THE "CAR OF THE YEAR"? You'll know in just a few seconds...(COMMERCIAL)...Motor Trend magazine has recently selected Ford's Mercury "Cougar" as their unanimous choice for their annual award. The Cougar was selected from among the cars in its field according to engineering, styling, and marketing timing. The Cougar is apparently satisfying the popular trend to smaller American-made sports cars with luxury features. Prediction for the next decade: a roller skate with bucket seats, console, and hidden headlights for six year olds.
- #4 WHAT'S THE NEWEST SAFETY FEATURE ON MOST 1967 CARS? You'll know in just a few moments...(COMMERCIAL)...A half-dozen plastic parts made by Du Pont weigh less than an ounce, but when molded into telescoping sections of a steering column - they could mean life or avoiding serious injury for a driver. The "energy-absorbing" column is designed to shear away if the driver's body hits the steering wheel with sufficient force. This gives him an 8-1/2 inch cushion compress. In 1970, we may even have "throw-away or disposable fenders...
- #5 HAS GENERAL MOTORS GONE SPORTS-CAR CRAZY? The answer in a few seconds...(COMMERCIAL)...Answering Mercury's Cougar and other sport models by other manufacturers, General Motors has come out with three new sport models from three separate divisions. Chevrolet's answer is Camaro - and Pontiac gets in on the scene with Firebrand, built on a Camaro wheel-base and soon to be introduced. The new-comer to the Buick division is the Opel Rallye Kadette, with dual carburetors, twin intake manifolds, dual exhausts and continental-style headlights. Now they've got everything else--it looks like we're back to fins or Edsels...

HEALTH AND HAPPINESS

Format for the feature:

MUSIC: (Instrumental--Up And Fade Under)
ANNCR: SPONSOR presents HEALTH AND HAPPINESS.
MUSIC: (UP AGAIN AND FADE UNDER)
ANNCR: (Read Health Message, Commercial and Happiness Thought)(Music)
ANNCR: SPONSOR Presents HEALTH AND HAPPINESS Each Monday through Friday at this time. Keep in touch with your doctor at least twice a year, and stay HEALTHY and HAPPY.
MUSIC: (UP AND OUT)

- #1 WHAT IS THE DIFFERENCE BETWEEN AN INTERN AND AN INTERNIST? The answer in 30 seconds...(COMMERCIAL)...An intern is a medical student who has not completed his year of practice after medical school. An "internist" is a specialist in internal medicine who has completed all requirements for his license. He is an expert diagnostician, and

may concentrate on a specialty. Now for a HAPPINESS THOUGHT: One arm on the wheel and one around the girl is one too few for either operation.

- #2 WHAT IS THE LARGEST ORGAN IN THE ENTIRE BODY? The answer in 30 seconds...(COMMERCIAL)...The skin. It is actually very complex organ which stretches from crown to toes, and includes the nails and hair. It is an organ because it performs organic functions--regulates body heat, forms antibodies, network of nerves, excretes minerals, and exudes oils. Skin, like other organs, has remarkable tolerance, but is susceptible to infection. Here's today's HAPPINESS THOUGHT: Another thing that isn't like it used to be is the older generation.
- #3 WHEN SHOULD YOU TAKE TRANQUILIZERS? The answer in 30 seconds...(COMMERCIAL)...Tranquilizers should be used only to keep a person from their "breaking point". They should never be taken often or regularly just to "ease tension". Tranquilizers were designed to aid people approaching or past the point of mental illness, but they cannot solve a person's everyday problems. Here's today's HAPPINESS THOUGHT: An old-timer is one who remembers when the mountain scenes in travel folders didn't have a bikini-clad girl in the foreground.
- #4 WHAT DO ANTIHISTAMINES REALLY DO? The answer in 30 seconds...(COMMERCIAL)...If you said that antihistamines cure colds--you're wrong. The antihistamine drug first came on the market to relieve allergies. They are not even related to colds. The association is a result of the curing of allergy-producing cold symptoms by antihistamines. The drug will not help a person suffering from a true cold. Here's a HAPPINESS THOUGHT for today: The only reason that it's a man's world is that a woman can't wear it, drive it, or plug it into a wall socket.
- #5 WHICH GLANDS ARE A PERSON'S "BUILT-IN-FIRST AID STATION"? The answer in 30 seconds...(COMMERCIAL)...The adrenal glands come to your instant aid if you are exposed to sudden danger or anger, or if you are seriously injured. Adrenalin speeds up our breathing and heart rate, boosts blood pressure, releases stored sugar into the blood, and gives us instant vigor and self-confidence. They are also important in manufacturing two dozen other important hormones. This is the HAPPINESS THOUGHT for the day: A luxury is anything you don't need that you can't do without.

Jan C



BRAIN #137

Box 1475 806 PO 20404 Lubbock, Texas 79408

READING TIME 5:20

MEMO FROM MAC

In our operation the gas and oil bill for company cars runs around \$700 per month. We can build a lot of goodwill with many stations by spreading the business around, but the record shows that this goodwill rarely comes back in business. The record also proves that where we take this \$700 and invest with one or possibly two Oil Companies, we can secure sizeable contracts in return for our business. Trade outs are bad in most cases, but a friendly understanding with a merchant that "we will scratch your back if you scratch ours," can create a half dozen top accounts on your station. Chances are, many stations are making no effort to guide the buying of their employee, and it is an expensive practice. How this project is handled must be based entirely upon the number of firms you have as steady advertisers in each category. One station had not picked up penny one from the local milk companies for two years. All employees pledged to go with one company, and the radio station picked up a \$3000 contract, and also a contract from his competitor. If you have any ideas on this approach, pass them along.

(1) ANOTHER DOUBLE PLAY (UNDATED)

In the "More music" push, KDON plays six "double plays" every hour, 24 hours per day, separating the two records with only the insert, jingling KDON plays more hits. They still come close to the 18 minutes of commercial per hour. Please note the NAB code may be relaxed to include an exception to the 18 minute rule in special cases.

(2) Stephen Shoe, who sells for vibrant KEST in Boise has sold the ART PREVIEW. The five minute program includes news and interviews with artists, teachers, critics, and other interested citizens of the Boise valley. The show is on the air thrice weekly sponsored by an art supply firm. The Response is terrific, and no problem in securing interview material.

(3) THIS IS OUR COUNTRY (UNDATED)

KTRI in Sioux City, Iowa, does an outstanding job with "Display the Flag" announcements around appropriate holidays. Now comes a steady idea along this line. One Station has a weekend feature of six announcements, devoted to American Facts and Dates taken from American Facts and Dates, book by Gorton Carruth and Associates (Available at all bookstores)...The Sponsor awards three American Flags each week to the callers-in who answer questions concerning American History. Example...When was the first Weather Bureau established by Congress? (February 9, 1871)...One of the announcements each week is devoted to the subject, "What Makes America Great." (American Facts and Dates is published by Thomas Y. Crowell Co.)

(4) WHAT IS A BACHELOR (FEBRUARY)

February 28th is Bachelor Day, and you can have lots of fun with the single ones, with a gala evening out for the bachelor who submits the best definition of a bachelor. Married folk may enter, but they must designate the bachelor to be honored in case their definition wins.

(5) BOY SCOUT OPEN HOUSE (FEBRUARY 7 - 13)

Radio Station WWWW can get word next week to all scout troupes in your area for special invitation to visit the studio for inspection, and brief broadcast interviews. Sell the interviews and Boy Scout Salute announcements to a half dozen firms. In some cases, stations who want a simple salute to Boy Scout week prepare announcements referring to the history and activities of boy scouts. National Boy Scout week is one observance which gains popular acceptance in all fifty states.

(6) VACATION INFORMATION (SPRING AND SUMMER)

Here is a natural for an oil firm, car dealer, finance co., or any firm related to vacation time. EXAMPLE...How far is it from Hometown to Los Angeles' Disneyland? Las Vegas? et cetera? The Answer in 30 seconds (COMMERCIAL)...Los Angeles is 1279 miles from Hometown, and with the new 1967 Dodge Dart you can drive it in two days comfortably and economically. As an added appeal to this campaign, prepare large sign showing distances from Hometown to fifty of the popular vacation spots in the land.

(7) EASTER PARADE (STARTING FEBRUARY 27th)

Easter in 1967 comes on March 26th, and there is plenty of time for you to employ two popular housewives in your area to do an hour "Easter Shopping Program" every morning from 10 until 11... This is a natural sale to one or a dozen firms, and will be easily sold if you employ well known ladies in your city who are looking for that extra income. There are literally hundreds of ideas on Easter Styles that are breaking every day in the news and magazines (CHECK FASHIONS AND FANCIES TOO.) Some stations in employing the parttime lady personnel secure officers in local ladies club or sororities and make donation to their respective organization.

(8) SECRET DINER (UNDATED)

Here is another goodwill builder, and business builder among Restaurants. It is best carried out by one announcer, but can be used by all announcers as station promotion. The Mystery Diner makes one trip per week to a local restaurant, and slips a five dollar tip under the plate to the waitress. In turn, the announcements are devoted to a salute to the waitresses in the city with capsule reports on them as to who they are, how long they have been working, et cetera. This same idea can be used with service station attendants, or in a MYSTERY SHOPPER THEME. There is the idea, now you Brainstorm it.

(9) SWING INTO SPRING (STARTING MARCH 1)

NAB is putting out a complete kit for a 13 weeks campaign starting on March 1, with tremendous emphasis on GET A PORTABLE FOR SPRING AND SUMMER PLEASURE, and to keep up with the news moment by moment. This is pointed up moreso with the flood and tornado season around the corner, and already here in some areas. The Brain suggests that you make a deal to give away several dozen, or several hundred transistors from March 1 thru National Radio Month (May)...This can be sold to one or multi merchants in a SWING INTO SPRING CONTEST that is beamed toward spring shopping also, but when the prizes are all Transistor radios, it is a big help in pushing our product, and SPRING AND SUMMER as the time when the TV and Newspaper are laid aside in favor of the transistor (the ever present medium).

(10) FIRST NATIONAL BANK - ONE O'CLOCK NEWS (UNDATED)

By accident, or co-incident, the Brain has noted that the First National Bank is the sponsor of the one o'clock news on several stations throughout the nation. A clever copy writer can tie in the one, with First National. The best example we have heard is (SOUND OF CHIME) - When the Clock strikes One, think of the First National Bank, and now the First National Bank Presents the One O'Clock News...(CLOSE) There can be only No. 1 -- and the First National Bank has been the No. 1 friend of this area, where money is concerned, since 1912...Think first of the First, and listen to the one o'clock news each day presented by the No. 1 Bank - First National Bank. If we can get enough First Nationals on the line, we'll get a story in the Bankers Magazine...and start a healthy trend...

(11) COMMUNITY RADIO WATCH (UNDATED)

Motorola is encouraging all users of Two way radio equipment to report suspicious acts and unusual occurrences to their main office at once, and they will in turn be relayed to the police department....They also are urging radio stations to encourage listeners to call police when they see suspicious acts and unusual occurrences. The purpose behind this drive is to DO SOMETHING to cut our crime rate which has increased six times as fast as the population rate....Broadcast stations in many cases can spearhead this campaign. Contact your motorola people for more details. One station in a city of 25,000 has done wonders with the stolen car division by flashing on the air a description of each stolen car immediately after notification by local police. Another station has run a specific campaign against molesters hanging around elementary schools, and still another has set up plan to report traffic violations on a daily basis. "Today six tickets were issued for speeding, 8 for running stop signs, four for DWI, et cetera."

(12) APPRECIATION DINNER (UNDATED)

Most stations have parties around Christmas time, but few radio stations take one night during the year to honor employees. This is done by many other firms, and is just another way you can add pride and poise to your organization...When you begin to award one year, two year, and five year pins, you will gain a quick check how effective you are in retaining good personnel. Whether we Employers will confess it or not, the real key to a successful operation is personnel with experience and seniority.

(13) BONANZA (UNDATED)

KBUY mailed a questionnaire to every civic, fraternal, and social Organization in the city offering to help them in two ways. (1) To broadcast 100 announcements free of charge on any major project they were sponsoring during the year. (2) To include their other activities on Community Service Board throughout the year. They included in the mailing a questionnaire which asked for NAME OF ORGANIZATION - EXECUTIVE SECRETARY - PRESIDENT - FUNCTION AND PURPOSE - NUMBER OF MEMBERS - DATE OF MEETINGS - BIG PROJECT OF YEAR, WITH DATES, NUMBER OF PEOPLE INVOLVED, AND OTHER INFORMATION...Roy Lemons reports almost a 100 % response, and most important, dozens called him personally to thank him for proffering the service, and KBUY was given public recognition at the regular meeting.

(INSERTS)

FASHIONS AND FANCIES

1. The Philadelphia Police are going to have the "Mod" look if Councilman Thomas Foglietta has his way. He has designed a new uniform with a narrow lapel jacket, and an outer coat with a fur collar. He also recommends attractive colors, and a synthetic material for easier movement. Foglietta says, "The Present Uniforms make our policemen look like old men."
2. Have you tried Squash baked with wine? Simple, cut two pounds of squash into small squares, top with a half cup of crushed pineapple, and two tablespoonfuls of brown sugar, and then add a couple of ounces of California Sherry....You'll pick up Squash eaters all over the place, and chances, the husband will want to help in preparing this dish.
3. What does a Mother wear to a wedding? The Mother of the Bride should wear a pretty dress or suit in a pastel shade, white gloves, becoming hat, and coordinated accessories, and the Groom's mother takes a cue from the bride's mother. Since they are standing next to each other in the receiving line, their colors shouldn't clash, and (don't tell anybody), but their personalities shouldn't either.
4. After ten tough years, the Milliners are bouncing back in 1967. The hats for the new year are completely different to the big hats of the 50's....One designer described them "As cute little things to sit on the top of the head." They are simple, yet have a determined shape and definite color.
5. Have you noticed lately, the President is wearing his hair longer? It is now considered old fashioned to have that "Freshly clipped look," so Barber Steve Martini wields the scissors and comb in such a subtle way that the President "always looks the same." When you talk about "In" hair do's on Capitol Hill, you can't get away from the fact that Senator Everett Dirksen captivates them all.

(INSERTS)

LET'S TALK BUSINESS

1. There was the man from Miami who kept reporting to his insurance co., stolen automobiles. An investigation revealed he went to junk yards, picked a car, titled its serial number, insured it, and then reported it stolen without ever removing it from the junk yard....One insurance official estimates that one of five insurance Claims is a fraud....Some person with imagination and a crooked mind.
2. Some firms try to finance their business through insurance fires. One West Coast plastics firm staged the first fire successfully and was paid for it, but when fire No. 2 was tried, the firm is now being prosecuted. One Hotel owner tried the fire insurance fraud route, but firemen became suspicious when they found hat stacked in the BACK OF THE hotel, along with kerosene jugs.
3. Here is another popular method of collecting insurance on false claims....This woman would go into super market and plant a lettuce, grape or some other article on the floor, and then slip on it. She made her biggest money in this scheme during pregnancy, since most super market officials would give her settlement out of court.
4. Insurance frauds include one man who makes his living from cafe to cafe ordering pie. He always finds a tack, nail or a bug in his pie, and immediately threatens suit. Between the pie company and the restaurant, he manages to pick \$50 a week, until the police picked up his trail.
5. There's big money in feigned injury....One Gang in the mid-west would put as many as seven people in a car, race out on the freeway, pull in front of an expensive car and stop. When the crash came, they would jump out claiming whip lash and other injuries. So don't be impatient when you file an insurance claim, and the adjuster asks a few questions.

(INSERTS)

SUNSHINE FOR SUNDAY

1. It is difficult for many of us to maintain our balance in weighing prospects for the future. When things are bright, we tend to expect perpetual prosperity. Similarly when things are tough, we see nothing but dire days ahead. Wise is the person who takes time each week to place his life in proper perspective.
2. Francis Balfour says, "The best thing to give to your enemy is forgiveness, to a friend, your heart, to a child, a good example, and to your parents, conduct that will make them proud of you, and to yourself, respect, and to the world, Charity."
3. John Lubbock says, "It is much better to give hope and strength and courage than money. The best help is not to bear the troubles of others, but to inspire them with courage and energy to bear their own troubles. To help others is no easy matter but requires a clear head and wise judgment as well as a warm heart. These come through a constant nourishment of our inner strength."
4. Here is the way Booker T. Washington said it. "I believe that any man's life will be filled with constant and unexpected encouragement if he makes up his mind to do his level best each day and as nearly as possible to reach the high water mark in pure and useful living."
5. Let us consider the words of William Ross, "There is never any good reason to look back except to gain knowledge or to recall the things we have seen or done which gave us pleasure." Worrying over a thing that is past never helps in the least, but it is wise and well to be thankful for past goodnesses, meditate upon the present, and contemplate the future.

ON THE GO

1. Chrysler Corporation is taking over Rootes Motors, Ltd., with British government approval. Ford of England is owned by Ford Motor Co., and Vauxhall is owned by General Motors. With this takeover, three of Britain's Big Five auto makers, over half of British auto production, is under control of U.S. auto makers. Who knows, we might even subsidize British steel production in the future!
2. By eliminating compressed-air tanks strapped to the backs of divers, a new power-driven compressor allows more freedom of action in underwater exploration. The compressor, made by Evinrude Motors of Milwaukee, floats on the surface and delivers air at the rate of 2.35 cubic feet per minute to a 25-foot depth. It works fine, as long as the diver doesn't need to sneeze.
3. General Motors has an operating electric car. Called Electrovair II, it operates by a 115 horsepower, 130-pound electric motor from \$15,000 worth of silver-zinc batteries. Ford will also have an operating model soon. A revolutionary new battery is being developed by Union Carbide. The era of the SMOKELESS, humming horseless carriage may be only a decade away.
4. Kaiser is on the road to return--but in a different form. The Kaiser JEEP has completely revamped production, and is putting out sports models that are sportier than sports cars. Bucket seats, continental spare, sports console, automatic top, chrome wheels, air conditioning, and a V-6 with automatic transmission are featured. Jeep and Jaguar...trading styles????
5. Just completed in 1962, Trans-Canada Highway #1 now runs the full width of that country. There is an abundance of excellent camping facilities along this only-paved route across Canada. The highway crosses Ontario, Manitoba, Saskatchewan, Alberta, and British Columbia. So far, the big difference between Trans-Canada One and similar U.S. routes is the lack of tourist traps.

HEALTH AND HAPPINESS

1. What is "Air Sickness"? The answer in 30 seconds...(COMMERCIAL)...Air sickness is usually the result of high altitude accompanied by the effects of motion. Nausea is the result of pressure and deficient oxygen. Air travel is usually forbidden to people who are anemic, psychotic, asthmatic or tuberculous. Dramamine and Bonamine are new drugs to aid the afflicted. Now for a HAPPINESS THOUGHT: These days, a child who knows the value of a dollar must be mighty discouraged.
2. What are the suspicious symptoms of cancer? The answer in 30 seconds...(COMMERCIAL)...Whenever a lump appears underneath the surface of the body, or when there is bleeding that is not easily explainable these should be considered as warning signs. Whenever a sore or rubbed area does not heal promptly, medical attention should be sought--for pain is only a relatively late symptom in cancer. Now for a HAPPINESS THOUGHT: Saving money isn't so hard. The problem is the creditors you're trying to save it from.
3. How important is good posture? The answer in 30 seconds...(COMMERCIAL)...Man has a tendency to develop bad posture, and when he does, there is a constant stress in the body on the various portions that adapt to the new position. Good posture means that the body is held in a correct position when standing, sitting, or lying down. If bad posture is not corrected, there is a tendency toward permanent sagging. Now for a HAPPINESS THOUGHT: If at first you succeed, you probably haven't accomplished much.
4. Just why do we exercise? The answer in 30 seconds...(COMMERCIAL)...The chief purpose of exercise is to obtain a normal development of tissues, so that they will be capable of performing their ordinary functions. The muscles of our bodies need a certain amount of activity in order to give them a factor called "tone." "Tone" is the ability of a muscle to respond when called on. Now for a HAPPINESS THOUGHT: Marriage is like a midnight phone call -- you get a ring and then you wake up.
5. How can fatigue protect you? The answer in 30 seconds...(COMMERCIAL)...Fatigue is a protection for the body of a person who has sense enough to rest when he feels fatigue. Excessive, prolonged, and accumulated fatigue is dangerous to health. Long-standing fatigue is accompanied by loss of appetite and weight, and by increasing irritability. The best and only treatment for fatigue is rest. Now for a HAPPINESS THOUGHT: No woman is too cunning for words.

Jan C -

BRAIN #135



Box 1475 806 PO 20404 Lubbock, Texas 79408

MEMO FROM MAC

The "Giveaways went thataway." Whatever its name, "Bonus Bingo, Tigerino, all pro, or win a chek," it would appear the giveaways designed to lure supermarket and gas station customers is just about over. The winners in most cases were the firms who got there fustest with the mostest. Today the food stores and gas stations and all other firms are seeking the medium that will give top results for a low dollar cost. Radio is the medium that can deliver the most messages, most frequently, most economically, and most effectively. Radio is the "right now" medium, and right now is a fine time for us to realize it.

(1) GOOD MORNING MR. MAYOR (UNDATED)

One Brain Station in the West has installed a car telephone in the automobile of the Mayor of the city, and on his way to work each morning, he gives a brief report concerning the plans of the day for the City Council....Another station awards a car telephone each month to someone in the public eye, the March of Dimes Chairman, New Basketball Coach, or a recently employed dog catcher. Listeners nominate persons they believe the most appropriate recipient for the month. The cost of a car telephone is around \$40.00 per month, plus an installation charge of \$50.

(2) TEEN AGE TALK BACK (UNDATED)

In this day, when talk programs are going great guns, the teenagers also like to be consulted. One station devotes Thursday night, another Saturday afternoon to this feature. In each case, the station has a boy and girl as guest, along with the announcer, and discussions are based on specific subjects. They include "Teen age drivers." "Curfew, good or bad." "Parents should know where you go and when you are coming home." "What makes a pretty girl and a handsome boy?"

(3) WIN A BANK ON WHEELS (UNDATED)

You can buy a fine scale replica of the Mosler Safes, which is nine inches tall, and will hold a \$1,000, purchased price is only \$5.95. One Station has bought 10 of these and placed them in ten different firms....The first person who correctly works the combination wins the prize inside, plus the bank. This is a crackerjack promotion for a bank, as well as any firm desiring traffic....If you prefer, allow people to try only at certain times of day, and have them register. No more than one try per day or per week....Write Madison House, 488 Madison Avenue, New York, N.Y. 10022 for your bank.

(4) WHERE AM I (UNDATED)

You have some odd sounds around in your community. Record a dozen of them and let the listeners play the game of trying to identify them. Make them tell, not only what it is, but where it is....This has long been a favorite contest with WSB in Atlanta, Georgia.

(5) INDEPENDENT SURVEY IN SMALL MARKETS (UNDATED)

Since none of the major measuring services go into the small markets, The Brain has a simple survey that works well in any size market. It calls for your having a local organization to conduct it, and requires the work of two ladies for about three days. If you desire to see our simple forms that we have used effectively for some 15 years, drop us a note.

(6) EXCLUSIVE (UNDATED)

Once there was a one man news staff in California who threw out the window all the journalism traditions and set up a schedule of securing one exclusive interview each day. Be it an interview with the school janitor, or the Governor's Secretary, he crossed all lines of, "It can't be done" and did it. This one feature called the WWW Exclusive was

billboarded well in advance and drove the competition crazy. Hook headlines were used like "Man tells WWW about his 800 children." "Secretary to "you know who" talks." "Exclusive" should be sold to a firm that can tie in with a slogan like "Clothes that are exclusive, but not expensive." If you can't gain the interview daily, it still makes a top weekend feature, with one interview per week.

(7) WHAT TO DO ABOUT SUNDAY (UNDATED)

Here is the one day, where almost every radio station on the air can use help in programming as well as profiting. The Brain will give a beautiful sports coat to the broadcaster who can come up with the best idea for Sunday, with all entries to be in by March 1, 1967. The idea must be one that has commercial value as well as appeal as a program feature....One Station in the South has made Sunday a day, when they broadcast 100 different dedications. No requests, just dedications. It is called, "Friend to Friend."

(8) VOICES TO VIETNAM - VOICES FROM VIETNAM (UNDATED)

Each month Station WWW selects one family, and presents this family a transistorized tape recorder. On it, they record a message for their son or brother in Vietnam, and not only is he sent the recording, but also the recorder. He is asked to record a message and send back for the family to hear....This also gives him a way of sending messages on a continuous basis....With the family's permission, these may be broadcast.

(9) THE SIX PACK (UNDATED)

It took Tom Tyler, Program director of KILE, in Galveston, Texas, to score with this one. In answer to our inquiry about the 3 in a row on KEST in Boise, Tom writes that KILE not only has 3 in a row, but also the twin spins, double headers, triple plays, live five, and the most popular the "6 pack"....When you announce, out of the blue, you are going to play 6 tunes in a row, it gets the ear of the listener....It is best not to establish a pattern, but to throw in the music accents in a surprising way....Thanks, Tom....

(10) MAN ABOUT TOWN (UNDATED)

This one is on KLEA in Lovington, and can be a steady revenue gainer for any station among the Brain subscribers. Select some man in the city who runs his business on a personal basis. One who has a top personality. One who sounds well on the air, and one who has a sense of humor. Sell him a mid-morning program direct from his store. Give it a top promo job at the beginning, and chances are, he will be on the air for five years. This idea is just as simple as the song "Winchester Cathedral", and in most cases, it too will be successful.

(11) RED ROSES FOR A BLUE LADY (UNDATED)

There is some lady in your audience each morning with a problem. Ask her to call in, and she receives a dozen roses for doing so, plus a grocery basket loaded with joy, cheer, Sprite, et cetera, and maybe an answer to her problem....One lady couldn't find a babysitter. Another had lost her dog, and a third had a balky car....All three found answers from helpful listeners....This is a perfect sponsorship for that food store that wants to buy one announcement per day with guaranteed results.

(12) SWEETHEART SURPRISE (EARLY FEBRUARY)

Ladies are invited to write to Station WWW and say they would like to surprise their husbands or sweethearts by taking them to dinner, and a show on the evening of February 14th....Station draws winner, or winners, and arrangements are made....The winning lady will also be surprised in that the radio station will arrange for her to have a beautiful corsage, box of candy, et cetera....Be sure to arrange interviews with wife, and wife and husband after he learns about it.

(13) THIS, THAT-AND THE OTHER (READY REFERENCE)....WRVB - FM in Madison, Wisconsin, does a beautiful job with a monthly mail out. Write for a copy....KOMA has been conducting a poll to see who is the most popular, the Monkees or the Beatles....WSL in Salt Lake calls their area the "greatest Snow on Earth."....One Station in order to help Sunday closing put out bumper signs "WE SHOP WEEKDAYS"....Enclosed is another sample of our new "THIS, THAT AND THE OTHER" script....The response has been topnotch, and as you will note the script has been streamlined to fit any type station. Comments so far include, "We like it because it not only makes our announcer sound more informed, it also gives him an idea concerning what kind of material he needs to read to add to the life of his program." The Brain will appear on a panel next week featuring one person from TV, another from the newspaper, and yours truly. We are each given 15 minutes to tell how our medium can best be used, with no comparison allowed to other media....This would make a good civic club program, if you and competitive media are working together.

SUNSHINE FOR SUNDAY * * * * *

PROLOGUE....Here are three announcements that can be sponsored and broadcast at the best available time on Sunday. If you prefer, they may be adapted to a five-minute program. The Brain supplies you the three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER....Sponsor presents Sunshine for Sunday with a sincere hope that this day will be a happy day for you and your family.

Each is given a bag of tools,
A shapeless mass
A book of rules;
And each must make
Ere life is flown
A stumbling block
Or a stepping stone.
...R. L. Sharpe

Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend....When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

(2) MUSIC (UP AND FADE)

ANNOUNCER....Sponsor presents Sunshine for Sunday with a sincere hope that this day will be a happy day for you and your family. A wise teacher once said, "Truth is something which must be known with the mind, accepted with the heart, and enacted in life." Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend....When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

(3) MUSIC (UP AND FADE)

ANNOUNCER....Sponsor presents Sunshine for Sunday with a sincere hope that this day will be a happy day for you and your family. If we learn how to give ourselves, to forgive others, and to live with thanksgiving, we need not seek happiness - it will seek us.... Jos. Fort Newton....Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend....When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

HEALTH AND HAPPINESS

WHAT ARE THE TYPES OF HOSPITALS? The answer in 30 seconds. (COMMERCIAL) Hospitals are divided into two types, general and special. Special hospitals are institutions for tuberculosis, mental illness, convalescence, orthopedics, children, maternity, and eye. Most people are concerned with the general hospital, since it incorporates many of the services of the special hospital. The medical center is a modern plan in which specialized hospitals are grouped within one or two blocks of a general hospital. Now for a HAPPINESS THOUGHT: Money can't buy a woman's love - but neither can poverty.

WHAT ARE THE THREE MAIN REASONS ULCERS CAUSE SO MUCH PAIN? The answer in 30 seconds. (COMMERCIAL) Ulcers can be treated, so the three main reasons why they cause pain stem from the patients themselves. First, the patient tends to ignore the symptoms, feeling that they are not important or can be endured. Second, individuals who develop ulcers are frequently tense, inclined to drive themselves and to dislike taking things easy. Third, ulcer symptoms usually vanish with treatment long before the ulcer itself has healed. Now for a HAPPINESS THOUGHT: Middle age is when a guy keeps turning off lights for economic rather than romantic reasons.

WHAT ARE THE THREE MAIN CAUSES OF ASTHMA? The answer in 30 seconds. (COMMERCIAL) Asthma may be caused by several different ways, but the three most common are (1) Allergies, especially ragweed or other pollens, animal fur or feathers, foods, or other allergens, (2) Infections, especially bacterial infections of the sinuses, nose and throat, and (3) Nervous tension, which may improve tremendously with the help of a doctor who understands the patient's emotional as well as physical needs. Now for a HAPPINESS THOUGHT: They probably call it take-home pay because it's not big enough to get there by itself.

WHAT ARE THE GUIDELINES FOR PREVENTING POLIO, BESIDES VACCINATION? The answer in 30 seconds. (COMMERCIAL) The following should not be substituted for vaccine in the prevention of polio, but they may be used to supplement the vaccine - especially when there are cases in the neighborhood. (1) Avoid crowds and strangers and keep children with their own friends. (2) Postpone operations that are not urgent. (3) Do not get overtired. (4) Avoid getting chilled. (5) Keep clean. (6) Watch for signs of sickness and call your doctor at once if they do appear. Now for a HAPPINESS THOUGHT: Conscience is a small, inner voice that doesn't speak your language.

WHAT IS THE BEST METHOD OF TREATMENT FOR INFLUENZA? The answer in 30 seconds. (COMMERCIAL) The best way to get over "the flu" quickly and avoid dangerous or disabling complications

is to give yourself all the possible odds in your fight against the virus. This means go to bed if you feel it coming, call your doctor, who will prescribe antibiotics to prevent other diseases. Stay in bed as long as your doctor says. A great many of the complications of influenza develop because patients decide for themselves when they are able to be up and about. Obey your doctor! Now for a HAPPINESS THOUGHT: Middle age is when your memory is shorter, your experience longer, your stamina lower, and your forehead higher.

PUNGENT PARAGRAPHS * * * * *

NOTE: THE FOLLOWING HAVE BEEN DESIGNED AS A SERIES OF SPOT INTRODUCTIONS FOR A BANK. CONTINUITY CAN BE ACHIEVED THROUGH REPETITION OF AN OPENING THEME SUCH AS THIS, AND THE ADVERTISER WILL CERTAINLY NOTICE AND APPRECIATE THE EFFECTIVENESS THAT WILL BE ADDED TO HIS ENTIRE CAMPAIGN.

1

1st Voice: Yes, Ma'am, may I help you?

LITTLE OLD LADY (SWEETLY): You sure can sonny. Fill 'er up, please.

1st Voice: But Ma'am, this is a bank, not a service station....

LITTLE OLD LADY: Shut up, Buster. I meant the bag. Now put the money in before I get restless with this revolver....

ANNOUNCER: (BANK) has always been known as the "full-service" bank, but gasoline hasn't been noted for one of its many services - such as..(COMMERCIAL)

2

1st Voice: Yes, Ma'am, may I help you?

LITTLE OLD LADY (SWEETLY): You sure can sonny. I'd like to withdraw an account.

1st Voice: Yes, Ma'am. Now which account did you wish to withdraw?

LITTLE OLD LADY: As many as I can, Buddy. Now just put the money in the sack and no one will get hurt....

ANNOUNCER: If you bank at (BANK), the full-service bank, you'll never want to withdraw - that's the service we hardly ever use - but we do use all the others such as....(COMMERCIAL)

3

1st Voice: Yes, Ma'am, may I help you?

LITTLE OLD LADY (SWEETLY): You sure can sonny. Do you have any .38 caliber, hollow-point bullets?

1st Voice: No, Ma'am. I'm sorry I don't - but this is a bank, not an ammunition store.

LITTLE OLD LADY: Well I do, Buster, and I may fill you with them if you don't just put the money in the sack and keep quiet....

ANNOUNCER: At (BANK), shells and guns are not one of our many services, but our services here at the full-service bank do include such customer aids as....

(COMMERCIAL)

SURE-FIRE SLOGANS * * * * *

APARTMENTS: Make living a pleasure with comforts you'll treasure.

BODY SHOP: We're the top menders for all fender benders.

USED CAR LOT: Cars that are used, but not abused.

AWNING COMPANY: We make shady deals.

BEAUTY SHOP, OR WIGS: Our beauty goes to your head.

REAL ESTATE FIRM: Your home is your castle, and we can sell your castle quicker.

This, That and the Other

January 19, 1967

This is Thursday, January 19th, 1967....How time flies...It was only 12 years ago on this date that President Eisenhower held the first news conference in history covered by live TV...Robert E. Lee's birthday will be celebrated throughout the South...In Hamburg, Germany, the International Boat Show hits the water today...Stability is the order of the day for a Capricorn enjoying a birthday on this day. Changes must be resisted, except on very young children.

TONIGHT ON TV....Dean Martin brings back Kate Smith to sing, as well as the Baja Marimba Band to play...F Troop will be way out with Phil Harris playing a 147 year-old Indian Chieftain.

POOEY ON PUSH-UPS....so says Debbie Drake. Debbie recommends for the men who are seeking strong, bulging muscles--push-ups and plenty of them. For the ladies, she considers them only worthwhile if you are planning to go on the wrestling circuit. How can milady develop just the right firmness without flabbiness? Debbie's suggestion is the wall push-out. This is not recommended for teen-age girls, especially just after they have enjoyed the afternoon butter-and-jam sandwich.

NOT THAT YOU HAVE ANY CHOICE....but if you plan to win beauty contests, it is better to be born under Capricorn. The records show that the Miss America's and the most beautiful women in the world in general are born between December 22nd and January 19th.

MORE TROUBLE FROM BATMAN....In Gainesville, Georgia, Howard James and Joseph Stargel each received 674 votes for City Commissioner, and the one vote which could have decided it went to Batman. In the February 7th runoff, no write-ins will be allowed.

THE WOMEN STRIKE BACK....Cactus Pryor suggests equal time for women on TV to combat the football domination. He would call it the "Soap Opera Bowl." One full day would be devoted to one big soap opera, pitting all the big daytime TV dramas against one another. It would be played in Peyton Place on Mother's Day, and the winning team would get a lifetime supply of Kleenex....Oh yes, half-time entertainment would be furnished by Lawrence Welk.

HERE IS OUR MINI-SKIRT QUESTION OF THE DAY....What is the proper length for a lady's skirt? Grandma says, "A little above two feet."

ANOTHER PROPHET COMES FORWARD....Now on the shelves at bookstores is "The Sleeping Prophet," by Jess Stearn. This is the revelation of the prognostications by Edgar Cayce, the Virginia Beach clairvoyant. What does he see in the future? For one thing, a drastic shifting of the earth's rotational axis; which means altering the world's climate. The book also carries the prediction that the continent of Atlantis will re-appear in 1968. You know, it's been gone for some 15,000 years... But if it does, you can be sure "The Sleeping Prophet" will become a best-seller.

THE SOFT-SELL-CAN BE PRETTY SUBTLE AT TIMES....In Omaha the other day, a man strolled into the showroom and asked, "What's the price on this 30-foot yacht?" The salesman; without blinking an eye, answered, "Sir, anyone who has to ask the price of a yacht has no business buying one."

HAVE YOU HEARD ABOUT EARL NIGHTINGALE?....He has recently retired at the age of 35 with an income of around \$50,000 a year. Mr. Nightingale claims that only five out of a hundred men starting at 25 succeed by the time they are 65, and only one of them will be rich. What is the key to success for the five successes and the one millionaire? Seven words tell the story. "People with goals succeed, those without, fail."

QUESTION FOR THE DAY....When did Daylight Savings Time start? On Sunday, March 31st, 1918. Only in this year of 1967 has it become a national law, and it is still subject to repeal by individual states.

THIS BROKE THE TENSION....In one South Vietnam gathering the other evening, someone asked the GI, "What are you doing?" He replied, "I'm baking some cookies to send home to my girl friend."

JUST HOW MUCH FUN DOES THE TRAVELING SALESMAN OF THE 60'S HAVE?.... Not much, according to a survey. The average day for the man on the road consists of a hearty breakfast at 7 A.M., seven business appointments during the day, a sandwich for lunch, a steak for dinner, an hour's work in the hotel room after dinner, and to bed by 11 P.M.... When does he play? When he gets home to the wife and kids.

HOW CAN YOU TELL AN OPTIMIST?....When he looks at a bottle, he sees it half full, not half empty, and he never sees a partly cloudy sky.

HOW DOES THE BOY IN HANOI HONOR HIS GIRL FRIEND?....Not with a box of candy nor with a diamond ring, but simply with a bicycle chain. The bicycle is just as important to the Vietnamese as the car is to the Americans. Chances are, a lot of GI's will come home with a greater appreciation for the bicycle; and don't be surprised, girls, if that next gift in the mail is a bicycle pedal.

QUICKIE QUIZ....If a father pays a thousand dollars a year to send his son through college, what change might he expect in return? He may get a quarterback.

MOVE OVER GRANDPA....No more boasting about walking five miles to school. Larry Bauer, a senior English student at Arlington State College in Texas, rides 30 miles to school and back every day on his bicycle. According to his daily log, he pedalled over 10,000 miles in 1966, and Larry is all set to try out for the Olympic Cycling Team. If he doesn't make it, he is planning to go anyway just to witness the games. Well...not any way, he's going by bicycle, and that will be an uphill struggle in more ways than one.

THIS IS A GOOD DAY TO ENJOY LIVING....James Oppenheim put it in a more attractive way when he said, "The foolish man seeks happiness in the distance, while the wise grows it under his feet."

THERE ARE THOUSANDS OF FUN-LOVING AMERICANS....on the golf course each week, chasing that little white thing. But there are several hundred chasing little green things, to the tune of about four and one-half million dollars. The pro golf tour in 1967 will include about 45 tournaments. When the firing is over, the winners will include names you have never heard of, because golf is one game where the little man can rise up and knock out the big man on any given day.

LET'S TEASE THE BRAIN....If you saw a counterfeit bill on the sidewalk and walked by it without picking it up, why could you be arrested? For passing a counterfeit bill.

NOTE: THE FOLLOWING ARE FEATURES TO BE USED AS PART OF THE REGULAR SCRIPT, OR THEY MAY BE SPONSORED IN ONE MINUTE CAPSULES BY APPROPRIATE BUSINESSES.

LET'S TALK BUSINESS

Where will the new Wage and Hour Law have its greatest effect? (COMMERCIAL) The new Wage and Hour Law will have its greatest effect with employees in retail stores, restaurants, hotels, and other enterprises with annual sales over \$500,000....The sales test until now has been the one million dollar mark....This will cause many firms to reduce their hours to a six day week because of the tremendous overtime expense.

FASHIONS AND FANCIES

Where will fashions make their next move? (COMMERCIAL) Fashion's next move is with the bride....Already, eye-catching hairdos for bridal wear have scored in a two-page layout in the January issue of "Mademoiselle." What is happening? The accent is on the hairdo, and the headdress is reduced to a large bow....Will the groom ever notice the change? It is highly doubtful.

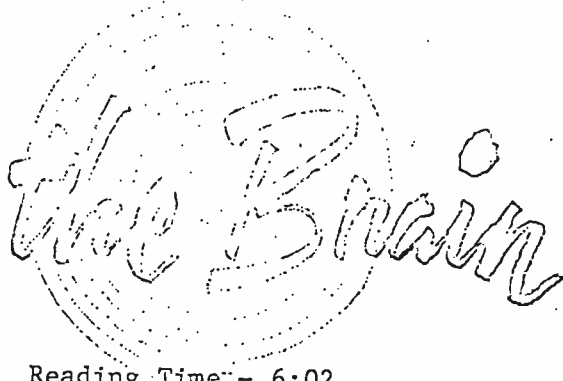
ON THE GO

Will this be the year for a breakthrough of the electric car? (COMMERCIAL) For years, engineers have been up to their ears trying to eliminate the internal combustion engine, but failure has been the result....This could be the year as much research is going on, and experiments are underway by all major auto manufacturers....It may be next spring before the public will see many of them.

Sam C -

THE BRAIN #134

P. O. BOX 1475 LUBBOCK, TEXAS 79408 TELEPHONE 806 - PO 2-0404



Reading Time - 6:02

MEMO FROM MAC:

Your next album of the month will come direct from the Brain Office. We have just completed arrangements to give each subscriber one of the top albums from WORD Records by the Blue Ridge Mountain Boys. One subscriber wrote that he wasn't able to use the albums from the Brain. We reminded him by telephone that every album and every record in a radio station is valuable, whether they ever hit the air or not. They make attractive prizes, and more important, they are a tangible part of your inventory. This becomes important anytime you contemplate the sale or purchase of a radio station, or anytime you are dealing with the Internal Revenue Service.

(1) FIRST PRIZE--DECEMBER--WJCM

Ron Wilson, WJCM General Manager will be happy to learn that his letter was drawn from all the mail received in December from Brain subscribers, and as a result, WJCM, Sunshine Radio in Sebring, Florida, will receive a year's free subscription. As American Airlines advertises, if you want proof, just write Ron, and better than that, plan to send the Brain some communication in January. Your letter does not have to have a sensational idea. As long as it's bona fide, then you are eligible for the Brain Sweepstakes. Ron Wilson says WJCM has been playing old standards with new pop releases for eight years, and he is happy to see Buddy Rich high on the charts with an album reflecting the big band sound.

(2) HAT SHOW (UNDATED)

In vying for that elusive department store business, one successful promotion for some California stations has been a HAT SHOW. Listeners are invited to bring in all kinds of ladies' hats, old and new. You will be amazed how many of grandmothers' hats have been preserved. This promotion will work as well for an entire shopping center which includes ready to wear firms.

(3) THAT 1966 CALENDAR (NOW)

Mail a simple copy of the 1966 calendar to your merchants with a simple memo. "This free calendar is to express our thanks to the advertisers on WWW during 1966 with whom we enjoyed working for mutual profits, and also to remind many "would be" advertisers who told us "a little later on" that '66 is over, and while waiting to start, _____ families in (name of city) ate, drank, smoked, shaved, and wore new clothes while driving new automobiles. Happily we can report WWW is reaching more and more of these families in 1967, and we are ready to work with all of you." Some stations send this letter only to prospects, others to all advertisers. Fit it to your own market.

(4) THE SPIRIT OF '67 (JANUARY)

The Brain plugged the popularity of slogan contests annually for your radio station, and one station has just completed it with over 2000 entries. The winning slogan, "Spirit of '67."

(5) HAPPY SOUND (UNDATED)

Take a listen across the dial, and notice how many announcers sound indifferent, confused, or just downright unhappy. At the same time, notice the difference when you hit a personality who projects fun and happiness. One easy way to bring home this point is to record a few moments programming by each announcer, and then bring them all together to listen and hear for themselves how much happiness and pep they reflect. To put everyone in a happy frame of mind, try the "laughing contest." For a set period, let listeners telephone the station and record their laughs. Award your prizes, but keep the laughs to insert for years and years and years.

(6) CUSTOMER APPRECIATION (FEBRUARY, MARCH AND APRIL)

If you are looking for a dynamic promotion for your city, a shopping center, downtown, or

BROADCASTERS EXCHANGE ENTERPRISES, INC.

one sponsor, this one is topnotch. One way the traditional hometown firms can combat discount stores, and other majors is through CUSTOMER APPRECIATION with tremendous emphasis on personal service, "service with a smile"...This should be done with attractive placards, reflecting the "smile with every purchase.", et cetera, and in a six week's campaign. Let the listeners vote on the friendliest employee each week. This offers good opportunity to record friendly messages by the Sponsors. You can add some fun to this promotion by having one of your announcers record some "Mr. Grouch" inserts.

(7) THREE IN A ROW RADIO (UNDATED)

KEST, 790 on the dial in the great state of Idaho plays more music by giving three tunes in a row, uninterrupted and then clusters commercials with interesting and humorous bits in between.

(8) TALK, TALK, AND MORE TALK

On the evening of January 4, The Brain heard no less than 10 stations carrying on listener-announcer conversation programs. It is a fact that where talk programs received little response 15 years ago, today, all over the country people seem eager to talk. In one station markets this program can include the "trading post" items, plus community activity reports. In most cases, definite subjects should be suggested for discussion, and most important, the talk program must be guided by a responsible staff member. It is well to remember TV is now averaging two SPECIALS per week, and it would make sense for a radio station to set aside two times per month (average) for a two-hour talk special on some important community problem or project. The program should feature "in person" people involved and knowledgeable, and could be sold to one firm as a goodwill builder with heavy accent on pre-promotion.

(9) THE DAD PLAN (UNDATED)

One station landed a bank sponsor on a 52 weeks contract with five well written announcements on the DAD PLAN. "To be sure you put aside your savings every month, have First National Bank draw a draft on your bank account. You will never miss it, and when the year is over, you will find your savings account has snowballed into a sizeable savings account."

(10) ST. PATRICK'S DAY (MARCH 17th)

Start small, but start with an idea. In 1957, Tim and Bob, DJ's on KPRC decided they wanted Houston to have a St. Patrick's parade like they do in the major cities. The first year, the parade included one convertible with three people in it. Tim and Bob and a City Councilman who got them the parade permit. Today, the Houston St. Patrick's Day Parade will draw over 100,000 viewers, over 100 bands, and all Houston is proud of it. Does your station sponsor any parade during the year? If the Irish are active in your area, they will love you for adding a simple parade to the observance of March 17th. The size of the city, or the size of the parade is not important. Tim and Bob always manage to add one zany mystery feature to the parade to "keep 'em guessing."

(11) THIS IS YOUR WIFE (UNDATED)

One station offers a small prize each week to the leading Salesman. The prize is mailed to the wife or girlfriend of the winning Salesman. This will do a great deal to reduce those panicky calls at 4:45 PM saying, "Honey, hurry home."

(12) MAILBOX BRANCH OFFICES (UNDATED)

The Brain aired this one briefly months ago. Dallas Federal built a mighty radio campaign on the idea; the copy explains it well. "When you look around the town, you're sure to find it's true! There's a branch of Dallas Federal, right near to you. They've got three thousand and six, right around the corner from you." ANNOUNCER: Every time you see a mailbox, give it a little nod and say, "There's another branch of Dallas Federal." The mailboxes put Dallas Federal right around the corner from you, so that you can earn 4% per year return on your savings.

(13) READY REFERENCE...The Lion's Club International has some top films for your local club, available for the ordering. They include a special sports feature with Curt Gowdy with a traffic safety angle. Write Sterling Movies, 43 West 61st Street, New York, New York. If your state association has a monthly release, or irregular release, please get the Brain on the mailing list. At the present, the Brain receives all the releases from four states, and the information is timely and highly valuable.

PUNGENT PARAGRAPH

ANNOUNCER: Are you a knit-wit? If you are, you are in style, you see Knit-wits, spelled K N I T - W I T S are increasing in number every day and would you realize that almost 50% of the teen-age girls are learning to KNIT? (COMMERCIAL FOR FIRM SELLING KNITTING MATERIALS).

FREE SAMPLE OF TTO ENCLOSED...You will note there are three features that may be sold to specific sponsors, plus material for your announcer to use every day.

HERE ARE THE COSTS:

MARKETS UNDER 25,000...\$20.00 per month.

MARKETS UNDER 100,000.. 30.00

MARKETS OVER 100,000... 40.00

MOST IMPORTANT...All Brain subscribers receive a 10% discount. There is only one way to know the value of TTO. Try it for a while.

B O N A N Z A (1-67)

PROLOGUE...It is a fact that many stations throughout the nation are now running contests that have been on the air for a decade and more. These contests have the appeal and durability to endure and grow better with age, and more important, they bring in consistent revenue every month. The Brain will constantly be searching for contests and promotions that add permanent revenue. We hope Bonanza 1-67 will encourage you and your staff in this direction.

WHAT IT IS..."THE BIG 500"

HOW IT WORKS...The "Big 500" is designed for a mid-morning audience and revenue builder and involves five sponsors. Here are the steps:

(1) Go to each sponsor and make a list of 100 items sold by this firm including everything from bobby pins to bicycles. Take all 500 items and make them into the "Big 500" list. Then by each item, write some clue as to what it is. For example, a "bobby pin would be a small black object which may often be found in a ladies hair." In order to control the "Big 500 contest" the more expensive the prize, the less obvious is the clue.

(2) Select five different contestants each morning by some simple method of asking for someone whose name begins with the letter "S". The first person who calls wins a small prize, and qualifies to play the "Big 500" Game. She names the number, say 276. Okay item 276, sold by Jones Furniture, and here is the clue. It has different shapes at different times, but is used only on certain days for a definite purpose. "In ten seconds, name it and claim it." If she correctly names it, she wins it. If not, she has still won the small prize for having called in first. In order to build the suspense, you may have the top ten which will obviously be the ten better prizes, and one SUPER PRIZE (GIVE IT YOUR OWN NAME).

(3) This is most important. Every contest, in order to be profitable must be simple, yet must be a constant traffic puller for the sponsor. How about this. For the call in prize, award a WWW dollar, which is a simple certificate worth a dollar in trade at any one of the sponsors. Make the best deal you can with the sponsors on the honoring of these certificates. When the contestant wins one of the "Big 500" prizes, mail her a certificate, naming the item, and where it may be picked up. Again this pulls them in the store, and the merchant is made conscious of the program and its pull. When the certificates are made, this should require only a few moments each morning for your girl to secure the winners from the announcer, and mail the prizes out. Here is a suggestion for simplicity. As you have numbers selected each day and certain prizes won, don't worry about replacing them each day. Every month, you can bring your lists up to date. If someone selects the number 276, and there has already been a winner, tell them to take another number. Of course, where the SUPER PRIZE is won, it will have to be replaced immediately.

WHAT DOES THE SPONSOR GET?

- (1) A regular announcement campaign to be run every day during the show.
- (2) Billboards each day as one of the sponsors of the "Big 500".
- (3) Traffic from the prize winners.

CONCLUSION...The "Big 500" may be handled in 500 different ways, and should be brainstormed by your staff in order to gain maximum results. We close as we began. When you have a simple contest that runs year after year, and becomes a part of your station and community, it is much more profitable than the hit and miss, here and gone contests.

SUNSHINE FOR SUNDAY * * * * *

PROLOGUE...Here are three announcements that can be sponsored and broadcast at the best available time on Sunday. If you prefer, they may be adapted to a five-minute program. The Brain supplies you the three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family. Show me the man you honor, and I will show you the kind of man you are, for it shows me what your ideal of manhood is, and what kind of man you long to be. - Thomas Carlyle. Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend. When you are there, you will find that problem clouds tend to disappear and the strength for sunshine is yours.

(2) MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family. Ideals are like stars; you will not succeed in touching them with your hands. But, like the seafaring men on the desert of waters, you choose them as your guides, and following them reach your destiny. - Carl Schurz. Worship services are being held throughout the city today, and SPONSOR invites you and your family to attend. When you are there, you will find that problem clouds tend to disappear and the strength for sunshine is yours.

(3) MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR presents SUNSHINE FOR SUNDAY with the sincere hope that this day may be a happy day for you and your family. Life is shaped by minor decisions. We lose our friends, our usefulness and our religion - not by great decisions, but by small neglects. R & R Magazine - Worship services are being held throughout the city today, and SPONSOR invites you and your family to attend. When you are there, you will find that problem clouds tend to disappear and the strength for sunshine is yours.

HEALTH AND HAPPINESS

(1) Can your heart actually "skip a beat"? The answer in 30 seconds. (COMMERCIAL) The tachycardia, or "skipped beat" of the heart are much more common than supposed, and are much less dangerous. It isn't a skip at all, but is more likely an extra beat. The essential treatment consists of trying to find what may be causing it and of convincing the patient that it usually doesn't mean anything. There can be cases when it is more serious, but the first thing to check is whether the afflicted is drinking too many caffeine liquids or smoking too much. NOW FOR A HAPPINESS THOUGHT...The trouble with most wives in a supermarket--they don't exercise shelf-control.

(2) Is there a cure for arthritis? The answer is 30 seconds. (COMMERCIAL) Americans squander a quarter of a billion dollars a year on quack arthritis treatments and remedies. To save money and get probably more benefit, stick consistently to the few known and inexpensive treatments: heat, salicylates, modern activity, adequate rest (including an afternoon rest to take the pressure off your joints), and an adequate diet. NOW FOR A HAPPINESS THOUGHT...Eat, drink, and be merry, for tomorrow you may lose your credit card.

(3) What is the main factor for success in dieting? The answer in 30 seconds. (COMMERCIAL) The dieting factor which cannot be overstressed is mental control. You should mentally emphasize why you should reduce, including the potential and real damage to your system because of excess weight, the loss of much pleasure in living, and the unpleasant knowledge of your shapelessness. You should play down your interest in food, sublimate your interest in good food, its preparation, or where it can be found. Change these interests to other matters. NOW FOR A HAPPINESS THOUGHT...Virtues are learned at mother's knee; vices at some other joint.

(4) Can Diabetes be cured? The answer in 30 seconds. (COMMERCIAL) No. But there is no reason to be fearful of it as long as you have a healthy respect for it, take the trouble to discover it early, and go to a doctor and follow his orders. The afflicted person can be put on a diet which gives him only enough sugar for his system to handle. This is often enough, but when it is not, insulin can be injected into the body, providing it with a supplement to handle excess sugar and retard the disease. NOW FOR A HAPPINESS THOUGHT...Since the discovery of elastic, it is estimated that women take up one-third less space.

(5) What is "shock" and how should it be treated? The answer in 30 seconds. (COMMERCIAL) Shock usually follows a painful accident or one involving the loss of blood. The person becomes pale and his skin is cold and clammy. He breathes rapidly and his pulse beats faster. Unconsciousness may follow. The victim should be kept lying quietly with his feet higher than his head. He should be kept warm with blankets. If he is conscious, he should be given warm drinks. Stop any bleeding, and talk reassuringly to the victim as you hold his hand. NOW FOR A HAPPINESS THOUGHT...Middle age is the time of life when the hardest thing for a man to raise in his garden is his knees.

SURE FIRE SLOGANS

BANK: _____ is so personal and confidential that only your banker knows for sure.
MEN'S STORE: The finest togs in town.
AUTO DEALER: Our deals are steals, but our cars are far better.
DRUG STORE: Proficiency is our policy, drugs are our profession.
LADIES READY-TO-WEAR: Your winter wonderland of fashion.
TIRE STORE: Shop (store) for a square deal on a round wheel.
TAX-FILING SERVICE: Let us save your money from the public.
FINANCE COMPANY: What goes up, should come down; especially if they're your BILLS and you bring them to (company).

This, That and the Other

January 9, 1967

ACCORDING TO THE STARS:....If today is your birthday, you can expect ups and downs throughout the day, and the main gain for you this day will be experience. You will meet a new friend today, and maybe plan a trip.

TONIGHT ON TV....Captain Nice comes to NBC-TV for the first time. He will be flying high above Bigtown in a baggy costume, with a lurking eye for evildoers...Lucille Ball is joined by an old sidekick, Vivian Vance, for a caper on "Sunset Strip" this evening... and Pat Boone takes over the Johnny Carson show for one week.

A BOSTON CPA says he is not at all surprised to hear that nearly half of our population is under 25 years of age. He says he has been conducting his own survey for years, and he has never found a lady over 35.

LET'S TALK ABOUT STIFF NECKS, AND WHAT TO DO ABOUT THEM....In this day of pressure and tension, most of us awaken already tired and with a stiffness in the neck on some mornings. Here is one simple exercise to be taken right before you go to bed. Sit or kneel on the bed and throw your head back as far as possible. Also bring your elbows, bent at the shoulder level, back as far as possible. Then bring your head forward, and wrap your arms around yourself. Try it five times a day for a week, and then increase to eight. It will help you sleep and your neck will become as limber as Jello.

WHEN WILL THE MOVIE "HELLO DOLLY" HIT THE SCREEN?....One person controls that answer...Carol Channing. The movie can't be made until six months after it closes on Broadway, and there is a possibility that when Carol comes off of the present road show, she will take "Dolly" back to Broadway to stay, until she lands the film lead.

HERE IS HINDSIGHT PHILOSOPHY THAT IS 20-20:....One thing wrong with the younger generation is that a lot of us don't belong anymore.

COULD THIS HAPPEN?....Could Lew Alcindor, the 7' 1" UCLA basketball sensation, go three years without losing a ball game? His high school team from Power, New Jersey, won 71 games in a row; and last year, the UCLA Freshman team, with Alcindor, was all victorious. Most coaches say that UCLA will lose a game before this season is over. No one man can carry any team through a season without having one bad night.

QUICK QUIZ....Why do we call a hamburger a "hamburger"? For a better reason than we call a hot dog a "hot dog." Hamburger steak takes it's name from Hamburg, Germany, where it got started. The fancy name has been shortened to hamburger.

HERE ARE FIVE RESOLUTIONS WORTH KEEPING FOR '67....(1) Write your Congressman to get a law passed making all holidays on Mondays. (2) Buy an original painting by an unknown artist, and help him to become famous. (3) Do all your Christmas shopping before Halloween. (4) Finish your Christmas shopping before Thanksgiving. (5) Remember Christmas Eve is on Sunday, so you will have to finish your shopping by the 23rd.

DEAR MR. ANNOUNCER:....Is Ed Sullivan 65 years old, or does he just look that way?...Neither. Ed is only 64 years old. He has been on the air consistently, every Sunday evening, since June 20th, 1948; and in this day when million dollar TV shows last less than four months, you can bet he is not planning to retire at 65.

ARE YOU A LOGOMANIAC?....Chances are you aren't if you've heard this, because one who suffers with logomania is a compulsive talker...What happens to logomaniacs? Why, some become politicians, some...school teachers, and some (PAUSE)...radio announcers.

IF YOUR CHURCH IS HAVING PROBLEMS MEETING THE BUDGET, PASS THIS ONE ALONG:....One pastor awakened his congregation with this suggestion, "And now, Brethren, let us all give in accordance with what we reported on our income tax."

DON'T UNDERESTIMATE THE VALUE OF THE DREAM YOU HAD LAST NIGHT.... Richard Wagner, the composer, dreamed portions of his well-known prelude, "Das Rheingold." Poet Samuel Taylor Coleridge dreamed an entire 300-line poem...upon arising, he wrote down the first fifty lines and called it "Kubla Khan." The greatest dreamer of them all was Hans Christian Anderson, who claimed he day-dreamed all his fantasies....Average length of a dream is from ten to thirty minutes, and one out of three is in color. I dreamed I attended the Rose Bowl Parade last night, and of all things--it was in black and white!

HERE IS A SURE BET ON CASSIUS CLAY....If and when the Champ passes his draft exams, they already have the perfect Army base for him... Fort Bragg.

TALK ABOUT PHYSICAL FITNESS BUGS....Hayes Tucker, during the past few months, has been doing living room set-ups during every time-out of televised football games. One man tried the same plan last week and ended up in Room 707 at (local) Hospital.

BOB CONSIDINE SAID IT,...."So President Johnson doesn't come across on TV like Perry Como or Bob Hope. Remember we had one President whom they called a baboon. His name...Abraham Lincoln."

TRAFFIC TICKETS ARE ON THE DOUBLE IN AUSTIN, TEXAS....Anytime a teen-ager is issued a traffic ticket for a moving violation, parents are given duplicate copies. How long will we wait before a group gathers on the City Hall lawn demanding a vice-versa?

THIS IS MORE CONFUSING THAN AMUSING....Did you know that six out of ten teen-age girls are suffering from malnutrition? The worst-fed member of the family is the girl from 13 to 19. Just to confuse the issue, more teen-age girls than boys are overweight. How can a person who eats less weigh more? Easy, she eats the wrong things at the wrong time. They just don't drink enough milk, eat enough meat, or leafy vegetables, or fruits, or breads and cereals. Funny thing, but the most attractive girls are usually the lasses who enjoy the "in" foods in three square meals a day. Of course Mom doesn't offer a great inspiration when she opens breakfast with a cigarette and a cup of coffee.

THIS ONE CAUSED THE EYES OF PARENTS TO POP:....In The Peoria Journal appeared this classified ad: "BULLDOG FOR SALE. Will eat anything. Very fond of children."

IF YOU WONDER WHY OUR GI'S IN VIET NAM ARE SO CONCERNED WITH THE PEOPLE OF SOUTH VIET NAM, HERE IS ONE REASON:....Half the children born in Viet Nam today never live to the age of 5, eight percent do not survive the first week of life, and the life expectancy of the average man is 35.

LET'S TALK BUSINESS (DESIGNED FOR SPONSORSHIP BY FINANCIAL OR INSURANCE FIRMS)

SPONSOR says LET'S TALK BUSINESS...How much is three billion? You'll find out in a few moments. (COMMERCIAL) In 1966, there were three billion barrels of oil produced in our country...If an airplane could fly 400 miles an hour for three years, its propellers would not have turned over 3 billion times. Someone has said three billion barrels of gasoline should carry the average teen-ager through the first five years he owns an automobile. SPONSOR presents LET'S TALK BUSINESS each day at this time. (CLOSING COMMERCIAL)

FASHIONS AND FANCIES (DESIGNED FOR SPONSORSHIP BY READY-TO-WEAR FIRMS)

SPONSOR presents FASHIONS AND FANCIES...What causes young men to dress like peacocks and behave like goats? We'll tell you after this word from SPONSOR (COMMERCIAL) By studying history, you will find that anytime you give young men plenty of money, then long hair seems to follow. A Beatle mop may be cute on a 5 year old, but the worst is yet to come. Oxford and Cambridge both report a number of under graduates with shoulder-length (cavalier style) hair...What's the cure? A depression. SPONSOR presents FASHIONS AND FANCIES each day at this time. (CLOSING COMMERCIAL)

ON THE GO (DESIGNED FOR SPONSORSHIP BY AUTO, FINANCE, OR INSURANCE FIRM)

(MUSIC) SPONSOR presents ON THE GO with news about Americans on the move. In just a moment, we'll tell you two good ways to increase gas consumption. (COMMERCIAL) You hear it every day, and it makes service station men very happy. We're talking about the motorist who gooses his accelerator at every red light, and then tries to imitate a jet-propelled take-off when he starts. Funny thing, but he usually arrives at the next light at the same time, and repeats his procedure. SPONSOR presents ON THE GO each day at this time. (CLOSING COMMERCIAL)

COFFEE BREAK CONVERSATION (TO BE DISCUSSED ON THE LOCAL LEVEL)

1. Garage sales.
2. Should teachers be required to attend PTA meetings?
3. Do we need a town forum?

Brain
BRAIN #133

P. O. BOX 1475 LUBBOCK, TEXAS 79408 TELEPHONE 806 — PO 2-0404

READING TIME: 5:21

MEMO FROM MAC

Next week the Brain will announce the first winner of a year's subscription to the Brain. It will be one of the subscribers who has written to us in December with any type idea. There will be no effort to select the best idea. The name will be drawn from a coffer containing all bona fide letters. The response has been good, not great, so here is hoping you will submit some thought in January in order to compete for the Brain Sweepstakes. It is a fact that in almost every case, any effort to gain an exchange of ideas always ends up in futility. The Brain is not this kind of a service. We take full responsibility to come up with the ideas each week, and don't sweat it, if we do not get letter one. Happily we do have a number of creative, hard working broadcasters who write to us regularly. Thanks in advance for your making that extra effort to send us a note on what's happening in your shop.

(1) NUTTY ESCAPADES (UNDATED)

KSFO in San Francisco tickled the Coast with this one. They asked for listeners to submit every nutty notion they could think of, like "Glass Bowling Ball," "Stretch pants for elephants." "Gas operated TV sets." and a brand new drink, "Six Up"...They received gobs of goofy ideas, and awarded four top prizes for the goofiest.

(2) KING SIZED BED SLUMBER PARTY (UNDATED)

King Sized Beds are outselling the regular size beds, 5 to 1, and since January and February are big months for mattresses and bedding, kick this one around...Line up enough beds in the front window to accommodate all your DJ's and let them broadcast an all night Slumber Party..Daytime stations may do the same stunt with siesta time on a Saturday or Sunday afternoon. I know, there are some stations with lady announcers. You work out your own problems.

(3) EDITORIAL ED (JANUARY)

Here is a shorty from Schenleys..."If your cup runneth over, let someone else runneth the car." Here is a marvelous first of the year editorial taken from "Timebuyers"... Complacency is a blight that saps energy, dulls attitudes and casts a drain on the brain. The first symptom is satisfaction of things as they are; the second, a rejection of things as they might be. Suddenly it's easy to accept all the patterns of ideas and projects that worked yesterday, "Good enough" becomes today's watchword and tomorrow's standard. From "good enough", it's a short step to saying: "Let someone else try the new ideas first." Complacency makes people fear the unknown, mistrust the untried, and abhor the new. The status quo looks like a way of living, but it's really a path to slow death.

(4) ALPHABETIC AUTOS (UNDATED)

WROV creates some instant traffic for one auto firm with this announcement. If the brand name of the automobile you're driving contains the letter (Choose letter), and you are one of the first five to drive into Smith Ford, you will receive a dollar bill free of charge.

(5) PLAY OSCAR (SPRING-CHECK YOUR CALENDAR)

WDNG in Anniston, Alabama, offers prizes each year for the one with the best score in naming the winners in the Academy Awards...They prepare sheets in advance carrying all the nominations. WDNG also has a neat Public Service check they mail to all Organizations for whom they broadcast extensive public service campaigns...Write to them for a copy of both of them.

(6) KWK SCHOLARSHIP AWARDS (UNDATED)

KWK awards a \$1000 Scholarship each month in an interesting contest. They conduct a contest called Award Words (not familiar with mechanics), and the finalist is selected in the Great Award Words contest with the Scholarship going to the person submitting the first correct answer. This word game can be played in many ways, and ties in with Scholarship ideas when properly planned. Few stations can afford a Scholarship per month, but almost all stations can afford one a year, and this is just one more step in helping to turn young people toward radio as a career.

(7) THANK YOU GRAMS (UNDATED)

Dean Sorenson, GM at KGFX in Rapid City, South Dakota sends a "Thank You-Gram" to new advertisers, and a "Congratulations-Gram" to new firms, and grand openings...Dean is stepping up from 200 watts (The Brain used to have one of the few 100 watters) to 10,000 watts and need some ideas for a topnotch comeone promotion...If you have one, fire it to him. Dean, the first thought I have is a recall of when KICA stepped up power two decades ago...We had a countdown to the big moment---We preceded it with an hour program from the Town Square, had elaborate switching buttons for the Mayor, and to cap it off buried a time Capsule containing all momentos we could garner to mark the time and occasion.

(8) ONE STORY NEWS (UNDATED)

When you get a good story, or come up with one of your own, be sure to promo it plenty in advance. You will be amazed how much attention it will draw to your newscast, and prestige it will add to your news department. Station WWWW started at 10:00 A.M., announcing on the noon news, you will hear an exclusive story about one of the biggest law suits ever filed in Smith County...Another simple story, "Local traffic official advocates a slow limit law, details at noon..." It is absolutely amazing how much appeal can be added to the regular hard news with a little digging and a smattering of imagination.

(9) CARPETED CAR (UNDATED)

If you have a carpet firm needing the needle, cover one of your mobiles with remnants in as many colors as possible, and notice the comment it creates around town...If you are looking for a Multi-Sponsor promotion, The Red Carpet promotion with the Carpeted Car will be really a dilly. All you need is red carpeting in front of each firm bearing your call letters, plus your campaign announcements, prizes, and a red carpet treatment for the winners.

(10) WSB GREAT GEORGIANS (UNDATED)

WSB took nominations from listeners for Great Americans from Georgie, and honored the Four Selected by the Advisory Committee. They were honored in a special banquet (the first annual). The Brain offered this same idea two years ago after staging the Great American Program for several years. It is a fine way for a radio station to honor the deserving in the city, or the state.

(11) TWELVE CENTS PER YEAR (UNDATED)

One station does an outstanding job for a public service drive each year, by asking each listener to send one penny per month, a total of twelve pennies for a local Charity... The Station displays the pennies downtown or in a Shopping Center as they accumulate, and it makes a tremendous display...What with heart fund, March of Dimes, Red Cross and other drives coming up, this could be adapted to any of them.

(12) COLLECTION TIP (UNDATED)

GMAC uses this Past Due notice...PAST DUE NOTICE...Although we issued you a reminder some days ago, we still have not received your past due payment. Will you kindly forward your remittance immediately for the past due installment, plus the late charges thereon. To avoid misunderstanding, please be informed that unpaid late charges are accumulated until paid. Additional delays or a personal call by our representative may result in increased charges. NOTE--Please add late charge of \$5.00. The Brain question is this, should radio stations put an additional charge on past due accounts? If you are doing same, let us know how you are faring. If GMAC and other firms can do it, maybe it's another way accounts receivables can be reduced.

(13) READY FILE...This, That and The Other Samples of our first two scripts are sent along as a complimentary addition this week. Already several dozen Brain Subscribers have gone along on the month trial, and we invite your consideration. It is amazing how much better an announcer sounds with a few helps on conversational material. The Brain is researching dozens of periodicals to gain a balance on this script, and your comments are urged. Bob Magruder at KBAT broadcast a stringing brief editorial on Vietnam which carried the quote from a serviceman, "Folks at home just don't seem to give a damn." More stations are using Barbara Streisand's "Sleep in Heavenly Peace" for a sign off each evening. In Virginia, they are calling newsmen as witnesses which excludes them from courtroom. McCann Erickson has a recording of the new song, "There's nothing like Coffee". Write them for a copy.

Giant 12 ft. balloons are on sale by ADF Company, Dept. DC-1, 333 East 50th Street, New York 22, New York. They are attention getters.

Next week's Bonanza is one of those perpetual promotions that brings in permanent sponsors. J. C. Penney now has a clever jingle. Ask your manager about it.

PUNGENT PARAGRAPH

NOTE: One simple way to be creative is to put a commercial in an expected environment. Here is a simple example:

(SOUND OF BEAR) Lady, Does your husband, look as well as sound as gruff as a bear?

VOICE: Remember, clothes change his personality as well as his appearance. Subtlety slip him this word of advice. (COMMERCIAL FOR SUIT DEPARTMENT OF STORE).

SOUND OF DOG BARKING...

VOICE: Mister, does your wife bark at you the moment you hit the front door?

SOUND OF CAT PURRING...

You can make her purr like a kitten by using just a bit of simple psychology such as "Honey, don't cook tonight; let's dine at BARR'S"(COMMERCIAL)

HEALTH AND HAPPINESS

How harmful are coffee and tea? The answer in 30 seconds. (COMMERCIAL) Caffeine, the compound found in coffee and tea, is not harmful in moderate amounts. But the use of more than 3 or 4 cups of coffee or tea per day may lead to restlessness, overactivity, nervousness, and insomnia. Some people find that the caffeine in these beverages can keep them awake for hours while others are unaffected. Very excessive use of coffee or tea may even lead to dizziness and fainting. They should never be substituted for milk and fruit juices needed by growing children. Each person needs to find the correct amount for his own particular system and habits of life. Now for a HAPPINESS THOUGHT: It's a great pity that, because of the force of gravity, it takes more energy to close the mouth than to open it.

Is a large breakfast absolutely necessary to be healthy? The answer in 30 seconds. (COMMERCIAL) A good high-protein breakfast makes one feel good and have more energy during the morning. A large breakfast is not particularly helpful unless it contains a proper amount of protein. People should never have to force themselves to eat, and some people simply cannot eat a large meal when they wake up in the morning. For these people, it is better to get their energy from a midmorning snack rather than to force themselves to eat or worry about not eating a good breakfast. Now for a HAPPINESS THOUGHT: Nowadays some people expect the door of opportunity to be opened with an electric eye.

Is there a cause for alarm when a child expresses his emotions very frankly by saying, "I hate you" or "I'll kill him?" The answer in 30 seconds. (COMMERCIAL) The parent should not be shocked at this. When the child makes some remark such as this, take it in stride simply making some remark to the effect that everyone feels the same way at times. As soon as his frustration or hostility is over, he will forget the incident, and return to normal. But if the parent acts horrified, the child will feel guilty and repress his reactions. It is natural for him to have some feelings of hostilities or hatred, and accepting this as a part of life makes it easier for children to feel and express their affection and love more fully. Now for a HAPPINESS THOUGHT: A fine is a tax for doing wrong. A tax is a fine for doing O.K.

How important is weight during adolescence? The answer in 30 seconds. (COMMERCIAL) From a physical standpoint, being underweight is far more serious than being overweight. The underweight girl or boy has less resistance to contagious diseases. Young people who are too thin are apt to have emotional difficulties, too. Their friends may make fun of them, or they may lack the energy to keep up with the crowd, forcing themselves to keep going "on their nerves." However, overweight adolescents usually suffer more acutely from being teased and left out because they are unattractive. This causes them to eat in order to console themselves, which creates a vicious circle that is hard to break. Now for a HAPPINESS THOUGHT: There is only one beautiful child in the world, and every mother has it.

What are the eight main Occupational Hazards? The answer in 30 seconds. (COMMERCIAL) The eight main occupational hazards of the industrial job are: (1) Dust--both Organic and Inorganic, (2) Skin Diseases--from petroleum products, solvents, alkalies, and plants, (3) Poisons--including lead and carbon monoxide, (4) Infections, (5) Radiant energy--X-rays, (6) Dampness, (7) Abnormal Air Pressures, (8) Abnormal Temperatures. The main axioms of industrial safety are precautions taken by the employer, informing the worker of possible dangers, and alertness on the part of all laborers. Now for a HAPPINESS THOUGHT: Most folks know how to say nothing, but few know when.

SURE-FIRE SLOGANS

Shoe Store: Help stamp out sore feet!

Pet Shop: The Animal Store is the cat's meow for the best in pet supplies.

Any Retail Store Selling Quality Products: You'd be disappointed if we sold for less... then our product_wouldn't be the BEST.

Service Firms: Our customers are our Certificate of Merit.

Bank: We owe you for our success, and plan to pay you back.

Formal Wear Rental: Drop by before four, for your After Five needs.

Men's Wear: A woman's best accessory is a man with a Latham's wardrobe.

Plumbing Company: Got leaks? Call Smith's Plumbing for the quickest injunction possible.

SUNSHINE FOR SUNDAY * * * * *

PROLOGUE...Here are three announcements that can be sponsored and broadcast at the best available time on Sunday. If you prefer, they may be adapted to a five-minute program. The Brain supplies you the three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER...Sponsor presents Sunshine for Sunday with a sincere hope that this day will be a happy day for you and your family. A man lays the foundation of true greatness when he becomes more concerned with building his character than with expanding his reputation.--William A. Ward, Houston Times. Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend...When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

(2) MUSIC (UP AND FADE)

ANNOUNCER...Sponsor presents Sunshine for Sunday with a sincere hope that this day will be a happy day for you and your family. It is said that a tree grows stronger by yielding a little to the wind, while always trying to return to its upright position. I have often wondered if perhaps this saying did not also apply to human beings.--H. Nelson Lohead, quoted in Good Business. Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend...When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

(3) MUSIC (UP AND FADE)

ANNOUNCER...Sponsor presents Sunshine for Sunday with a sincere hope that this day will be a happy day for you and your family. There is no common denominator in the world today except religion. The world has become a neighborhood without brotherhood. Billy Graham. Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend...When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

IMPORTANT - IMPORRIANT - IMPORTANT - IMPORTANT

ENTER THE BRAINSTORM SWEEPSTAKES--AND WIN A YEAR'S FREE SUBSCRIPTION TO THE BRAIN...SEND ANY IDEA RELATED TO THE OPERATION OF YOUR STATION, AND IT WILL BE ENTERED IN THE BRAIN-STORM SWEEPSTAKES (SEND AS MANY ENTRIES AS YOU DESIRE)...ON JANUARY 15th, ALL ENTRIES WILL BE PLACED IN BOX, AND ONE DRAWN. THE WINNER, RECEIVES THE BRAIN FOR A YEAR FREE OF CHARGE. ALL IDEAS MUST BE BONA FIDE...THE SWEEPSTAKES PLAN IS BEING USED SINCE THE BRAIN KNOWS OF NO FAIR WAY TO SELECT WHAT COULD BE CALLED, "THE BEST IDEA"...SEND ENTRIES TO: THE "BRAIN SWEEPSTAKES", c/o BRAIN, P. O. BOX 875, LUBBOCK, TEXAS

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This, That and the Other

January 2, 1967

It was on this day in 1960, that John Fitzgerald Kennedy announced his candidacy for the Democratic Presidential Nomination....The Late President believed much of his success in politics was starting early, and working late.

CAN MEDICAL SCIENCE STAMP OUT HEADACHES? 208 doctors are working together in the American Association for the Study of Headaches, and are confident of reducing a million headaches a week through simple educational steps... Incidentally, one meeting last month started a half hour late...Reason.... the President was delayed with aslight headache.

A SALUTE TO THE NEW GOVERNOR....Ronald Reagan became the top man in California, one minute after mid-night this morning. His inauguration ceremonies climaxing with the Ball Thursday night will have all the color of Disneyland. In fact, the streets of Sacramento are decorated today by Robert Jani who handled opening day festivities at Disneyland. Of all of Governor Reagan's Hollywood friends, only one will participate in the ceremonies....Jack Benny will play his violin with the San Francisco Symphony Orchestra at the Inaugural Concert tomorrow.

SUDDEN QUIPS...The only "go-getter" in some offices is the boy they send out for coffee...Lots of things are bigger, but few have the vigor of a chigger....Wonder if there is someone in the audience who never saw a chigger...One blessing about being poor, honest and hard working, nobody envies you.

WARNING TO ALL MEN...The National Organization of Women is growing by leaps and bounds and they are already planning an all out fight to gain equality with man in business, society, and anywhere else they spot discrimination....Although some men feel this is already the age of the pampered, dominating woman, the National Organization says not so...and we shall march on Washington...if necessary to gain our equality...Women make up 36% of the work force, but 75% are in the lowest paying jobs.... Service Clubs and Political parties put them in Auxiliaries....One lady said, "We do the busy work in charities, cook the church dinners, run around with the March of Dime cups, while the men make the decisions.... This is no joke....Now 1000 strong, this Women's Organization stands to be 100,000 strong...They believe equality like charity begins at home.... The office grouch has one comment. He says, "When I think of my wife, I think of home cooking, and that's where she should be."

SPIKE THAT RUMOR...There is absolutely nothing to the rumor, Orben reports that the President's Beagle is resigning to become President of Gaines Dog Food.

AS IF THE WORLD DOESN'T HAVE ENOUGH WORRIES: Now a German zoo director who visited Chicago recently vows that keeping apes in a zoo is warping their personality....Apes are like people in many ways, and they have a culture....What if you were to lock up an Army Sergeant and a Major in the same barred room for years...What would it do to their personalities? Give an ape a home, with rooms, where he can come and go at will....

THINKING OUT LOUD...Success is relative, the more success, the more relatives..An old timer is one who can remember when a baby sitter was called - Mother....There are many questions that no man can answer, and most of them are known by five year olds....

THOUGHTS OF THE FUTURE...In the year 2000, we shall take a shower without water...Ultra sonic waves will do the scrubbing...The color of living room walls will be changed by pressing a light switch, and dishes and glasses will be molded in a plastic press and thrown away each meal...Vacuum cleaners will crawl out of the wall and work at nights while we sleep by a special timer...What will be the critical problem....Keeping your electric bill paid.....

QUICK QUIZ....What is it that comes once in a year, but twice in a week?
(The Letter E)

DICK CLARK SAID IT....The influence of the English sound in America is dwindling and the music capital of the world is rapidly becoming Hollywood. Look for more hits from Nancy Sinatra, and other who call California home.

MINCE MEAT SUCCESS PLAN....Eat Mince Meat pie the first 12 days of this year and enjoy 12 months of success.

LOOK OUT JOHNNY, HERE COMES JOEY...Joey Bishop, who has subbed for Johnny Carson on the Tonight Show, will come on strong on ABC TV in 1967 with his own night entertainment-interview show...This looks like the best bet yet for a network to come up with a "Carson Stopper". The big question is; When will Johnny reach the Jack Parr conclusion? Money isn't everything and working five nights a week an't worth it.

SUPER SPORTS QUESTION....Has an All Star Notre Dame team ever played the NFL Champs in a post season game. Yes, in 1925, the Pottsville Maroons, the NFL Champions, took on the Notre Dame All Stars and beat them on Charlie Berry's field goal...They were immediately stripped of the NFL Championship and it was given to the Chicago Cardinals (Now the St. Louis Cardinals)...To this day, Pottsville, Pa. claims that title was stolen from them, and they want it back. The fact is, the NFL will have to get it back before Pottsville will donate Charlie Berry's show that kicked the 1925 winning field goal, to the Football Hall of Fame.....The St. Louis Cardinals are not happy about surrendering the 41 year old title, since it represents one of the two they have ever won.

TTO....It takes all kinds of tricks to travel these days...A little old lady dashed up to an airline ticket line where stand-bys were waiting by the dozen. Her expectant mother appearance gained her priority, and she walked into the cabin just as the stewardess was bringing the door into closing position. "They can't put me off now?" she asked as the motors began to swish..."Oh, no, you are safe on this flight, madam, just have a seat." "Not until I get comfortable," and the sweet little lady proceeded to pull off her coat and loosen a long cord wrapped around a big pillow she was wearing...She assured the flabbergasted hostess, "It really was an emergency, but not the kind you thought."

CAN YOU REMEMBER WHEN? Neighbors asked about your family and meant it... Most babies were born at home.. Couples got out on a dance floor....Cars were almost always black and came with running boards..Crackers, lard, peanut butter and pickles came in barrels.

MRS. JACQUELINE KENNEDY SAID IT...If you bungle raising your children, I don't think whatever else you do well matters much.

A WONDERFUL THOUGHT...Ladies, if you like to make your husband happy at home, take this tip from a fine "Head Shrinker"...Do not underestimate the value of just doing nothing for fun...Many women have the mistaken idea that they must be saying or doing something to be communicating with their husbands. One of the surest proofs that two people are well adjusted to each other is the fact they can be together comfortably without having to say a word.

SIGN SEEN ON DRIVE IN MOVIE MARQUEE.....CLOSED FOR THE SEASON.. Reason, Freezin.

SPORTS QUIZ...Which is the older, the Rose Bowl or the Orange Bowl?
Rose Bowl in 1902, the Orange Bowl in 1933....

FROM THE MR. TRUTH MAILBAG....Dear Mr. T....Christmas has come and gone, but this episode lingers on in my mind....My neighbors of much means spent over \$5,000 on each other. Only the two of them, with everything from boats to electric letter openers, and if they look around, they will find they have never unpacked the gifts they gave each other last year...Is this the name of the game? Am I getting to be an Old Foggy: How about the truth? Signed: The Next Door Observer...Mr. NDO, the truth is simply Christmas has so many traditions, we put so much emphasis on the traditions, we forget the spirit behind them.... You'll be heartened by one man and wife with this same habit, broke away this year and gave nothing to each other... They invested \$3,000 in transistor radios for patients in a local hospital.

TOWN TOPICS (For Discussion on a Local Basis)

- (1) Tribute to school cafeteria ladies (usually pays off at least one free meal).
- (2) Crackdown on traffic violators (How and When)
- (3) Succession plan for officers in churches, civic clubs, etc.-----
Good or Bad?

FEATURES TO BE OFFERED EVERY DAY

ON THE GO (DESIGNED FOR SPONSORSHIP BY AUTO DEALER)

Will the car of the future have a built in office? On '67 model (Chrysler) already has a revolving seat which reverses itself in front of a compact table in the back seat.....It will be interesting to see how well you can concentrate travelling backward, with a vibrating typewriter...Now comes the Budd Company announcing a train soon to be commuting between Boston and Washington at 160 miles per hour. This will be the perfect transportation to use from the airport to the hotel after landing in the plane of the future (1800 miles per hour).

FASHIONS AND FANCIES (DESIGNED FOR SPONSORSHIP BY A READY-TO-WEAR FIRM)

In months to come, the small town styles are due back in the city. For several years, everyone from bank presidents to barbers have been working in the casual short sleeve sport shirt with open collar. One lively bank in Chicago has announced that starting next spring all make employees and Vice-Presidents will be counted "on limits" with similar attire....If you are looking for a place where nobody but nobody cares about your wear...try Ipanema, a refuge for non-conformists. Each finds his neighbor's foibles interesting, but the un-written rule says never meddle in the other person's affairs. No wonder the "Girl from Ipanema" sounds like such a delight.

LET'S TALK BUSINESS (DESIGNED FOR SPONSORSHIP BY BANK, OR OTHER INSTITUTIONAL FIRMS)

"To make a buck, you have to spend a buck," and Jack Kent Cooke has spent 11 million bucks in Englewood, in a giant entertainment and convention center that is causing Los Angeles to say, "Let's top it with a 25 million dollar center." "Cooke's Forum," as it will be called, will seat around 16,000 for basketball, hockey, and boxing, and will seat 17,526 for conventions. The new L. A. structure will have one Banquet Room alone that will accommodate 8,00 people in a sit-down dinner. Have you thought about the size of the kitchen, the coffee pot, or what a problem it will be if only two waitresses show up?

This, That and the Other

January 3, 1967

It was on this day in 1959, that Alaska became the 49th state in the Union, and also the biggest state of them all.

THE SHORTEST PRAYER...THIS MAY BE IT....One man was asked why he had such a happy outlook on life, worked so hard, and enjoyed so much success. He answered, "I guess it's because I start each day with a one second prayer..What is it? YES LORD".....

PITY THE POOR CAT, NO MORE....In years gone by, the cat had to live hard like human beings, but no more....Today, the housecat, who usually enjoys sleeping in the den chair of his choice, eats the choicest of warmed over steak, preserved in a can. His greatest fights are usually performed with a sliding glass door separating him from his combatant. Paul Crume summed it up by saying, "About the only thing a cat hasn't acquired is a good sense of rare wine, but come to think of it, neither have we?"

BLAME IT ON THE LIE DETECTOR....Today we are all developing a tendency to answer questions as briefly and candidly as we know how....In fact, it's fun when you watch for the reaction of the questioner.

- (1) What is it, Dr.? A boy or girl? To tell the truth, it was so homely, I didn't notice.
- (2) Have you seen the last picture of our baby? I hope so.
- (3) Is it serious Doctor? You have nothing to worry about. Everything you have is covered by hospitalization.
- (4) Hello, Who's calling? First, tell me, Who's answering.

QUICK QUIZ....Which fish is born as an orphan and dies childless. (The Salmon....the adult dies after the eggs are fertilized, and before the young salmon are hatched.

WHY DID THE ROSE BOWL TURN DOWN THE SUPER BOWL GAME? Two reasons, both of them money...The very name Super Bowl would dwarf the popularity of the Rose Bowl...Now since the Rose Bowl is grossing well over a million bucks, the major domos are not interested in taking the shine off of that kind of product.

HOW TO LIVE TO BE 100!.....More than 13,000 Americans have reached the age of 100, and 75% of them are women.... and babies born in this century will have a better chance than these 13,00 did to make it. What is the secret? The answers are many....One 101 year old Kansan says, "It's because I'm so doggone mean." A Washingtonian who has crossed the 100 mark opines, "I relax and let someone else do my worrying." What is their greatest problem? Loneliness... One 117 year old California Squaw solves that by working every day as a Hollywood Extra, and when the director tells her to do something she doesn't like, she merely tells him, "Get you another 117 year old to play that part."

HOW ABOUT THAT NEW THREE WAY CAR GUARANTEE...You're guaranteed for two years, 24,000 miles, or until something goes wrong, whichever comes first.

POST MORTEN...Lee Roy Caffee, the Line Backer Deluxe for the Green Bay Packers says, "The reason we make fewer mistakes, we play it simple. The only way they can beat us is with sheer manpower, and I ask you can anybody do that?"

WHAT DO TEEN-AGERS DO IN THE TEXAS PENITENTIARY? Some them travel over the country appearing at High School Assemblies in "Operation Teen-ager." It has been found that these youngsters telling "Why We Went Wrong" have a tremendous influence on students. The state of Michigan has recently adopted a similar program, and look for the idea to become popular elsewhere...

PARIS PHONE TALK.... If you are planning to move to Paris, don't plan to call home soon...There are over 400,000 on the waiting list, and some have been known to pay as much as \$1,000 to beat the priority list...There are 12 phones for every 100 people in France, 44 in Sweden, 42 in Canada, and 46 in the United States.

ALWAYS A NEW APPLE PIE....Now the taste favorite with a flock of families is the new Apple Cider Apple Pie. It comes from a very old English recipe. The trick is to use apple cider to cook the pared apples.

YULE SOUNDS YEAR ROUND....When you tune Jack Carney's show in San Francisco any night, you are sure to hear Barbara Streisand's rendition of "Silent Night." Jack has vowed to play it every night for a year.

MAKE MINE MILK.... If you're having trouble sleeping at night, or having nightmares...skip pills, and try a glass of milk. One Doctor says when you can't sleep, change locales...Go rent a motel room next to a swimming pool, swim for 30 minutes, and you'll sleep well for 48 hours.

QUICK QUIZ....Dutch settlers introduced a game to America called "Skittles." What do we call it today? (BOWLING)

WARNING TO ROCK-AND-ROLLERS....Paul Revere of the famous Raiders who are popular with teen-agers everywhere opines..."We turned down \$20,000 to play in Vegas...We don't like to play in night clubs... There are a half dozen rock-and-roll groups that were going great till they hit club dates, and they died with the teen-agers...Why? In clubs you start playing jazz, and kids don't dig it."

WHAT WOULD YOU DO IF YOU HAD YOUR LIFE TO LIVE OVER? Dr. Frank Dickey said it well. "If I had my life to live over, I would relax more. I wouldn't take so many things seriously. I would take more chances. I would climb more mountains and swim more rivers....I have been one of those persons who never goes anywhere without a thermometer, hot water bottle, raincoat, and parachute...Not next time... I'd start bare-footed earlirer in the Spring and stay that way later in the Fall. I wouldn't make such good grades unless I enjoyed working for them. I'd go to more dances, I'd ride on more merry-go-rounds, and I'd pick more daisies." I hope this inspires someone to go out today and do what he enjoys doing...

SOON THERE WILL BE SKIING AROUND THE WORLD....Why? Now they are making massive ski slopes from Plastic, Nylon Carpet, and other materials which all work as well as the traditional snow, but could you get the same buzz without that mountain air...The Oldtimer says, "No!" The Newcomer says, "Who Cares???"

HUSBAND HUNTING....Career Magazine reveals that the best way to catch a man is at the Office Water Cooler...A survey reveals 5% of the girls found their mate at a dance, 5% met as childhood sweethearts, and 44% met while at work.

HOLD EVERYTHING...."Flesh and Blood," the most expensive dramatic property ever purchased for TV will not come off until fall. They arehaving trouble finding the right people for the key parts which involve a very daring plot around a New York family. Watch for it in late '67.

TTO.....TOURISTS TO OHIO, WATCH FOR THIS ONE....The Air Force Museum at Wright Air Force Base in Ohio is packing them in with displays of everything from the Wright Brothers to the Kamikaze suicide planes... Before they are through, ten million dollars will be invested in the facilities to house over 100 million dollars in plane collections.

HOW IT ALL STARTED ON THE GRIDIRON....It was between 1016 and 1042 A.D. that some English blokes on a battlefield started playing a game called "Kick the Dane's Head." The football was an unearthed skull of a Danish soldier...They almost had a riot in Cleveland the other day--when the Browns and the Cardinals engaged in a little head-kicking.

AFTER CHRISTMAS THOUGHT....Warren L. Hagstrom of Wisconsin University says about the phenomenon of Santa Claus, "A gift becomes not subtle at all, but a bribe. The thing with Santa Claus is that the gift may still be a bribe, but coming via Santa Claus makes it morally uncontaminated.

FROM THE MR. TRUTH MAILBAG...Dear Mr. Truth... I am an outstanding young business man, but when my wife and I are among friends, and someone asks me a question, she always answers it before I can open my mouth...Am I rude, when I tell her to be quiet, or should I just grin and bear it in silence...I want the truth....Signed A Mixed Up Mister....Mr. Mixed Up Mister: If you become alert enough, the truth is you can beat your wife to the answer, or at least gain a tie, and this should give her the message after a few jammed conversations, or if you want to be deliberate... Let the wife go ahead and answer and when she is through....Merely say.... you did direct your question to me, so here is what I think.

FEATURES TO BE OFFERED EVERY DAY

ON THE GO...A Pennsylvania Auto Engineer is working on a portable vibrator that should reduce repair bills for minor body damage....He says, "Metal has a memory. If it's dented, it wants to go back to its original shape." In other words, his plan is to apply a few vibrations and "WHAM", the dent pops right out of the fender, like an inflated rubber ball. So, soon as your wife can head into that narrow garage in utter abandon.

FASHIONS AND FANCIES...BUYING PERFUME...Here's a hint...When buying for yourself, sample it on your skin, apply it at pulse spots, it reacts quicker, and then wait at least ten minutes before making your decision... They tell us, perfumes and colognes have different scents on different people....What may be elegant for one, may be a repellent for another.

LET'TALK BUSINESS....What causes a lady to quit one super market in favor of another? In Cleveland, they have talked to a lot of ladies to find out the answer....It all lies in the perishables....Women customers can't see a whole lot of difference in a can of pork and beans from one store to the other, but start talking about meats, produce and other perishables, and that's where the difference is....You can have the friendliest clerks in town, but without tender meats and fresh vegetables, they'll be left talking to themselves.

COFFEE BREAK CONVERSATION

1. Is our City attractive to tourists?
2. What about a July 4th Celebration
3. Think of an adjective to describe our City...Wonderful Waco, Relaxed San Antonio, Delightful Denver.....



BRAIN #126

P. O. BOX 1475 LUBBOCK, TEXAS 79408. TELEPHONE 806 -- PO 2-0404

Reading Time: 6:10

MEMO FROM MAC:

If your November Bank Account will afford it, here is an excellent way to build staff morale. Decide now what your policy will be on Christmas bonuses, or if you already have one established, THEN THIS YEAR, PRESENT THE BONUS CHECKS ON DECEMBER 1st. This will make Christmas a more enjoyable time for everyone concerned, and will actually make your Christmas more of a sentimental occasion. Over the years, we have always sensed that awarding cold blooded checks of Cash at a Christmas party takes away some of the spirit of the occasion. This week drop me a line, if you have a unique approach on the Christmas Bonus. Many of us in management have found that most employees consider this merely a part of their annual pay, not a gift. Maybe we need two categories: (1) End-of-year Bonus. (2) Christmas Gift. Surely one of you 700 subscribers has figured out a sparkling approach to this annual opportunity.

(1) GRANDMA'S COOKBOOK (UNDATED)

Every Grandmother is invited to send in a recipe, the older the better. To each Grandma submitting one, 100 savings stamps or some other small gift is presented. When all are in, they are assembled, mimeographed and made available in Grandma's Cookbook from Station WWWW. How fancy you make the cookbook is your judgment. Prizes may be awarded for the ten best, most distinctive, et cetera.

(2) INSTANT OPINION (UNDATED)

Radio Station KGNC is brightening up the ethereal waves with recorded comments from listeners throughout the day in answer to the Question of the day. The listener submitting the question of the day is given a prize for the most interesting question. Comments are recorded, and several are played each time. Yesterday's Question: Were you satisfied with the size of the vote in Tuesday's election? The day before: Do you believe the voting age should be lowered to 18?

(3) SINGING BELLS

Downtown Birmingham has a new sound, the sound of Carillons. The Bells are heard throughout the day, plus hymns on Sunday afternoon. This is ideal promotion for a shopping center, downtown area, or any large firm. The sound can also be used as a sound logo for sponsor in his radio advertising. If you are interested, write Schulmerich Carillons, Inc., Sellersville, Pennsylvania.

(4) WHITE GLOVE TREATMENT (UNDATED)

A plumbing firm adopted the "White Glove Treatment" slogan, in putting its stress on neat and complete work. Now they are offering a pair of White Gloves as their calling card. They are also using a lady's voice on commercials. (NOTE PUNGENT PARAGRAPHS.)

(5) THAT DIFFERENT VOICE (UNDATED)

The Brain, while driving through the Southland the other day, tuned to a station with a delightful English accent. Explanation was given to me on phone call. One sponsor asked for a distinctive voice. The station arranged for a young housewife (English War Bride) to record the commercials. Now they are planning to use others in their city who come from other lands. Already a German lass has been found, plus many Senoritas. So far, no French or Orientals have been located. This would make an ideal feature during United Nations Week, or a July fourth observance.

(6) DRIBBLE DERBY (BASKETBALL SEASON)

This is one the high school and college groups will go for in a big way. Boy and girl couples vie to see who can dribble the basketball the longest on an alternating basis. Contestants must do their dribbling in a 10-foot diameter circle. This is good for a

shopping center; or just a station promotion. Finals will make a good show for a half time of basketball game with music in the background.

(7) FLUB STUB (UNDATED)

Western Airlines uses this idea beautifully, awarding a certificate call the FLUB STUB to any patron who discovers an error in service. One Station took the idea and awards a Flub Club Stub to every person who catches one of the announcers in a goof. The stub entitles listener to free ticket to movie, or a free record.

(8) TRANSISTOR WEEK (UNDATED)

Brighten up January billing by awarding a dozen transistor radios to listeners caught carrying transistors. With all firms in town who sell transistors co-sponsoring, select one week when station personnel stop people all over the city and ask if they are carrying a transistor. If they are, they receive a prize, preferably a transistor radio. This will be ideal for National Radio month, but can be used anytime when extra revenue is needed.

(9) END OF YEAR COLLECTIONS (DECEMBER)

Three letters in December stressing, we hope to, we aim to, WE MUST bring our books up to date by the first of the year can help make December a top collection month. Now is the time to write them, schedule their mailing, and most important, to compose them. Having one signed by the Bookkeeper, another by the Sales Manager, and another by the head man will help. Next week you will receive three sample letters for use in December.

(10) ASK THE COACH (BASKETBALL SEASON OR UNDATED)

Simple to sell, simple to produce, good listening, and good PR...Listeners are invited to submit questions concerning basketball, the team or what have you. Once a week the Coach sits down and records the answers, and they are played throughout the week. This is a boon to help the coach along with his program of athletics, and it builds results for a happy sponsor or sponsors. Of course, the same idea can be used in football and baseball and track season. The broadcasts will be interspersed and can be as short as one minute.

(11) STAFF INVENTORY (DECEMBER)

December is Inventory time. How about this one? The National Chamber of Commerce has found most employees desire most of all APPRECIATION. Find out if this holds with your staff with this simple questionnaire: "Please arrange the following items in the order you think they should go, concerning what you want most from your job with the Station. The information is confidential for Management use only." (SOME WILL NOT EVEN ASK THAT ANSWERS BE SIGNED.) "What do you want most out of your job?"

- _____ More pay
- _____ Security
- _____ Help with personal problems
- _____ Appreciation
- _____ The feeling of being "in" on Station matters

(12) TRADE IN YOUR HUSBAND SALE (UNDATED)

Scales at the front of the store are for the wives to bring the husbands by to determine how much of a discount they will obtain on merchandise. Allowances can include 8¢ a pound on movie cameras, 10¢ on golf carts, 5¢ on men's suits, and 10¢ a pound on diamonds. This is an ideal January promotion during the Clearance Sales and other Cleanup events. It also is a topnotch promotion for Furniture Store.

(13) THIS, THAT AND THE OTHER....."Fashions in Your Home", a recorded radio series by Florence Block...For details, write P/R Broadcasting Inc., 565 Fifth Avenue, New York City 10017...How about the Custom Crafted telephone in Walnut or Fruitwood? Write Collectors Unlimited, P. O. Box 269, Fairlawn, New Jersey 07410.....

SUNSHINE FOR SUNDAY* * * * *

PROLOGUE...Here are three announcements that can be sponsored and broadcast at the best available time on Sunday. If you prefer they may be adapted to a five-minute program. The Brain will supply you three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR Presents Sunshine for Sunday with the sincere hope that this day may be a happy day for you and your family. John Pettee said, "Pray for peace and grace and spiritual food, for wisdom and guidance, for all these are good, but don't forget the potatoes"...Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend...When you are there, you will find your problem clouds tend to disappear and the strength of Sunshine

is yours....

(2) MUSIC (UP AND FADE)

ANNOUNCER....SPONSOR presents Sunshine for Sunday with the sincere hope that this day may be a happy day for you and your family....The world and the books are so accustomed to the use and over-use of the word "new" that we get the idea there is nothing old of value any more. But today, some of the newest thoughts are coming from one of our oldest books....Worship services are being held throughout our city today, and SPONSOR invites you and your family to attend...When you are there you will find your problem clouds tend to disappear and the strength of sunshine is yours....

(3) MUSIC (UP AND FADE)

ANNOUNCER....SPONSOR presents Sunshine for Sunday with the sincere hope that this day will be a happy day for you and your family....Havelock Ellis writes, "The world's greatest thinkers have often been amateurs, for high thinking is the outcome of fine and independent living, and for that a professional chair offers no special opportunities"...Worship services are being held throughout our city today and SPONSOR invites you and your family to attend...When you are there you will find your problem clouds tend to disappear and the strength of Sunshine is yours....

HEALTH AND HAPPINESS* * * * *

What's in a laugh? The answer in 30 seconds. (Commercial) What's in a laugh? Exercise for the most vital organs of the body. With the churning movement produced by laughter, lung spaces are ventilated, tissues and nerves are relaxed and the heart is healthfully stimulated. Laughter is a most inexpensive and most effective wonder drug. Works both mentally and physically! So laugh and live longer. Now for a Happiness Thought: Before a man can wake up and find himself famous...he must wake up and find himself.

What are some after-effects of a frown? The answer in 30 seconds. (Commercial) The most basic bad effect from a frown is that it tends to make a person tense. Try this some time. Pick a time when you're feeling happy, carefree and relaxed. Then frown and hold the expression for several seconds. In just those brief moments, you will find that your relaxed, pleasant feeling has completely disappeared. You can feel the tension spreading throughout your head, neck and shoulders. Hold the frown for a minute and you'll feel the beginnings of a nervous headache. Better laugh right quickly, before you have a breakdown. Now for a Happiness Thought: If you don't play to win, why keep score?

Is exhaustion dangerous? The answer in 30 seconds. (Commercial) Yes, exhaustion can be dangerous. It opens the door a little wider for bugs and ailments that are always lurking about. Energy is the best offset for exhaustion...the first requirement of life. Sugar puts energy back where it came from. Your teenager needs an artificial sweetener about like a turtle needs a seat belt. So--serve up some sugar. Now for a Happiness Thought: If variety is the spice of life, it's a good thing for most of us that spices aren't harmful!

What makes an animal hibernate? The answer in 30 seconds. (Commercial) Just like most of us should, the animal depends entirely on messages it receives from the brain. Brain matter in some animals causes them to hibernate for the winter by slowing all body processes to a mere creep. Researchers at Southwest Medical and Research Center, San Antonio, are working on a process whereby astronauts may use hibernation when on long voyages. Now for a Happiness Thought: "No, sir. I'm sorry. Money for divorces is not included in home improvement loans."

Is it good, when you're angry, to let off steam? The answer in 30 seconds. (Commercial) When you feel yourself getting angry, you should take means to relieve it. Anger makes for higher blood pressure and increased arterial pressure. If there is no way to "get it off your chest" through words, physical contact, or just leaving the situation, your anger will become chronic, and develop into a psychosomatic ailment. Don't suppress that angry feeling...reason it out, if possible. Yell, if not. Now for a Happiness Thought: The female knee functions as a joint--not an entertainment.

PUNGENT PARAGRAPHS* * * * *

FIRST VOICE: Okay, let's get tuned up. (Sounds of orchestra)
No, no. Now, let's get a tune-up. (Sounds of car starting)
No! Now, listen, it's time for a tune-up! A tune-up to convenience and happy shopping at _____. The only place in town where it's always better inside, looking out!
Get your own tune-up at _____.

WOMAN'S VOICE:

Gibson's is the "white gloves" plumber. Leaves your home so neat, you're not afraid to touch anything with your white gloves. Of course, they know what they're doing. Next time you have a problem...just call Gibson's, the white gloves plumber. They leave your home problem-free--and a pair of white gloves as a calling card. Call Gibson's--the white gloves plumber.

MAN'S VOICE:

One...two...three...four. (Sound of phone) Raff and Hall Drug, the pharmacist speaking. Oh, hello, Mother. What? Well, of course Raff and Hall is the best--we even give Frontier Stamps with all prescriptions...six...seven...eight...nine...No, Mother, I'm just very happy here. You would be, too, if you'd ever try Raff and Hall. Ten...eleven...twelve...Mother, why don't you bring your friends in for sandwiches at Raff and Hall? Our fountain is great...thirteen...fourteen...Oh, Mother, you've made me lose count. Mom, I've simply got to get these pills counted today...No, Mom, I don't want to be an atomic scientist. I only want to be a pharmacist. One...two...three...four....

ANNOUNCER:

Raff and Hall Drug Stores in three locations, downtown, Caprock and Monterey.

* * * * * SURE FIRE SLOGANS

- (1) Go West, Young Man, one mile or a thousand miles, use Strong Transfer and Storage.
- (2) Listen to Turkey Talk.... (GOBBLE GOBBLE) Translated: May I be your guest for the holidays?
- (3) When you want to move a mountain, don't use a spade, call Strong Transfer. They move anything.
- (4) Do you want to adopt a Grandma? Payne's Jewelry has the perfect Grandmother Clocks for only \$19.95.



1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 125

MEMO FROM MAC

Robert Eastman delivered an outstanding address, "Vitality of Radio" at Alabama Broadcasters Convention. We suggest you write Bob for a copy, c/o Robert Eastman Company, 1 Rockefeller Plaza, New York 20, New York. Here is a quote.

"This is the era of color -- clothes, hair, eyes, decor, cars, art, TV -- Color is bigger than ever.

In magazines color goes three dimensional. At Look magazine, my good friend Marvin Whatmore has developed an unbelievably realistic three dimensional color page that looks like it could not possibly be a fraction of an inch thick. Color in magazines is constantly improving.

In TV today, the color is good, mighty good. For those of you who fiddled with the dial through the early color problems, you know how good it is now. It is superb!

Yet in the midst of all of this visual radiance only a few wise people in the advertising profession on Madison Avenue and Michigan Boulevard have come to realize the incontrovertible fact that the most magnificent, realistic, exciting color is in radio. It is there -- live, pulsating and virginal.

Yet, it is there and totally individualized. Think red. You see a rose red rose; she sees a bright red convertible; I see an orange red redhead.

Think yellow -- I see a daffodil; you see a lemon; she sees an autumn maple. Take blue -- imagining the variation from a mid-night blue to a turquoise iridescence.

The human mind is a color spectrum -- a rainbow -- and instantly the word picks a hue. And it is all there in action and full dimension. If you question the action claim, picture this:

A snowy night on the thruway. The snow is wet, packed and slippery. A car is speeding from the distance, the yellow orbs of the headlights approaching much too fast; suddenly a lurch, a skid, it leaps the center divider and slams into the oncoming car with a quake of metal, sparks, screams and then a blast of yellow flame.

You're easily sold because it is so positively right. But most of us have forgotten it or take it for granted. And yet we read books and the word stimulus to our imagination is there all of the time.

Radio, like imagination, is there with the light switch or the ignition key. It is too simple. It gets taken for granted."

Bob gives a tremendous pitch on color radio. Write for your copy today.

(1) CHRISTMAS EVE OPEN HOUSE (DECEMBER)

December 24th is on a Saturday, and this is perfect time for Station WWWW to invite all customers and friends (by written invitation) to come by for fellowship. To make this event gala, include as co-hosts about three of your major firms in the city. Rent a hall, supply some random entertainment, plus food and drinks, and you'll be happily surprised at the warm response. One station after presenting gifts to customers for years, has had open house the last three years, and

already clients are asking about this year's party. They make it a come and go affair from 9 AM to 3 PM.

(2)THE WWW FAMILY OF THE WEEK (UNDATED)

Every community in your listening area belongs to the Station WWW family. Do as Bob Hanna has done over at KPCN. Select one or more communities and salute them each Sunday as a member of the KPCN Family. Announcements should include information about community, names of officials, past history, et cetera. It can be sold to one institutional firm in your city, or to firms in the community being saluted. This is another one of those steady Sunday billing builders, as is SUNSHINE FOR SUNDAY, (another Bonus Brain feature).

(3)THE MYSTERY BURGER (UNDATED)

This is the simple way one Western station cracked a drive in. They conducted a contest to see who could first name the ingredients in the Station WWW Mystery Burger. Three top prizes were offered. Most of the ingredients were simple, but one was a lulu, and wasn't guessed until clues were given.

(4)NUTTY BASKETBALL GAMES (UNDATED)

Marvin Walberg, Skipper of WHIH in Norfolk, Virginia, reports the WHIH DeJays have a basketball crew that challenges faculty members of the various schools in the area. The funds go for school charities or athletic fund. New twist this year. KHIH has added Sydney Doubledribble, sports announcer who builds up the game and gives confusing reports following them. Another Station team is challenging some of the girls' basketball teams in the area, and will wear the old-fashioned bloomer uniforms.

(5)GET OUT THE VOTE (NOW)

So many of us get busy, so many of us forget to be specific, so here are five shorties that can be put in your control room today, announced fifty times tomorrow and you will be making a solid investment in preserving the roots of our free country. (1) In Vietnam, 80% went to the polls in their first free election. Help us to do as well today by casting your vote. (2) Do you have a voice in Government? It won't be heard unless you vote today. (3) Do you have a favorite candidate running for office today? He could win or lose by one vote, your vote. (4) Your right to vote is an important part of your American Freedom. Protect that right. Vote today. (5) Candidate elected today will decide key issues in the next two to four years, and your vote will be as powerful as any other in selecting these candidates. If you have no say today, you will have nothing to say tomorrow.

(6)BARN SIGNS (UNDATED)

Conduct a survey to see how many farm and ranch listeners have space on their barns, visible to highway travellers, available for Station WWW Advertising. This space can be purchased for as low as \$1.00 per month. One farmer in West Texas voluntarily put up a giant sign on his place with the words, "Listen to Paul Harvey on the radio."

(7)PLAYHOUSE AND POODLES (DECEMBER)

One Station has lined up a dozen sponsors to give away 6 playhouses and 6 poodles for Christmas. Parents may register once between now and December 15th. A local Lumber Company has built the playhouses, and they are on display at a local shopping center, as are the poodles. Last year this drew tremendous interest and entries. Another shopping center built a little city of playhouses and had it open for inspection through December 22nd, and then awarded houses in time for Christmas.

(8)FIRST '67 CUSTOMERS (JANUARY 2, 1967)

To get that January Revenue off and running one Brain station is lining up multi sponsors who will offer special discounts to the first '67 customers in the store on the morning of January 2nd, 1967. They are buying 10 PM to 6 AM New Year's Eve for the big push in the campaign, as well as Saturation Early Monday Morning.

(9)THAT WONDERFUL YEAR (DECEMBER)

Here is another revenue builder for the dead week in December. Sell small package to firms as appreciation announcements, and in each case name the year this firm was born. Example: "It was on December 1, 1923, that Jones Hardware became a part of Hometown, and after 43 years of business, they are looking forward to making 1967 the biggest and best year ever. Thanks to you for all 513 months of successful operation, from Mr. and Mrs. Jones and all their friendly personnel." This can be sold by phone and should be sold before the December rush starts.

(10)MR. CONGENIALITY (CHRISTMAS TIME)

The Miss America contest selects MISS CONGENIALITY through a vote by contestants.

It would be interesting to let your staff members vote for whom they consider to be the most congenial member of the staff (Boss excluded), and a special prize can be awarded by Station Management at Christmas time. This could well encourage a better spirit of cooperation among all staff members.

(11) SLEEPYEST HUSBAND (UNDATED)

This is causing quite a stir in Colorado. Station invites listener to call in and nominate Sleepy Husband each morning between 7 and 8. He is sent a bottle of Vitamins from Drug Store Sponsoring, and wife is sent a surprise gift as the caller-in.

(12) WHAT DID YOU GET? (CHRISTMAS MORNING)

The first three hours can well be filled December 25 with friendly announcer taking calls from Children concerning What Santa Claus brought...The same station will use Sunday, January 1, for callers to air their New Year's Resolutions. Simple, but fun, and just right for the occasions.

(13) THIS, THAT AND THE OTHER...New book on FM called FM Radio Station Operations Handbook. Order from TAB, Thurmont, Maryland...A.R.B. Productions, 40 W. Chase, Baltimore, Maryland 21201, getting good mileage out of Bird Watching Society. Write for spec sheet. Pay C. Messplay, 4816 North Richardt, Indianapolis, Indiana, is offering Peachy Tricks, a book on recipes with quantities up to 1000 free of charge...The Riviera Hotel, Las Vegas, has real deal for stations wanting to use Vegas Vacations for prizes. Write Rick Williams, Director of Agency and Group Sales....

SUNSHINE FOR SUNDAY

PROLOGUE...Here are three announcements that can be sponsored and broadcast at the best available times on Sunday. If you prefer, they may be adapted to a five-minute program. The Brain will supply you three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER...Sponsor presents SUNSHINE FOR SUNDAY, with a sincere hope that this day may be a happy day for you and your family...George MacDonald said, "How often we look upon God as the last and feeblest resource. We go to him because we have nowhere else to go, and then we learn that the storms of life have driven us, not upon the rocks, but into the desired haven"...Worship services are being held throughout our city today and (SPONSOR) invites you and your family to attend... When you are there, you will find that problem clouds tend to disappear, and the strength of Sunshine is yours.

(2) MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR presents SUNSHINE FOR SUNDAY with a sincere hope that this day may be a happy day for you and your family...It was Tillotson who wrote "When we have practiced good actions awhile, they become easy. When they are easy, we take pleasure in them, and when they please us, we do them frequently, so frequently they become a habit, a happy habit"...Worship Services are being held throughout our city today and (SPONSOR) invites you and your family to attend...When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

(3) MUSIC (UP AND FADE)

ANNOUNCER...SPONSOR presents SUNSHINE FOR SUNDAY with a Sincere hope that this day may be a happy day for you and your family...Samuel Johnson reminded us that Knowledge is of two kinds. We know a subject ourselves, or we know where we can find information upon it...Worship Services are being held throughout our city today, and (SPONSOR) invites you and your family to attend...When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

HEALTH AND HAPPINESS

Are habits indispensable to health? The answer in 30 seconds. (COMMERCIAL)
Yes. We are all creatures of habit -- even though we were not born so. A habit is a fixed way of responding...a definite way of thinking or acting at a given time. Without habits, we would have to start out every day all over again, fumbling and stumbling around, because we would not know what to do; therefore, habits mostly are healthy! Now for a Happiness Thought: Dogmatism is just puppyism full grown!

Can you insure against old age...loss of delights? The answer in 30 seconds.
(COMMERCIAL) Yes, there is insurance against old age...against the growth of

physical disability...against the lack and loss of delights. This is the real value of education. Advanced education may not increase wealth, but it increases the wealth of mind, enriches personality, and brings happiness. Now for a Happiness Thought: The human mind is like a parachute. It functions only when open!

Are you a muscle-head? The answer in 30 seconds. (COMMERCIAL) Sure you are! If you weren't you couldn't chew, swallow, frown or smile. But then, you wouldn't get wrinkles, either. Repeated activity of facial muscles and a gradual loss of fat pads under the skin cause wrinkles. Now for a Happiness Thought: Age is like love...it's just bound to show!

If you're left-handed, should you also be left-eyed? The answer in 30 seconds. (COMMERCIAL) It is very important in coordination that a person who favors his right hand, should also be dominant in seeing with his right eye. This is often a problem in children who have difficulty reading. With a little patchwork, it can be remedied in a short time in most cases. Now for a Happiness Thought: What you see is what you are -- so look carefully.

Is there anything to the old idea that "spices are tonic"? The answer in 30 seconds. (COMMERCIAL) It has been discovered that spices do play an important part in nutrition. All spices, except the bitter type (vermouth, gentian) perform various functions which tend to inhibit tooth decay, aid in starch digestion and other duties...even to medicinal qualities. So bring on those spices! Now for a Happiness Thought: A little spice and a lot of salt really season a man!

PUNGENT PARAGRAPHS

- (1) Remember -- when you were a kid -- how you used to make a beeline to the corner drug store just as soon as school was out or after the game? So did everybody else. Don't make drug stores like they used to -- or do they? Chris's Rexall Drug isn't on the corner -- true -- but it's still a place to meet and visit. Friendliest cup of coffee in town -- biggest sundaes, too. Try Chris's Rexall Drug next time you feel homesick.
- (2) Chris's Rexall Drug is just like that corner drug store back home. Interested in you -- as a person. Plenty of modern services with drug and pharmacy needs -- and plenty of that good old-fashion atmosphere that's hard to come by these days. Looking for a drug store to feel at home in? Chris's fills the bill more ways than one. Visit Chris's -- just like back home when -- only better!
- (3) Nothing makes you feel better than a foot long hot dog that's really a foot long -- or a huge sundae piled high with all those goodies. Unless it's thoughts of that hometown drug store where all those memories were born. Chris's Rexall Drug is like that -- a place where happy times begin. Well-equipped, modern -- quality galore. Warm and friendly. They'll even let you read the comics free. Just tell 'em we sent you. Chris's Rexall Drug.
- (4) Some Customers have been asking when will Harris Food adjust its prices to match other food firms....Harris Food has no intention of raising its prices to do so.

SURE FIRE SLOGANS

- (1) You set the deadline - we meet it. (Printing)
- (2) For the restless set. (Beauty salon)
- (3) A tremendous frog in an amazing pond.
- (4) A partner in progress - yours!
- (5) Where everyday is a variety spree! (Variety store)
- (6) No bones about it - little birds make big Thanksgivings.
- (7) We corral the big ones..
- (8) Remember, food is a blessing - not a bargain!
- (9) Where the Shopper Stoppers Are!
- (10) Shop _____, just for the profit of it!

Jan C



1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1194

ISSUE NO. 124

READING TIME 5 minutes, 31 seconds

MEMO FROM MAC

"Never let the right hand know what the left hand is doing," is worthy scripture, but doesn't work well in business operation. The brain is now in the process of combining its two offices in Dallas and Lubbock to one central office in Lubbock, Texas (35 minutes from Dallas by air.)..... We shall be under the umbrella of our Laboratory station, and when our transition is completed in the next few weeks, our plans are to make the Brain better and better. This week you should receive the first Bonus Album (Whispering Hope, by the Lawrence Welk Group*), and we are also adding Editorial Ed this week with a hope you will respond. It is most important that the Brain reflects a flair each week, including new ideas, new approaches, and as a result every note we get from you is seriously considered. (NOTE--Collection Tip this week.) Our Date system has been off center, and as a result between now and January 1, you will receive two extra Brains. Here is our present schedule. The Brain is put to bed each Wednesday evening, printed Thursday and should reach your shop over the weekend in time for a Monday Morning Brainstorming session of your own. "Sunshine for Sunday" appears for the second time this week. I hope your Sales Force will get it sold. It is a simple way to collect \$3.00 talent to more than pay your investment in this weekly thought session.

(1) JANUARY JUBILEE (JANUARY)

One Brain subscriber took a tip from the station taking two hours a day for Christmas Shoppers' Guide (One in the AM, and one in the PM) and is selling two hours per day starting January 3rd for January Clearance Sales. During these periods, firms can only advertise January Clearance Items. Five non-competitive sponsors have been secured at premium rates. In store Broadcasts are featured.

(2) WHO'S WHO IN BASKETBALL

Now is the time to lineup the mechanics on a simple Salute to the Individuals on your local Basketball team. This can be sold easily to one, two, or several sponsors. Sample...Roberts Insurance salutes the Peoria Wildcats for 1967...James Harris, 5-11, 165 pound junior, will be playing right forward for the Wildcats this year. James scored 103 points last year, as all district forward. He is the son of Mr. and Mrs. Carl Harris, 2201 10th Street. (COMMERCIAL)...If your station covers several cities or schools, secure different sponsor for each School. Best time to run it is that Dead Week after Christmas when business goes poop.

(3) RUBBER STAMP COLLECTION

Dear Brain...I would like to see more collection tips in your fine publication. Here is one that cost me \$2.50. It collected in full from a guy who paid regularly but who always was behind two or three hundred dollars. He paid in full after receiving the second notice. The Rubber Stamp read as follows: "Joe: Your balance is again over 1 2 3 4 hundred dollars. Send money at once so we can continue to advertise your appliance store. Bill" ...Thanks to William J. Kiewel of station KROX in Crookston, Minnesota, for this one. Another station says a different colored letterhead is an attention getter on collection letters. Still another designates the 25th of each month as the day the Salesman gets on the phone and calls every one of his delinquents.

(4) FIRST NATIONAL BANK CHRISTMAS CAROLS (DECEMBER)

Right now is the time to sell your local bank or Savings and Loan a full week of programs featuring High School or Church Choirs singing Christmas Carols. This is done traditionally by many banks, and you will be sure the Schools will offer complete cooperation where the major financial institutions of your city are involved.

(5) ON THE SIDELINES (NOVEMBER)

Radio Station KICA, Clovis, New Mexico, has put a man on the sidelines with microphone to add comments with play by player. This adds a new dimension to high school broadcasts that are usually straight from the radio booth. How about experimenting with it a couple of times in November and get your audience reaction.

(6) SHIRT SLEEVE SEMINAR (UNDATED)

The Brain will be staging a one-day shirt sleeve seminar in Lubbock in the next few weeks along this format. Broadcasters from the area will be invited in for a 5 PM dinner (Dutch), and starting at 6 PM will be divided into three groups for three 40 minute Brainstorm sessions. At 8 PM, the group will come together for a summation of the Brainstorms and added comments. We will give you an account when it happens as it may be a worthy project in your area for the stimulation of radio.

(7) MARQUEE DAY (UNDATED)

This is a lulu. As you know, so many motels, and other firms are equipped with marquees these days. One Station secured every marquee in town one day (including theatre marquees) and decorated each with a colorful radio slogan, plus call letters. Throughout the day, listeners were asked to locate the slogans for attractive prizes. One of the slogans was that topnotch one used by Robert Eastman at the Alabama Broadcasters powwow. "Imagination is more valuable than Knowledge." (Einstein)...

(8) BOWLER OF THE WEEK

This one is sponsored by a local sporting goods firm and honors the Man and Lady with the highest bowling score each week at Fiesta Bowl. Radio Station WWWW presents gift and certificate to winners.

(9) HAPPY NEW YEAR TO ANYWHERE (JANUARY)

Station in New York will award five free phone calls to anywhere in the U.S. to five of its listeners. The calls will be placed on Sunday, January 1, and must be to someone the person hasn't seen in five years. Winners will be chosen from best letters written, or a drawing may be used. This is ideal contest during the after-Christmas week for firm with important telephone number.

(10) SOUND OF THE CITY (UNDATED)

Station in New Mexico recorded a half dozen sounds from Industrial plant in City, and asked listeners to identify them. This was used as basis of pointing up importance of present industries in the city, and was followed by a Salute to same. The Tab was picked up by local Insurance Company. The easiest sound among them was a Gin Whistle, and now the Station is using the Gin Whistle sound as a Sales gimmick for GIN WHISTLE SALE for Auto Firm.

(11) RADIO CHRISTMAS CARDS (NOVEMBER AND DECEMBER)

Have listeners write poems about Christmas and send to station on Home-made Christmas Cards. Offer prizes for three best... This will furnish some marvelous thoughts to be read by announcers during Christmas Season... To give the contest more color, limit all entries to children under 12.

(12) EDITORIAL ED

Stations everywhere are gaining prestige, attention and recognition through consistent editorial policies. Some are setting up weekly schedules, others monthly schedules. Some run Editorials as they feel the inclination. The Brain will supply you editorials if you desire and you can run them as your own, or tag them from Editorial Ed... This feature will be governed entirely by your response. If we do not hear from a substantial number of stations, then Editorial Ed will be here only fleetingly.

PRAYER IN CLASSROOM (INSERT HERE)

When the Supreme Court handed down the decision on prayer in the classrooms of our schools, most Americans missed an opening the Court gave educators for the vital teaching of religion to our young people. The teaching of Bible or religion as an elective course in public schools is strongly recommended by the Court... In a recent statement, Justice Tom E. Clark said he felt the teaching of Bible as a subject in our schools was as important as English and history. In a just-finished Purdue University survey, among high school students queried, 89% said they would like to learn more of the Bible and religion. Lubbock is fortunate to have Bible offered as an elective in our high schools. Other schools on the South Plains should examine carefully the addition of this most important phase to their curriculum... Churches should ban together to see that the teaching of Bible is inaugurated in their schools. Instead of continuing to criticize the Supreme Court for its decision to eliminate the wrong ways of bringing religion into public schools, it is time for all of us to realize the Court has pointed out several ways to make religion a potent factor in our children's education.

(13) THIS, THAT AND THE OTHER... NAB is looking for material on patriotism, responsible citizenship and Americanism. If you have any ideas, write to American Values Committee (NAB)... "Against all Odds" a sport show by John Mackey now offered by ARB Productions, Inc., 40 W. Chase Street, Baltimore, Maryland ... Write Consumer Products Information, Dupont Company, Wilmington, Delaware, 19898 for scripts on home uses of spray paints et cetera...

Pungent Paragraph... suitable for use with water heaters, gas companies, electric companies.

First voice: You're in hot water more than anyone else I know!

Second: I don't know how anyone could be that lucky! (sourly)

First: Well, you must work at it pretty hard... that's all. I mean just nobody keeps the pot boiling the way you do.

Annrcr: You know, he's right. Nobody keeps the pot boiling like Westgate Power and Light. Just nobody. Or the lights aglow. Or the home fires burning. Westgate Power and Light gives you that "warm" feeling all the time. Can YOU say that?

SURE FIRE SLOGAN... If you don't know Mexican food, you'll like Adeles... If you do know Mexican food, you'll like Adeles better.

Sound of baby crying

Man: (Yawning) Hon... Hon... the baby's crying. Better give him his bottle or he'll really get warmed up.

Woman: Well, speaking of warming up-- why don't you do just that? Don't you think you've earned a turn at that little chore? Just this once? Won't take long-- and you'd enjoy it.

Man: Enjoy walking on a cold floor? Waiting for the water to get hot? And then the bottle? Not me.

Annrcr: Who warms your baby's bottle? Really? Of course you get the bottle out of the refrigerator-- but what else? Nothing. From then on-- warming the baby's bottle is up to Westgate Power and Light-- the company that keeps you in hot water all the time... gets the job done quicker. Gives you ten extra minutes of sleeping time every night. Thanks-- Westgate Power and Light.
(Yawn)

SURE FIRE SLOGAN... If you didn't buy your RCA from Jay King, you paid too much.

(Instrumental under)

Annrcr: Cool... Cool... Frosty... Frigid. That may be the weather forecast-- but you have that "warm" feeling... and it's mighty nice to come home to, isn't it? All the satisfied customers of Westgate Power and Light keep warm and snug all winter long. Just think about all the things Westgate does for you... warms the baby's bottle... keeps the coffee perking... bakes the cakes... pops the pop corn... all the "little" things. Big things, too-- like a light in the window... or the freezer... or... oh, you're not a Westgate customer? I'm sorry. How about a pair of insulated socks?

SURE FIRE SLOGAN... If you had all the money in the world you couldn't buy better Mexican food than Adeles.

Health and Happiness

(1) Is kissing dangerous? The answer in 30 seconds. Fortunately, no. At least as far as laboratory tests indicate. In these, bacteriologists have determined that although kissing can transfer bacteria, in 95 percent of the cases, they will be harmless. How was this fabulous fact found out? Strictly scientifically! Volunteers pressed their lips warmly against cold plates containing a goo that grows germs. Now for a Happiness Thought: Consider your face a convenience rather than an ornament. You can enjoy it more that way.

(2) Who is the poorest fed member of today's family? The answer in 30 seconds. Today's teen-age girls are the poorest fed members of the family... because of skipping meals, haphazard family meal planning, un nourishing snacks and faddy dieting. Half of all girls (only 20 percent boys) get less than daily needs. Six out of ten (four out of ten boys) have poor diets. And you know what? 30-40 percent of the girls are overweight. Now for a Happiness Thought: Never diet halfway... usually your half has all the calories.

(3) When is coughing not catching? The answer in 30 seconds. Coughing is not communicable-- when it is not caused by a germ. An allergy cough, for instance... or emphysema-- a loss of elasticity in lung tissues. People with severe emphysema or unidentified allergies are likely to do a good deal of coughing-- harmlessly. Tuberculosis, though, is caused by a germ-- therefore is communicable... as are coughs from colds and flu. Now for a Happiness Thought: Dirt is only dirty-- when it's in the wrong place.

(4) Can a person's hair really turn grey overnight? The answer in 30 seconds. No, grey hair cannot be an overnight process. The color of a person's hair

is determined by a pigment deposited in the hair cells. As a person ages, pigment is no longer deposited in the newly forming hair cells. So the hair gradually becomes grey or white. The pigment is deposited in the hair before it grows out of the skin. By the way--there is no cure for baldness, either! Now for a Happiness Thought: The forehead is the door to the mind--when you're bald, you just have an open mind.

(5) What is one of nature's most natural forms of relaxation? The answer in 30 seconds. Laughter is a form of relaxation for both mind and body. When you find something funny enough to laugh about, you let yourself go for just a few moments--and it pays off in a form of relief. You come back to the point of attention quite refreshed. Laughter also awakens interest and helps maintain attention. Now for a Happiness Thought: Laughter shared--is laughter doubled.

THE BRAIN #124

SUNSHINE FOR SUNDAY...

PROLOGUE...Here are three announcements that can be sponsored and broadcast at the best available time on Sunday. If you prefer, they may be adapted to a five minute program. The Brain will supply you three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER...(SPONSOR) Presents SUNSHINE FOR SUNDAY with a sincere hope that this day may be a happy day for you and your family. Someone said a formula for successful living is to act as if you had only six months to live, and to enjoy every day as you live it...Worship services are being held throughout out city today, and (sponsor) invites you and your family to attend...When you are there you will find problem clouds tend to disappear and the strength of Sunshine is yours (MUSIC)(UP AND FADE)

ANNOUNCER...Sunshine for Sunday is a radio service of (SPONSOR) each week at this time.

(2) MUSIC (UP AND FADE)

ANNOUNCER...(SPONSOR) presents SUNSHINE FOR SUNDAY with a sincere hope that this day may be a happy day for you and your family...It is a fact that most of the things you worry about in life never happen. One 90-year-old man figured it out on paper. He said only eight percent of the things he had worried about ever happened. I never worry, he said, since 92% of my fears won't happen and my faith will take care of the remaining 8%...Worship Services are being held throughout our city today, and (sponsor) invites you and your family to attend...When you are there you will find problem clouds tend to disappear and the strength of Sunshine is yours.

ANNOUNCER..."SUNSHINE FOR SUNDAY" is a radio service of (SPONSOR) each week at this time.

(3) MUSIC (UP AND FADE)

ANNOUNCER...(SPONSOR) Presents SUNSHINE FOR SUNDAY with a sincere hope that this day may be a happy day for you and your family...Wrote one boss to his employee, "Be thankful for your problems, for if we didn't have them, you wouldn't be here and if they were less difficult someone with less ability would have your job." Most problems are opportunities in disguise...Worship services are being held throughout our city today and (sponsor) invites you and your family to attend...When you are there, you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

MUSIC (UP AND FADE)

ANNOUNCER...SUNSHINE FOR SUNDAY is a radio service of (SPONSOR) each week at this time.

NOW READY FOR DELIVERY

Additional 10% Discounts for Brain Subscribers

1. Letters to Santa...50 taped letters to Santa done in "Dear Abby" style with lots of laughs and highly saleable \$50
2. 25 Day Countdown to Christmas...A series of 25 bright and clever tapes that lead your listener right up to Christmas \$35
3. 75 Ways to Say Merry Christmas...25 Ways to say Happy New Year...this is live copy to add punch to your Christmas Greetings and easy to sell \$15

Tom



1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1174

ISSUE NO. 123 • OCTOBER 10, 1966



Baker's Dozen

MEMO FROM MAC:

What IS RADIO? RAB reports it to be completely unique, completely different to TV and Newspaper. For the best definition of radio, The Brain will award a years free Subscription. In 25 words or less answer the question, What is Radio? The Answers will be aired in future issues, in order that you may have a contest of your own asking, What is WWW? You will find it to be interesting and revealing to study the answers your listeners will produce, when asked What is WWW? What is radio? Your answer may mean a years Subscription, plus a lift to us all.

(1) AUDITION MONTH (UNDATED)

One simple, consistant way to attack the personnel problem is to take one month each year for AUDITION MONTH. Invite all who are interested in employment at the radio station to come by for an Audition and Interview. Johnny Lynn at KDHN found a college graduate farmer who was eager to work part time. Bill McDonnel found housewives with a desire to announce in his city of 4000. By making AUDITION MONTH an annual affair, all kinds of possibilities will develope. By the way, Columbia School of Broadcasting 444 Geary Boulevard, San Francisco, 94118, phone (415) (752-5162) is turning out well trained announcers, with endorsed third class tickets.

(2) JOHNNY JONES-- A THING OF THE PAST (UNDATED)

"The Johnny Jones Program on Saturday, November 12th will be a thing of the past." This shook the listerners, and all announcers played it up beautifully. On November 12th, Johnny will make his entire program music from the early forties (A thing of the past).

(3) TOURISM TRADE OUT (SPRING AND SUMMER)

Radio Station WWW in Toledo contacts Station KKKK in Pueblo and agrees to trade out tourism spots next Spring, likened to this. "All our friends in the Toledo Area, when vacationing in Colorado are invited to visit Pueblo, the City with a thousand exciting sights. et cetera." The same would be done vice versa by the Pueblo Station. To start the ball rolling, select a comparable city, a comparable station, and send them a proposal.

(4) PARKING METER PURCHASE (UNDATED)

Bob Gold at KCLV in Clovis, New Mexico not only put on a top promotion for downtown merchants. He also purchased parking meters in the key area in order to award free parking during the sale. The meters were hooded with attractive KCLV Covers.

(5) WWW MONTHLY STYLE SHOW. (UNDATED)

This is so simple, and also profitable, Select a Shopping center, or department store as sponsor, and stage style show around the pool at your most attractive motel. Merchants can award prizes to the ladies, coffee and cookies can be served, and interviews can be broadcast throughout program. Where can you select the models? Here is the surprise. You will find there are many housewives who will volunteer for the appearance, many with professional modeling experience. A few simple announcements on the air will reveal same. One Station has been doing this for over a year with constant sponsorship and always a fine turnout.

(6) WIPE OUT (EARLY NOVEMBER)

This station took the well known record and played a small portion for three days with sponsor credit, and no explanation, other than where the record yells "Wipe Out." From there, came the build-up for the WIPE OUT Sale of 66 models, before the 67's arrived. Same idea is to be used elsewhere for firm Wiping out Pre-Christmas Merchandise.

(7) DO IT YOURSELF MONTH (UNDATED)

Build a medium size package for medium size firms never on the air before. In each case, have sponsor to record messages, and for one week feature VOICES OF THE SPONSOR. This has been done by one Brain Station each year since 1961, and in each case new accounts are opened through the personal touch. This is ideal for THOUGHTS FOR THANKSGIVING.

(8) WHAT PORTION OF THE PIE DO YOU BUY? (UNDATED)

This is very effective in one station markets. Have Independent people to place 500 calls asking, This is an independent radio survey, What is your favorite Radio Station? Why do you listen to this station? Then build pie map showing dominance of your audience. This is a quick reminder to local advertisers, as to how small an audience the big surrounding stations have. This can also be used in multi-station markets where your ratings and coverage are favorable.

(9) RED RAIDER RAZZER (FOOTBALL SEASON)

This one is delicate but dynamite when used right. If your team is having it's lumps, and you need a spirit lifter, have a mystery person mail a tape to the station razzing your team and all it's misfortunes. Broadcast one or two and ask listeners if they believe the RAZZER should be broadcast. You can be sure they will vote to hear him. If this is handled cleverly yet carefully, it can get everybody up for the big one. Norman Oklahoma pulled similar pepper upper before the Texas U game. The truth is the idea was started by the late Knute Rockne who used to write the local paper every week an anonymous letter telling how lousy he was!

(10) CHRISTMAS GIFT (NOVEMBER AND DECEMBER)

Line up as many sponsors as possible to participate in Christmas GIFT, with four prizes to be awarded around December 15, one prize each for a man, woman, boy, and girl. In each case the person writes the gift he prefers, and winner receives this gift if his name is drawn, Limit can be made on value of each prize. Station will pay up to \$50.00 on any gift desired (EXAMPLE)..

(11) COVERAGE COMPARISON (UNDATED)

One Station used this idea for its coverage map. A complete map of the area topped with sheets of clear plastic. Each sheet marked with a transparent splotch of color indicating the amount of area covered by each Station, with a different color for each station. If your station is the smaller one, you may show that sponsor has to pay for much power he doesn't need.

(12) LET'S TALK TURKEY

Get ready for a big mail pull. Offer a half dozen turkeys for the six best Turkey Dressing Recipes. The winners in turn must agree to bring a sample of their dressing out on Thanksgiving for announcers to enjoy. There are almost as many dressing recipes as there are people, and this will vary a great deal in various parts of the country. Use as judges a couple of competent chefs in city whose decisions will be final, and their names will not be revealed unless you want to.

(13) THIS, THAT AND THE OTHER..... You can secure free of charge 1967 Oldsmobile tapes (8 of them). Write Oldsmobile Merchandise Materials Order Department, P.O. Box F-85, Plymouth, Michigan, 48170. Readers Digest has scripts available for radio. Write Press Information, Readers Digest, 200 Park Avenue, New York, N.Y. 10017. Billboard is also now listing a top 40 "Easy Listening" Middle of the Road... Watch this trend. It could mean something.

ATTENTION: ALL BRAIN SUBSCRIBERS MAY TAKE ADDITIONAL TEN PERCENT DISCOUNT ON PRICES QUOTED ABOVE.

PUNGENT PARAGRAPHS

(1) First Woman: Meg, your home is lovely! What in the world have you done? Used a little black wand?

Second: Nope-- a magic wand.

First: Oh you. How in the world...?

Annrc: She Didn't, Ma'am. She turned a genie loose-- and he filled her home with magic carpet. Magic, because it added warmth and luxury. It's the work of a genie named Jack. Jack Harvey at Jack Harvey Carpet, 2013 50th. His genie genius can do it every time. Just ask about the genie when you visit Jack Harvey Carpet-- with plenty of off-street parking.

(under with music - easy listening instrumental)

(2) Annrc: Have you ever just wanted to say "Abracadabra" and presto, there was your home-- with a completely new look. It's almost that simple-- especially when you know a genie. The genie named Jack at Jack Harvey Carpet can do it. With a rush of color, a texture of fabric, and just the right blend-- you have it, the magic formula of a genie who uses Magic Carpeting names like Magee, Mohawk, Lee. It's all in a name... the name of a genie called Jack. Jack Harvey Carpet Company, 2013 50th... convenient offstreet parking facilities.

(3) First Voice: It's a Bird!

Second Voice: It's a Plane!

First Voice: It's a Batman, flying on his cape!

Second Voice: It's a genie-- riding his magic carpet!

Annrc: That's right. It's Jack the Genie from Jack Harvey Carpeting sailing in on the wings of carpet such as Wunda Weve, Magee...

Mohawk and many more. Just the right texture... the perfect blend of colors-- and there's a magic carpet from Jack Harvey Carpet for YOUR home. And nothing works magic like luxurious carpeting when it stretches wall-to-wall on your floor. Visit Jack the Genie-- for a tour through the wonderland of carpeting.

SURE FIRE SLOGANS

1 You will remember the quality long after you have forgotten the price.

2. "Let us keep your wife in hot water." (Plumber)

3. Jones Bros. service what they sell, and after the sale, it's the service that counts.

4. Piggly Wiggly loves to buy back empties.

5. Marie's Fashions-- Exclusive but not expensive.

HEALTH AND HAPPINESS

- (1) It is common knowledge that inactivity causes muscular weakness, but does it affect the bone structure? The answer in 30 seconds... (COMMERCIAL) Yes. Bone which does not receive stress from the weight of the body or the pull of the muscles loses calcium. These losses develop with bed rest even in persons receiving an adequate diet. It may require months or even years to restore the structure of osteoporotic (porous) bone following a period of immobilization... Now for a HAPPINESS THOUGHT: If a middle-aged man could sell his experience for half what it cost him, he could retire in luxury....

- (2) Are there any new developments in the treatment of Cirrhosis of the liver? The answer in 30 seconds... (COMMERCIAL) Yes. Scientists have discovered that a common chemical related to folic acid can bring on the release of sodium and water from the liver without causing a significant loss of potassium. Up to now, this has been the big problem in treating Cirrhosis of the liver. Also, they have now definitely established that overuse of alcohol by itself can produce the fatty liver that usually precedes Cirrhosis... Now for a HAPPINESS THOUGHT: We've always had adult education-- It's called parenthood....

- (3) Can anything be done to prevent serious complications of varicose veins? The answer in 30 seconds... (COMMERCIAL) Early attention to symptoms of varicose veins can prevent serious complications. For your information there is now available a 12 page discussion of how varicose veins develop, their symptoms, treatment and preventive measures. Single copies are free from your local Heart Association or the American Heart Association, 44 East 23rd St., New York, N.Y. 10010:.... Now for a HAPPINESS THOUGHT: Talk about lucky coincidences. The average adult has about 3,000 square inches of skin, which is just barely enough to cover him....

- (4) Can Salmonella food poisoning be prevented or controlled by the housewife? The answer in 30 seconds... (COMMERCIAL) With proper kitchen sanitation and care in handling food, Salmonella and other organisms which cause food poisoning can be prevented or controlled. Special attention should be paid to raw chicken and other poultry, where Salmonella organisms are more likely to be present when the fowl was purchased. The proper cooking of all raw meats and poultry, where all sections reach a temperature of 160 (F) degrees, is a safeguard. Properly pasteurized dairy products are free of Salmonella:... Now for a HAPPINESS THOUGHT: When you stop to consider the price of steak these days, it's easier to understand why cows are sacred in India...

- (5) Has "taking the pulse" been used in diagnosis for any great length of time? The answer in 30 seconds... (COMMERCIAL) The idea of taking the pulse to diagnose disease was developed by the Chinese about 5,000 years ago. Your doctor can gain much information about a patient's physical condition and frequently his mental state by "taking his pulse"... Now for a HAPPINESS THOUGHT: Keep your words soft and sweet--there may come a time when you have to eat them....

OCTOBER BONANZA

WHAT IT IS... "Thoughts for Thanksgiving."

How IT WORKS... This plan works on the same principle as Christmas Greetings, and may be sold in conjunction with Christmas Greetings, or as a separate package.

SUGGESTED SALES PRESENTATION... Mr. Doe, this year Station WWWW is putting the accent on "Thanks at Thanksgiving," and throughout Wednesday and Thursday, we shall be broadcasting messages of a "Thank You" nature from leading firms in the city. Here is one we had in mind for you. (READ ONE OF THE ENCLOSED ANNOUNCEMENTS). How does that sound to you? Mr. Doe, we would like to schedule 000 of these announcements for you for a total investment of 000. When would you prefer them to be broadcast?

CONCLUSION... We are enclosing six announcements, and chances are you can write a dozen or more just as effective, and with 18 different announcements, you can broadcast a \$1000 in Thanksgiving Thoughts without becoming monotonous.

- (1) _____ would like to ask if you have ever thought of Thanksgiving as the beginning of a new year? Traditionally, Thanksgiving has been the realization of a fruitful harvest of man's labors and the ingredients which made the harvest possible. Tomorrow will begin the building toward future harvests to be thankful for. We, at _____, ask you to take a moment with us-- and think about the harvest we will surely have to be thankful for tomorrow, not failing to remember the ones we should be grateful for today.

- (2) Our Forefathers, in the days of the first Thanksgiving, really had something to be thankful for: they had a new home, a new frontier which seemed to be a paradise to them. These rewards were well-earned, for those who celebrated that first Thanksgiving had, through their own desire, exerted much effort and endured much peril to accomplishment of rewards.

- (3) Seventeen score and five years ago, our forefathers began a festival which has come to have meaning to all of us. The Pilgrims at Plymouth Colony in 1621 originated the custom of setting aside one day on which to give thanks for the blessings received during that year. The ideals have remained the same but tradition has warmed them by making it a time to be close to those we love you to join them in remembering the true reasons for it.

- (4) Do you know how to say thanks? How to be grateful? We're always grateful for the large things-- food and bed, roof and health. We are grateful for recoveries from illness, and of course, for love. But how about the small things? For sleep... for sunny days in every season,,, for laughter and sharing... for a job well-done,,, for an unexpected word or letter.. for a quick remembrance of happy times. It's time to be grateful for all blessings... large and small, and _____ invites you to join the staff and management in doing just that.

- (5) On this Thanksgiving Day--may you be with people you love... May you remember to be grateful for all the seasons which have gone before us... May you-- on your forward path, accept and consent to whatever lies ahead. May this be a Thanksgiving Day you'll never forget-- because the fellowship was sweet-- and the memories fragrant. Happy Thanksgiving to you and yours. This Thanksgiving wish for you-- presented by all the friendly personnel at _____.

- (6) Here's a Thanksgiving suggestion from _____. When you gather your family together for dinner this year-- whether it's turkey and all the trimmings or another favorite, why not let each person say what he or she is most thankful for. It's a season for thankfulness so make the most of it. You might find your family doing it again and again until it becomes a family tradition with you. Whatever you do this Thanksgiving--be sure to take time to really think about the deep and true meaning of the day. This has been a Thanksgiving thought courtesy.

SUNSHINE FOR SUNDAY

PROLOGUE.... Here are three announcements that can be sponsored and broadcast at the best available time on Sunday. If you prefer they may be adapted to a five minute program. The Brain will supply you three announcements each week.

(1) MUSIC (UP AND FADE)

ANNOUNCER..... (SPONSOR) presents SUNSHINE FOR SUNDAY, with a sincere hope that this day may be a happy day for you and your family..... What is the difference between a pessimist and an optimist? The pessimist says of rain, it will make mud, The Optimist says "it will settle the dust." The Optimist says "I am better today." The pessimist says, "I was worse yesterday." The Optimist sees in the bee, a honey maker, the pessimist, a stinger. The Optimist discovers good in evil, the pessimist evil in good..... Worship services are being held throughout our city today, and (Sponsor) invites you and your family to attend... When you are there you will find problem clouds tend to disappear and the strength of Sunshine is yours. MUSIC (UP AND FADE)

ANNOUNCER.... Sunshine for Sunday is a radio service of (SPONSOR) EACH WEEK at this time.

(2) MUSIC (UP AND FADE)

ANNOUNCER....(SPONSOR) presents SUNSHINE FOR "SUNDAY" with a sincere hope that this day may be a happy day for you and your family.... Joseph Addison said, "Human nature is not so miserable as that we should be always merry. In a word, a man should not live as if there were no God in the world, nor, at the same time, as if there were no men in it.... Worship services are being held throughout our city today, and (Sponsor) Invites you and your family to attend.... When you are there you will find that problem clouds tend to disappear and the strength of sunshine is yours

(3) MUSIC(UP AND FADE)

ANNOUNCER...(SPONSOR) presents SUNSHINE FOR SUNDAY with a sincere hope that this day may be a happy day for you and your family..... Edward Everett said, "Though a hundred crooked paths may conduct to a temporary success, the one plain and straight path of public and private virtue can alone lead to a pure and lasting fame and the blessing of posterity... Worship services are being held throughout our city today and (sponsor) invites you and your family to attend. When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

NOTE.... You also receive as another BRAIN BONUS one album of religious music each month.

Tom C



1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1174

ISSUE NO. 122 • OCTOBER 3, 1966

Baker's Dozen
Reading Time: 4:00

MEMO FROM MAC: THE P-4 PLAN

Any young man who will learn to block and tackle, run and pass with perfection has an opportunity to pull down a \$400,000 bonus from his favorite professional football team, and any salesman who will do the four steps in the P-4 Plan can become an outstanding success in radio and insure a top profit for his firm. Start tomorrow morning on this simple sales routine. With each prospect (1) procure information (research the firm, finding out the owner, operator, history, financial strength, products and services, advertising and promotion plans, etc.) (2) Project campaign (with all info in hand layout in your mind what you can do in the next year to sell the merchandise and services for his firm). (3) Prepare presentation (go to every detail in setting forth your pitch to client. Keep it simple, short but powerful and pointed.) (4) Produce pilot (this is the key to the close.) Put the zing of your campaign and presentation on tape, and let your client sit and listen to exactly what he will hear on the air. When this is done, you merely ask the question, "When do we start?"

(1) DIRTY RADIO RETURNS

Shhhhh! Don't tell anyone but dirty radio is returning to KBAT in San Antonio, Texas. Just got the word at the TAB from Bob Magruder (GM) that dirty radio is coming back! Even BBD&O is concerned!!! The gimmick: on a specified day, everyone in town is invited to bring an old, dirty radio to the KBAT studios for a "free" cleanup job (new tubes, etc.). The teaser campaign has been a tremendous success according to Bob, which was promoted along the lines of "back in 1900 a bathing suit above the knees was considered dirty". If you're interested, write Bob for more "dirty" details!

(2) HALLOWEEN HI JINKS

Here's a great new twist for promoting Halloween from Steve Cowan, that gallant GM of KGBC in Galveston! Steve has distributed several thousand postcard-size "pledge cards" to all the schools in the Galveston area. On the card, there are three pledges: not to vandalize, confine trick and treating activities to own neighborhood, and to be home by 8:30 to listen to KGBC for prizes. The card has a lucky number on it. The students fill the cards out and have their parents sign it also. It is then mailed to KGBC and on Halloween night at precisely 8:30, the prizes are awarded. There's only one catch: the person must be at home in order to collect his prize. If his name is aired but he is at another place other than his home, then he is ineligible to win. (The schools were more than happy to cooperate with the distribution of the cards.)

(3) DUNK THE MONKEY

Two KIML employees in Gillette, Montana sat for four hours over a tank of water and let customers throw balls at a target to dunk them. Needless to say, they went under many times. It was all part of a fun-type promotion for a big food center in Gillette. Advertising for the event stated: "Mom and Dad! Play dunk the monkey and win 'cash' cards." (Cash cards, limited 3 to a person, were good at all stores in the shopping center for adults 18 years and over.) "Every member of the family wins. Just dunk the fat man in the tank and win a cash card worth 50 cents. Present your cash card at Ben Franklin and Hunter's Drug for 50¢ on a \$3 purchase. Your cash card is worth 50¢ on the pur-

(3) DUNK THE MONKEY CONT.

chase of a 25 lb. bag of sugar or a broom at Decker's." Boys and girls were awarded free candy bars for hitting the target. The promotion increased business as much as 25% for most of the stores in the shopping center.

(4) GOLD STAR ACCOUNTS

This is a steady business builder. Line up a plan whereby each firm that signs a 52-week contract, and is on the air every week will be awarded the WWWW GOLD STAR to be displayed. In addition to the advantages of the minimum rate, GOLD STAR FIRMS receive a bonus of announcements as the traffic will allow. If on Sunday you have 50 announcements open, you fill the spots with Bonus Announcements. You can pro rate these in several different ways. But be sure that your bill at the end of the month just shows how many you ran. The GOLD STAR PLAN has been used very successfully by stations who are raising rates. Other plusses should be given to GOLD STAR FIRMS including an ad once a month in your local paper listing the GOLD STAR FIRMS, or a giant circular mailing annually with station promotion featured in circulars.

(5) THE PHANTOM BOWLER

The PHANTOM BOWLER strikes again! Here's the plan. Select someone not well known in your community to visit one bowling alley each day as your Phantom Bowler. The first person to step up to him and ask, "Are you the WWWW Phantom Bowler" wins a free bowling ball, personally drilled for the winner. The Phantom Bowler should just bowl briefly each day, and when he has finished and not been identified, then moments later, the station will announce that the Phantom Bowler has stuck again. This can be built into a week long promotion to get the Fall season off to a flying start!

(6) FOR WOMEN ONLY

WDNG of Anniston, Alabama used this promotion very successfully last Fall! In October and November, WDNG held a downtown promotion each Tuesday morning at a theater. They averaged nearly 250 women per show. No men or children were allowed. From 10:30 until 11:00, they held the social hour, serving free coffee, soft drinks and pastries. Prior to the showing of the film, a door prize drawing was held. (One of the sponsors donated a prize each week.) Sponsors received signs for their windows, and tickets were distributed to each sponsor who agreed to run at least 20 one-minute spots per week on the station. THE ENTIRE "WOMEN ONLY" MATINEE PROMOTION WAS A BONUS. It cost the sponsor nothing in addition to regular spots.

(7) EXERCISE WITH STATION WWWW

Everyone but everyone is weight conscious these days! But most people don't seem to have time. With the new isometric exercises so simple and so flexible, build your show around them. Aim several exercises to the people driving in to work (those that relax muscle tension in the neck and shoulders would be a natural). Feature a couple for those harried housewives busily preparing breakfast. There are endless exercises to choose from. One station with such a program has a restaurant sponsoring it with friendly reminders that you can eat well, and exercise and be happy and healthy. Other good sponsors would be health food stores, drug stores, even dairies.

(8) LET SALESMEN SELL

Radio's biggest potential, the automobile dealer is finding all over the country, his sales soar when he puts 90% of his advertising dollar in radio announcements. This is a sure-fire feature for a sharp car dealer. Sell one firm four hours of music and announcements (noon until 4 PM) featuring salesmen on duty at the firm. Get your best car dealer to do this for a month and he'll never quit (his salesmen won't let him). Get the campaign added power with a sizeable announcement schedule throughout the week which also points up the big Saturday show.

(9) HOTLINE NUMBERS

Several issues ago, THE BRAIN requested that all interested stations send in their HOTLINE NUMBERS for publication. This can be an invaluable service to all stations in time of an emergency. Here's a number just received from KEST RADIO, Boise, Idaho: (208) 342-8901. How about you? Send us your HOTLINE NUMBER and we'll publish an up-to-date list for all subscribers.

(10) NATIONAL HONEY WEEK, OCTOBER 24-31

Here's a great promotion idea for restaurants that need to up their breakfast business! Invite listeners to send in a card with their name, address, phone number and the name of the "honey" with whom they want to have breakfast. Draw as many names as you have sponsors each day and award each person with a free breakfast at a participating restaurant. This can be patterned after the Restaurant Month promotion mentioned in last week's BRAIN which was used by WDNB, Anniston, Ala.

(11) AUDIENCE TALK BACK

We have previously aired the effectiveness of running at least two strong editorials each weekend (Saturday and Sunday), now comes a station with an addendum. They broadcast the editorial Friday night and Saturday morning and then for one hour, they take comments from listeners on the editorial. Then for the rest of Saturday and Sunday, they broadcast the editorial plus the best comments from listeners.

(12) NATIONAL CHILDREN'S BOOK WEEK

October 30 through November 5. The purpose of this campaign is to encourage children's reading and endorsement of good books. Station WWWV can gain added PR by conducting a drive for old but readable books which will be donated to local children's wards of hospitals. Base it on the number of books donated by each school and perhaps award a small prize of some sort to each school. Also check with your library for a list of good books for children to read and air these recommendations each day at an appropriate time. (Sponsor: a book store!)

(13) IF I WERE MAYOR

If you want to cause confetti to hit the fan, have lots of fun and keep'em listening by taking 30 minutes each week and take calls (pre-recorded) on the subject, "If I Were Mayor". Good idea once a month to have the Mayor on the program to answer questions. This is the way Hank Barnes, the noted traffic commissioner of New York built tremendous PR with the public. It will work in every size town. (Keep a record of calls for FCC.)

(14) THIS, THAT & THE OTHER

Classified wise: Coverage maps, station brochures, broadcast sales aids of all types custom designed by Noyes, Moran & Company, 928 Warren Avenue, Downers Grove, Ill. Also 30 minute tape of quickie pop-in voices-sexy gal talks to dj-hundreds different voices, effects. \$10 tape shipped return mail. Write Davis Enterprises, P.O.Box 981, Lexington, Ky.

NEXT WEEK: SUNSHINE FOR SUNDAY and BONANZA. Watch for them!

*****PUNGENT PARAGRAPHS

(1)

SOUND: (AIRPLANE NOISE)

MAN: Oh Stewardess, how long before we land at Denver?

LADY: Another hour and a half, we're flying over _____ now.

MAN: Pardon me, but isn't that the pilot there, about to open the side door? (door opens-rushing air sound) Look, he's going to jump.

LADY: Why, yes he is...(shouting) Wait, where are you going?

PILOT: (going off mike fast) To _____ Oldsmobile in _____.

ANNCR: THE HOME OF OLDSMOBILE FOR 67.

*****HEALTH AND HAPPINESS

- (1) What are some of the changes that have been brought about by medical research in the past hundred years? The answer in 30 seconds. (COMMERCIAL) There are far too many to list completely, but one hundred years ago: one infant out of five died from whooping cough, colic, or typhoid fever: during adolescence, one out of ten would have died of scarlet fever, small pox, diphtheria, or infections of the blood stream: during their 30's one out of a dozen would have succumbed to tetanus, appendicitis, or diabetes, and before the age of 50, one out of six died from pneumonia or T.B. Now for a HAPPINESS THOUGHT: Figures don't lie, but a good girdle can present a condensed version of the truth.
- (2) What is the best medicine to use for pain in the left shoulder and arm of a middle aged or older person? The answer in 30 seconds. (COMMERCIAL) The best medicine is a complete examination by your physician. That supposed rheumatic or arthritic pain, could be caused by angina pectoris, a heart condition, and self-treatment would be dangerous. Now for a HAPPINESS THOUGHT: One doesn't know what a poor loser he is until he tries dieting.
- (3) What is the cause of chronic colitis? The answer in 30 seconds. (COMMERCIAL) Chronic colities, a common cause of abdominal discomfort, can be the result of many factors - tension, faulty eating habits, laxative abuse, and food allergy. Now a new discovery - that allergy to inhaled materials such as house dust, molds and pollens can produce colitis - may bring help to many victims who have not heretofore benefited from treatment. It has been found that many who suffer from hay fever and year-round nasal stuffiness also complained of chronic colitis. Now for a HAPPINESS THOUGHT: Sandwich spread is what you get from eating between meals.
- (4) Can headache be caused by an allergy? The answer in 30 seconds. (COMMERCIAL) Recent studies reveal that a number of different types of headache are allergic in nature. This may now lead to more effective relief for many sufferers. It has been found that even some migraine-type headaches may be caused by body chemicals, histamine and serotonin, that are involved in allergic reaction. Now for a HAPPINESS THOUGHT: A child has reached the awkward age when he starts asking questions that have answers.
- (5) Is it true that teeth can be transplanted? The answer in 30 seconds. (COMMERCIAL) Scientists at Brown University are successfully transplanting plastic teeth in human mouths. The synthetic teeth are set in the jaw bone with a sterile pin. Then a membrane grows around them and they become firm in terms of function and esthetic in terms of anatomy. Now for a HAPPINESS THOUGHT: There are two kinds of egotists, those who admit it and the rest of us.

*****SURE-FIRE SLOGANS

- (1) Figures worth watching. (ADDING MACHINES OR OFFICE SUPPLY)
- (2) Togs for tots. (BABY SHOP)
- (3) At your store or at your door. (DAIRIES)
- (4) We keep Hometown running. (ELECTRICAL APPLIANCES AND REPAIR)
- (5) We have it ---- in spades. (HARDWARE)
- (6) See how our garden grows. (FLORIST)

Baker's Dozen
Reading Time: 3:53

MEMO FROM MAC:

Too few of us within the mighty medium exercise our privilege to editorialize. Even fewer of us will go to the trouble to research a documentary. Hats off to WIIC-TV in Pittsburgh for its traffic and sound programming (taking a cue from the June 8th Variety Magazine). Interviews were secured from dozens about the lyrics of today's music. Everyone from a local school principal to Sam Sham was queried. One said "It didn't matter since teen-agers paid no attention to the lyrics". Another said, "Parents should up-bring children so they can walk through rattlesnakes without energy". Still another felt, "There is no excuse for dirty lyrics in any song and the best way to eliminate them is to convince radio station people they should not be aired". I know there are many reading this and saying "We are too understaffed to conduct any documentaries". The truth is, "Some of the best objective reporting is done by men with the staff of five". If you are doing same, drop me a line.

(1) HIGH COTTON CONTEST

KLLL, way out in Lubbock, Texas recently completed a HIGH COTTON CONTEST. The purpose of the contest was to find the tallest stalk of cotton in the area. Listeners were invited to bring their entries by the station. As it turned out, the station was literally buried in cotton stalks. The winning entry was a stalk 8 feet tall. In some areas, the contest would be the tallest stalk of corn, largest apple or pecans, etc. People just naturally enjoy coming up with the largest or tallest of anything!

(2) DEFINE THE TASTE

What does a Hideburger taste like? A chain of hamburger shops recently asked their customers to define in 25 words or less what a Hideburger tastes like. Needless to say, the entries were numerous and varied. The winner received a years supply of Hideburgers. (The contest provided the chef with many future variations of Hideburgers!)

(3) RED HOT CHECKS

Every bank in every city provide customer drafts for business firms. Station WWWW is missing out on a lot of free publicity by not providing the same firms with some brightly colored customer drafts with plugs for Station WWWW somewhere on the face of the draft. The bright colors (the brighter the better) will create a lot of comment among the users. The drafts will build a lot of goodwill for the station by the time it makes the round from the firm to the bank and back into the firm's personal checking account file.

(4) TALK BACK

WTOP RADIO in Washington is offering a "V.I.P." weekend in the nation's capital for some lucky listener who sends in the best entry in their TALK BACK contest. The gimmick is to get listeners to complete the phrase, "Nobody in Washington debates about which is the important station because:". Helpful hints are offered to aid listeners in preparing their entries. A gay "V.I.P." whirl of Washington, all expenses paid, goes to the winner (and his family, if any).

(5) MY FAVORITE RESTAURANT

Here's a great idea (a little late for some maybe) from that swinging station way down South, WDNG in Anniston, Alabama! October being National Restaurant Month, WDNG invited listeners to vote for their favorite restaurant. The restaurant receiving the most votes wins a new table model radio from WDNG. A card is to be drawn, too, from the votes cast for the winning restaurant and that person submitting the card will also win a table model radio plus a free meal at their favorite restaurant. WDNG provided restaurants with brightly printed tent cards promoting the contest over WDNG and asking customers to "please vote for us". Thanks Bob Price, Assistant Manager, for passing this idea along!

(6) KUDLMOON

This was the name of a zany promotion recently held at KUDL, Kansas City! The station offered several thousand dollars to newlyweds who would live for two weeks on an outdoor board provided by a local outdoor advertising firm. A camper trailer was installed on a platform and a small patio was built in front of the bulletin. A couple, married only one day, was hoisted to their perch by a tree trimming truck and were continuously provided a honking serenade by passing motorists. For a station that really wants to get the attention of the public, this is the promotion. And better still, it's the type of promotion that can be had for little or no expense to the station through trade agreements with sponsors.

(7) YOUR DOLLAR'S WORTH

An informative-type show sure to attract the interest of nearly everyone in town. With the economy being what it is today, everyone is interested in getting more for their money. Line up several people in-the-know in your city who can give enlightening facts to the public about their particular product. A banker could offer pointers on home mortgages or new car financing; a realtor could advise about local buying and selling trends. There are numerous prospects right in your own city who would be glad to cooperate with you in preparing such a series (on behalf of the public). Some public-service minded firm might even go along with half the expenses for the exposure.

(8) TEEN PREVIEWS

More teen-agers are driving new cars to school these days than ever before. An enterprising Ford dealer in Ft. Worth decided to capitalize on this fact by staging a "sneak preview" of 1967 Fords for teenagers at local Ft. Worth high schools. The dealership put a Mustang fastback and a Ford LTD on a flatbed trailer and parked the trailer outside a different school each morning and afternoon. Each car was described by a tape recording (here's where Station WWWW comes in). The teen previews were followed by a "VIP" showing in the municipal coliseum. There are tremendous tie-in possibilities for a promotion-minded station in this clever campaign.

(9) LADIES DAY

Car dealers are recognizing the importance of women in the automotive service market. One dealer has launched a promotional program in which each Thursday is set aside as "Ladies Day". Each Thursday, the dealership features a special service and a traffic-drawing gift, such as a flower or perfume, especially designed to lure the feminine trade. The event is promoted heavily on radio each week. So far, the dealership reports nothing but good response!

(10) SCHOOL SPIRIT CONTEST

Would you believe 10 million entries? Tom Wiseheart, GM of KILE, Galveston has the proof! The contest was very, very simple. Whichever school could turn in the most hand-written names of their school won. KILE hosted a dance for the winning schools. KILE planned on a short run for the promotion but as entries began pouring in, it was decided to let it run for 30 days. As Tom puts it, "We knew we had lots of listeners, we knew we could generate excitement, we knew we could get results...but this is ridiculous!" Thanks, Tom for sharing with us.

(11) ACTUALITY REPORTS

The Air Force Systems Command has inaugurated a new service for broadcast newsmen. Called DIAL N-E-W-S, the service consists of pre-recorded "actuality" reports on Systems Command activities. The reports are updated weekdays at 12 noon eastern time. Newsmen wanting to use the service should call (301) 981-6397 and be prepared to record the report. (The station must pay the telephone toll.)

(12) NATIONAL DOWNTOWN WEEK, OCTOBER 23-29

Station WWWW can score heavily PR-wise with downtown firms by emphasizing to listeners the advantages of downtown as a shopping, business, entertainment and cultural center. There are endless tie-in possibilities for sharp station operator. One would be to offer salutes on each firm in the downtown area, giving a brief sketch of their length of time in business, in their location, number of years in business, number of employees (then and now), etc. Arrange with merchants to award prizes at close of week. Invite listeners to visit each merchant to register for free gifts. Put on your thinking cap. You know better than we how to effectively salute your downtown firms.

(13) BOWLING CENTER

An unusual service to a fast-growing sport, the popular BOWLING CENTER includes score-improving tips for the experts and amateurs plus information on new bowling regulations and equipment. Aired daily as a one or five minute featurette in cooperation with local sporting good shops, this service will go a long way in building goodwill for your station as well as sponsoring firms.

(14) THIS, THAT & THE OTHER

Quick-charge your creativity with tape recordings direct from Advertising Age's 1966 Creative Workshop. Write Ad Age, 740 Rush Street, Chicago, Illinois for pamphlet listing all available tapes. Cost is nominal. *** FACT CARDS, growing in popularity with firms who wish to get the facts of their business before the public. If you're interested, write for a sample of the FACT CARD of Humble Oil in Houston; of Kemper Insurance and Chicago Title & Trust in Chicago; of Wisconsin Power & Light and Oscar Mayer in Madison, Wis. These are among the best. *** HOLY BATBOARD! COW POW! That means milk and a dairy in Pittsburgh used a novel billboard (batboard) to introduce his milk called Cow Pow. Hundreds of balloons containing coupons good for a free bat drink were released from the Batboard.

*****PUNGENT PARAGRAPHS

- (1) This is a commercial for Robnett Eggs! You folks who don't like eggs probably won't even want to listen. And, if you DO like fresh eggs, you're probably already buying Robnett Eggs. Hmmm... guess that doesn't leave me anyone to talk to. But it WAS a good idea!
- (2) Whenever breakfast calls for a combination of nourishment and good taste... we go for a couple of Robnett Eggs. They're fresh... and to prove how really fresh they are...the other day we saw one pinch a chicken.
- (3) The folks at Robnett Egg Farms agree that there's not much you can do with an egg. You can't talk to them...they're kinda messy to play with...and they're not much fun just to look at. But if it's a Robnett...it's sure good eatin'!

*****SURE-FIRE SLOGANS

- (1) We put ourselves in your shoes. (SHOES)
- (2) There's good views tonight. (THEATRES)
- (3) We take care of trouble makers. (SERVICE COMPANIES)
- (4) The best clip joint in town. (BARBER)
- (5) The best Bankity Bank Bank in (State). (BANKS)
- (6) Dedicated to a more beautiful you. (BEAUTY SHOP)
- (7) For the rest of your life. (BEDDING)
- (8) A lot depends on us. (BUILDERS, REAL ESTATE)

*****HEALTH & HAPPINESS

- (1) A man's brain is better at 60 than 30. True or false? The answer in 30 seconds. (COMMERCIAL) Most medical authorities believe a man's brain is better at 60 than 30. But in order for a brain to be effective, it must be kept alert and alive and flexible. Now for a HAPPINESS THOUGHT: You'll never get ahead unless you know the right person.....yourself.
- (2) What is the simplest way to build an appetite for breakfast? The answer in 30 seconds. (COMMERCIAL) The simple way to build an appetite for breakfast is to eat less the night before. Hunger sets in only when the blood sugar content drops to about 70 milligrams. Now for a HAPPINESS THOUGHT: When parents don't mind that their children don't mind, their children don't.
- (3) Do adults swallow air? The answer in 30 seconds. (COMMERCIAL) Yes, adults swallow air, especially when eating rapidly and gulping food. Since no one burps them, indigestion sometimes follows. Now for a HAPPINESS THOUGHT: Men too often speak of their in-laws as if their wives didn't have any.
- (4) Why are the cooking methods of the wife a matter of life or death? The answer in 30 seconds. (COMMERCIAL) Losses of 60 to 100 per cent of certain vitamins can occur during food preparation. One can predict with accuracy the life span of a man by studying the cooking methods of his wife. Now for a HAPPINESS THOUGHT: When fate knocks you flat on your back, remember she leaves you looking up.
- (5) How much does climbing steps affect your heart? The answer in 30 seconds. (COMMERCIAL) Climbing just one long flight of steps can increase the output of your heart by as much as 100 per cent. Now for a HAPPINESS THOUGHT: For lovers only. If you suspect him, reject him; if you select him, don't suspect him.

John C



1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 120 • SEPTEMBER 19, 1966



Baker's Dozen
Reading Time: 4:32

MEMO FROM MAC:

"We drive up but we fail to unload". This is the philosophy of the station manager who handles all phases of his operation beautifully, with one exception, COLLECTIONS. What is the answer? One station has set up a plan for three reminders per month on a set schedule. Friendly down-to-earth one sentence reminders, and as a result, collections are in the best condition ever. THE BRAIN will give you some sample letters in weeks to come, but unless they are sent systematically, they will not be worth the time or postage. The idea of being fearful of asking a man for money he owes you is pure poppycock. Nothing draws quicker respect for a station than to expect payment for services rendered. Showmanship in collecting is just as important as any phase of our business. One station has created a little cartooned character who tells the whole story in the look on his face. Could be you can contribute a thought or two on collections? (Ten minute hiatus!) Just talked to broadcaster in East Texas who says his collections are handled by two young ladies (high school students) who take bills around twice a month. He says they are never rebuffed, insulted, and all they do is walk in and place the bill on the desk. The rest is self explanatory.

(1) WHAT? NO NEWS MACHINE (Undated)

Bill McDonnell who has hit the air with a new station in Friona, Texas does not have a news wire. He invests this money in a full time local news girl in this market of 3,000 counting all the suburbs. Bill reports the people listen and like it, and he does not have the first complaint for not reporting world news on the hour. Bill is also using lady announcers, and making money. Bill has always been one of our favorite people because of his tremendous vision, even though doctors measure his eyesight to be less than 10%. Write him or call him for an inspirational session...KNNN, Friona, Texas.

(2) MEET MISS BROWN

Here's a great way to gain a few extra public service points while making money! Set up a package of 30-second announcements and devote 20-seconds of it to interesting information about the "teacher of the day". The other ten-seconds, commercial. Where the school system is too large to cover all teachers, it can be limited to new teachers or to principals. An added plus for the sponsor would be a letter sent to each person saluted informing them of their mention on Station WWWW on a specified day and a copy of the announcement.

(3) OTHER MOTHER'S DAY

With Father-In-Law Day coming up October 2, one must not overlook mothers-in-law (even though some of us would like to, I bet!) So set aside the following Sunday to honor all "Other Mothers"! Merchants should offer specials for the occasion. Station WWWW should invite letters from listeners on the subject, "I Love My Other Mother Because". These "Other Mothers" can be honored with a breakfast, or luncheon at a participating firm.

(4) PAPER MONEY DRESSES

Here's a dilly of an idea for an anniversary celebration for a bank! Dress up a couple of hostesses with paper dresses (the latest rage) made up of various denominations of dollar bills. Invite visitors to register for the dresses to be given away at the close of the celebration. Award smaller prizes for persons guessing closest to the correct amount of money on each dress. An attractive girl at the entrance of a bank can do a lot to dispel the apprehension that most of us feel upon entering institutions of finance.

(5) BRAND NEW RUBBER BAND

Hit the air bright and early Monday morning with the offer of a brand new rubber band just for sending in name, address, etc. to station. The catch is not to tell listeners just what the rubber is holding together. At the end of the week, draw one name from entries and award a stack of dollar bills bound together with a "brand new rubber band". Or how about a "box"? Award a box seat for the season at one of your local football games. This ties in well as a sponsored promotion as listeners register with sponsor instead of sending in card to station.

(6) BATTERED HAT DAY

With Fall and football in the air, many men's fancy will turn to hats! That's right...a new winter hat! A real sharp hat department or store can get the lion's share of the biz by offering certificates worth \$5 to each wife who will bring in one of her husbands battered hats. Award several free hats to shoppers who bring in worst looking hats. Many first-time customers can be gained through a fun-type promotion of this nature! (Old hats can be donated to charity.)

(7) TOP 100

Not music but a new twist on cracking that tough discount store business. Each week, the discount store manager chooses 100 top bargains and Station WWWW airs them with around 3 to 5 items per spot in a well chosen 7-day-a-week announcement schedule. This is one effective way of WWWW reflecting the real appeal of a discount store. The fact that merchandise is stacked on merchandise at bargain prices. The flexibility of radio will help as some items are sold out, and others prove to be duds. You'll find some hot, hot items that will need a special push.

(8) STATION SIGNATURE

What's yours? NBC has it's color peacock. Station WHO has an owl. KTRK-TV has a black cat. How about your station identification? It makes sense to get a good one and hang with it. One station has sloganized, "Fun Radio", for many, many years. If your ID is not what it should be, have a Station Slogan Contest. Invite listeners to suggest ideas for a station logo or slogan that best suits its personality. You'll have a lot of fun, gain new listeners, and probably come up with a whole new bunch of "air worthy" slogans.

(9) SUNDAY SALES GETTERS

Traffic light on Sunday? Try offering your advertisers "Early Bird" packages for Sunday which encourage shoppers to listen each Sunday afternoon for Monday morning specials at sponsoring firms. Saturate Sunday afternoon and evening, along with Monday morning with various "radio" price specials. Special prices and items can bring shoppers out every Monday and keep revenue up on your Sunday afternoon and evening.

(10) WEATHER IS NEWS

Weather is one of the most important pieces of information that you can give your audience, but remember, radio is show biz, so dramatize it! Don't use the same dreary old sound effects, think up some new ones and when you give the temp, also give the record high and the record low for that day. (This information is always available from the Weather Bureau.) KIXL's "Jet Stream Weather Girl" is a pleasant earful for air passengers departing Dallas.

(11) CANCEL PHONE CANCELLATIONS

Often an account can be saved or smoothed out when the salesman handling the account talks to the person calling in. A good rule of thumb is to never, never let a receptionist or secretary accept a cancellation by phone. Inform them to tell the call-in that Mr. _____ will return their call within the hour and then get in touch with the salesman immediately. Try it and see if it doesn't reduce cancellations at your station.

(12) PASS-THE-LAUGH WEEK, OCTOBER 2-8

Everyone enjoys passing along a funny story. WRR, here in Big D, has been interviewing people and asking them the type of humor they enjoy and if they have a favorite story they would like to pass along to the other listeners. Everyone participates and everyone has fun. So with PASS-THE-LAUGH WEEK coming up, take a mobile mike and interview listeners as WRR is doing. Or better still (if you don't have remote equipment) invite listeners to send in their favorite story or joke. Air them daily and award prizes at end of week for best ones submitted.

(13) LAST DOWN FOR FOOTBALL GUESSING GAME REVENUE

Get one last \$1,000 in football revenue with THE FOOTBALL GUESSING GAME. You get all the trimmings for the last six (6) weeks of the promotion, starting October 22 for just \$75, which includes:

*6,000 Entry Cards
(1,000 per week)

*Entry Boxes with
gummed banners..

*Mr. Predictor Tape

*Colorful Store Banners

*Football Jingle

* 3 Sales Plans

HURRY! CASH IN ON THIS FANTASTIC PROFIT-BUILDER TODAY. Call for demo tape and details! Riverside 1-1114 (code 214)

(14) THIS, THAT & THE OTHER

The FCC and thee! Station promotions which include the name of the sponsor of the program promoted must be logged as commercial spots unless the sponsor's name is an "integral part of the program title". Telephone Hour - not commercial. John Corporon, WDSU, New Orleans, states that if a station is doing a serious job of editorializing, it will win community respect whether or not individuals agree with each position taken. The editorials give people an opportunity to crystalize their own ideas by studying or rejecting the station views. (Just be sure you have a good lawyer available to check questionable copy!) What we've been waiting for? BATMAN CREDIT CARDS! The most talked about new premium of the year. Send 25¢ for a price list and sample card to Joseph Sugarman & Associates, 4501 S. Western Blvd., Chicago. That's all!

*****PUNGENT PARAGRAPHS

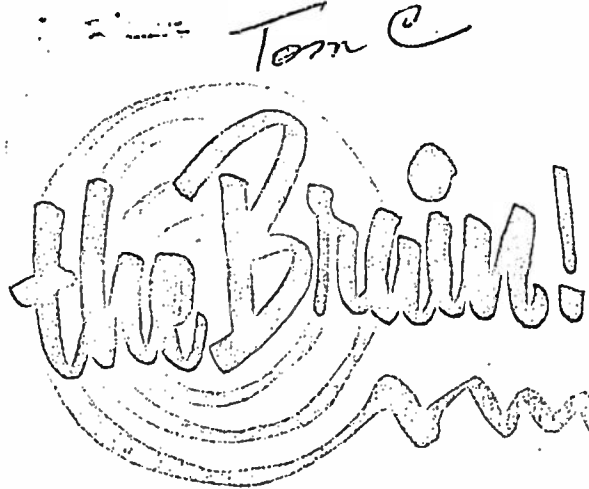
- (1) Maybe Robnett Eggs won't improve your bridge game, or make your housework any easier. And Robnett Eggs might not get your husband that raise he's been wanting, or get you that new hat..... but then.....you never know.....until you try.
- (2) Some people are so hard to convince. They just can't understand how Robnett Eggs can be better, fresher than all the others. You may not believe yourself, but it's true. Don't forget it... buy some and find out. If you don't...you're gonna disappoint a lot of hardworking chickens!
- (3) Robnett Chickens really don't mind working a little harder to lay more perfect eggs. They have nice homes, working conditions are good, and plenty of fringe benefits. Seems like a lot... but to them, it's just chicken feed. Robnett eggs are really all they're cracked up to be!

*****HEALTH & HAPPINESS

- (1) Does the use of fluoride really help prevent tooth decay? The answer in 30 seconds. (COMMERCIAL) A government dental researcher reports that a group of school children who wore an athlete's mouth piece filled with jelled fluoride for six minutes a day showed an 80% reduction in tooth decay over a two-year period. Now for a HAPPINESS THOUGHT: Out of the mouths of babes come things that parents regret having said in the first place.
- (2) What is meant by the retirement myth? The answer in 30 seconds. (COMMERCIAL) The cherished idea of how wonderful it will be to retire on a fixed income is a myth that should be abandoned, according to some specialists. Once the initial well-being and joy after retirement have passed, depression is likely to follow. Retirement can be frightening and destructive, a major upheaval and uprooting, which can leave a man feeling exposed, lonely and unappreciated. For most people, work is important and enjoyable. Now for a HAPPINESS THOUGHT: A problem child is one who puts two and two together and gets curious.
- (3) What should one do when a child swallows something dangerous? The answer in 30 seconds. (COMMERCIAL) A quick attempt to induce gagging may be justified if one understands the small chance for success and does not delay in seeking medical aid if the gagging fails. Gagging is far less effective than the use of a medication such as syrup of ipecac. Now for a HAPPINESS THOUGHT: Sandwich spread is what you get from eating between meals.
- (4) Are there any new developments in diets for ulcer patients? The answer in 30 seconds. (COMMERCIAL) Yes. For almost fifty years a diet composed largely of milk, butter, and eggs has been used by ulcer patients. Yet these foods are rich in animal fats, which raise blood levels of cholesterol, a substance suspected of being a factor in hardening of the arteries and heart attacks. Now a research team reports that substituting corn oil and skim milk for the milk and cream may lower the risk of heart disease by lowering the blood cholesterol. Now for a HAPPINESS THOUGHT: One doesn't know what a poor loser they are until they try dieting.
- (5) Why does one never hear anything these days about such things as mastoid? The answer in 30 seconds. (COMMERCIAL) Mastoid once caused possible deafness, if not loss of life and required about a month's hospitalization, plus surgical and medical expense. Since 1940 the mortality rate for mastoid has been reduced by some 85%, due to the discovery and use of antibiotics. Now for a HAPPINESS THOUGHT: There are two kinds of egotists, those who admit it and the rest of us.

*****SURE-FIRE SLOGANS

- (1) If you can't stop, don't start. (AUTO GARAGE-REPAIR)
- (2) Put your money where your house is. (BUILDERS, REAL ESTATE)
- (3) Our appreciation is like our furniture, it lasts. (FURNITURE)
- (4) We are the rock between you and a hard place. (INSURANCE)
- (5) If you don't know diamonds, know your jeweler. (JEWELERS)
- (6) Don't make a move without _____. (MOVERS)
- (7) Help stamp out home cooking. (RESTAURANTS)
- (8) You can't afford a cheap tire. (TIRES)



1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 118 • SEPTEMBER 5, 1966



Baker's Dozen
Reading Time: 4:21

MEMO FROM MAC:

"SUNSHINE FOR SUNDAY". That's the title of the newest bonus from THE BRAIN. In our endeavor to give you meat to go with the potatoes, something that you can sell and schedule and add extra dollars every week from THE BRAIN and at the same time offer an added sparkle to your program schedule. This is the newest, "SUNSHINE FOR SUNDAY". It begins in October and you will get two simple scripts each week that may be used in one-minute, or five-minute presentations. More than that, you will receive FREE, no extra charge, each month an album of fine religious music to be used in coordination with "SUNSHINE FOR SUNDAY" as you desire. We will be eager to hear from you when you secure sponsor and inaugurate "SUNSHINE FOR SUNDAY". By the way, is "HEALTH AND HAPPINESS" sponsored? Try pitching it to your best pharmacy or insurance prospect this week.

(1) BEEP BRIEFING (Undated)

When the "Whitman" Story broke in Austin several weeks ago, Austin Station literally fed the world beep broadcasts. Are you geared to handle the requests that will come your way when a big story breaks in your area? One hour of briefing can save you much grief. How long has it been since you updated your list of HOTLINE NUMBERS of leading stations? A form letter from your news department can handle this chore. It is downright amazing how well the news departments of all topnotch radio stations work together in feeding beeps to one another. Our HOTLINE NUMBER at KSEL, Lubbock, Texas is A/C 806 PO 3-6300. If you want yours published, drop me a line.

(2) WORD GAME (Undated)

A major department store looking for something different in radio, looked in it's book department, and took from it, one book and came up with an attention getter called THE WORD GAME. EXAMPLE...(SPONSOR) presents THE WORD GAME....contemplative....How do you spell it? What does it mean? The answer in 30-seconds (COMMERCIAL) Contemplative spelled C O N T E M P L A T I V E, meaning "a concentration on spiritual things as a form of private devotion, or an act of considering with attention". (SPONSOR) invites you to play THE WORD GAME every day, and to add a word a day to your vocabulary.

(3) RADIO RECIPES (Undated)

Once a year, here is a lulu for a food store, or for a half dozen sponsors. One suggested RADIO RECIPE contest offers six categories: breads, meats, vegetables, salads, main dish casseroles and desserts. Offer three prizes, first, second and third in each category, plus one grand winner. Also prizes for men if you desire. The best recipes can be mimeographed and sold or given away by the station or sponsor. One station drew over 5,000 entries in one month. We shall give you a BONANZA on this in late September.

HURRY! STILL TIME TO CASH IN ON THE FABULOUS PIGSKIN PROFITS WITH THE "FOOTBALL GUESSING GAME"! CALL OR WIRE TODAY FOR COMPLETE KIT. FIRST GAME, SEPTEMBER 24. CONTACT US TODAY!

(4) VOICES IN VIETNAM (Undated)

Several stations have already designed VIETNAM GRAMS and are having relatives and friends of those in service to send VIETNAM GRAMS to them. The Grams are mailed back to the station with personal messages from the boys in Vietnam. THE BRAIN will give a sample VIETNAM GRAM soon. If you have one, we shall appreciate a copy.

(5) ONE WORD (Undated)

Here's a great promotion for introducing a new product or service! Invite listeners to submit on a postcard the ONE WORD which best describes the sponsor's product. (Sponsor can later use these entries in advertising copy.) Each hour give helpful hints on the product to aid listeners in preparing their entries. Your listeners will have a lot of fun and your advertiser will gain valuable exposure for his new product or service, plus a backlog of ideas for making his advertising more effective.

(6) BUZZ, BUZZ (Undated)

With the Green Hornet making the scene now, many stations are jumping on the promotional bankwagon. One station has a display of live bees and is inviting listeners to guess how many "buzzers" are inside! If you're joining forces with the Green Hornet promotion-wise, let us hear about it!

(7) FOOTBALL CLINIC

Put that parking pavement to good use around a shopping center or food mart with a weekly FOOTBALL CLINIC for little leaguers. (If there's a big league team in your vicinity, get a couple of their top players to come over as co-hosts.) Set up a concession stand and offer cokes and hotdogs at reduced prices with all proceeds turned over to the league. (Usually, little league mothers are glad to help out with the cooking and selling.) Furnish signs for the store or stores participating. Also announce the clinic each night at the little league games. The cincher is that while the little leaguers are in action on the parking lot, the mothers are shopping.

(8) WHAT'S IN THE BOX (Undated)

A real conversation-getting promotion for any firm desiring to increase their in-store traffic. The idea is to wrap some non-perishable item and put it in a large cardboard box (along with a cement block to keep lifters confused) seal the box and place it in some prominent place in sponsor's firm. Customers are allowed three guesses per trip. Start the price at \$25 or \$50 and raise it \$10 a week until guessed with a new clue given every week. No doubt, the contest will become a leading subject of conversation all over town!

(9) MERCURY MAGIC (Undated)

A simple promotion designed to help a sponsor develop an identity with the buying public. Listeners are invited to submit their guess of the 9 AM temperature daily plus air their pet peeve, if they like. Entry blanks should be obtainable at sponsor's store a week before the broadcasts begin. Winner receives grand prize of sponsor's product with grand prize for best average for the month.

(10) RADIO RENTS (Undated)

Migration from the old house or apartment to the new one is constant despite tight mortgage money and building slumps. More realtors are realizing that radio can help them maintain full occupancies. The best time to schedule the RADIO RENTS feature is during morning and evening drive times and weekends. Try this one on one of your realtors and see if it doesn't get results!

(11) BUSINESS MAN BLUES (Undated)

Keep'em listening by calling the name of a business man each day. If he calls the station within five minutes and identifies himself, he wins a gift or cash prize from Station WWWW. If he fails to call in, send a sympathy card to his wife, reminding her what he would have won had he been listening to Station WWWW!

(12) SANTA CLAUS IN SEPTEMBER

Santa Claus had 30 red-coated helpers (salesmen) during his off season visit to a Minneapolis Chevrolet dealer. The dealership offered "Santa Claus prices and financing" on new and used cars and trucks during the Santa Claus Sale. Showroom windows contained Christmas decorations plus pictures of the salesmen in their red coats. Prospects were offered a "gift-of-a-buy" with 14 different payment plans to choose from. Results: tremendous!

(13) WINTER SPORTS PROMOTION

With ski season and cold weather fun just a few months away, how about a vacation for a family of four or more at the nearest winter resort. (Now's the time to start making arrangements with hotels for due bills.) Involve at least four firms in this including the hometown sponsor, and several firms at the resort who will be hosting the winner.

(14) THIS, THAT & THE OTHER

For a fine material basis for teen age editorial on teen driving, write SAFETY DIRECTOR, ALLSTATE INSURANCE COMPANY, 7447 SKOKIE BOULEVARD, SKOKIE, ILL., 60078.....How about this for editorial material: "The Ugly Hour" by Miss Jo Foxworth.

The Ugly Hour

THESE MOD fashions and shoulder-length male hairdos and dirty movies that masquerade as art—how did they happen? More important, who in the world wrapped them so attractively that the gullible would swallow them?

The instant reaction is to point straight toward Madison Avenue, the nerve center—and underline nerve—of American sales promotion. This is where black eyes are painted on smokers and doves are made to fly into kitchen windows and bad breath is equated with leprosy.

Possibly the picture that comedians, novelists and others paint of Gray Flannelia is accurate. Maybe the caricature of this wacky world-apart is in fact a good likeness.

This notion is shaken, however, by Miss Jo Foxworth, vice-president of a New York ad agency, who has been chosen the Advertising Federation of America's "advertising woman of the year." She recently ran a real bombshell up the flagpole to her peers, declaring that today is the Ugly Hour.

Says Miss Foxworth: "Our booted and spurred and chopped-off women's fashions are ugly. Our black-eyed, white-faced makeup is ugly. Our most-publicized sculpture is junkyard, and

our best-selling art comic strip and soup can.

"Our music is noise and dances that go with it convulsions. Our language too often is unprintable. Our religions are godless. And our manners are just plain ungodly.

"One reason for this is that our youth-oriented society has given over and given in too much to amateurs and children. And things aren't likely to get much prettier until we get courage enough to be square enough to say, 'No!' and insist that things be run again by adult professionals."

Her creed for a war on ugliness declares, in part: "I believe that courtesy is not corny, loyalty is not square and God is not dead—although He must get awfully sick.

"And I believe that while youth is wonderful, maturity can be and ought to be magnificent—that, moreover, the young mind, the young heart, the young spirit have little or nothing to do with chronological age—and that the creativity they generate does not fade with the putting on of bifocals."

There ought to be some good advertising-type word or phrase to sum up just how refreshingly sensible are Miss Foxworth's observations. Suffice it to say that they are riches in the midst of the childish squalor she so ably describes.

*****SLOGANIZING

- (1) The Fair Park National Bank has 100% interest in you.
- (2) Fair Park National Bank does not want all the business, just yours.
- (3) Why is Fair Park National Bank like a Kangaroo? They have a pouchfull of money.
- (4) Like Grandma thought she baked. (BAKERY)
- (5) The Top Menders for Fender Benders. (BODY REPAIR)
- (6) Everybody drives a Used Car. (CAR DEALER)

*****HEALTH & HAPPINESS

- (1) Is Rabies being eradicated in the U.S.? The answer in 30 seconds. (COMMERCIAL) Absolutely not! Animal rabies is definitely on the rise in the U.S. according to the American Veterinary Medical Association. To help control rabies, which can be fatal to humans as well as animals, they urge vaccination for pets, whether it's required by law or not. Generally, all dogs should be vaccinated once a year. Now for a HAPPINESS THOUGHT: Marriage is a gamble that often pays off with a full house.
- (2) Where can a person get accurate information about emphysema? The answer in 30 seconds. (COMMERCIAL) You can get a free booklet, "Your Breathing Troubles--Understand Them, Face Them, Treat Them", by writing to the National Tuberculosis Association, P. O. Box 2400, New York, N. Y. 10001. But, if you have developed a persistent cough, shortness of breath or wheezing, you are urged to see your doctor. Now for a HAPPINESS THOUGHT: A genius is a crackpot until he hits the jackpot.
- (3) What can one do for hay-fever? The answer in 30 seconds. (COMMERCIAL) The ragweed-pollen season began in August. The Allergy Foundation of America recommends desensitization injections to be started at the beginning of the season and continued through October 1. But, it is better to start them late than not at all, to ward off serious complications, such as sinus infections and asthma. Now for a HAPPINESS THOUGHT: Man is the only member of the animal kingdom that apologizes, or needs to.
- (4) Are measles really on the way out as a childhood disease? The answer in 30 seconds. (COMMERCIAL) The U.S. Public Health Service reports that the disease can be eradicated by 1970 or sooner, if parents see that their children are vaccinated. The new vaccines apparently give lifetime protection. The fight against the disease is aimed mainly a children from ages 1 to 15 who have not had measles and are therefore not immune. Now for a HAPPINESS THOUGHT: Nothing worries the pessimist like the optimist who says there's nothing to worry about.
- (5) What about German measles? Is there an effective vaccine against this baby-crippling disease? The answer in 30 seconds. (COMMERCIAL) No, but, two important discoveries within the past year show much promise that rubella or German measles, may eventually be conquered. One, a quick, easy blood test to show immunity to rubella, and two, and effective inoculation against the disease has apparently been developed in the laboratory. The findings are still in the preliminary stages and no extensive tests have yet been made. Now for a HAPPINESS THOUGHT: Most men can learn anything, but it's a clever man who knows what to learn.

*****PUNGENT PARAGRAPHS

- (1) (VOICE) This is Splash Surrat broadcasting man's first trip through the automatic car wash at Vine and 3rd. I've just entered stall one, let her go boys...Oooh, what cold water---warm it up boys--- (Satisfiedly)---just right---perfect---oh Oh too warm---too warmmmm hot---hottt---turn it down---that's better, and oh those brushes, how sooothing, ahh, what a massage---and (WATER FILLED MOUTH)--- Just think all of this for just 59¢ at the Automatic Car Wash at Vine and 3rd. (HAM IT UP AND IT WILL FILL THE RACK IN MINUTES.)
- (2) ★ Did you ever hear of Verda Hirsch, Claude Grange, or Harold Lane? They are all world famous. Maybe you would know them better as Crazy Legs Hirsch, Red Grange, and Night Train Lane, and (SPONSOR) when you visit their firm nicknames are in order, because you'll be served by Charlie Harmon, Short Minter, and Blondie Burgess. Yes, there's a friendly down to earth atmosphere every day at (SPONSORS).
- (3) Why is 565 feet important to Mickey Mantle? That's the distance he hit the baseball in the longest homerun in Major League history, and that's a far distance. Come to think about it, there are dozens of parking spaces within 565 feet of (SPONSOR), in fact you can park within 15 feet of the door. (COMMERCIAL)

Tom C

the Brain!

1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 115 • AUGUST 15, 1966

Baker's Dozen
Reading Time: 5:00

MEMO FROM MAC:

SPEAK OUT FOR AMERICA

"If ever a nation needed to 'SPEAK OUT FOR AMERICA', it is now!" So said a broadcaster to yours truly this week. Every broadcaster in acquitting himself as a licensee and a citizen in a responsible position must give his radio station a voice with meaning. It can be done simply through a set procedure of editorials, just as strictly adhered to as the editorial page in the newspaper. This must be followed by a soul-searching determination by management and ownership as to what the station really believes in, and stands for. We hope the VOICES OF VIETNAM format with the Vietnam Grams, to be sent out in September to Brain subscribers, will serve in a small way to give your station another method of letting Americans speak out. I will appreciate a personal letter from broadcasters throughout our subscription list concerning your opinion on a strong editorial policy for all radio stations and any other data concerning your "SPEAK OUT FOR AMERICA" efforts.

(1) CAR RADIO PARADE

A few years back, Bob Gold at KCLV in Clovis, New Mexico made history by staging a parade of youngsters all carrying transistor radios all blasting the martial airs from KCLV. Now comes a station with a BACK-TO-SCHOOL PARADE featuring teen-agers in hot rods and what have you, with all car radios blasting the music of the sponsoring station. Believe it or not, 25 cars, all tuned to the same station, all wide open, create the volume of a brass band!

(2) BATMAN SIDEWALK SALE

Bob Sewell at KKUB in Brownfield, Texas finally did it! The merchants piled the merchandise and Bob produced all the characters of BATMAN plus a few original concoctions. Everybody had fun and it, too, tied in to BACK-TO-SCHOOL like ham does to eggs!

(3) FLORISTS SPECIAL

Florists are tough to crack but one station did it beautifully by staging a two weeks campaign for the best essay on the subject of "HOW CAN FLOWERS BE USEFUL IN BUSINESS". Fifty prizes were awarded and the ideas were passed along in the commercial. This could be a neat 13-week campaign with cooperation from every florist.

(4) THE MUSKEGON BOOSTER CLUB

This station scored beautifully with this promotion. They issued membership cards to everybody who wrote for them. The cards state that the member is obligated to tell everyone he meets what a great city Muskegon really is anytime he is 20 miles from home. Monthly prizes are awarded to Booster Club members for the best 25 words on "I Like To Live In Muskegon because...".

(5) CROWD PLEASERS

A one day contest of old-fashioned games is a sure way to bring crowds to shopping districts! Here are a few of the old favorites: rolling-pin throwing contest, wife-calling contest, sack races, pie eating contest, watermelon eating contest, races for children, etc. End the day with a big parking lot dance and give merchandise or gift certificate prizes.

(6) BIRD OF HAPPINESS

Would you believe a cuckoo? WNAC of Boston, Mass. is awarding prizes to listeners if a cuckoo cuckoos while they are talking over the telephone to any of the station's five talk programs. Great idea for an "Early Bird" Show!

(7) DRIVE/RITE

Here's a sure winner for an insurance company! The DRIVE/RITE QUIZ is designed to stimulate the listener's grasp of alternative choices when faced with split-second decision. Check with your local Safety Council for literature from which to compile quiz from. Each day a DRIVE/RITE question is asked. Listeners mail a simple "true" or "false" answer to the station in order to compete for weekly prize, which could be cash or savings bond.

(8) TRIVIA TOURNAMENT

Who was Superman on radio? Who led the "bank of a thousand melodies? What was Mr. Keen's occupation? What two persons had the role of "The Great Gildersleeve? Tease your listeners with questions of little importance such as these and then award prizes to those who can answer them all correctly. (By the way, Bud Collyer was Superman on radio. Larry Funk was the leader of "bank of a thousand melodies". Mr. Keen was the tracer of lost persons. Hal Peary and Willard Waterman were featured as Gildersleeve.)

(9) OPPORTUNITIES IN RETAILING

A Milwaukee, Wisc. department store recently held a symposium on "OPPORTUNITIES IN RETAILING" as a public service to young people. There were four free night sessions open to all high schools and colleges of the area. At each session, department heads, merchandise managers, the controller and others addressed the group. At the final session a talk was given on the topic "What a Department Store Contributes to the Community". A radio station could gain a lot of goodwill in the community by conducting sessions such as these in conjunction with several local merchants.

(10) NATIONAL BETTER BREAKFAST MONTH

September 1 - 30! The purpose: to help improve breakfast eating habits of all ages. Great time to line up all coffee shops and restaurants to remind the public that their day should begin with a good breakfast. Specials for each day of the month would entice more people to eat out at breakfast and perhaps become better acquainted with the restaurants in town. Station could tie-in with a big city-wide breakfast to climax the event at the studios or some other suitable place. Arrange with local caterer to serve coffee and donuts.

(11) CAKE BAKE AUCTION

Great promotion idea to tie-in with back to school festivities! Line up a super market and have them give each girl in high school a package of cake mix. After the cakes are baked and decorated they are returned to the store to be displayed and later sold at an auction in the store. Great way to raise money for some worthwhile charity and have fun, too! Tremendous publicity tool for super market.

(12) YELLOW PAGES OF THE 'AIR

Here's one way to get every merchant in town to advertise on YOUR station. Starting with "A" list every merchant who offers a specific service such as dry cleaning and so on down the line. The next hour select another classification and list merchants offering the service. Cost is nominal to each participant and on a regular schedule will help build an image by keeping his name before the buying public.

(13) THIS, THAT & THE OTHER

Great PR idea this week from WCRA AM-FM in Effingham, Illinois called the ANNOUNCER! It's an 8 1/2" x 7 1/4" page, printed both sides by an addressograph offset press, with ads of participating sponsors. News items of interest are changed each day. This goes out each morning by 7:30 a.m. to local merchants. For a sample copy write: Richard Jakle, GM, WCRA AM-FM, Effingham, Illinois. New Mexico Mike-Side. KLEA, Lovington helped name the new city park with a contest. Winning name was "Chaparral Park". The Montana Broadcasters Association is trying to get a list of stations there on the official highway maps as a service to travelers in need of information on weather, highway conditions and local news. New Mexico B A accomplished this a couple of years ago in cooperation with Dept. of Development.

WIND, Chicago, distributed 5,000 free beach towels with their promotion slogan "The Greatest Air Show on Earth" to persons on Chicago area beaches who have their portable radios tuned to the station.

*****LAST CALL FOR "BACK-TO-SCHOOL SAFETY PROMOTION"!

You still have time to sell this promotion if you get your order in this week! OVER 100 STATIONS HAVE BOUGHT AND ALREADY SOLD IT! You're missing out on "easy" profits. The cost: \$30 for stations in markets under 10,000; \$50 for stations in markets over 10,000. HURRY! CALL OR WIRE: BROADCASTERS EXCHANGE, 1015 HARTFORD BLDG., DALLAS, TEXAS. RIVERSIDE 1-1114 (code 214) FOR YOUR TAPE, TAGS AND SALES PLANS. We'll bill you later if you like. Just get your order in today!

*****PIGSKIN PROFITS AWAIT YOU!

Market "EXCLUSIVES" are going fast on THE FOOTBALL GUESSING GAME! Calls (collect) are coming in every day from all parts of the country for this money-making promotion. Your cost is only \$150 and look at what you get:

1. 10,000 ENTRY CARDS (1,000 per week) Extra cards available at minimum cost.
2. MR. PREDICTOR TAPE--60 cleverly written predictions on each week's games.
3. 25 WINDOW BANNERS--colorful 17x22" banners with a space for adding YOUR CALL LETTERS.
4. FOOTBALL JINGLE. Use it for local high school and college promos, too.
5. THREE SIZZLING SALES PLANS--tried and proven methods of getting it sold.
6. OFFICIAL RULES--suggested rules which you may adapt to your own station.
7. SIX ENTRY BOXES with colorful FOOTBALL GUESSING GAME STICKERS. (Reuseable for other promotions.)

HURRY! FIRST GAME SEPTEMBER 24! CALL COLLECT TODAY FOR YOUR DEMO TAPE AND SALES PLANS! RIVERSIDE 1-1114 (code 214).

TERMS! 10% discount if paid in full by September 15 and your total cost is only \$135. OR pay \$50 on September 1, \$50 October 1, and \$50 on November 1.

REMEMBER...JUST ONE PER MARKET AND 85 MARKETS ARE ALREADY SIGNED UP!

*****PUNGENT PARAGRAPHS

Ships and hurricanes are named after girls and called "she". How about automobiles? Marsh Winbush Ford Corners in Denver pulled a dilly of a deal on KGMC in Englewood with Grady Franklin Maples coming up with his usual vollies of verbiage!

1. Say have you seen Sue? I mean, Sue, the lovely lassie with the classy chassis at Marsh Winbush Ford Corners. Sue is a 1962 Ford convertible. She is a good girl with a lot of punch, pep, and ginger. She is all decked out and awaiting your arrival today.
2. If you are the one looking for the one who is chic, glamorous, and lovely to look at, Marsh Winbush Ford, during the Parade of Favorites Sale, invites you to visit with Zsa Zsa! Zsa Zsa, wearing her name on the windshield, is sometimes called a 1953 Ford. As she graces Marsh Winbush's used car lot, she looks lovingly for the one who will take her and ride the highways with her every day of the year.
3. Can one be both glamorous and amazingly practical? Yes, Wanda is, and you'll agree when you meet her today at the Parade of Favorites Sale at Marsh Winbush Ford. Wanda, a 1965 redhead, or I should say, redtop is a beautiful white sedan with only 13,000 miles!

This campaign can be given real impetus with a sharp teaser campaign. Airing the girls names as coming to Marsh Winbush before revealing the car name applications. Send THE BRAIN your clever copy on the idea. We'll pass it along to the other BRAIN FOLK!

*****HEALTH & HAPPINESS

One question or statement this week and five different answers!

Beware of the week-end killer! What is it? The answer in 30 seconds. COMMERCIAL. (MESSAGE)

1. After a long week of desk work and no exercise, people tend to rush into the weekend with strenuous exercise. You often see the names in the obituary column the next week. So if you aren't in the habit of exercising strenuously, take it easy on the weekends. More about the week-end killer tomorrow. Now for a HAPPINESS THOUGHT: Of course women aren't what they used to be; they used to be girls!
2. Under the pressure of sudden and strenuous exercise, an unconditioned human body can collapse and often does. A man in his 20s can get away with it but not those in their 30s and up. Physiological aging comes upon the sedentary American male worker who is tied to one spot for seven or more hours a day with astonishing rapidity. More about the week-end killer tomorrow. Now for a HAPPINESS THOUGHT: When you are too old to do anything else, give advice.
3. If you plan to take an exercise course, consider your heart. If you weigh 150 pounds, about 70 pounds is muscle and only about half a pound of that is your heart. In the mid-30s and early 40s when arteries begin to harden, blood driven at an accelerated pace can form a clot and cause death. More about the week-end killer tomorrow. Now our HAPPINESS THOUGHT: Some girls think their work is done when they sweep down the aisle.
4. You can kill yourself with exercise. It will not protect you from disease. Chances are it will make you tired and thus more susceptible. Keep fit by not over eating, getting enough sleep. Now our HAPPINESS THOUGHT: The hardest thing about making money last--is making it first.
5. The one thing that may prevent the week-end athlete from committing suicide is common sense. Moderate exercise is imperative for anyone in good physical condition. But, if you are a person who is inclined to overexert, then you'd better subscribe to that tried-and-true credo: whenever I feel like exercise, I just lie down until the feeling passes. Now our HAPPINESS THOUGHT: Man does not live by bread alone; many get by on crust.

Tom C

the Brain!

1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 117 • AUGUST 29, 1966

Baker's Dozen
Reading Time: 4:15

MEMO FROM MAC: MORE TO COME

As we strive to make THE BRAIN more valuable every week, we have surprises galore in the offing. One good news item is the fact that come October 1, 1966 all Brain subscribers will receive a 10% DISCOUNT on all features offered by Broadcasters Exchange Enterprises. This alone will more than pay for THE BRAIN to those stations using a majority of our services. The Bee will concentrate on more inexpensive, saleable features likened to the School Safety Package which was sold by 132 stations to date. Give us your ideas on one time features you would like. Watch out for the new Halloween Special, the Thanksgiving Feature, and a topnotch Christmas offering.

(1) HOW LONG? 5,000 MILES (OCTOBER)

Ray Moran, the sharp searcher for KRZY in Albuquerque is ready for New Car Month with all his DJ's participating in the 5,000 mile drive-a-thon of the New Dodge. The listener who guesses nearest to the correct time it will take to drive the 5,000 miles wins \$500. Daily counts are announced up to 2,500 miles. Also the drivers stop along the way and knock on doors and buy Dr. Peppers for a dollar a bottle. Driving 24 hours a day, it doesn't take long to reel off those 5,000 miles.

(2) LUCKY CALENDAR (JANUARY 1st START)

Bob Magruder at KBAT is all set for another big year with the LUCKY CALENDAR. Last year the gross was well over \$65,000 in non-cancellable business. Bob has a full packet and the complete story that will be sent on request. He may also be able to help give you a break on printing cost. Write Bob Magruder, Station KBAT, San Antonio, Texas.

(3) THINK INDUSTRY (UNDATED)

THE BRAIN ran this one by you hurriedly a year ago, and surprisingly enough, it was turned into a Bonanza by several stations. For one week, all guns are turned on the THINK INDUSTRY THEME. Everyone is invited to call the Chamber of Commerce or radio station with clues concerning industries that are prospects. Station can sell small package to dozens of merchants with THINK INDUSTRY slant. Interviews and beeps can be directed toward present industries in the city, plus C of C officials. Station should seek some success stories of other cities who have attracted industries. THINK INDUSTRY WEEK can be an annual promotion that will do wonders in building civic spirit, and give the station a topnotch week of revenue.

(4) SIX CITY SLOGANS

As mentioned in a trade magazine, BIG IDEAS, by Casey Cohlma, many stations will give call letters every two minutes but go throughout the half hour without mentioning the name of the city (irksome to those driving through the country). Station WWWW solved this weakness by setting six times an hour when in came the following pre-taped announcements: "This is Lynchburg, Virginia--home of the Lynchburg Rotary Club meeting every Tuesday noon at the Harris Hotel" "This is Lynchburg--where over 7,000 books were checked out of the city library last month." They wrote 100 such slogans before starting. The Public Service Company called up and bought them on a 13-week contract.

HURRY! GET YOUR "FOOTBALL GUESSING GAME" PROMOTION
PACKAGE! FIRST GAME SEPTEMBER 24, 1966.

BROADCASTERS EXCHANGE ENTERPRISES, INC.

(5) HOG WILD SALE (NOVEMBER)

Don Hoagland of KANS, Larned, Kansas, pulled four different promotions in August to hypo the billing. The HOG WILD SALE simply brought together a group of merchants with HOG WILD VALUES, and each awarded a ham after the ten-day event. Registrations and drawings were held at each of the firms. This will be a natural for the week before Thanksgiving along the lines of the Turkey Trot or the Ham What Am promotions. HOG WILD opens the door to get the firms that are looking for a rousing kickoff for Christmas business. Don used the soeey sounds and all other come what naturally gimmicks.

(6) OPEN THE LINE AFTER PYNE (UNDATED)

John Hicks at KLVI, Beaumont, Texas is running the Joe Pyne Show between 7 and 8 in the morning, and following with an open line show. He relates that Joe usually provides enough material for the listeners to talk about for weeks. KRLD, Dallas reports that their comment show gets better quality conversations in the afternoon than they would at night. KRLD takes the last 15 minutes for the SWAP SHOP program with listeners calling in any items to sell, buy or trade. One station calls ten people every morning, records conversation, and plays them back in the afternoon with time open for comment following the ten broadcasts. WHAT ARE YOU DOING IN TALK PROGRAMS?

(7) SCHOOL IS COOL (UNDATED)

In order to shoo in some of the dropouts, WDNG in Anniston, Alabama ran a SCHOOL IS COOL contest the first weeks of the year. This will go well in the next few weeks while the start of school is still refreshing in the minds of the student. There is not much cool about school in the month of May.

(8) WACKY BY CRACKY (UNDATED)

Jack Aldridge at WAKY in Louisville, Kentucky passes out a few ten dollar gift certificates to students in each school. These students are known as WACKY SECRET AGENTS. When asked by anyone if they are the WACKY SECRET AGENT with the gift certificate, they have to give it to the person asking. Secret Agents are changed every week and their names are announced after the contest. You can be sure no Agent is going to deny he's the one with the gift certificate if his name is to be announced the following week!

(9) ZIP CODE WEEK (OCTOBER)

The U. S. Post Office will observe NATIONAL ZIP CODE WEEK in October. Here's a perfect tie-in for a week's saturation for your leading printing and direct mail firm. Starting in '67, all second and third class mail not zip coded will be treated individually. Uncle Sam wants your cooperation and the thinking salesman can turn this into a week of added revenue.

(10) SPORTS ON THE :45

There's a trend setting in! THE BRAIN has observed dozens of stations recently who carry sports on the :45. The uniformity is valuable to listeners since they develop a habit of having that radio on to keep up with their favorite teams. One station has carried sports on the :45 for five years. It's sold solid (better than the hourly news). Put it there, and leave it for three months, and then sell it forever!

(11) TURN US UP AND WE'LL TURN YOU ON (UNDATED)

Station KBOX, Dallas has used this one quite handily this week along with a more music theme built on playing three tunes in a row. On the subject of TURN US UP, here is cooperation in its finest form. Six stations in one market have combined to buy six billboards leading into the city. Each billboard lists all six stations with frequency locations. Be interesting to know how many sets are tuned in after tourists pass the billboards.

HURRY! 105 MARKETS SIGNED FOR "FOOTBALL GUESSING GAME"!

CALL RIVERSIDE 1-1114, CODE 214 FOR YOURS.

(12) COLORAMA (UNDATED--GOOD FOR WORLD SERIES TIME)

Appliance store desiring to capture the color TV business started at 9PM and ran a 24-hour live show with six stations participating. Live talent was used and giveaways and special prices were in effect every hour. Result: 3,000 people in a city of 50,000! This would be a good feature to run right before World Series time, plus the big color football games.

(13) FM STEREO CLUB

This one is being used by a new FMer. They are issuing FM STEREO CLUB MEMBERSHIPS. One firm is giving discounts on stereo albums to all members, plus station gifts each week to certain members. This gives the FM station a solid audience to sell, since they can carry the names of listeners to sponsor. Same idea can be used well for any program on AM station which features album music.

(14) THIS, THAT & THE OTHER

Ray Moran at KRZY reports ATwood Richards transistor radios are highly satisfactory...RAB conferences coming up with lots of powerful subjects to be discussed. THE BRAIN will be at one of them...Wonder about the story of the station manager who sells "LOVE"...Lynn Christian of Station WPIX-FM, New York can give you details about campaign to DRIVE WITH FM...King Features have hit with Allen & Rossi one-minute comedy announcements...The 1966 BPA SEMINAR will be at St. Louis November 14-16. For details, write Broadcasters Promotion Association, 1812 Hemstead Road, Lancaster, Pa., 17601...There's a new marriage counseling program on the market called LOVE & MARRIAGE. Write Fremmerman-Papin Advertising, 3706 Broadway, Kansas City, Mo. for a free audition tape.

*****HEALTH & HAPPINESS

- (1) Is good posture important to good health? The answer in 30 seconds. (COMMERCIAL) Yes, good posture is important to good health because poor posture causes unnatural weight distribution of the body, bringing about strains and stresses on muscles that cause the body to tire more quickly. Bad posture usually develops from laziness, poor muscle development, and general debility. Now for our HAPPINESS THOUGHT: The ability to criticize without wounding the self-respect of the other person is one of the happiest of graces.
- (2) What causes low back pain? The answer in 30 seconds. (COMMERCIAL) Pain in the lower back can be caused by a variety of mechanisms. The main causes are acute injury or degeneration of the joings, ligaments, muscles, or intervertebral discs. Now for a HAPPINESS THOUGHT: Life all along is a matter of choices. Some can be made wisely on the basis of past experience and some can only be a gamble at best. Don't be afraid to try something new.
- (3) What causes acute back sprain? The answer in 30 seconds. (COMMERCIAL) Acute back sprain is usually produced by a sudden bending of the spine, as in a fall or a "snatch lifting" motion. The force is sufficient to tear the ligaments or joint capsules, producing pain. Now for a HAPPINESS THOUGHT: Life is like a grindstone. Whether it grinds a man down or polishes him depends on the kind of stuff he is made of.
- (4) What is meant by chronic back strain? The answer in 30 seconds. (COMMERCIAL) Chronic back strain is a condition in which there is no violent, sudden, precipitating incident, but the structures are subjected to prolonged tension greater than they can resist. Now for a HAPPINESS THOUGHT: The man who does not read has no advantage over the man who cannot read.
- (5) What is meant by disc trouble? The answer in 30 seconds. (COMMERCIAL) The intervertebral discs are the "shock absorbers" between the bony vertebrae. After 20 years of age, it is normal for the discs to age and degenerate gradually. Movements through the altered disc change so that in varied motions, one vertebra moves on another causing a forward or backward shift. Now for a HAPPINESS THOUGHT: Directions are what you read to find out what you did wrong.

*****SEPTEMBER BONANZA

ORGANIZATIONS ON PARADE (OCTOBER)

- WHAT IT IS: ORGANIZATIONS ON PARADE is a salute to all the leading organizations in your city.
- HOW IT WORKS: Listeners are invited to submit names of their favorite civic, service, fraternal or school organizations. When all nominations are in, compile a list and secure information about each one concerning their officers, members, functions, etc.
- SPONSORS: Set aside a two weeks period for ORGANIZATIONS ON PARADE. Secure one sponsor for each organization. Here's the copy slant: Empire Savings & Loan Assn! salutes the Tops Club. Seventy five ladies in our city who belong to the organization known as TOPS (taking off pounds sensibly). The Tops Club organized in 1963 meets every Thursday evening, 7 PM in the Community Center with Miss Margaret Hammonds as President and Mrs. Dorothy Meers as secretary. Its members have lost 6,322 pounds since the club was organized. Empire Savings is happy to salute this fine organization in our city. (COMMERCIAL)
- INVESTMENT: Each sponsor buys \$50 in announcements during the two weeks of Organizations on Parade and here is the kicker! \$25 of their \$50 is donated to the Tops Club.
- CONCLUSION: Station WWWW by securing the names of 50 organizations and 50 sponsors will gross \$2,500. \$1,250 will be given to the organizations and Station WWWW will gain \$1,250 in added revenue...plus much goodwill with everybody concerned.

*****PUNGENT PARAGRAPHS

(1)

- 1ST VOICE: (ECHO) You furnish the problem, we furnish the solution.
2ND VOICE: You see, my problem is this. I don't smoke nor drink and have saved over \$30,000 in this way, but I can't find it. What is the solution?
ANNOUNCER: Simple. Just put the price back each day of the luxuries of life you don't enjoy and deposit the amount each week in your savings account at First National Bank. COMMERCIAL.

(2)

- 1ST VOICE: (ECHO) You furnish the problem, we furnish the solution.
2ND VOICE: I just can't make up my mind how to save money. A piggy bank, in a fruit jar, in the backyard...I guess it doesn't make any difference.
ANNOUNCER: Oh, but it does make a difference where you save. When you deposit your savings in the First National Bank, there is pride and an assurance in knowing your savings are in a financial institution as powerful as the Rock of Gibraltar, and your entire financial integrity is heightened when you can show a substantial savings in your First National Bank. Just make one deposit there today, and notice how much better you feel

(3)

- SOUND: CAR NOISE IN BACKGROUND
ANNOUNCER: Ride and decide...that's what we say.
VOICE: GIRL What?
ANNOUNCER: Ride and decide. Ride five minutes in the new 1967 Monaco and you will decide immediately this is the car, the car that drives home an immediate impression.
VOICE: That's just another one of those fancy slogans. You could say, Wheel and Deal, or Come Alive When You Drive.
ANNOUNCER: You could--fact, sounds pretty good.
VOICE: I don't like slogans, fancy talk--I just like a car that sells itself. (PAUSE) Say, you know I like the way this little car moves along. I think I'll just take this one off your hands.
ANNOUNCER: Wonderful (UNDER BREATH) who said it would take five minutes for her to decide.

the Brain!

1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 116 • AUGUST 22, 1966

Baker's Dozen
Reading Time: 4:23

MEMO FROM MAC:

CONFERENCE CALL

THE BRAIN has just invested \$17.90 in a 23 minute conference call with Mr. Thomas Potter, GM of Station WDNG in Anniston, Alabama, and Mr. Don Hoagland, of Station KANS, Larned, Kansas. Out of this powwow came a dozen top ideas and this issue will include most of them. Mr. Potter beamed this suggestion to THE BRAIN. Work ahead! In August, give us ideas for October and November. This, we shall do Tom, except for a few quickies that can be thrown in without preparation, and in turn, we hope that our being anticipatory will cause all station managers to work ahead, and plan ahead. Now we know one reason why WDNG is such a going operation.

(1) KEEP A CAMERA CAMPAIGN (Undated)

WDNG publishes each month a Time Buyers Bulletin. (Write WDNG, Anniston Alabama, for a sample copy.) It is built around camera shots taken by staff members of station activities with explanatory remarks included. This makes topnotch reading for agencies, advertisers, and helps build staff morale. The entire cost is around \$25 a month. The only requirement is your station must be Radio Active in order to come up with enough camera shots to look alive. If you are doing a similar promotion, send us a copy, or put us on your mailing list.

(2) CUFF LINKS CHARLIE (Undated)

Cuff Links Charlie never wears the same pair twice, and for months listeners have been sending him cuff links in order to keep the habit hot. Now Charlie is requesting all listeners to send him all old cuff links around the house, and he in turn will stage the biggest cuff link sale in history, and turn the proceeds over to charity at Christmas time. How many will he get? THE BRAIN will keep you apprised. Moral.....listeners like announcers with eccentricities, et cetera. The unusual is usually remembered.

(3) WORST SINGER SEARCH (Undated)

Singer Sewing offered the best Singer in the house for the worst Singer in town. A tape recording was set up and Station WWWW prepared a mimeo sheet with lyrics of well known tunes. Listeners were allowed to sing a few bars (broadcast at various times), and a panel of barbers judged the worst Singer. Station WWWW believes it may have found several new Mrs. Millers.

(4) SHOPPING TOUR (November and December)

This can be the biggest Christmas ever for the station that will select six (or less) key members of the staff, and have them to go on a Giant Shopping Tour from Thanksgiving through December 24. Sell each sponsor X number of broadcasts from their store by beeper phone, and climax with store manager giving his appreciation and a Christmas greeting on the 23rd or 25th of December. These broadcasts can be sold for a premium rate, and when planned well in advance, can add from \$3,000 to \$15,000 to November and December billing.

(5) ENTERTAINMENT PACKAGE PLAN

Here's a great way for restaurants to pick up extra business on those slow days of the week! A three-in-one entertainment package plan that includes dinner, theater tickets, and free parking for the evening. The price would depend on the dinner selected. (A restaurant could add a dollar or two to several of their more popular selections to cover expenses.) Movie exhibitors are usually happy to tradeout a few tickets for the advertising; likewise, parking lot operators.

(6) BABYSITTER'S CLINIC

Once school is in session again, babysitters will be more easily available. In cooperation with your top department store, set up a BABYSITTER'S CLINIC for girls 12 to 19 years of age. Check with your local Red Cross for a list of the basic do's and don'ts of babysitting such as how to feed, change and hold infants. Award each girl that attends a certificate stating that she has successfully completed the course.

(7) GRAND-DADS' DAY

Circle September 11 (Sunday) as GRAND-DADS' DAY and throughout the day salute the Grand-Dads' in your community. Invite listeners to send in postcards giving the name, age and address of their grand-dad. Award prizes for the oldest and youngest grand-dads in the area. If personnel permits, send someone out to interview the oldest and youngest grand-dad during the afternoon.

(8) BACK-TO-SCHOOL BIZ

The problem facing many merchants in September is not how to get the Back-To-School business but how to hold it throughout the nine or ten months of the school year. Here are a couple of \$ucce\$\$ful ideas!

- (1) Scholarship Fund: a firm establishes a fund to go to either a student or a school. It is build up by a 10% discount given to students.
- (2) Art Show: a student art exhibit, displaying student art for sale to shoppers with part of the proceeds going into a fund which is awarded the three most promising young artists. Local officials serve as judges.

(9) COFFEE CLUB OF THE AIR

Many firms are discovering that a morning "coffee klatch" (free, of course) builds more goodwill than any other service they've tried. Why not, line up several of your more popular morning coffee spots and sell them each a package of spots that include one visit per day by your mobile unit. Interview people on the spot, on the air. Rotate the visits by the mobile unit to create more listener interest. For retail stores, let them split the cost of a morning coffee catering service (or include the cost in your advertising package). Interview customers as they visit the store.

(10) RADIOS PULLING POWER

Test the direct pull of your station by offering listeners a small premium such as a packet of combs or scratch pad for sending in a postcard bearing the name of the station, name of the announcer, time heard, listeners name, address and phone number. Limit the offer to just five or six spots a day. One retailer used this means of testing radios pull and received more than 29,000 replies from just five spot announcements in a two day period!

(11) SEE A MILLION, SAVE A MILLION

This was the theme of a bank promotion recently to encourage more people to open saving accounts. The gimmick was one million dollars cash on display (surrounded by guards, of course). Other variations used was a million dollar Treasury Bond, a million dollars in Municipal Bonds, and a million dollar counterfeit money display. The displays drew more people into the Bank than any other promotion they had tried.

(12) FOOTBALL FROLIC (November)

In a few weeks, when the football season comes to a close, Station WWWV can stage a giant School Dance, with a top group, or several groups, and garner sponsors interested in teen-age market. Don Hoagland gives a good idea on this one. It will be free, but tickets can be obtained only from sponsors. If this event is staged right at the end of the season, it will be ahead of the run of banquets, awards, et cetera.

(13) THIS, THAT & THE OTHER

You and your advertisers both can gain added exposure with these two items: SHIRTSBOARDS, the newest advertising medium. Write: Shirtboard Impressions, Inc., 1715 Walnut Street, Philadelphia, Pa. for details. SALESBAGS, imprinted with your call letters keep your station foremost in the minds of your listeners. Write: Salesbag Promotions, 17 Revere Road, Ardsley, New York for details.

*****PUNGENT PARAGRAPHS

Labor Day Safety Quickies, to be sold in three-minutes time to leading Oil Company or Service Station.

1. VOICE...I've never had a wreck in my life, and I've been driving 17 years. You see, you have to keep your eyes on the road at all times.... Say, where did you get that snappy red tie your wearing? That's a perfect match for your cuff links...

SECOND VOICE...Look out...(CRASH)

ANNOUNCER...It can happen to you too, Jones Phillips 66 says, "Keep your head in the game and your mind on the road this Labor Day and help keep Lambert County WRECKLESS". (spell) W R E C K L E S S WRECKLESS

2. VOICE...I just can't understand why a man will drive down the road and take chances. I never do. I keep my head in the game at all times. Say, speaking of game, how about those high flying Orioles. On television the other day, that Brooks Robinson reached out like this with his left hand and went up like this with his right hand, and man, he made a sensational.....

SECOND VOICE...Look out...(CRASH)

ANNOUNCER...It can happen to you too, Jones Phillips 66 says, "Drive carefully this Labor Day and help keep Lambert County WRECKLESS". (spell) W R E C K L E S S WRECKLESS.

3. VOICE...You know the thing that bugs me about our traffic laws is now law against slow drivers. I still say, you're safer driving 60 miles an hour, than 30 miles an hour, and frankly, I drive 90 and 100 with no sweat. I know what I'm doing..

SECOND VOICE...Hey.....watch that cow coming across the road...Look out...(CRASH)

ANNOUNCER...It can happen to you too, Jones Phillips 66 says speed on the highway is sometimes a quick way to land in your favorite hospital.. Drive carefully this Labor Day and help keep Lambert County WRECKLESS. (spell) W R E C K L E S S WRECKLESS

*****HEALTH & HAPPINESS

- (1) What per cent of American people have psychological difficulty? The answer in 30 seconds. (COMMERCIAL) A recent estimate of various surveys shows that 20 million or one out of 10 people suffer from either a minor or major form of psychological difficulty. There are 717,000 patients in mental hospitals. Now our HAPPINESS THOUGHT: Knowledge of itself has little value unless confirmed by personal conviction.
- (2) What is meant by minor emotional maladjustments? The answer in 30 seconds. (COMMERCIAL) Minor emotional maladjustments are non-critical emotional disorders affecting work, marriage, or money. People with minor maladjustments may be outstandingly productive and contribute greatly to society while remaining personally miserable or unhappy much of the time. Now for our HAPPINESS THOUGHT: We need not all think alike but we all should think.
- (3) What is meant by character disorders? The answer in 30 seconds. Character disorders, behavior disorders, character neuroses or psychopathic personality, all mean roughly the same thing and are more harmful than minor maladjustments. A person with a character disorder behaves much like a wilful child or an uncivilized primitive, acting impulsively, selfishly, and often destructively without regard for the society around him. Now for our HAPPINESS THOUGHT: A real friend is one who helps us to think our best thoughts, do our noblest deeds, and be our finest selves.
- (4) What is meant by psychosomatic diseases? The answer in 30 seconds. (COMMERCIAL) Psychosomatic diseases are a group of ailments closely related to, and often overlapping the neuroses, certain fears, angers, guilt feelings, and so on, the sources of which are deeply rooted and usually unknown to their victims and express themselves in the form of physical diseases. Now for our HAPPINESS THOUGHT: Luck is the crossroad where preparation and opportunity meet.
- (5) What are neuroses? The answer in 30 seconds. (COMMERCIAL) These ailments are, in many ways similar to the minor maladjustments, but far more severe and handicapping. They are emotional rather than physical. A neurotic feels terrible much of the time. He or she may display extremes in their emotions with little or no cause such as suspicions, jealousy, unreasonable rages, crying spells and severe nervous tension. Now for our HAPPINESS THOUGHT: To come to grips with failure is part and parcel of growing up.

*****PIGSKIN PROFITS AWAIT YOU!

Market "EXCLUSIVES" are going fast on THE FOOTBALL GUESSING GAME! Calls (collect) are coming in every day from all parts of the country for this money-making promotion. Your cost is only \$150 and look at what you get:

1. 10,000 ENTRY CARDS (1,000 per week) Extra cards available at minimum cost.
2. MR. PREDICTOR TAPE--60 cleverly written predictions on each week's games.
3. 25 WINDOW BANNERS--colorful 17x22" banners with a space for adding YOUR CALL LETTERS.
4. FOOTBALL JINGLE. Use it for local high school and college promos, too.
5. THREE SIZZLING SALES PLANS--tried and proven methods of getting it sold.
6. OFFICIAL RULES--suggested rules which you may adapt to your own station.
7. SIX ENTRY BOXES with colorful FOOTBALL GUESSING GAME STICKERS. (Reuseable for other promotions.)

HURRY! FIRST GAME SEPTEMBER 24! CALL COLLECT TODAY FOR YOUR DEMO TAPE AND SALES PLANS! Riverside 1-1114 (code 214).

TERMS! 10% discount if paid in full by September 15 and your total cost is only \$135. OR pay \$50 on September 1, \$50 October 1, and \$50 on November 1.

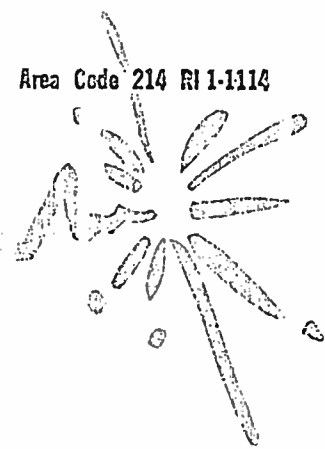
REMEMBER...JUST ONE PER MARKET AND 85 MARKETS ARE ALREADY SIGNED UP!

Jan C

the Brain!

1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 114 • AUGUST 8, 1966



Reading Time: 7:00

MEMO FROM MAC: RADIO IS NOT MUSIC AND NEWS ALONE

I have listened to 73 radio stations this week. I have heard every conceivable music format, talk format; I have heard the good and the bad and the in-between. What is my observation? MUSIC ALONE IS NOT A RADIO STATION. NEWS ALONE IS NOT A RADIO STATION. The success of any radio station is dependent on the composite personality. If a station is to attain and retain a loyal audience, it must be done through projection of magnetic personalities. A radio station is not a cold-blooded, automated machine. A radio station is people, and the better known, the more acceptable they are--this determines the ultimate success of the radio station. Agree?

(1) LISTENING POSTS

Radio is everywhere--but sometimes a second fiddle to background music. How about requesting cards from all business firms who listen to your station? Ask them to include names of personnel who listen. Draw out cards at random each day and salute your listening posts. Once a week, send flowers and candy to the staff.

(2) ANNIVERSARY FUN

Station WWWW celebrated its' 25th Anniversary in a sparkling way! 10,000 Pennies were placed in a giant pot in the middle of the city. Any person who drew out a 1941 penny won a grab bag prize, and gained the right to draw in the grand prize pot for the 10,000 penny prize. This can be done with all kinds of variations for sponsors. One top success story belongs to the furniture store that offered a 25% discount to everyone who came in with a 1925 penny. One man drove 233 miles with his penny and spent well over a thousand dollars!

(3) OUT WITH THE OLD

In August and September, your car dealers are cringing to clear out the 66 models. One firm uses this one every year. Once a week, he buys 50 announcements in one day which simply say: "Has George Collins told you that you can buy the new 1966 Buick Wildcat for only blank dollars? We will when you stop at Scoggin Dickey Motor Company". (Name of different salesman is used each time.)

(4) MILK MARATHON

What one idea will crack that top dairy account? Take one full week when your announcers vow to drink nothing but milk including butter-milk, sweet milk, clabber, half and half, etc. Just be sure it's milk! This campaign can be sold for \$100 to \$500 and offers a jillion possibilities for comment and results!

(5) LABOR DAY SALUTE

The first Monday in September will be Labor Day. The best promotion THE BRAIN has ever staged is as simple as vanilla ice cream! One hundred 60-second interviews were secured with the working people of the community. Each made a brief statement telling "What America means to me". The interviews were broadcast Saturday, Sunday and Monday and sponsored by five firms for \$150 each!

(6) GRADUATED SATURATION

When a firm is moving to a new location or opening a new store, this campaign will create comment! First day (ECHO) Jones Hardware.....
Second day, (ECHO) Jones Hardware is.....Third day, (ECHO) Jones Hardware is moving.....Fourth day, (ECHO) Jones Hardware is moving to.....Fifth day, (ECHO) Jones Hardware is moving to Marlboro.....
Sixth day, (ECHO) Jones Hardware is moving to Marlboro Shopping.....
Seventh day, (ECHO) Jones Hardware is moving to Marlboro Shopping Center.

(7) SWEET SIXTEEN

Do you realize how many sixteen year olds are in your audience? Take one night and invite each 16 year old girl listening to call in and record her voice. Judges will select the "SWEET SIXTEEN" with the sweetest voice. This is great for Top 40 stations, but also will point up that 16 year olds listen to Middle-of-the-Road music, and even all-talk stations. Prize: 16 lovely prizes!

(8) RADIO ROUND TABLE

Station WBTM in Danville, Virginia rallies the staff around every Monday morning and reads THE BRAIN and triggers a dozen ideas of their own. This triggers an idea from THE BRAIN! In your area are some top-notch radio men. Set up one luncheon a month when you break bread with two other broadcasters from your area. I promise you by sharing ideas, everyone will come out with more respect for our industry, and renewed enthusiasm. Chances are there are some top broadcasters whom you know and respect within 30 miles of you and chances are you have never taken time to shoot the breeze with them.

(9) MISS AMERICA

If you have a fashion shop that is ready for that \$100 Back-To-School package, MISS AMERICA makes an ideal tie-in. Sell complete coverage of Miss America Pageant (use your wire service copy), and local news department. Chances are, you can secure interview with your own state winner and other color to make it an attractive package. If you write to the Miss America Official Headquarters in Atlantic City, they will mail you an Official Miss America Pageant Program right around September 1st. This will give you added color comment. Incidentally, THE BRAIN will be working with UPI AUDIO in direct broadcasts to their 287 stations. If you are planning to join UPI AUDIO, this would be a good time to get with it.

(10) THE NUT CLUB

In a world that needs the ability to relax and laugh at itself, Station WWWW has an early morning man that is having fun galore by accepting members to the NUT CLUB. To join, you must write to JOE JOKER, some nutty stunt you have pulled. Examples: one member wrote..."Put me down as a member of the NUT CLUB. Last week, I invested \$75 in new tires for our third car, only to find, that very evening that my wife had presented the car to our mother-in-law as a surprise birthday gift." Another wrote..."May I join the NUT CLUB? I set up a curfew for my own children this week. They must be home by 11 P.M. every night. Little did I know that last week the City passed a curfew law setting 10:30 P.M." Radio can serve a real purpose in helping people to laugh at themselves. Let me know how your NUT CLUB comes along.

(11) VITAMINS FOR FALL

This drug store sponsors, during football season, a 60-second playback, each day Monday through Friday, highlighting last weeks high school football game. He sends to the family of the players featured a bottle of BEXEL VITAMINS. He also gives a bottle of vitamins during Vitamin Week with every purchase of \$5 or more in school supplies.

*****HEALTH & HAPPINESS

- (1) Is it true that the market value of the chemicals in the human body is less than a dollar? The answer in 30 seconds. (COMMERCIAL) No, not any more. In recent years, the value of the chemicals in the human body has shot up from 98 cents to about \$800 due to the huge demand for nucleic acid and enzymes for research. Now for a HAPPINESS THOUGHT: If you follow the crowd, you're sure to get in a jam.
- (2) Where does the highest rate of rabies occur? The answer in 30 seconds. (COMMERCIAL) The highest rate of deaths from rabies occurs in the Philippine Islands. About 250 persons and some 25,000 animals die there each year from rabies. Now for a HAPPINESS THOUGHT: Financial success is a wonderful thing. You meet such interesting relatives.
- (3) Is it true that a memory pill is now being tested on human beings? The answer in 30 seconds. (COMMERCIAL) The newest and most sensational discovery of brain researchers is a brownish-yellow, aspirin-size tablet called "Cylert". Reports thus far show that it really does improve human memory with apparently no undesirable side effects. Now for a HAPPINESS THOUGHT: An inflated ego doesn't make you a swell guy.
- (4) Do dreams serve any useful mental purpose? The answer in 30 seconds. (COMMERCIAL) Some experts in psychiatry think so. They feel that it is quite possible that during sleep we select and process life's experiences in terms of their significance to us. The mechanism could determine the way our personalities develop. Now for a HAPPINESS THOUGHT: About the time one learns how to make the most of life; the most of life is gone.
- (5) When is the most dangerous time on the highways? The answer in 30 seconds. (COMMERCIAL) According to statistics of insurance companies, the most dangerous day of the week for highway travel is Saturday. 21.9 per cent of all fatal highway accidents occur on Saturday. The most dangerous hours, on any day of the week, are between 5 and 8 P.M. Now for a HAPPINESS THOUGHT: Behind many a successful man is a very surprised mother-in-law.

*****PIG SKIN PROFITS

Reserve your market today for the fascinating FOOTBALL GUESSING GAME. The Bee supplies ENTRY CARDS, JINGLE, MR. PREDICTOR, and THREE SALES PLANS. The TOTAL VALUE is \$700! You pay only \$150 in three easy payments: \$50 September 15, \$50 October 15, and \$50 November 15. 10% discount if paid by September 15. Your total only \$135. HURRY! CALL Riverside 1-1114 (214) or WRITE, The Bee, 1015 Hartford Bldg., Dallas, Texas today for your demo! ONLY ONE SOLD IN EACH MARKET. RESERVE YOUR MARKET TODAY!

*****BACK-TO-SCHOOL SAFETY

It's like "instant money"! Once your sponsor hears the TEN CATCHY BACK-TO-SCHOOL SAFETY SPOTS, he will buy'em! HURRY! Get your order in now. \$30 for cities under 10,000; \$50 for cities over 10,000. Send us your check today for the TAPE, TAGS, and SALES PLANS. FIRST COME, FIRST SERVED--OVER 88 MARKETS SOLD ALREADY!

(12) WHAT'S NEW IN TV

This one will pay for THE BRAIN for 5 years! Sell your top color TV firm a saturation schedule during the first big week of New TV Shows. Announcements should feature information about new shows, times, talent, plus football TV schedule. Local TV and networks will furnish you publicity releases. One station has this one in the house for \$300.

(13) THIS, THAT & THE OTHER

Request time! WAMO, Pittsburgh, Pa., needs copy and promotion ideas for a mortuary. Please send along any you have to Leonard Walk, Pres. Of time buying interest! WDNG, Anniston, Alabama publishes a monthly bulletin to time buyers on the top promotions of the month. Great PR idea! Write WDNG for a copy.

Historical documents and money! Get authentic replicas, antiqued on parchment of famous historical documents and money. Low in cost! Write Historical Documents Company, Dept. A.S.P., 8 North Preston Street, Philadelphia, Pa. for free catalog.

*****PUNGENT PARAGRAPHS

As requested by Leonard Walk of WAMO, Pittsburgh, Pa. (come on you Pirates), are some lead lines for funeral homes.

(1) CIVIC PRIDE

ANNCR: Cities don't happen. They are built! The Harwell Funeral Home salutes another organization working to make Pittsburgh a better city in which to live.

PARENTS WITHOUT PARTNERS is a group that has 275 members from all sections of our Greater Pittsburgh area. Mr. Charles Owens is president; Frank Scott, secretary. PARENTS WITHOUT PARTNERS meets every Wednesday evening at 7 P.M. at the Second National Bank Community Room. If you would like more information, call DE 2-3456--Harwell Funeral Home, for 37 years a vital part of Pittsburgh.

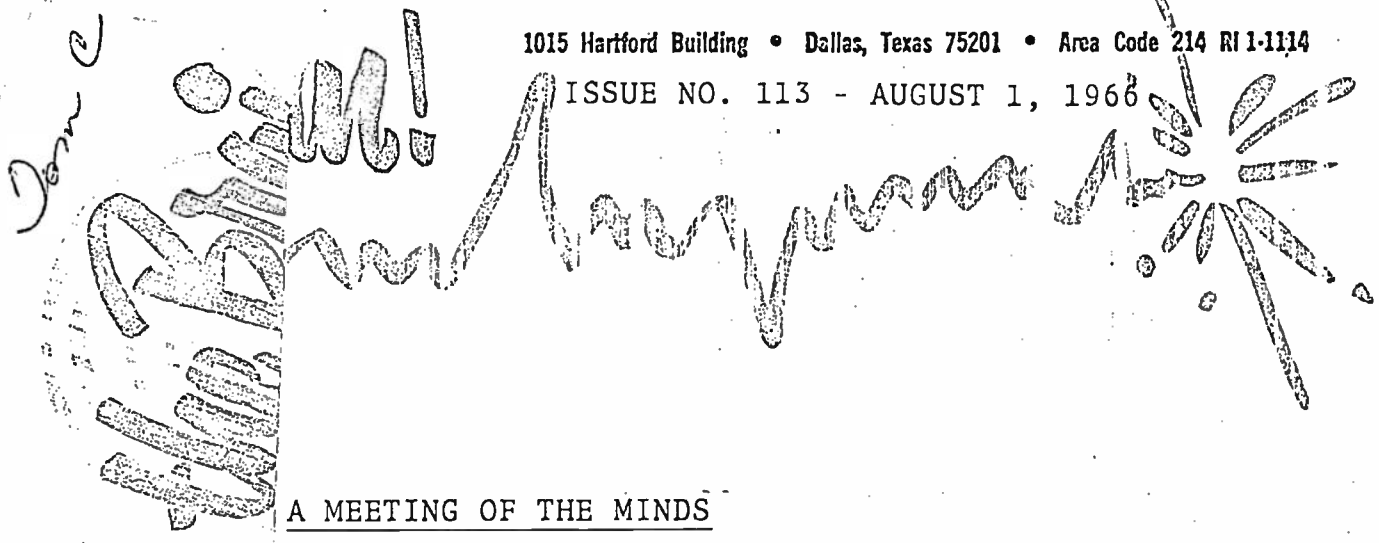
COMMERCIAL....Listen to SALUTE TO PITTSBURGH tomorrow at 10 A.M., a radio service of Harwell Funeral Home.

(2) MODERN QUOTATIONS

ANNCR: Harwell Funeral Home presents Modern Quotations, this one from Grit Magazine..."Every man was once a nobody prepared for opportunity". (COMMERCIAL) Listen to Modern Quotations, a radio service of Harwell Funeral Home each day at this time. Quotations heard are taken from Quote Magazine. (NOTE: Write Quote Magazine for weekly subscription. Droke House, Inc., P. O. Box 683, Anderson, S.C.)

(3) MEDITATION TIME

ANNCR: In this busy world, it is so easy to go for days without taking a moment to be grateful for life, and all that it holds. Harwell Funeral Home presents a Moment of Meditation, simply 10 seconds when we invite you to join us in a review of the blessings that are ours. (TEN SECOND PAUSE) May these Moments of Meditation brighten this day for you. This is the sincere wish of Harwell Funeral Home in Pittsburgh.



A MEETING OF THE MINDS

worth a thousand words (never has been proved), and is more powerful than a sword, but neither has ever supplanted power, influence, and magnetism of the spoken word. That is the reason radio continues to draw millions to its audio each day. Now let us dig deeper. The fundamental purpose of The Brain is to create communication situations in your station. If your staff is five or fifty, you must have time set aside where your people can reason together. Intelligent thought sessions with key people, and strategically scheduled meetings of the entire staff will work wonders in staff morale, will produce dozens of new ideas, and simple increase profits! No matter how well you use The Brain each week, if it does not cause you, Mr. Manager, to set up a regular system of Brainstorming Sessions, then we have failed in our "big mission". THE MAN WHO BELIEVES HE IS SO MUCH SMARTER THAN HIS STAFF THAT HE DOES NOT NEED TO CONSULT THEM WHERE FREEDOM OF THOUGHT PREVAILS, THIS MAN IS DESTINED TO BE DEAD IN OUR BUSINESS IN YEARS TO COME!

(1) PUSSY CAT SALE

A firm wanted a Back-To-School campaign with a real appeal to the teenagers. Radio Station WWWW hit the air each morning announcing that the first 100 customers each day received a "PUSSY CAT PEN" (Scripto 1966 special) free of charge. Shoppers also registered for a beautiful Cheshire Cat to be given away on September 6th. If winner prefers, he may take a French Poodle instead. Station filled the air with cat and dog sounds to liven up the announcements.

(2) FIRST TIMERS

At any moment someone is listening for the first time in his life to your station. The "FIRST TIMER" contest does a great job in demonstrating the ever newness of the radio audience. Select a certain time each week to honor a "FIRST TIMER". This is a fine little program for a service station, dry cleaner, or other small firm that is going for the newcomer. Be sure to secure interview concerning why he is here, how he likes the city, how come he is listening, etc. In some cases, you'll find the "FIRST TIMER" does not even know your call letters, but will respond to the phone number given.

(3) RADIO RUMMAGE SALE

In Weatherford, Texas, there were hundreds of people attracted to a giant RUMMAGE SALE. There are garage sales over the country every day. One Brain station has developed a bonanza by sponsoring a big rummage sale every Sunday afternoon on the parking lot of a furniture store. Listeners are invited to bring any item they have to sell or trade and display it free of charge. During the winter, the furniture store is creating a spot in their warehouse to carry on the sale. No large items are allowed. This idea is just beginning on two more stations. We'll give you progress reports!

(4) BROOKSHER'S BONUS

RADIO STATION KSST in Sulphur Springs, Texas, has a simple but powerful promotion for a super market. Customers of Brooksher's market are invited to register every day. Names are selected at random and called over the phone. If anyone called has registered at Brooksher's the day before, he wins the Jackpot. If no winner, a case of cokes is awarded and the Jackpot is enhanced by \$5. One promotion on this exact plan ran for five years in New Mexico, and built a small Mom and Dad grocery store into a major super market!

(5) SELL THE YELL

High school yells will be breaking out all over in another 45 days! Now is the time to offer prizes for the "best yells". Give them to your high school cheer leaders. Chances are that Station WWWW will be responsible for some cheers that will be filling the air for months to come.

(6) SNAP SHOT

One metro newspaper draws thousands of cute snapshots every year in a simple contest, judged by the cities' leading photographers. This is also a natural for Station WWWW with sponsor collecting snapshots for display in store. Present winners with blown up pictures of the winning snapshots.

(7) HOLEY CRULLERS

Heard about the New England-based donut franchise that is going bat-ty? They're making donuts with "POW" written on them, others with "BAM". There are Batman blueberry donuts, Robin raspberry, Hatter honey, and Penguin peach, all honoring characters on the Batman TV show. They're also giving away Batman cards and rings. Customers may register for a weekly drawing for Batman capes, helmets, and belts.

(8) WIND-STAKES

WIND RADIO, Chicago, is holding a six-week "WIND-STAKES" promotion with \$10,000 worth of prizes. Contestants enter by mailing the station their name and phone number and win if, when called by the station, they can supply the key word of the day--like WINDfall, WINDmill, etc. --announced several times an hour over the station.

(9) SPOT CHARGE CARDS

Looks like KAGT RADIO, Anacortes, Washington has scored a "RADIO FIRST" with their time charge cards! In cooperation with the Seattle First National Bank, they have mailed credit cards to all regular customers of the bank throughout the state which can be used to charge spot announcements on KAGT RADIO.

(10) ORANGE BALLS IN THE AIR

Ray Moran, the Wheeler-Dealer from the Sunshine State of New Mexico has come up with the hottest sales and station promotion since cotton candy! It is the ORANGE BALL that can be placed on car antennas. They are blanketing the West Coast, but available in many sections. Also little white footballs that can be used in a similar way. (Call Henry Weber at Einson Freeman Company, Los Angeles, for details. The number is 938-2086, Area Code 213) THANKS Ray, for another BRAIN GAIN!

(11) FUNNIEST KNOWN LAW

Here's a clever radio fun game from Bobby Price of WDNG RADIO, Anniston, Alabama! Invite listeners to send in the "FUNNIEST KNOWN LAW" they have ever heard. Air the entries several times a day during the contest. WDNG's winning entry--a law in Owensboro, Kentucky--"a woman cannot legally buy a new hat before the husband tries it on"!

(12) SHOPPING SPREE

From Gene Randolph of KLGR RADIO, Redwood Falls, Minnesota, comes this idea for a \$250 SHOPPING SPREE! Friends and relatives of 1966 high school graduates were invited to register a graduate's name at any participating merchants store. A drawing was held and the winner was taken on a \$250 SHOPPING SPREE and allowed to buy anything (he or she) wanted up to \$250 with KLGR paying the bill. No restrictions are placed on where the money is to be spent but it has to be spent in one day and in Redwood Falls. The great appeal of this promotion lies in the fact that the person winning the money not only can, but must spend it. Cash awards must often go into a savings account, and merchandise awards aren't as universal in appeal as freedom to spend.

(13) THIS, THAT & THE OTHER

Market Data Associates, P. O. Box 11235, Albuquerque, N. M., has a brochure available concerning inexpensive volume printing of rate cards and coverage maps.....What's GNU? WGNU RADIO has just sold the BUY AT HOME SERIES to 150 merchants, so mild-mannered Mike Day reports. Granite City, Illinois has a spirit of progressiveness that means dollars and sense.....Incidentally, one way to create comment is to equip your salesmen with big buttons bearing the emblem of the animal, GNU, with a simple WHAT'S GNU? It could be used in a GNU SALES PROMOTION, GNU PROGRAM, or you name it! Course, this would naturally fit WGNU a bit better.....Slaton Wants You For A Citizen--is the sign that greets you on the outside of the City, sponsored by KCAS RADIO, Slaton, Texas.

*****PUNGENT PARAGRAPHS

Three creative copy announcements, ready to tape-and-sell or use live for current sponsors.

(1) MAN IN BED

ANNCR: (WITH A SLEEPY VOICE) This is Sleepy-Eyed Sam, broadcasting horizontally from my favorite resting place on a wonderful soft, Serta Mattress. Man, it's early out here! But did I ever sleep well last night. This is the best mattress Serta has ever produced, and now at Blank Furniture, with every bedroom suite you purchase in August, you receive the Serta mattress and box springs at a 50% discount. (YAWN) Man, that's something to get excited about, except I'm too sleepy. Think, I'll catch about another two hours shut eye before I take on that old cruel business world today. See you at Blank Furniture. (YAWN & SNORE)

(2) TAKE THE PRESSURE OFF

MAN: All set, honey? Did you put the house on the vacation list with the Police Department?
WOMAN: Yes, for the tenth time, and I put the cat out, I locked my jewelry up in the secret desk drawer, I discontinued the newspaper...in fact, everything is locked up tighter than a barrel!
MAN: Terrific! Now let me see, where are my car keys? Let me have the house key, I left the car keys on the kitchen table.
WOMAN: Oh, you would! Uh, let me see, do I have the house key?
MAN: You'd better have it! It was on the kitchen table last I saw.
WOMAN: And that's where it is now.
MAN & WOMAN: And the house is locked up!
WOMAN: What shall we do?
MAN: Simple, let's go over to the Hi-De-Ho and get a Hi-De-Burger and a Crow Bar!
ANNCR: When the pressure is on, the Hi-De-Ho is the perfect place to relax, and enjoy the best Hi-De-Burger in town.

*****PUNGENT PARAGRAPHS CONT.

(3) WASTED ADVERTISING DOLLARS

ANNCR: Mr. Brown of Brown's Drug Store says, "Half the money he spends on advertising is wasted, but the trouble is, he doesn't know which half, and he's trying to find out."

If you are listening to this announcement, then go today and tell Mr. Brown that you want the "free" ball point pen he advertised on Station WWWW. At the same time, you'll see everything in school supplies, priced right. Shop for back-to-school supplies today at Brown's Drug Store, and help Mr. Brown know the value of radio.

*****HEALTH & HAPPINESS

- (1) How is an executive like an alcoholic? The answer in 30 seconds. COMMERCIAL. Many executives and professional men have symptoms that closely parallel those of an acute alcoholic. They suffer from "work addiction". Men overwork and overdrink for the same reasons--to escape from frustrations. They develop anxieties and tensions. The end result is the same for both: premature death. Now for a HAPPINESS THOUGHT: A husband is a man who wishes he had as much fun when he's out as his wife thinks he does!
- (2) Do people all over the world suffer from the same mental disorders? The answer in 30 seconds. COMMERCIAL. Yes! People all over the world suffer from the same major mental disorders. Schizophrenia seems to be the most common disorder. Permanent recovery occurs most often in African patients. Now for a HAPPINESS THOUGHT: Most arguments about new cars start from scratch!
- (3) When is a person really bald? The answer in 30 seconds. COMMERCIAL. Your scalp can be as bare as a cue ball, but no one can say you're hairless. Even the totally bald have hair, according to a noted skin specialist, you just can't see it. Now for a HAPPINESS THOUGHT: Misery may love company but it's better to have rheumatism in one leg than in two!
- (4) Are suntan-producing lotions safe? The answer in 30 seconds. COMMERCIAL. The lotions which tan the human skin without exposure to the sun have not produced any harmful effects so far, according to two reports published by the AMA. Now for a HAPPINESS THOUGHT: Only the guy who isn't rowing has time to rock the boat!
- (5) What is most dangerous about the trampoline and why? The answer in 30 seconds. COMMERCIAL. The most dangerous place on the trampoline is the center of the mat. Here may occur the serious, permanently crippling or even fatal injuries--those from acute bending of the spine at the level of the neck. Somersaulting is the most dangerous maneuver on the trampoline. Now for a HAPPINESS THOUGHT: Temper is a funny thing. It spoils children, ruins men, and strengthens steel!

*****PIG SKIN PROFITS

Reserve your market today for the fascinating FOOTBALL GUESSING GAME. The Bee supplies ENTRY CARDS, JINGLE, MR. PREDICTOR, and THREE SALES PLANS. The TOTAL VALUE is \$700! You pay only \$150 in three easy payments: \$50 September 15, \$50 October 15, and \$50 November 15. 10% discount if paid by September 15. Your total only \$135. HURRY! CALL Riverside 1-1114 (214) or WRITE, The Bee, 1015 Hartford Bldg., Dallas, Texas today for your demo! ONLY ONE SOLD IN EACH MARKET. RESERVE YOUR MARKET TODAY!

*****BACK-TO-SCHOOL SAFETY

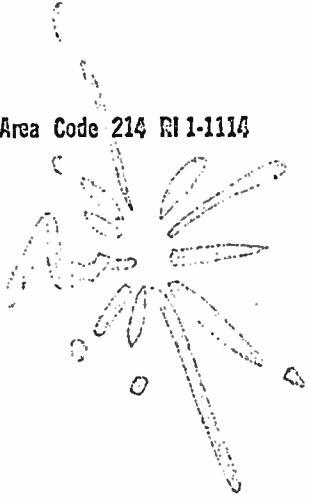
It's like "instant money"! Once your sponsor hears the TEN CATCHY BACK-TO-SCHOOL SAFETY SPOTS, he will buy'em! HURRY! Get your order in now. \$30 for cities under 10,000; \$50 for cities over 10,000. Send us your check today for the TAPE, TAGS, and SALES PLANS. FIRST COME, FIRST SERVED--OVER 88 MARKETS SOLD ALREADY!

Jim C

the Brain!

1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 112 — JULY 25, 1966



Reading Time: 4:00

MEMO FROM MAC: WHAT'S NEW?

BCNANZA, "VOICES FROM VIETNAM", PUNGENT PARAGRAPHS, and other new features will be popping up in THE BRAIN every week, but for old reliable "Pappy" Watson at KGNC, and Johnny B. Lynn of KDHN, THE BAKERS DOZEN will continue in each issue. We mailed all BRAIN subscribers the tape on "BACK TO SCHOOL" Safety Program. Two dozen have already bought and sold it. Believe it or not, there are some who sent the tape back without listening to it. This is a good old American free privilege. We know full well most of us resent unsolicited tapes, but after 113 weeks, THE BRAIN is not going to fire you a "pig in the poke". If you have not listened to the tape, we hope you will take 5 minutes to do so. If you can duplicate the idea in your shop, do it and return the tape collect, but otherwise, it's a quick, easy way to turn \$30 or \$50 into \$500. Are we trying to tell you something? Simply this: THE BRAIN may not be the best sheet in the business, but it is going to be the most unpredictable. LOOK OUT FOR SOMETHING NEW, SOMETHING EXCITING, AND SOMETHING SPECIAL EVERY WEEK. More about "VOICES IN VIETNAM" next week!

(1) VISITOR OF THE WEEK

Here is the simple way to brighten up Friday afternoon and Saturday morning with a weekly promotion that can run forever. Each Friday afternoon, Station WWWW stops a family passing through the city and honors them as the "Visitors of the Week". Dinners are arranged, motel accomodations, shows, etc. Multi-sponsors can be secured, awarding everything from Savings Bonds to tune-ups, with each sponsor given a ten-second tag on promotional announcements. This promotion gets top cooperation from the Chamber of Commerce and does an outstanding job in building community spirit. In this day, with such terrific tourism, almost every city has tourists through every hour.

(2) BUMPER BOOSTERS

In every community, there is a high school that can use a boost. One exciting, effective way Station WWWW can give the boost, pick up a sponsor and profit from a promotion, is to come up with a colorful bumper sign. "FOLLOW THE WILDCATS ON WWWW". Right now is the time to get signs printed and your distribution points located. Break with them the last week in August. If you do it, send us a sample.

(3) AIR GRAMS

This thought hit "The Brain" as he struggled through a full size newspaper aboard a plane the other evening. How about AIR GRAMS at the airport to be put aboard departing planes? Table Grams are popular throughout the country, and in this day, when air travel is mushrooming, here is a perfect pitch in the city with regular commercial air travel. An insurance firm would be a dead ringer as a sponsor. Even though many would fall in hands of passers through, just remember many flying out, live in the hometown, or have connections with people who do. We bet airlines would love a capsule news service "a la Air Gram" furnished by the alert radio station of the city. If your city does not have extensive air travel, let this be a reminder that you can still pick up steady revenue every month with a topnotch Table Gram. Write A. W. Stewart at KLEN, Killeen, Texas for a copy of his Table Gram, which is an institution in the community, plus a profit producer. In every city, where there is no daily newspaper, the Radio Table Gram can be a powerhouse.

(4) POET'S PARLOR

To really appreciate the beauty and rhyme of a poem, one must first understand the thought of the poet. This 60-second featurette is designed to do just this for your listeners, plus provide a pleasant pause in their busy day's activity. So set aside 60-seconds each morning to present one or two verses of a favorite poem, followed by a brief interpretation of it. To stimulate listenership, invite listeners to submit their favorite poems for presentation. If you need assistance in the interpretations, check with your local librarian or high school English teacher.

(5) MINIATURE RATE CARDS

For years rate cards have been big and boresome. Now comes one that is calling card size, and tells the whole story. Even Salesmen understand it. It is being used by a station that has buried the frequency discount, and sells announcements just like the cigar stand sells Hershey bars. Another station has rate cards shaped like a Microphone, while still another puts it's rate inside a contemporary comic card. Send us a sample of your rate card, and we shall re-print some of them in upcoming BRAINS.

(6) STEAK TESTERS

Amazing how a simple idea works. Underwood's barbecue put two capable announcers at the head of it's cafeteria line and recorded interviews for one day, and out of this one-hour came a half-dozen outstanding commercials. They were simply testimonials for customers from all over. This simple idea will work for any firm, and can be given excellence by a nice tape editing job.

(7) COLLEGE SALUTE

Chances are, in your audience right now are ex-students from hundreds of colleges. What with football in the air, invite ex-students to write a card or letter saluting their alma mater. Giving the name, where it is, etc. and when they attended. The kicker on this is you will find a man you have known over coffee for years who is a graduate of Slippery Rock, Ursinus or Peach Valley Institute, and your station will become aware of the importance of carrying all the scores during the upcoming season. This is a natural for a Men's store, and the Salute Cards can be distributed by the sponsor.

(8) TEN MOST WANTED MEN

The FBI has just reported to "The Brain" that descriptions of the ten most wanted men are available to all radio stations, and also flyers concerning other fugitives. This feature when handled consistently can become a real attention getter, and stations over the nation have been a vital link in apprehensions. Get your name on the list by contacting your nearest FBI Office. One station broadcasts every weekend and is sponsored by a local real estate firm.

(9) DEPARTMENT STORE--IS SHE? OR ISN'T SHE?

Station WWWW can keep 'em talking by placing one or more live models in a top department store. Have her pose as a mannequin, with announcer nearby. When anyone detects that she is live and lovely, then the customer is given a small gift by the announcer. Stunt can be advertised as "Be sure to see the special WWWW Fashion Display at Cheyenne Department Store today". Course, same can be used on male model. A good job on makeup can make this tougher than you think.

(10) 20 YEARS AGO TODAY

Newspapers have been doing it for years, why not radio? End each newscast with a minute's worth of information about international, national, state and local items which happened 20 years ago. Precede each announcement with an appropriate sound effect. Check your local paper and library for information and be sure to credit each, if used.

(11) CONVENTION CONVERSATION

Your city is eager to gain as many conventions as possible. WWWW can serve the community well by taking one week to have listeners call in suggested conventions your city can seek. Almost everyone belongs to one or two groups who convene, and sometimes a tip is all the C of C needs. When your list is completed, submit it to the Chamber with names of people who suggested it. If your city does not have a wideawake Convention Committee, or a convention center, this campaign can trigger a movement to get them. It is well to remember today conventions are being held in towns of 5,000 and cities with millions. This Convention Conversation week should include recordings of messages from the Mayor, Chamber President, and other officials urging listeners to respond.

(12) STOP! LOOK & LISTEN!

The "QUICK SALES PLAN" for the "BACK TO SCHOOL" Safety Campaign can be INSTANT REVENUE for your station if you act now. Two dozen stations bought it and sold it during the first week. Hurry! Get your order in now for your TAPE OF 10 ANNOUNCEMENTS, SPONSOR TAGS, and THREE SALES PLANS. Your TOTAL INVESTMENT is only \$30.00 in markets under 10,000; \$50.00 for markets of 10,000 or more. Send us your check today. Receive your TAPE, TAGS, AND SALES PLANS by return mail! REMEMBER, FIRST COME, FIRST SERVED.

(13) THIS, THAT & THE OTHER

Stations desiring to carry the Clay-London fight on August 6 (not on Mutual), can get it if your market is not taken by contacting MBS in New York.....
... ABC has come up with the new Program Service Plan for small market stations. Sound like something similar to bonus arrangement, and will be worth plenty if stations secure only Paul Harvey, and the powerful ABC News Segment. Call ABC for details.....Pepper is calling it's new feature Showcase Productions. You can get the full story by calling, collect A/C 901 274-6674. They offer employment service, special production music, giant promos, air check service, contests and promos and what have you. We have been unable to obtain any details, except there is a tape available explaining the whole bit.....

SPECIAL "FOR STATIONS IN MARKETS OF 25,000 AND UNDER" SPECIAL

You can't lose with THE BEE'S "BUY AT HOME" SURE-SELL PLAN. Because we feel that it can and will increase the billing on your station twofold, we will send you the FULL TAPE OF 60 ANNOUNCEMENTS (featuring Dizzy Dean, Lum of Lum & Abner, Miss America of 1964, Donna Axum and Red McIlvaine)...plus the "BUY AT HOME" JINGLE...and complete SALES KIT. If you can't sell the "BUY AT HOME" SERIES in your market, you RETURN THE TAPE AND SALES KIT AND PAY NOTHING. If you do sell it, you may pay for it on a pay-as-you-collect basis at a total cost of \$150 or send us a check for \$120 and SAVE \$30. DON'T MISS OUT ON THIS ONCE IN A LIFETIME, SATISFACTION GUARANTEED, OFFER. ORDER YOUR "BUY AT HOME" SURE-SELL PLAN TODAY.

SPECIAL "FOR STATIONS IN MARKETS OF 25,000 AND UNDER" SPECIAL

*****FUNGENT PARAGRAPHS

Three creative copy announcements, ready to tape and sell or use live for current sponsors!

(1)

ANNCR: (ECHO) Quality is hard to find but easy to recognize.
GIRL: What did he say?
BOY: He said.....
ANNCR: (ECHO) Quality is hard to find but easy to recognize.
GIRL: He is right. We have searched all over for just the right dry cleaners. We once sent our clothes to (NAME), and the moment we saw them, we said, this is the place.
BOY: I wonder why (NAME) doesn't buy time on the radio and let the announcer say.....
ANNCR: (ECHO) Quality is hard to find but easy to recognize.
GIRL: Shouldn't he mention (NAME) by name?
BOY: Oh, no, the people will know whom he is talking about!

(2)

SOUND: (APPLAUSE BY ONE PERSON)
ANNCR: Hold your applause just a moment while I remind you Greenfield Office Supply is counted to be the best in the West. They do not charge you for service you don't get.
SOUND: (MORE APPLAUSE BY ONE PERSON)
ANNCR: Greenfield is famous for low prices, and the finest lines in typewriters, adding machines, everything for the office. Yes, if it's from Greenfields, it has to be the best.
SOUND: (APPLAUSE BY ONE PERSON)
ANNCR: Thank you, Mr. Greenfield!

(3)

GIRL: Hey, take a look.
BOY: Not on your life.
GIRL: But this could mean a fortune.
BOY: Now take your time, your job is good housekeeping.
GIRL: I'm trying to say we can have better homes and gardens and keep up with the McCalls simply by using the special savings plan at First National Bank.
BOY: And we could have a patio and invite all the office secretaries to a cookout.
GIRL: Turn it off Playboy.

FOOTBALL IS THE GREATEST PRODUCT IN AMERICA, NEXT TO SANTA CLAUS. Now THE BEE offers you a fascitnating "FOOTBALL GUESSING GAME" that can be sold in one day and will cause comment and create listeners for weeks to come.

HERE IS WHAT YOU GET:

- (1) 10,000 "FOOTBALL GUESSING GAME" CARDS...1,000 per week for ten weeks, starting September 24. On each card are five college games listed for selecting winners, and one game for tie breader score. (This is not a parlay. You handle the contest with one winner, or as many as you desire.) Additional cards available for \$5 a 1,000. VALUE \$250.00
- (2) "FOOTBALL GUESSING GAME" JINGLE...promotes your home team, your station and the "FOOTBALL GUESSING GAME". VALUE \$300.00
- (3) - MR. PREDICTOR...weekly predictions on the games listed on the Guessing Game Cards, presented in humorous, perfect for tieins with local predictions. VALUE \$100.00
- (4) THREE SIZZLING SALES PLANS...for one sponsor or a dozen. VALUE \$ 50.00

TOTAL VALUE...\$700.00. You pay \$150 in three payments. \$50 on September 15, \$50 on October 15, and \$50 on November 15. 10% discount if paid by September 15. Total \$135.

This gives you in a nutshell everything you need for a profitable pigskin promotion, and the contest and prizes are handled by your station in co-ordination with your own local football promotion.

ONLY ONE SOLD IN EACH MARKET. RESERVE YOUR MARKET TODAY!

*****HEALTH AND HAPPINESS

- (1) What is the danger in taking "pep" pills? The answer in 30 seconds. COMMERCIAL Clinical, pathological and experimental studies have show that excessive consumption can produce permanent organic damage to the brain. Too many of these pills cause nervousness, irritability, aggressiveness, violence, insomnia, emotional instability, and addiction can result in psychoses similar to schizophrenia or sometimes manic-depressive reactions. Now for a HAPPINESS THOUGHT: A scientist has discovered that noise kills germs. Maybe this modern music is even better than we thought.
- (2) What are some facts about insomnia? The answer in 30 seconds. COMMERCIAL First, insomnia is not fatal, nor does it cause mental disease. Insomnia is not permanent, either. In fact, insomnia is it's own best cure. Worry about anything of concern will keep the mind alert and the body tense, causing temporary insomnia, and lasting only as long as the worry that causes it. Now for a HAPPINESS THOUGHT: Cheerful people are more healthy than morose people: Evidently the surly bird gets the germ.
- (3) What can a person do to help prevent, or cure insomnia? The answer in 30 seconds. COMMERCIAL Make it a habit of going to bed at a regular hour and rising at the same time daily, based on your own personal needs. Find a night time relaxer; a light snack may help. Warm milk and celery is a sleep inducer. Beware of too strong remedies. Avoid rich desserts, big sandwiches, and highly seasoned snacks. A comfortably cool temperature all night long is best, but avoid drafts. Now for a HAPPINESS THOUGHT: If your wife doesn't treat you as you deserve - be thankful.
- (4) About how many people are bitten by poisonous snakes in the U.S. each year? The answer in 30 seconds. COMMERCIAL The latest reports shows that there are close to 7,000 snake bites a year in the U.S. North Carolina has the highest incidence of snakebite, followed by Maine. Most bites are caused by rattlesnakes, next are copperheads and cottonmouth moccasins. Now for a HAPPINESS THOUGHT: Keep smiling: It makes everybody wonder what you've been up to.
- (5) Why is it so hard to develop a vaccine for colds? The answer in 30 seconds. COMMERCIAL A recent study of viruses causing the common cold and other respiratory diseases in the students of a large University has pointed up the complexity of developing a vaccine against these infections. Among 286 students, 37 separate strains of viruses were isolated. Putting all of these in a single vaccine presents obstacles. Now for a HAPPINESS THOUGHT: It's strange, but a big head is the sign of a small man.

8:00

MAC:

THE VALUE OF THE BRAIN

spent two hours last Saturday in the studios of Radio Station Hobbs, New Mexico and, as often said, "You can't visit any radio without learning something". Harry McAdams, GM and Co-Owner has a beautiful studio, a fine sound, and a solid business. Phil McGee, Station Manager, reads THE BRAIN every week and believes it is possible to get two bucks value in every issue by modifying the ideas to fit the Hobbs market. When asked "How can THE BRAIN better serve you?", he gave several answers. One was simply "by giving us more leads as to where to buy little promotional gimmicks". So, as a result THE BRAIN is setting the wheels to turn in order that we may list every week, "What's New, Here and There". For example, Butterball Craig in Marysville, Calif. likes playing cards (with stars of music, radio and TV pictured on the front), and also the pop scrapbook. They are both sold by Heather Publications, 3285 South Wadsworth Blvd., Denver, Colo. Would that it were possible for THE BRAIN to walk into your station this week. You would know, firstly, how sincerely we are endeavoring to make THE BRAIN the most valuable tool in our industry without ever deviating from the original cost and secondly, we would come out with some fresh ideas which would make your station unique!

(1) ALL NEWS PACKAGE

KWEW RADIO, Hobbs, N.M., keeps all newscasts sold on a simple plan. The sponsors buy ONE ANNOUNCEMENT PER DAY (run of schedule, guaranteed to be in a newscast). As a result, 25 firms buy an announcement per day (year round) on the strength of being in one of the newscasts. This gets away from the cost of sponsoring a full five minutes but still gives the station top revenue since a minimum of two announcements are in each newscast. Also, it gives each sponsor his turn in the key newscasts during early morning and drive-home times and doesn't present the tough problem of trying to find sponsors for mid-morning and mid-afternoon news.

(2) AUGUST - SANDWICH MONTH

"It's what's in the middle that counts" during SANDWICH MONTH! Here's a terrific opportunity for you to get all your retail food establishments to join up with food suppliers (grocers, bottling companies, etc.) in a real fun-type promotion. Restaurants could offer "celebrity" sandwiches named after prominent city officials; grocers could offer special prices each day on "sandwich" fixins; station could award prizes for "most unusual" sandwich recipe from listeners; and DJ's could air "sound" sandwiches (top tunes played back-to-back). You can have a ball with SANDWICH MONTH if you Brainstorm it with your staff for a few minutes and then get to work selling it!

(3) BACK-SCRATCHING

Make use of that valuable advertising space going to waste on grocery bags by arranging with a market to imprint your call letters and frequency number on one side of the bag in big, bold letters. Create interest in your campaign by adding a few household hints (a la Heloise) for the housewives. Better still, invite them to send in hints and print the best ones on the bags along with their name. Terrific goodwill gimmick!

(4) TRAFFIC SAFETY QUEEN

A three-pronged promotion that will intensify the prestige of your local car dealers association, build sales for individual dealers, and promote safer driving in the state. Station WWWW sponsors a contest to select a TRAFFIC SAFETY QUEEN. Each dealer sponsors a contestant (possibly you could use high school seniors). The winner is chosen on the basis of personality, poise, and talent. She will be awarded a \$250 educational scholarship. The TRAFFIC SAFETY QUEEN will be a goodwill ambassador for the car dealers association and represent them at safety conferences, youth assemblies, conventions, and local safety campaigns. She will play a major role in stressing the importance of the role of the driver in highway safety to other youthful drivers.

(5) TIME BUYERS BULLETIN

More "Pointers for Profit" from the TIME BUYERS BULLETIN, a monthly publication of WDNG RADIO, Anniston, Alabama. (1) WDNG listeners were asked to find radios around home that didn't work and then send in on a postcard their reason why they missed hearing WDNG. Best reasons won free repair jobs. (2) WDNG asked listeners to bring by unusual objects uncovered during Spring Cleaning. An old butter press won a transistor radio for its owner. (3) A taped series of five-minute programs with local FBI office illustrates how FBI works and functions on local level.

(6) SLOGANIZING FOR FUN AND PROFIT

More "selling slogans" from Brain subscribers across the country! "Best in the West" (any retail firm); "No Money Down, Years to Play" (sporting goods dealer); "Tireless Wireless" (station promo); "Sanforized. Our Audience Doesn't Shrink" (station promo); "The Station with a P.H.D. in Entertainment" (station promo); "We, too, Like Money From Home" (Bank). Can you top these? If so, send along your slogans and we'll let the other subscribers be the judge!

(7) ANNIVERSARY SALUTES

Here's a different twist on Anniversary Celebrations! Compile a list of your most loyal advertisers--those who have been on the air with you for at least 3 to 5 years or longer. Prepare a special Anniversary Spot Package of announcements for each sponsor. Tag each announcement with a plug for your station commemorating the number of years Station WWWW has served the community. The pat on the back for your station will go a long way in building goodwill for the firm and the fact that the firm has been a steady advertiser for a certain number of years on your station is a good testimonial for other prospective advertisers.

(8) TRAVEL TIPS

Work up a list of interesting places to visit within your state in conjunction with various Chambers of Commerce. Make it a complete air travel guide by providing listeners with the proper routes to take, admission fees, dining and camping facilities plus reminding them of the fun and enjoyment that is to be derived from going places and seeing things within their own state. An oil company should be an eager sponsor!

(9) AMERICAN TRADITION

Good, old-fashioned American tradition is the theme of the current advertising copy of a Cincinnati Ford dealer. Here's how it goes: "We salesmen at Blank Ford declare we believe in apple pie, the American flag, babies, motherhood, kitty cats, puppy dogs, Santa Claus and...the best Ford deal in town". The name of each salesman is given at the close of the document-type commercial. Needless to say, the copy has created considerable conversation (all favorable) for the Ford dealer and resulted in an increase in the sale of new cars since the campaign began.

(10) WORD BANK

A delightful series of word meanings, presented in one-minute form, will freshen your sound and be an informative service to your listeners. Most people are fascinated by the revealing histories of words we use everyday such as pencil or paper. Some will prove to be very amusing; others quite far fetched; all informative. To create listener interest, invite the public to submit their most unusual word meaning to the WORD BANK. Award a small prize each week for the most unusual entries.

(11) CONSTANCY PAYS OFF

How can a small drug store in the East, find success on radio? The answer is simply by maintaining a constant place on radio each day and building listener awareness through the use of give-aways. This small drug store in the East we mentioned features a weekly display of gifts in the store that will be given away the following week to listeners who answer questions asked by the show's emcee. (They've been sponsoring the same morning show for several years.) The display of gifts creates traffic for the store as listeners are anxious to see what the prizes for the coming week will be and this, in turn, makes them avid, radio listeners.

(12) COLOR RADIO

A couple of issues ago, THE BRAIN asked for suggestions on how to make radio more colorful. From WTMB (FM), Tomah, Wisconsin comes this idea from Phyllis Rice, Adv. Director. "Think red! Red Cross, red paint, red ink, red river, fire engine, siren, catsup, cardinal, carnival, stop light, brake light, jazz, sound effect. Color is sound and can be reproduced and created by sound." Thank you, Phyllis Rice, for your most "colorful" suggestions. By the way, WTMB (FM) broadcasts in 200,000 stereophonic, harmonic, kaliedoscopic watts!

(13) TAKE NOTE, SUBSCRIBERS

Last week, we offered the BUY AT HOME SURE-SELL PACKAGE to Brain subscribers on a special basis. However, we failed (in our excitement) to emphasize one vital point: this applies to stations in markets of 25,000 or under, at this low cost of \$150 on a pay-as-you-collect basis or \$120 on a pay-as-you-sell basis. So if you're interested in trying the BUY AT HOME SURE-SELL PLAN in your market, let us hear from you. Remember, that if you can't sell it in your market, you are under no obligation as long as you return the tape. So write today for your tape and contract. We are confident that it can and will add extra revenue to your stations billing!

CREATE EXTRA REVENUE TRAFFIC WITH THE "BACK-TO-SCHOOL SAFETY" PROGRAM!!!!

Hurry! Reserve your market now for this tremendous money maker! The "QUICK SALES PLAN" FOR THE BACK-TO-SCHOOL SAFETY PROGRAM, when sold to multiple sponsors, will produce as much as \$5,000 revenue in major markets; \$1,500 in small markets.

Hurry! Request your tape today. Each announcement is preceded by the actual voices of a boy and girl on their way to school. They will add a fresh, sparkling sound to your programming.

Hurry! Send in now for your THREE SALES PRESENTATIONS, TEN ANNOUNCEMENTS, and FIFTY TAGS.

Your total investment is only \$30.00 in markets under 10,000; \$50.00 for stations in markets of 10,000 or more.

Send us your check today. The complete "QUICK SALES PLAN" FOR THE BACK-TO-SCHOOL SAFETY PROGRAM will be in your hands by return mail!

REMEMBER...THIS MONEY-MAKER IS AVAILABLE TO ONE STATION ONLY IN EACH MARKET!

***** BONUS FEATURE

"HEALTH & HAPPINESS"

(1) Can pointed-toed shoes harm the feet? The answer in 30 seconds. COMMERCIAL. According to some orthopedic surgeons, pointed-toed shoes can, indeed, harm the feet. The large toe is forced into an unnatural angle and may have to put itself atop the second toe. This may cause bunions, ingrown nails or other seemingly remote difficulties such as persistent backaches or headaches. Now for a HAPPINESS THOUGHT: Treat flattery like cigarette smoke; inhale, but don't swallow it.

(2) Is fasting to lose weight safe? The answer in 30 seconds. COMMERCIAL. Fasting should be restricted to hospitals, and then only used for food-addicts. Doctors have found that there are food-addicts who can't cut down on certain foods, but they can quit, sometimes after five to 15 days of fasting. Now for a HAPPINESS THOUGHT: The three great essentials of happiness are: something to do, something to love, and something to hope for.

(3) Can anything be done to make vaccinations and other shots less painful? The answer in 30 seconds. COMMERCIAL. A number of doctors, particularly those treating children, spray the area of the injection with a skin-freezing preparation. The effect is temporary but it makes the punctures painless. Now for a HAPPINESS THOUGHT: Worry grows lushly in the soil of indecision.

(4) What is meant by acute foot strain? The answer in 30 seconds. COMMERCIAL. The arches and supporting structures of the foot can be affected by acute strain. It is usually caused by some isolated incident, such as prolonged standing or excessive use, that grossly overtaxes the foot. Now for a HAPPINESS THOUGHT: None of us are responsible for all of the things that happen to us, but we are responsible for the way we act when they do happen.

(5) What are the facts about flat feet? The answer in 30 seconds. COMMERCIAL. Contrary to the belief of a majority of people, flat feet are rarely, if ever, troublesome. When there is pain associated with the flattening feet problem, it is usually caused by the stretching of the ligaments. Early treatment props the structures with a resilient "arch support" made of leather, cork, or plastic. Now for a HAPPINESS THOUGHT: Wise people believe half of what they hear; wiser ones know which half to believe.

Tom C.

the Brain!

1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 110 — JULY 11, 1966



Reading Time: 5:30

MEMO FROM MAC: HOW'S YOUR IMAGE?

When Station WWWW is mentioned, what is the image instantly brought forth? None at all? If so, you and your station are in trouble. Visit any city of any size and listen to the radio stations. You'll hear those that sound bright and cheery, up-to-the-minute and topical; then you'll hear those that sound like the radio stations of the 1930's. One has an image, the other doesn't...and the difference? The station with the bright, topical image is the station that is doing the business, that has the log loaded, that has people talking about it, that has people listening because they want to know what is happening, what is going to happen! Call a staff meeting right now. Ask the people involved to describe the image they have of the station and have them suggest ways to project the correct image. Then get to work on it. All it will do is bring you listeners and sponsors!

(1) NEW WIFE/NEW CAR

Imagine the surprise when your listeners hear this advertisement from one of their local car dealers: "Yes, men, with each purchase of a new or used car during this week only, you'll receive your choice of a dazzling blonde, redhead or brunette". You can bet the wives will relay the message around town quicker than any wireless and have their husbands checking out the details. You can also bet that once the wives find out the gimmick is a FREE WIG, they'll have their husbands selecting a new car for sure! Since wigs have become such big business now and the competition between beauty salons and wig shops has increased, you should have no problem finding a cooperative wig shop to donate the wigs or provide them at a very reasonable cost.

(2) MEET YOUR POLICEMEN

Create goodwill for some firm and render a much-needed service for your community with this promotion. Set aside one week to acquaint citizens with law enforcement personnel in their city. The theme of the campaign, "Know the professional man with the badge". Line up a sponsor who has the space for displays of the latest law enforcement equipment. At specified times during each day, invite listeners to stop by for demonstrations of law enforcement techniques, equipment and explanations of the methods and many services of the police department. Arrange with your local authorities to have off duty policemen on hand as much as possible throughout the promotion.

(3) RADIO RODEO

From WOW RADIO, Omaha, Nebraska comes word of a "WILD, OLD WEST RADIO RODEO". Listeners send in postcards if they wish to play "Radio Rodeo" and several times a day, cards are drawn, and listeners are called and asked to identify "the personality of the hour" (who is one of the station's twelve personalities bearing a western nickname). Clues are given prior to the hour as to the identity of the personality. The grand prize winner receives a Pontiac LeMans Sport Coupe!

(4) HEY, THAT'S ME

That's exactly what your listeners will be saying in this KNOW YOUR VOICE promotion! Set up a tape recorder in one of your larger retail stores and invite the public to stop by and record a brief commercial about the store. Then edit the name and address of each listener from the tapes and play back one voice per hour along with the sponsor's commercials for a week or so. If a person hears his voice and calls the station within 60 seconds, he wins a prize from the sponsor. This promotion gets traffic into the store and makes listeners more aware of the sponsor's message.

(5) POST A POSTER

If you want to get your call letters before the public, try this little outdoor advertising promotion. Print up some 5"x7" posters bearing this phrase, "I Listen To WWWW". Then line up some participating sponsors to give them away for you. Invite listeners to stop by sponsoring firms and get their poster. They are to display it in their front yard so that it can be seen from the street. Then have a mobile unit cruise the different neighborhoods at specified times and distribute prizes to every resident displaying a WWWW poster. If you have two-way equipment, interview the winners as you go along. This can be sold to a merchant or merchants and just think of all the call letter display you'll have in your community!

(6) CRAZY DAYS

Hats off to William J. Kiewel, GM of KROX, Crookston, Minnesota for this jewel of a promotion! The CRAZY DAYS SALE is held once a year with selling on the sidewalks and other appropriate activities. KROX sells packages of announcements (from 5-75) to 25 firms with the agreement that they will buy back one half of the dollar amount of the spots in merchandise from the sponsor's store. KROX then holds a CRAZY AUCTION. They get back a little more than half of what they paid for it. The reason for the tremendous success? The station is able to sell a lot of spots in a short period of time, brings a big crowd to the downtown area, making the station look super in the eyes of the Chamber!

(7) NATIONAL SMILE WEEK, AUGUST 1-6

"Smile You're On Radio 1400"! Get several local camera bugs to act as your official photographers during National Smile Week and photograph your citizenry as they go about town shopping, working, etc. (Be sure to get a release on each photograph.) Then several times a day call out a name of one of the people who has been photographed and give a few words about their activity in the photo such as, "Here we have a picture of Mrs. Joe Smith about to enter Hometown Bank". If Mrs. Smith hears the announcement and calls the station to identify herself within 60 seconds, she is a winner. Line up several sponsors who will donate prizes and also display the photographs as they are taken. You'll have loads of fun and create a lot of new listeners for your station.

(8) SOUVENIRS IN SOUND

Research it and sell it! Compile a series of one-minute historical vignettes on both famous and little known events and places and personalities from your town's pioneer days to the present. (Check your Chamber of Commerce and library for material.) Also check with merchants in surrounding areas for any information relating to their community and its history. Once the vignettes are air ready, take a spec tape down to your bank, savings and loan association or insurance company as they usually go for this type of advertising.

(9) WALKING SIGNBOARDS

The next time you have a remote broadcast, give away inexpensive children's T-shirts with your station call letters stenciled on the front or back. Before long, you'll have your name "running" all over town. Mothers will appreciate your donation to their children's wardrobe, too. Check with a local clothing firm for a source to supply the T-shirts. Possibly you could get them to tie-in for the free publicity!

(10) HOLY GNATSMAN

Here comes Gnatsman and he's driving a super Gnatsum! A Florida Ford dealer conducted this whammy Gnatsum promotion, promising that a Gnatsum "sure beats a Batmobile for fast action and ...". Who's Gnatsman and what's a Gnatsum?? Why, Gnatsum is Mustang spelled backwards, of course, and Gnatsman is the super hero who's going to take care of all the nice customers by bringing them to your local Ford dealer! As for Batman, an Abilene Chevrolet dealer is giving "free bat masks and capes" to each child that comes in with his parents for a demonstration drive.

(11) MANAGER FOR A DAY

KPAN RADIO, Hereford, Texas conducted a MANAGER FOR A DAY contest during National Radio Month. Herald as a "World First (and possibly last)", the contest drew tremendous response from listeners. Their suggestions will be considered in determining future program and station policies. Listeners were invited to "be adventurous today and dial KPAN-AM or KPAN-FM for many special features, probably a few catastrophes, and possibly a chance to win an all-expense paid vacation trip".

(12) MODEL MAKING

A Silver Spring, Maryland pharmacy has found this to be a regular money-maker during the slow months of July and August. All the neighborhood kids between the ages of 6 and 12 may enter. They purchase a plane, auto, or ship model kit from the pharmacy. One of the pharmacy's salesman is on hand during the promotion to offer advice and help the kids solve some of their model-making difficulties. Prizes are \$10 for first, \$7 for second, and \$3 for third. Needless to say, they are swamped with entries each year and make a big production out of awarding the prizes. The contests earn about \$700 each year for the pharmacy and set the stage for heavy school supplies business.

(13) WANTED: SALES SLOGANS

THE BRAIN has received a request from Wes Ninemire, GM of KFDA RADIO in Amarillo, Texas for a list of new and unusual sale themes. Seems everyone is bogged down with the same, over-used ones such as "Clearance", "Warehouse", "Bell Ringer", etc. So come on, Brain Subscribers, let's Brainstorm! Send THE BRAIN your suggestions for sale themes, we'll put them all together, and enclose it with a future Brain so we can all benefit!

***** BONUS FEATURE

"HEALTH & HAPPINESS"

(1) Are spices and salt unhealthy? The answer in 30 seconds. (COMMERCIAL) Spices have been used by man for ages and are not unhealthful, but their disuse may be. Salt is necessary to the body. Discretion is advisable for the obese and those with high blood pressure. Surplus salt retains the fluid in the tissue, increases the weight, the heart work and eventually the blood pressure. Now for a HAPPINESS THOUGHT: Too much of the world is run on the theory that you don't need road manners if you drive a ten-ton truck.

(2) How can you regulate your diet? The answer in 30 seconds. (COMMERCIAL) You can regulate your diet by the following simple set of rules: (1) eat lean meat, green vegetables, fresh, low fat dairy products, and an occasional egg, in three regular meals a day. (2) omit starchy, fatty, and fried foods and rich desserts. (3) stop eating before you are satisfied or full, not after. Now for a HAPPINESS THOUGHT: What this country really needs today is a credit card that will fit into a vending machine.

(3) What about underweight? The answer in 30 seconds. (COMMERCIAL) For those who find themselves too thin, an increase in calories plus more rest and less exercise should result in a weight gain assuming that a person is in good health otherwise. The too thin person is apt to be nervous and easily tired and less resistance to disease. Now for our HAPPINESS THOUGHT: Don't wait for the inspired moment: work every day or you may miss them.

"HEALTH & HAPPINESS" CONT.

(4) What about extreme obesity? The answer in 30 seconds. (COMMERCIAL) With the goal of considerable weight loss, you should be under the care of your doctor for advice as to the rate of reduction that is safe for you. He may prescribe anti-appetite pills to help curb your hunger. Overeating tends to be compulsive and is difficult to control by willpower or self-discipline. Now for our HAPPINESS THOUGHT: Kindness is the oil that takes the friction out of life.

(5) Is there an easy way to relieve muscular cramp? The answer in 30 seconds. (COMMERCIAL) The sufferer can find relief immediately by extending rather than flexing the muscle. Unlike the pain of a localized spasm, that of muscular stiffness is due to tissue damage; the whole muscle is painful if moved or manipulated. Now for a HAPPINESS THOUGHT: The human mind is the richest unexplored area in the world. The mind, like land, does not care what we plant. Good or bad, it returns what's planted.

A SPECIAL NOTE TO BRAIN SUBSCRIBERS
ABOUT THE BEE'S "BUY AT HOME" SERIES!

We, at Broadcasters Exchange, have devised a way for you to add extra revenue to your stations billing with The Bee's "BUY AT HOME" SERIES. If our plan doesn't work, it costs you absolutely nothing!

Here's how the "BUY AT HOME" SURE-SELL PACKAGE works!

Take three hours of your time and make ten well-placed calls, and you've gained \$600 in new business, with an excellent opportunity to make \$1,200 and even \$2,400! Your maximum investment for the "BUY AT HOME" package is only \$150--and you may pay for it as you collect for your advertising. Your station broadcasts two "BUY AT HOME" announcements per day featuring Dizzy Dean, Donna Axum, Lum Edwards of Lum and Abner or Red McIlvaine and the sparkling "BUY AT HOME" jingle. Each announcement will be tagged with ten-second announcements from five firms.

What does the sponsor get?

Each sponsor receives one 10-second announcement daily (30 per month) for three months with the right to renew for six months, and a full year, plus decals carrying out the "BUY AT HOME" theme. (Available at cost.)

What does your station receive?

Your station receives \$200 per month for the 60 announcements (two per day). Each sponsor pays \$20 per month, and you get a rate of \$3.33 for each 60-second announcement. For three months you receive \$600; six months, \$1,200; and a year, \$2,400.

How much does your station invest?

The entire cost of the "BUY AT HOME" SURE-SELL PACKAGE with \$5,000 in talent plus a \$500 jingle is only \$150 to be paid \$50 a month for three months as collected from sponsors...or send us your check for \$120 for the entire package when you get the Series sold and save yourself \$30. Then the "BUY AT HOME" SERIES becomes the permanent property of your station (Dizzy Dean may be renewed every two years.)

Order now!

If you like steady revenue...if you like professional sounding announcements...and if you like a campaign that builds goodwill with every sponsor and community booster...then order the "BUY AT HOME" SURE-SELL PACKAGE TODAY. Remember, if you can't sell it...it doesn't cost you a thing! All you do is return the Series.

RETURN THE ENCLOSED CARD NOW FOR YOUR "BUY AT HOME" SURE-SELL

TAPE AND CONTRACT!



1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 109 — JULY 4, 1966

Reading Time: 7:00

MEMO FROM MAC: PERSONNEL PROBLEMS

This note is directed to the station manager with no personnel problems and the station manager with many personnel problems. In a week's time, you could easily exchange places! Here is ONE POSITIVE SOLUTION. Get on the air with an announcement to this effect, "Radio Station WWWW is interested in the employment of high school personnel. Any young man or young lady interested in a career in radio, please contact the station for an interview." From the response, there is a likelihood that you will find at least two top prospects. Then it behooves you to create two part-time jobs, one in announcing, another in copy or traffic. If your school has the Distributive Education program, chances are that personnel can be available five hours a day, Monday through Friday, and all day Saturday. The record shows that many station owners and other top executives in radio started this way. Don't stomachache about personnel problems. A few steps on the positive side can alleviate this problem permanently.

(1) MOST POPULAR SALESMAN

This is the best multi-sponsor promotion THE BRAIN has hit this season and it's from KDAV RADIO in Lubbock, Texas! Conduct a contest among the salesmen in your city to find the "Most Popular Salesman". Each firm is allowed to enter a minimum of two salesmen. Each salesman advertises for his firm on the air plus plugs for votes in the contest. The station in turn sells each store a package of announcements featuring the salesmen. The result: with 20 merchants sold, 40 voices on the air and all button-holing every customer for votes. It's a real comment creator as well as result getter. The winning salesman gets a top prize (trip to the mountains); also one card is drawn from listeners who voted for him and they too, win a special trip. Each person who voted for him gets a small prize (45 record). All votes are cast by mailing in a postcard. This can be handled in a dozen different ways but it will do an outstanding job for any station on an annual basis.

(2) HOROSCOPING

For years, the newspapers have made hay on this one and now comes a small station in the West having all kinds of fun with the same idea. Twelve times a day, they announce the date involved and ask someone whose birthday is in that period to call the station. The listener receives a gift. The announcer chats with the listener about the horoscope reading for that day. One lucky listener per day is awarded a special prize. This winner is determined by THE DAY OF DAYS contest, where one day of the year is called out and anyone with a birthday on that date is given the top prize. There are 12 sponsors who run one announcement each day and also award the gift each day which brings a new customer in. If you are HOROSCOPING in any form or fashion, give THE BRAIN a tip on it.

(3) RAINY DAY SPECIALS

Great idea for a grocery or drug store! While it's pouring outside make sure customers are pouring into the store by instituting a policy of drastic savings on six to eight popular items. Offer reduced merchandise as soon as the rain starts to fall and have sale continue for duration of the shower. For special effects, suspend plastic umbrellas over checkout registers and have clerks don clear plastic raincoats. The idea will catch on and after the first two or three rains, the weather man will do the advertising "free of charge".

(4) APPLICATION BLANKS

THE BRAIN wonders who, among our 600 subscribing stations, has the best application blank. How about sending one along? In the meantime, here's a late one submitted by one Brain Station.



EMPLOYMENT APPLICATION

File No. _____ Date _____

(Complete all blanks applicable, "X" box answers)

Name _____ Applying for position as _____
first middle last

Name of spouse _____ Case of accident, notify _____
tel. no. address

Tel. No. _____ Social Sec. No. _____ Salary (wages) expected _____ When available _____

Present Address _____
street city state period of residence

Last previous address _____
street city state period of residence

Birthdate _____ Age* _____ Sex* _____ How do you get to work? (bus, personal auto, etc.) _____

*Note: This information may be asked for but discrimination because of sex prohibited by Federal law. Also, discrimination by age prohibited by law in states with Fair Employment Practices.

Present employment status _____ Domestic status: single engaged widow (er) divorced _____ years

married _____ years. Times married _____. Occupation of wife (husband), approximate earnings monthly _____

Total number of dependents _____ Number, ages, sex of children _____

Veteran of U. S. Armed Forces yes no Branch _____ Dates _____ to _____ Rank on entering _____

Rank at discharge _____ Type of discharge _____ Draft status _____ Reserve status _____

Circle highest year of education completed: 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16

Name and address of college, trade, business or other schools attended	Dates		Degree Received	Average Grades
	from--to mo--yr	mo--yr		

Of what civic, technical, trade, professional or other organizations are you a member* _____

*Exclude any organization the name or character of which may reveal race, religion, or national origin of its members

Attend church twice weekly weekly monthly yearly never. Have you ever been arrested? (charge other than traffic ticket) yes no. Charges _____

Ever been bonded. yes no Ever refused bond yes no. Health status: poor fair good superior never sick

What physical impairments do you have (eyes, heart, etc.?) _____

What illnesses have you had? _____

Height _____ Weight _____ Are you willing to take physical exam (company expense?) yes no

Do you smoke? pipe cigars cigarettes? Average amount smoked daily _____ Drink alcoholic beverages? daily

weekly monthly yearly rarely never. Days off work last year for illness _____ Days in hospital in last fif-

teen years _____. Ever draw compensation for an on-the-job accident? yes no. Explain _____

(5) DJ SPECIAL

Since competition is so keen among car dealers now, here's a promotion that should be a cinch to sell! Line up a new car dealer to furnish a demo for a DJ to drive for two weeks. The DJ also promotes the car as "DJ Special" and ad lib commercial for it on his show. At the end of the two week period, dealer sells the car at a reduced price. Contest tie-in would be to have listeners drop by dealer's showroom and fill out entry blanks guessing how many miles the DJ will drive in the two week period. Prize can be anything from motor tune-up to cold, hard cash!

(6) FREE POOL PRIVILEGES

Get your local merchants to cooperate with local park commission by offering FREE ADMISSION to town's swimming pools with each purchase of \$5 or more. In conjunction with recreational groups, sponsor an aquatic contest giving prizes for winners in diving and swimming competition. A money maker as well as goodwill builder for merchants.

(7) RESTAURANT GUIDE OF THE AIR

Here's how WHWH RADIO in Princeton, N. J. made FM pay its own way! Twenty sponsors were sold the RESTAURANT GUIDE OF THE AIR on a 52-week basis at a cost of about \$20 a week. Participation included sponsorship of two quarter hours a week on FM and one 30-second announcement on AM. Since spots are aired on a rotating basis, there is no question about any restaurant's getting "an edge" over another in positioning. With rotating system, also, every advertiser hits each 3-hour block of the FM station's 9 a.m. to 9 p.m. programing at least once every 13 weeks. The station also prepares a printed map with description of the restaurants atmospheres, location, specialties and price ranges which is available to listeners who write in.

(8) BREAK THE BANK

Great traffic producer for a shopping center, downtown promotion, Fairs, etc.! The station places a large safe in prominent location in shopping center. Listeners are invited to stop by and take a chance at opening the safe. Clues as to combination of safe are given on the air each hour. Participating sponsors give prizes for safe breakers. A uniformed attendant (off duty policeman) guards safe and prevents would be safe breakers from trying their luck more than once in the same day.

(9) STATION MASCOT

If your station doesn't have a mascot then let your listeners select one! One station's listeners selected a 5-lb. spotted hog! The station then produced an arm patch coat-of-arms with two hogs, wine glasses, and shovels bearing the slogan, "How's Your Bird?". These are worn on blue blazers by the announcers when on remote programs.

(10) HUDDLE CLUB

From WDGY, Minneapolis comes word of the formation of a HUDDLE CLUB for youngsters, 5 years of age and under, interested in football. Members will be able to attend Viking football games at discount prices, see football movies and attend football clinics. For the \$1 membership fee, youngsters also get a packet which includes an official "Huddle Club" T-shirt, membership card signed by the Viking coach, a Viking emblem, and a football roster.

(11) STRAIGHT A SPECIAL

Here's how your local firms can gain recognition as a public-spirited retailer in the eyes of proud parents! Support the smiling scholastic achievers in the community by offering incentives in the form of coupons for a FREE PINT OF ICE CREAM for every student who can show a straight A report card. Post an honor roll of star scholars on the window of each participating merchants store.

(12) STRING ALONG

A fun-type promotion that can go to great lengths before it's over! The gimmick is to have listeners send in a piece of string, any length. The station advertises that they are in the middle of summer housecleaning and wish to unload some of the station's "White Elephants" -- all tied up, of course, with the string. At the close of the contest, arrange with a local firm to display the collection of string in some unusual manner.

(13) COLOR IN RADIO

What is the best way to put color in radio? With so much color in use by TV, newspapers and magazines, the need is urgent that we, in radio, color up our sound in every way possible. THE QUESTION: What is the best way to put color in radio? For the best answer, THE BRAIN will present a colorful tie covered with quarters, halves, and silver dollars. All answers must be in by July 31, 1966!

**** BONUS FEATURE

"HEALTH & HAPPINESS"

Roy Faubion of KPAN RADIO, Hereford, Texas writes that the "Health & Happiness" feature has enabled him to get a non-advertiser on the air. He suggests that stations who have not yet been able to get a weekly sponsor for "Health & Happiness" prepare a taped presentation. (Write Mr. Faubion if you'd like a copy of his presentation. Very effective!) Mr. Faubion feels that "Health & Happiness" is a natural for a life insurance man or company who hasn't been able to find an identity. So give Mr. Faubion's suggestion a try this week!

(1) Does exercise help prevent overweight? The answer in 30 seconds. (COMMERCIAL) Yes, exercise helps prevent obesity but few people realize how much exercise is required to burn up those calories. For example: to burn up the 590 calories provided by a club sandwich would take nearly two hours of walking, an hour and 12 minutes of cycling, 53 minutes of swimming or half an hour of running. Now our HAPPINESS THOUGHT: The things that count most, cannot be counted.

(2) How much sleep do you need? The answer in 30 seconds. (COMMERCIAL) There is no best number of hours that applies to everyone. Several studies have shown that individual averages range from six to nine hours per night. The studies also show that some people who get enough sleep think they do not. Now for our HAPPINESS THOUGHT: The great thing in this world is not so much where we stand as it is in what direction we are moving.

(3) How good and how safe are reducing pills? The answer in 30 seconds. (COMMERCIAL) Medical authorities say there is no safe product today that "by itself" will cause a person to lose fat gained from overeating. Unless food intake is reduced to less than the calories used daily in bodily energy, a weight loss will not occur. Now for a HAPPINESS THOUGHT: Abilities are like tax deductions--we use them or we lose them.

(4) What is recommended as first aid for burns? The answer in 30 seconds. (COMMERCIAL) The best first aid for burns is the immediate application of compresses of 50 to 57 degrees Fahrenheit. Investigators have found that 80 to 85% of the swelling, due to fluid, develops within the first half hour after the burn. Now our HAPPINESS THOUGHT: Life often pulls the rug out from under people who always demand the red-carpet treatment.

(5) What is the "kissing" disease? The answer in 30 seconds. (COMMERCIAL) Dubbed the "kissing" disease by college students, "infectious mononucleosis" is probably a virus but it brings misery to a half-million young people between the ages of 17 and 25 each year, and mystery to medicine. A new test recently has enabled doctors to tell in a minute or two whether a patient has "mono" and may ultimately establish whether the disease can be passed along with a kiss. Now our HAPPINESS THOUGHT: Some speakers need no introduction. They need conclusions.

TC
the Brain!

1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 108 — JUNE 27, 1966

Reading Time: 5:00

MEMO FROM MAC: PERMANENT PROMOTIONS MEAN PERMANENT PROFITS

"Consistency, thou art a jewel." WRR RADIO is a station often mentioned as "fun" radio. Their middle-of-the-road music is interspersed with comedy albums. Most important, they have going, at all times, several simple little contests which offer a galaxy of prizes. One is a Station Break Contest; another Complete the Phrase Contest with such phrases as, "All work and no play makes _____." WRR offers a top prize to anyone who can hit exactly the clever new phrase they have worked out on these words. If no winner, they offer prizes to listener submitting the cleverest answer. The point is this: these and other contests on WRR have been running for years. They have not grown stale since prizes are changed often and the station announcers do a good job in adding flavor to each contest. What am I trying to tell you? Simply this. It would be good, especially for medium market, small-staff stations, to hang their hats on a couple of top contests and run them permanently. They will be much stronger three years later and will condition your listeners to watch out for bigger and better fun games. Too, these contests offer perfect outlets to promote new products or firms. For example: if Brown's Peanut Brittle buys a schedule, give Brown's Brittle as a prize for a month. WRR, in many cases, offers as many as a dozen prizes in each contest. If you have some permanent contests going, let THE BRAIN hear about them. Maybe your contest is the oldest of them all!

WIN! WIN! MIAMI BEACH VACATION FOR TWO! WIN! WIN!

Yes, YOU can win one of these fabulous, fun-filled vacations in Miami Beach just by sending in the enclosed SUBSCRIPTION RENEWAL CARD for a year's subscription to THE BRAIN. Two lucky winners will be chosen now and two in January, 1967. If you can't take advantage of the vacation package yourself, then use it as a station incentive for your salesmen or staff, promotion prizes, or any way you desire as they are transferable. Look over the enclosed MIAMI BEACH VACATION BROCHURE for a sample of all the exciting things in store for you...and then, complete the enclosed card and RUSH it back to us. Your card may be one of the lucky ones drawn to win an exciting MIAMI BEACH VACATION FOR TWO! Don't delay. Get your card in today.

(1) MEDICARE REPORT

Thursday, July 7th, pick up an extra \$100 revenue by selling four kindred firms, THE MEDICARE REPORT. By this time, the dust will have settled on the first week, and reports from hospitals, doctors, interviews with patients, etc. will make an outstanding documentary. This is the type feature, when presented objectively, builds stature for your radio station. BE SURE TO TAKE A FULL WEEK IN ADVANCE TO PROMOTE "THE MEDICARE REPORT".

(2) RECEPTIVE RECEPTIONISTS

Businesses are being bugged these days by overworked, harassed telephone receptionists who find it difficult to be a "little cheerful voice" through it all. Station WWWW can point up the importance of cheer on the line by taking a week to SALUTE THE TELEPHONE RECEPTIONISTS (PBX operators). Listeners make nominations by card. Station calls the winners, records their voices, awards them a box of candy and a dozen roses.

(3) JULY - NATIONAL HOT DOG MONTH

That! Where would we be today if it weren't for that great American institution, the HOT DOG! How about a little recognition--a WORTH YOUR WEIGHT IN WEINERS contest. (Shoppers register at local market. Cards are drawn, winners receive a pound of weiners for each pound of weight.) Or a FIRST WEINER ON THE MOON contest. (Listeners guess how many weiners it would take to reach the moon. Copy emphasizes that all weiners are not the same size and correct answer will be based on the size of _____ weiners only. Encourage shoppers to pick up a package of _____ weiners when they shop for correct mileage computation from the earth to the moon. Give clues daily on the correct distance.) Or a HOW MANY WEINERS DOES IT TAKE TO STRETCH FROM FLANKS FOOD MART TO DOWNTOWN BIG TOWN? Tie-in local packing company and food store as sponsors, and offer "meaty" prize for correct guess.

(4) SLOGANS THAT SELL

Four more image-building slogans, ready for you to tape and sell! For a financial firm (bank or savings & loan association with "First" in their name): "Just call us by our FIRST name." Sign company: "We made signs before we could talk." Electrical repair firm: "Call us and we'll remove your shorts." Fabric store: "Let us spin you a yarn." Got any better ones? Pass them along.

(5) WORLD'S WORST WEED

A promotion-minded nursery can have a lot of fun with this one and create traffic and goodwill at the same time! Invite listeners to submit an entry in the WORLD'S WORST WEED contest in one of four classes: biggest weed, ugliest weed, best common weed, and most unusual weed. Display entries as they are received. Award prizes of nursery stock or garden tools. Let DJ's ad lib commercials for sponsor and poke fun at the entries.

(6) RADIO COUPONS

Newspaper and magazine price-off coupons have nothing on radio now! A mid-western soft drink bottler believes he is the first to broadcast "radio" price-off coupons. Local DJ's instruct housewives to make their own coupon by simply using a plain piece of paper (the size of a dollar bill) with name, address, product name, and the words "WORTH 10¢" lettered on it by pen or pencil. Take it to their favorite food dealer for redemption. Bottler reports redemptions have never been greater and food dealers have never once complained!

(7) RADIO IN EVERY RESIDENCE

Join the great push to put a RADIO IN EVERY RESIDENCE by sending a gal around town with a station wagon full of transistor radios. Have her stop frequently at different homes and ask if the radio is on and where it's tuned. If tuned to your station, award a transistor, and interview winner on-the-air, from their home. Natural tie-in would be an appliance dealer. Supply him with door stickers for shoppers to pick up and stick on their front door if they wish to participate in the contest. Then when gal cruises around town, she will stop at homes displaying sponsor's door sticker. Remember, you can get those FIXED-TUNED TRANSISTORS from Radio Receivers, Inc., Meadows Bldg., Dallas.

(8) SALUTE TO SHUT-INS

Just this past Sunday (June 26) a news item revealed that a patient in an Illinois mental hospital who had been confined since 1899 had never once received a visitor or even a piece of mail! Let's not forget our shut-ins. Nowhere will you find a more loyal radio audience! Set aside a few minutes each day to SALUTE THE SHUT-INS in your community. Invite listeners to submit names, and also check with hospitals and nursing homes. Might tie-in a druggist or florist to provide special greeting cards, small boxes of candy or floral bouquets as remembrances.

(9) HELP-WANTED CLASSIFIEDS

Getting competent office help is a big headache today, and especially for Baltimore firms it seems! One big insurance company decided to meet the problem by running two "help wanted" ads per day on a local radio station. Not only was their current need met but they had a good file of applications to refer to on future openings. A bank, noting the success of the insurance company, did likewise and had the same great results. Never underestimate the power of radio!

(10) SCAVENGER HUNT

You might need a traffic cop on this one! Your sponsor is a drive-in restaurant or food mart. Once an hour, DJ announces that the "first girl to appear at (sponsors location) wearing a red shirt wins a prize". Or "first person to drive up in a white car with the number three in the license number, wins". Each hour vary the prizes which can be anything from a small grocery item to hamburgers for twelve! This is a natural for weekends. When a winner appears, get 'em on the air immediately via beeper phone. This generates excitement and brings on the crowds!

(11) BACK-TO-SCHOOL BASH

Clothes and cars are the "top teen topics" today--so cash in! Get your top department store or clothing store to join forces with foreign car dealer in sponsoring a BACK-TO-SCHOOL BASH in the showroom of the car dealer. Select several students from each school (boys and girls) to model latest back-to-school fashions. Throw in a couple of rock-n-roll groups, several go-go girls, and you've got yourself one whale of a promotion. Have a drawing for free merchandise prizes at close of event.

(12) INSTANT SNACK FACT

Housewives collect recipes like children collect toys! You, too, can "collect" on this natural phenomenon with the INSTANT SNACK FACT FILE. Line up a food store (or an appliance dealer) as a sponsor. Invite housewives to send in their favorite INSTANT SNACK recipe. Once a day, during the morning housewife hours, air one of the recipes with this intro: "From our INSTANT SNACK FACT FILE today comes a recipe from Mrs. John Doe for _____." Once a week, have a drawing from daily winners, for an "Evening-on-the-Town" for two.

(13) FOUR MORE STATIONS JOIN "BUY AT HOME" BANDWAGON!

You're missing out on PERMANENT PROFITS if you don't have the "BUY AT HOME" SERIES in your market! Four more stations have just joined the bandwagon: KJNO, Juneau, Alaska; KLEA, Lovington, New Mexico; KDDD, Dumas, Texas; and WGNU, Granite City, Illinois. CALL OR WRITE FOR YOUR CONTRACT TODAY!

BONUS!

"HEALTH & HAPPINESS" IS BACK!

BONUS!

By popular demand, "HEALTH & HAPPINESS" will become a regular weekly feature of THE BRAIN once again. Using the same format as before, we'll give you five (5) different messages each week, ready for you to tape and sell.

(1) Who are the "medically forgotten"? The answer in 30 seconds. (COMMERCIAL) The "medically forgotten" are adolescent girls. They don't want to go to a pediatrician anymore, and the internist or family doctor all too frequently has little interest in their problems. Now for our HAPPINESS THOUGHT: It is in spending oneself that one becomes rich.

(2) How can wives help their husbands recover from heart attacks? The answer in 30 seconds. (COMMERCIAL) Wives can best help by not being overprotective. With modern care and carefully-prescribed activity, most patients can return to nearly normal or normal work and play. Our HAPPINESS THOUGHT: One reason experience is such a good teacher is that she doesn't allow drop-outs.

(3) Should girls share their cosmetics? The answer in 30 seconds. (COMMERCIAL) Doctors urge girls and women not to share any cosmetic that comes in direct contact with the skin or hair as many serious diseases are transmitted in this manner. Our HAPPINESS THOUGHT: The surest way to keep from being bored is to do something for someone else.

(4) What is "beatle forehead"? The answer in 30 seconds. (COMMERCIAL) "Beatle forehead" is an increase in outbreaks of acne under those hair mops overhanging the eyebrows or concealing the sides of adolescent faces. Now our HAPPINESS THOUGHT: You do not read a book for the book's sake, but for your own.

(5) When a child gets something in his ear, what should you do? The answer in 30 seconds. (COMMERCIAL) Doctors advise that you do nothing when a child gets something in his ear. It's not an emergency. Don't even try to wash it out as that may make the object swell. Let a doctor get it out in good time. Now our HAPPINESS THOUGHT: Wealth is not his that has it, but his that enjoys it.



Reading Time: 5:15

MEMO FROM MAC: FOUR "FREE SHOW OF STARS" VACATIONS

"The best Brain we have ever published will be the one we send your way next week." This is the continuous slogan of yours truly. Now comes an opportunity for us to give you more, honest-to-goodness, tangible benefits from your \$2.00 a week investment. With every renewal for one year, as of July 1, we are going to offer four (4) FREE "Show of Stars" Vacations at the Sea Isle in Miami Beach. They can be used as incentives for your salesmen, prizes, or however you prefer. Two will come your way July 1, and two more January 1. Now that we have crossed the 600 mark in subscribers since The Brain was born in 1964, we are exploring every possible way to make this the best investment in radio for a down-to-earth price. More details will follow. More surprises in store! Every time you write a letter to The Brain you help strengthen our power. So when you feel inspired, or hit upon a money maker or money saver for our business, a line or telephone call will help. More subscribers are stopping by our new offices at 1015 Hartford Building, Dallas. We even buy lunch when your timing is right!

(1) FUN IN THE SUN

Here's our JULY MONEY MAKER--that extra package to help you pick up an extra \$2,000! For a real bang-up promotion, you'll need about ten (10) goodwill-minded sponsors who'll provide FREE refreshments (soft drinks, potato chips, ice cream, etc.), live entertainment (local r-n-r groups and go go girls), crazy contests (sack races, pie or watermelon eating contests, etc.), on-the-air interviews by DJ's, and prizes (awarded by ticket drawings and something special for the largest family in attendance). Each person attending must have a ticket (available at sponsoring firms) plus each family or group must have a transistor radio tuned to YOUR STATION. July 4th sales and promotions usually help the billing the first half of the month, so plan this FUN IN THE SUN promotion for the latter half of July.

(2) A REAL BELL RINGER

From way down yonder, in the heart of Dixie (SELMA, ALABAMA) comes this pre-fourth celebration idea from GM, Julius Talton, WHBB. Mount an old-fashioned dinner bell atop a mobile unit, cruise the shopping areas, stopping frequently at participating firms to interview shoppers and invite listeners to come by mobile unit and register their guess as to the number of times they think the bell will ring if their name is drawn from the "Bell Ringer Barrel". Then stop a shopper on the street to ring the bell and draw a card from the barrel. If the bell rings as many times as indicated on the card drawn, that person wins a prize (a gift certificate). The shopper is given a small appreciation gift such as a ball point pen. Merchants tie-in with "Bell Ringer Values" during the event.

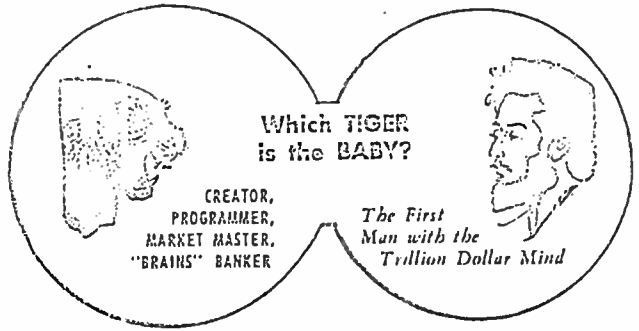
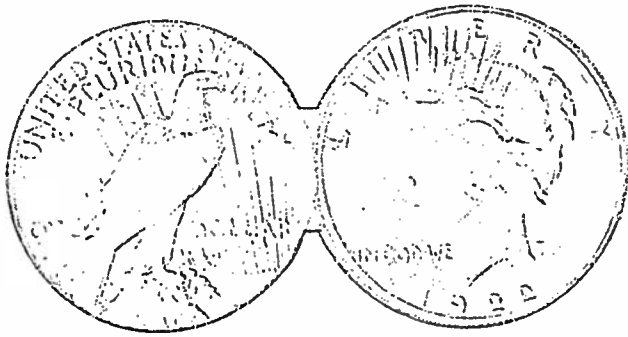
(3) FINK WEEK, JUNE 28-JULY 2

Have a ball with this one! Scan through your phone directory and award each "Fink" listed a special prize. (Believe it or not, there are 25 "Finks" in the Dallas directory.) Invite listeners to send in nominations for the daily "FINK AWARD" with such finky prizes as last years phone book, bus tokens, canceled theater tickets, etc. Tie-in with a florist to send flowers to the "FEMALE FINK OF THE DAY" selected by a drawing from cards sent in by listeners.

(4) "BUY AT HOME" BULLETIN

KEYJ, JAMESTOWN, NORTH DAKOTA NOW IN SECOND SUCCESSFUL WEEK OF "BUY AT HOME" CAMPAIGN WITH 18 SPONSORS SOLD according to A. G. Berry, GM! Hurry! Market exclusives are going fast! PHONE RI 1-1114 (214) or WRITE Broadcasters Exchange, 1015 Hartford Bldg., Dallas for your contract NOW.

(5) THIS IS A BUSINESS CARD?



Business cards, too, are an image maker or image breaker. How about yours? Does it reflect the image you desire. Send one along. We'll publish the more interesting ones in a later issue along with some suggestions.

(6) BACK-TO-SCHOOL SAFETY SLOGAN CONTEST

A safety-conscious community is your best bet for reducing the number of accidents involving school children. Sponsor a SAFETY SLOGAN CONTEST, the month before school starts, open to all elementary school students. Invite several local officials to serve as judges. Tie-in with an outdoor sign company to donate space on three billboards for the month of September to display the winning slogans. Let the three winners paint their slogan on the billboard and sign it with their name, grade and school. A bank could also tie-in by offering a \$25 Savings Bond to each winner.

(7) PRIZE-ARAMA

Another money-making idea from the heart of Dixie! This time from GM, Ed Carrell, WGAD, Gadsden, Alabama. A month-long promotion designed to create in-store traffic for sponsors and conversation for the station. Listeners visit participating firms (10 or 12 preferably) to register to play the FUN GAME. (Prizes are purchased by station from sponsors and pre-recorded on tape ten times, each time in a different order.) Ten times daily a name is drawn from previous day's entries. That person is called on the phone to play the FUN GAME. The tape is started and listener may stop it on any prize merely by saying PRIZE-ARAMA. (To heighten the suspense, such prizes as theater tickets, albums, gasoline fill ups, car wash, etc. are added to the prize list.)

(8) CALL CITY HALL

Saturate the air waves for a week with "anything you want to know about City Hall, write Station WWWW. All questions will be answered in coming weeks." When all questions are in, take them to City Hall, seek out the person who can best answer each, and tape record the interview. Then set aside an appropriate time each day to air each question and answer.

(9) NATIONAL SAFE BOATING WEEK, JULY 5-9

A Presidential proclamation "to create a public awareness of the need for safety in recreational boating". You can help by conducting daily interviews with local authorities on boating safety, accident records on local waterways, etc.; broadcast safe boating hints as public service reminders; award daily prizes for best slogan on boat safety. Cash in on the event by getting boat equipment firms to sponsor a BOAT-A-RAMA (perhaps in a shopping center parking lot) featuring latest safety equipment and boating accessories. Cover it with remote broadcasts. To encourage public attendance, have a drawing for a complete boat rig at the close of the event.

(10) SLOGAN-IZING FOR FUN AND PROFIT

Nothing builds an image for a firm faster than a good, solid slogan. Here are a couple from the Mercantile Bank in Dallas: "Mercantile Savers Keep Their Balance. Why Not Keep Yours At The Big Friendly?" "Some of Our Best Friends Owe Us Money. How About You?" A car dealer tags his commercials with "Come Out Here and Come Out Better". Got some better ones? Pass them on.

(11) WOULD YOU BELIEVE CONTEST

When you can't beat 'em, you may as well join 'em! WOULD YOU BELIEVE seems to be the latest station promotion fad. Teaser copy urges listeners to submit their entries. Prizes are "Would You Believe a 1966 Pontiac? Would You Believe a 1962 Pontiac? Would You Believe the Horn Ring from a 1962 Pontiac?" So it goes. The wilder the better!

(12) VOICE FROM WITHIN

What prospective home buyer ever heard a kitchen, bedroom, or living room "speak to him" about what a fine place this home would be for his family; what potential car buyer ever lifted the hood, heard an engine start, and a voice tell him of the many features of the automobile; what browsing appliance store customer ever opened a refrigerator door and, with a flourish of trumpets, a pleasant voice begins to announce the many advantages of owning this frost-free, automatic ice-maker appliance. These are but three of the many ways in which you can use tape playback units to further impress upon your clients the "importance of the spoken word" in advertising. Try it. It's mighty effective!

(13) BACK-TO-SCHOOL SALES BOOSTERS

If you can get children into the act you have the parents practically sold...and, if you can tie in something that is helpful to Junior's education, you've a sure winner. Here are some suggestions: (1) An oil company chain offered a DICTIONARY at a special price with every gasoline purchase. (2) A school supply firm offered a GOLDEN RULE(R) with each purchase. (3) A book store gave FREE BOOK COVERS. (4) A clothing firm held a drawing for a FREE BACK-TO-SCHOOL OUTFIT for a boy and a girl. (5) A Brain Station awarded three \$25 SAVINGS BONDS for the best statement on "School is Cool because..." in 25 words or less. What are YOU planning for Back-To-School promotions?

Jim Collins

1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 106 — JUNE 13, 1966

MEMO FROM MAC: PERSONNEL ARE PEOPLE, TOO!

As manager, how often do you truly consult members of your staff? One simple way to do so, and to get an objective opinion, is to request that each staff member write a letter (minimum, one page in length) on the subject, "If I Were Manager of Station WWWW". Require no signature but request that each letter be typewritten. Then have a staff meeting and read all letters. Let the chips fall where they may. This is done by one station twice annually with results surprising and pleasing.

(1) CATS ON A CAMP-OUT

Station WWWW put its DJ's on a river bank in a tent with all the fishing and camping regalia they could garner and let them use every trick known to Issac Walton to reach their quota. Listeners were invited to send in fishing and camping tips. On the last day, six cards were drawn and listeners were invited to attend the WWWW Fish Fry. Ten sponsors provided the regalia. Big plans are being made for a repeat next year to kick off the vacation season.

(2) STATION BREAKS

"This is the station for young people of all ages"...send us your classy, catchy station breaks. THE BRAIN will pick the station break of the month and send the winner a years' subscription to Quote Magazine. This contest will run a minimum of three months, so fire in your best station breaks--on or a million--pronto!

(3) SQUAWK SHEET

A VW dealer in Ft. Worth gives each used car buyer a "Squawk Sheet" printed in eye-catching red and white. It's a supplement to the firms used-car warranty. If anything is found wrong with the car within 24 hours, it's repaired at no cost. Some promotion minded station should latch onto this idea and provide same (compliments of Station WWWW) to good new or used car dealer who runs a regular schedule. The cost would be nil.

(4) SALESMEN'S DOUBLE-PAY PLAN

If your salesmen are suffering from "summer slump", here's a sure-fire way to get 'em up and out on the street again! Offer them an immediate bonus of \$2 to \$25 on each sale as it is made and a "next month" bonus based on the total sales during the month. For the immediate pay plan, post sealed envelopes on a bulletin board with slips worth \$2 to \$25 in random order. At the end of each day, the salesmen bringing in a new order that day gets to pick an envelope from the bulletin board and cash in the slip.

(5) LITTLE LEAGUERS HAVE LANDED

Many appliance and furniture stores are using Little Leaguer Outfits as incentives to get the parents to buy that new appliance or new furniture now, rather than wait until Fall. One firms approach was: "Buy your appliance now at Jones Appliance Store and outfit your youth leaguer FREE". With each appliance purchased went a name-brand glove, baseball and bat. Needless to say, the response was terrific!

(6) TEN DEMANDMENTS

Here are Ten Demandments said to have been set forth by one Cyrus Simmons, an old wagon builder. Reprinted from Houston Home Builder Reporter. 1. Don't lie. It wastes my time and yours. I am sure to catch you in the end, and that is the wrong end. 2. Watch your work, not the clock. A long day's work makes a long-day short, and a short day's work makes my face long. 3. Give me more than I expect. I can afford to increase your pay if you increase my profits. 4. You owe so much to yourself that you cannot afford to owe anybody else. Keep out of debt or keep out of shops. 5. Dishonesty is never an accident. Good men, like good women, never see temptation when they meet it. 6. Mind your own business and in time you'll have a business of your own to mind. 7. It is none of my business what you do at night. But, if dissipation affects what you do the next day, and you do half as much as I demand, you'll last half as long as you hoped. 8. Don't do anything here that hurts your self-respect. One employee who is willing to steal for me is willing to steal from me. 9. Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but one for my money. 10. Don't kick, if I kick. If you're worthwhile correcting you're worthwhile keeping. I don't waste time cutting specks out of rotten apples.

(7) SUMMER CONVERTIBLE CLEANUP

A New York Ford dealer found that convertibles appeal to the old folks as well as the young when he staged a Convertible Cleanup Sale. He assembled a large number of convertibles and offered them during a special summer sale. The promotion was kicked off with a newspaper ad featuring an elderly man and woman enjoying a ride in a convertible. The dealership sold 16 new convertibles during the first three days of the sale.

(8) PAJAMA PARTY

Talk about wild ones! A department store recently sponsored a special two hour downtown "Pajama Party". All clerks wore pajamas and special prices were offered on all sleepwear. Terrific traffic builder! Sales increased in all departments, too.

(9) SCREAMING EAGLES

Sell a sporting goods store on this one. Select one day of the week and award three golf balls to every golfer who gets an "eagle" that day. Have it set up so that the club pro will call the station, interview the golfer and award the golf balls.

(10) RUN FOR A BUN

Some drive-in restaurant can pick up business quickly by advertising that for the next ten minutes, all hamburgers, hot dogs, sundaes, or whatever the manager decides, will sell for ten cents off the regular price. Have them advertise it only on your station.

(11) SERVICE STATION SURVEY

All cars must stop at a service station eventually, so line up the service stations in your town and provide them with a short questionnaire that can just be checked with a pencil in a couple of seconds. You'll have some definite proof in black and white of your car listenership.

(12) VACATION CROSS PLUGS

- On your frequency throughout the nation are some top stations. How about sending them a tape, saying hello to "our friends at Station WWWW, 950 on the dial. When you are in Kansas, be sure to listen to Station WWWW at 950 on the dial".

(13) BUY AT HOME SERIES

Fifteen more stations have signed up for this terrific money maker: KSUE, Susanville, Calif; WDAN, Danville, Illinois; KNCY, Nebraska City, Neb; KEYJ, Jamestown, N.D.; WCPS, Tarboro, N.C.; KTLO, Mtn. Home, Arkansas; KGRT, Las Cruces, N.M.; WVOT, Wilson, N.C.; KMUL, Muleshoe, Texas; KALT, Atlanta, Tex; KDHN, Dimmitt, Tex; WHBB, Selma, Ala; WGAD, Gadsden, Ala; WMKR, Millinocket, Maine and Morton Jaycees, Morton, Texas. HURRY! Get the exclusive in your market NOW. Call RI 1-1114 (214) or write Broadcasters Exchange for your contract.

Tom Collins

the Brain!

1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 105 — JUNE 6, 1966

Reading Time: 4:00

MEMO FROM MAC: PATRIOTISM

For years, THE BRAIN has maintained that radio could do an outstanding job in renewing the patriotic fervor in this country. Now comes Allen Peltier of Nashville, Tennessee with a song reflecting the same sentiment, "Day of Decision". It's well on the way to the million record class. What should we do? How about securing several fine arrangements of the National Anthem? How about playing the National Anthem with proper introduction at a time during the day when the listening audience is peaking? How about a day of fine American patriotic music highlighted on July 4? Maybe you have some "how abouts", too. Send them to THE BRAIN and we'll pass them along to your fellow broadcasters.

(1) PEPSI REPORTS

Tom Wiseheart, KILE, Galveston, Texas has a nifty promotion going for Pepsi Cola. Schools throughout the area have appointed reporters to call in telephonic news reports (30 to 45 seconds in length) each week which are followed by a Pepsi commercial. So far around 60 schools are participating. With a 60-announcement schedule per week from Pepsi, Tom and the team at KILE are the happiest of them all.

(2) ONE MILE OF TIES

With Father's Day in the offing (June 19), this is the perfect time to dispose of those unsightly ties. Invite wives, daughters and sons to send to the station, all of Dad's old ties they are tired of. The ties will then be tied together to some prominent building, bandstand, tree, or tower. This can be "tied" into a "Give a Tie for Father's Day that Father Likes" promotion to push gift certificates. *** Here's another dilly reeled off by Tom Wiseheart. For Father's Day, he is running a contest to "Give Dad What He Really Wants for Father's Day, a Key to the Playboy Club". Entries are pouring in for the drawing to be held the week before June 19.

(3) NO SERVICE CHARGE, PLEASE

Greenfield's, a Dallas office furniture and equipment discount store advertises, "NO SERVICE, CREDIT OR DELIVERY FEES ARE ADDED TO GREENFIELD'S PRICE. THESE SERVICES ARE PROVIDED, BUT YOU DON'T PAY FOR THEM IF YOU DON'T USE THEM". The response from shoppers is terrific!

(4) SOUND EFFECTS LIBRARY

THE BRAIN is constantly receiving inquiries concerning the availability of sound effects libraries. If you have any information on a good library that you think would be of value to your fellow broadcasters, please let us know and we'll pass it along.

(5) A SIGN OF FAIRNESS

KGEE, Bakersfield, Calif. has found a subtle way to lick some of the problems created for broadcasters by the FCC's fairness doctrine. They have erected a large neon sign in front of the studio and sell space on it at \$15 a day. Station management says as far as they know, the FCC cannot regulate the sale of advertising space on the sign to political candidates.

(6) GRADUATION PARTY A-GO-GO

An Ohio Chevrolet dealer sponsored a senior class graduation party complete with two go-go girls, three FREE CARS, and coronation of a local "A Go-Go Queen". The dealership secured the Ohio State Fair Queen to crown the local winner. A used car was awarded to one senior boy, one senior girl and a senior member of the National Honor Society. Results: 1,204 prospective customers!

(7) SUMMER SWEEP-STAKES

Here's how one promotion-minded hardware dealer kept traffic flowing through his store all summer. Shoppers were invited to stop in and register for a FREE BROOM, given away daily. At the end of each month, three names were drawn from daily winners and awarded small household appliances. No purchase was required but shoppers had to submit their entry on an official entry blank obtained only at the dealer store. Needless to say, the dealer had a steady flow of business during the time when most firms were experiencing a "summer slump".

(8) BUY AT HOME SUCCESS STORIES

KNCY, Nebraska City, Neb. signed up 55 merchants for a 92-day campaign which grossed a little over \$3,000! KRRV, Sherman, Texas grossed \$1,800 in just one week's time! Get the EXCLUSIVE on this money-maker in YOUR MARKET NOW. Call or write: Broadcasters Exchange, 1015 Hartford Building, Dallas, for your demo tape and contract.

(9) GOOD GUYS MONEY TREE

A traffic getter for downtown merchants or shopping center! Set up a "Good Guys" booth in a central location in the shopping area and invite shoppers to visit the "Good Guys" for their half of a play money bill. If they find the matching half of their play money bill pinned to a clerk's lapel while shopping, they return the complete bill to the "Good Guys" and are allowed to pick real money from the MONEY TREE. Customers not finding the other half of their bill enter their names in the MONEY TREE CONTEST. The winner receives the MONEY TREE and the rest of the money on it.

(10) SPECIAL EVENTS CALENDAR

One of the most comprehensive calendars around is CHASES' CALENDAR OF ANNUAL EVENTS: Special Days, Weeks, and Months which is published each November for the forthcoming year. Single copy, \$1.50; discount on quantity orders. Write: Apple Tree Press, 2322 Mallery St., Flint, Mich. NAB member stations may get a copy by writing Public Relations Service, NAB, 1771 N. St. N.W., Washington, D. C.

(11) SAFETY SLOGAN CONTEST

WINA, Charlottesville, Va. climaxed its 13th Annual Eight-Week Safety Campaign with a SAFETY SLOGAN CONTEST. A \$25 Savings Bond was awarded a weekly winner with a \$50 Bond going to the writer of the best slogan of the entire campaign. One winner was announced each Friday at 6:15 p.m. on a 15-minute safety show which featured interviews with persons who have made safety their business. Twenty firms participated in the campaign; over 1,100 slogan entries were received.

(12) TEXAS STATIONS ONLY

Topnotch reports on the Miss Texas Pageant, July 18-23, can be YOURS EXCLUSIVELY for just \$100 complete! Package includes six 5-minute feeds daily from Ft. Worth, one 3 1/2 minute interview with "your" contestant, exclusive interview with Miss Texas, 1966 plus production aids and sales plan. Reserve your market before June 25th and you can have three custom-made spots by Donna Axum for your sponsor for only \$25. HURRY! RESERVE YOUR MARKET NOW!

(13) FORMULA FOR A SUCCESSFUL FORMAT

"The successful broadcasters must strive constantly to attain a delicate critical balance--one that yields a maximum of satisfying entertainment-and-information, with a minimum of irritation to the listener. Of course, there is one school of thought--still in vogue with some broadcasters--which argues that the irritation factor is not of any consequence so long as a station gets public attention. Eventually, though, the audience will react not positively but negatively, and doom the broadcaster's efforts to failure. Hardly a day passes that I do not hear about a station which is switching to a new formula, because the old gimmick has worn out. It has worn out, mind you, because it was reflecting a fad not a solid service. But the broadcaster who is attempting to find out what the audience wants and needs, and to transmit maximum satisfaction and public service with minimum irritation, is not concerned with failing or with his formula wearing out." Reprinted from Radio TV Daily as written by Elmo Ellis, GM, WSB, Atlanta.

Don Collins

1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114

ISSUE NO. 104 — MAY 30, 1966

Reading Time: 3:45

MEMO FROM MAC: "GETTING IN WITH THE COMMUNITY"

Permeation, integration, homogenization--call it what you will but THE BRAIN knows that the one basis on which every solid success story for a radio station is built is through its ability to become a part of the community in a thousand sparkling ways. It is not enough to just make PTA announcements. What is done must be done with flair--conversation creating flair! THE BRAIN has accomplished this task in nine different markets, and is dedicated to filling this sheet with projections that will enable you to do the same in your area. The overall philosophy calls for constant infiltration through showmanship and power in commercials, public service, promotions and programming. What are some yardsticks? How many people accost you with a remark about something you are doing on the air? How many calls do you receive daily? Are they requests from a dozen teen-agers or meaty, meaningful calls from a wide cross section? During the 105 week history of THE BRAIN, you have been offered tapes for \$10 on the "This, That and The Other" show. Many stations started a similar program. How many have continued? It is work, but it pays off! Two years ago the rate was \$6, now it is twice that. But more important is the fact that it is the showpiece of the area. There are no miracles in radio but 24 months of tenacious, intelligent effort will work wonders. It has in nine different cases for THE BRAIN in markets from 5,000 to a million.

(1) PONTIAC PICNIC

Here's a summer sizzler! A Pontiac dealer cleared his used car lot and set up lemonade stands, horseshoe tossing contests, potato sack races and served sandwiches and potato salad. In two days, he moved a total of 24 cars in a market of 10,000!.

(2) SANTA CLAUS IN JULY

Ray Winkler, Dallas restaurateur, brought Santa to town on July 5. Thousands attended the parade which included everything from boats to barking dogs. A multi-merchant sponsorship put the accent on "Lay Away for Christmas" with various price specials. But here's the biggest surprise of all! Not one telephone complaint or letter criticizing the station for bringing Santa Claus to town in July. The Mayor demurred first on the parade but later decided "you can't fight Santa Claus".

(3) LETTERS TO VIETNAM

This idea was aired weeks ago in THE BRAIN. One station reports receiving over 1,000 names and addresses of boys in service. They are now mailing a newsy newsletter to all of them every month. Now comes the response of dozens of boys in Vietnam with a thanks for the service. This is ideal for a 4-sponsor approach with names of boys being used in simple salutes and sponsor credit being given on the air as well as in the newsletter.

(4) HEALTH AND HAPPINESS

For weeks, THE BRAIN sent five "Health and Happiness" announcements per week. If you have been able to sell them, then it is a simple task to prepare them on the format we have been using. If you are using them and want us to continue to supply them, drop us a line.

(5) SLOGANS SELL

Knock over that tough account with a campaign built around one announcement properly sloganized. THE BRAIN just racked one up with "Right When You Want It, Right When You Get It" (stolen). This was a pharmacy looking for a comeback to competitors "Right On The Corner and Right On The Price". Another pharmacy uses "When You Need Us, We Deliver".

(6) COLLECTION CALAMITY

One station mailed out collection reminders for months with no results. Finally, the bookkeeper disgustingly sent out statements in the usual manner one month but casually added two zeros to everyone's balance. As the telephone calls stormed in, the bookkeeper admitted the amount was wrong but suggested that they pay the correct amount they owed.

(7) POLITICAL PLUM

Ken Kendrick of KENN, Farmington, N. M. turned a Tuesday primary into a "plum". On Thursday from 1-6 p.m. prior to Tuesday, all candidates were invited to the station for a FREE interview. Not only did the program create a nice piece of change for KENN but got all the candidates into the station for a possible last minute crack at them for a few well chosen political spots. The public was pleased as well as the FCC!

(8) FACTFUL CAMPAIGN

"Why are car buyers fearful and/or suspicious of car dealers?" A Long Island Chevrolet association feels that it is due to the customer's ignorance of the auto retailing business. Working on the theory that "knowledge dispels fear", the association has developed a "question and answer" campaign to get at the heart of the matter by talking about it freely and honestly. Sample copy: "What do you expect to get from your creampuff? We will give you as much as we can for your used car for the simple reason that we want to sell you a new one." The copy goes on to explain how the value of used cars is established. The campaign is designed to help improve the image of the car dealers.

(9) WHAT DO YOU THINK OF US?

Ardell Sink, 29 year old "Whiz Kid" of the Mountains of North Carolina continues to chalk up top billing and outstanding performance at WSKS. In his recent "What Do You Think of WSKS" contest he drew over 1,000 letters (from 50 to 500 words) and gave away 16 transistors (1600 on the dial). Contest gives him an excellent file for the FCC plus pertinent poop concerning station status.

(10) MOW-OFF CONTEST

Line up a hardware dealer as a sponsor and invite listeners to submit a guess on the amount of time it will take a WWW DJ to mow a 25 x 35 foot area of lawn. Winners each receive a new lawn mower from sponsor.

(11) JUNE BRIDES

A multi-sponsor sweepstake promotion for gals about to be married in June or who were married during any previous June. A weekly winner is drawn from postcard entries and a grand-prize winner from weekly winners at the close of the contest. Grand prize: a honeymoon trip!

(12) OPERATION THAW

An appliance dealer froze a gift certificate in a "mountain of ice". The public was invited to visit store and register a guess as to when the "mountain of ice would melt and gift certificate would touch the floor". Top prize was a major appliance.

(13) WEATHER-PHONE

KRCB, Council Bluffs, Iowa felt that as a daytimer they had no service to offer after sunset to keep their station fixed in the minds of their listeners. So they invented the WEATHER-PHONE which consists of two automatic answering sets, two message counters, one wall phone with a push button to connect it to either answering set for recording, and a key switch to "busy out" the line while recordings are made. The message (two minutes in length) can be changed as often as desired (which is hourly). The WEATHER-PHONE not only provides the latest weather news but scores on local sporting events. KRCB reports that the project is now more than self-supporting and is a real, honest service to the community.

Tom C

1015 Hartford Building • Dallas, Texas 75201 • Area Code 214 RI 1-1114,

ISSUE NO. 103 — MAY 23, 1966

the Brain!

MEMO FROM MAC: "HOW TO SUCCEED IN BILLING BY REALLY TRYING"! Gordon McLendon took an old picture (King Solomon's Mines) which was released in 1950 and, a decade later, gave it a vigorous radio campaign and did better than first run business with it in Dallas. He repeated the same success in Houston proving that a good radio campaign was more important than a first-run picture! He's been selling movie attendance with radio ever since...most successfully. HERE'S YOUR DO-IT-YOURSELF KIT: Ask your local movie exhibitor to give you a list of his coming attractions. Get FREE Press Books on most of the pictures from National Screen Service. (Your exhibitor can give you the address of the nearest National Screen office.) From the Press Book, you can develop a powerful series of spots. If they're good, your theater man is a prospect for a healthy spot campaign. Often the film distributors have excellent radio tapes already prepared. Suggest that he get them for use on your station.

(1) THE THEATERS WILL LIKE THIS ALSO!

Put a "Man in the Lobby" at the theater and ask people, as they leave, what they thought of the picture. Tape their comments, put the good ones together on a one-minute tape and play it for the exhibitor. Many national advertisers are using "ordinary people spots" to sell everything from soap to cigarettes. Word of mouth is a powerful force in building attendance, so the "word of mouth" of local people whom radio listeners know, is a type of advertising the exhibitor just can't pass up.

(2) GOLFERS' SPECIALS!

Here's one car dealers pitch for golfers business. He advertises: "Improve your drive--putt in with your old flivver--your old iron is worth top dollar on any of these A-1 golfers' specials at new low prices." Various specials are offered and tagged with names of famous golfers. A dozen golf balls are offered FREE with each auto purchase.

(3) THIS IS YOUR TOWN!

Simple but requires hard work. Build fifty 30-second announcements dealing with history and current facts about your community. Example: "THIS IS YOUR TOWN, Dublin where in 1901 John Dublin drove over Cabin Hill in a covered wagon and weeks later established the Dublin Trading Post. Today John Dublin, III is the owner of Dublin's Department Store. The firm is never without a supply of the first items sold by the original Dublin--horse collars. THIS IS YOUR TOWN is presented, as a public service, by Southwestern Public Service Company who remind you..(COMMERCIAL)."

(4) PUBLIC RELATIONS IN ACTION!

Send a raft of personalities out to a shopping center during the Memorial Day weekend to host a coffee and pastry tent to encourage drivers to "TAKE A BRAKE FOR SAFETY".

(5) DOLLAR DAY!

Since silver dollars are scarce, stir up fun and comment by offering to buy 200 of them for \$1.20 each. Same stunt can be used on 50¢ pieces which, too, are hard to come by.

(Continued on reverse)

(6) COMING ATTRACTIONS!

"Radio's Golden Age", a reference book by Frank Buxton and Bill Owen containing over 1,000 program listings for all the famous radio shows, and most of the obscure ones, is available from Easton Valley Press, Box 113, Ansonia Station, N. Y. 10023.

(7) A COOL IDEA!

A New Jersey car dealer has come up with a simple technique to control shopping and send prospects directly home after getting a sales pitch. In the dealership is a food freezer with several flavors of ice cream in half-gallon packs. After the prospect is given the sell on product and dealership, and the demonstration ride is completed, and a deal is offered, the prospect who wants to go home and "think it over" or "talk it over with his wife", is given a half-gallon of his favorite flavor of ice cream. Needless to say, it sends him directly home without further shopping. Otherwise, he'd have a seat filled with melted ice cream. The dealer reports 10 recent deals have been traced to this simple technique.

(8) FOR DISC JOCKEYS!

For variation, take the top ten tunes and play the flip sides. Tantalize the listener by challenging him to guess what "the hit" on the other side is. You can make a contest with this gimmick, but contest or no, it will be provocative enough to keep'em listenin'.

(9) LATE NIGHT RELAXATION!

One of the newest and best books on the popular theme, "How to Relax" is one by M. H. Soglow, published by Golden Bell Press of Denver, called "RELAX AND WORK WITHOUT TENSION". Whether you use a sleepy-time gal or a deep bass male, the slow-down-at-night theme can be used better on radio than any other medium as reflected in the above book. Announcements on this theme are perfect for a furniture store selling big easy chairs and soft, soft mattresses. Now will somebody write THE BRAIN on how the relaxation bit can be used on a lively "Top 40" format. Daytimers can use this same approach in the late afternoon during drive time. Read the book and you'll get the slant on copy.

(10) CHURCH NEWS CLINIC!

The Dallas Times Herald has come up with a terrific PR idea! They are sponsoring a Church News Clinic, open to all denominations and faiths, designed to help ministers and church workers present better coverage of their events. Great PR idea for radio, too!

(11) HELLO, DOLLY!

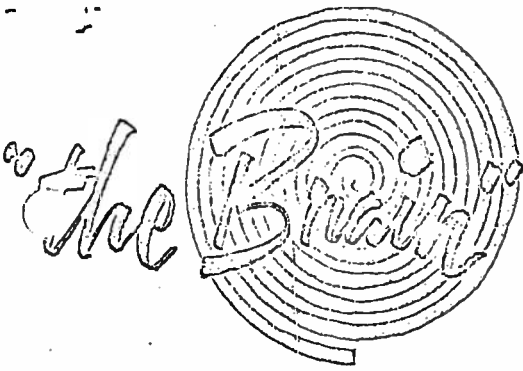
How do your personnel answer the phone? Station KBUZ, Mesa, Arizona says, "Good Music, KBUZ". If you've got a good one, we'd like to know about it. SUGGESTIONS FOR STATION SLOGANS: "Instant News, WWWW", "The Listener's Choice, WWWW", "Lively Radio, WWWW", "90 On Your Dial, WWWW".

(12) RADIO BITES NEWSPAPER!

WQXI, Atlanta independent has sold Cox-owned "Journal", a five-minute sports show in the Atlanta Falcons Football Games Lineup at the national rate. The Falcons will debut this fall as Atlanta's entry in the National Football League. What can YOU sell your local newspaper?

(13) SELL IT BY GIVING IT AWAY!

Radio stations are always glad to give service clubs a few spots on their projects, but next time GO ALL OUT! Offer every service club in your town one "all out" campaign a year on its pet project. Give it the saturation treatment, using all your ingenuity. Present the "commercials" as though you were selling the biggest national campaign. You'll be doing a great job for the service club, demonstrating to the members (many of them advertisers and prospective advertisers) that radio can really do the job. Club members will appreciate your efforts, and will see how effective saturation can be. They will translate the success of the club project, into the radio potential for their own commercial needs. THEY'LL REALIZE THAT RADIO FITS IF YOU GIVE'EM A BLITZ!



(1) LUCKY HOUSE NUMBERS

Listeners send in name and address on postcard. Once or twice per hour, a card is drawn and house number is read over the air. If listener calls the station within three minutes and identifies the house number as his own, he becomes a winner. Award cash prizes in amount of frequency numbers such as 610 would be \$6.10. Each time a listener fails to call in and identify house number, add another \$6.10 to kitty!

(2) FAVORITE TEACHER

A "pat on the back" promotion for those hard working, unsung heroes of our education systems! Invite students of local schools to send in a card with the name of their favorite teacher on it along with their name, address and school. One card is drawn daily and that teacher and student submitting card are saluted throughout the day on WWWW. Background information on the teacher is given on each salute such as length of time in school system, subjects taught, college attended, hometown, etc. A big basket of red apples is delivered to each teacher saluted.

(3) V-DAY

Coming up fast--Valentine's Day, February 14th! Now's the time to start the promos for this V-Day contest for maximum response. Listeners are invited to design a Valentine for the DJ's. Line up a book or stationary store as a sponsor and arrange for them to display all entries prior to close of contest. Award prizes on the basis of the "most original", "fanciest", "craziest", etc. One Brain station drew several hundred entries in just two weeks!

(4) KNOW YOUR VOICE

You'll need several participating merchants to serve as headquarters for the WWWW SHOPPER INTERVIEWS. Visit each firm at a specified time and record interviews with the shoppers. (Be sure each shopper is identified by name.) Take each interview and delete name of shopper but retain enough of conversation so person can identify their voice. Once or twice an hour, play an interview and invite listener to call in and identify their voice. If the person calls the station within a specified time and correctly identifies the voice as their own, they become a winner. Prizes should be arranged through participating sponsors.

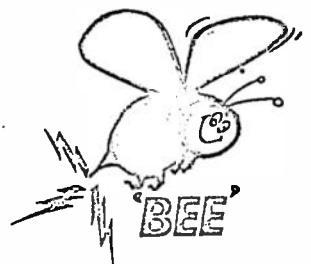
(5) POINTS + PRIZES = PROFITS

Here's an incentive contest for salesmen to encourage them to work a little harder during the slow month of February. Set up a score chart and award points for each contract brought in during the month. Points should be awarded on the basis of the length of the contract. For example, a one week contract, 10 points; anything under a week, 5 points; two weeks, 15 points; and so on up to 50 points for a 52-week contract. Tally up points at end of month and award bonuses to highest salesmen.

(6) THE HONESTY TEST

This is a radio version that will furnish fodder for conversation for weeks before and aft! Publicize that Radio Station WWWW will place ten dollar bills at various locations throughout the city bearing the following notice: "THIS TEN DOLLAR BILL HAS BEEN PLACED HERE BY RADIO STATION WWWW. IF YOU REMOVE IT, YOU WILL NOT BE PROSECUTED BY THE OWNER, BUT REMEMBER THIS: THIS TEN DOLLAR BILL IS THE PROPERTY OF RADIO STATION WWWW, AND IF YOU REMOVE IT, YOU HAVE TO ANSWER TO ONLY YOUR CONSCIENCE."

The bills along with the note penned to them will be put in position at 6 P.M. and left there until 8 A.M. the following day. If any are removed, then Station WWWW may run announcements inviting the pilferers to return them and receive an additional \$10 for being honest enough to admit having been dishonest. Let THE BRAIN know how you get along and modifications you make to fit your market.



(7) HAVE YOU HEARD ABOUT HOMETOWN?

So many members of your local Chamber and citizens in general do not realize that people in major cities are not familiar with your city or its location. To make the point, Station WWWW suggests you call some person at random in a major city and offer him \$10 to locate your hometown, by naming some other city within 100 miles of hometown.

(8) GEORGE WASHINGTON SALE

This is the biggest one of the year in Washington, D. C. each year! It is now being used throughout America. Very simple: each merchant saves back loss leaders and breaks with advertising campaign the Monday evening prior to Tuesday, February 22nd. Each merchant has one red hot item (and we do mean RED HOT) such as a TV for 22¢...1960 Ford for 22¢... typewriter 22¢. This is backed up with other bargains more in line. Buy one suit for regular price and get the second for 22¢. With teasers the week before, and a dominant buildup on February 21st, this can have people standing in line a la World Series for the super RED HOT VALUES. One town is calling their sale the "22 SKIDOO"!

(9) INDUSTRIAL REPORTS

A fine public service program that will educate your citizens on the local industries. Broadcast every hour on the hour, an INDUSTRIAL REPORT that features a local industry leader who briefly outlines his company and its purpose, how long in the community, etc. Actual on-the-scene-broadcasts are very effective if facilities permit.

(10) TOWN MEETINGS ON THE AIR

Make your public more aware of the efforts of such local service organizations as the Rotary, Kiwanis, Lions Club, etc. by attending each weekly meeting and recording interviews with key people and highlights of meeting. Broadcast each the day following the meeting several times throughout the day.

(11) LINCOLN'S BIRTHDAY

Here are several suggestions from Brain subscribers throughout the country for celebrating February 12th. ***One station offers FREE PICTURES OF ABE to listeners who come by studio that day. The gimmick...FREE LINCOLN PENNIES! ***Several merchants offer price specials using the date such as 12¢, \$12.12, 12% discount, etc. ***Another merchant displays a bowl filled with Lincoln pennies and invites shoppers to register a guess as to how many pennies in the bowl. Shopper guessing correct number is the winner of the bowl of pennies.

(12) A SQUARE DEFINED

One of our Brain subscribers used the attached, "A SQUARE DEFINED", as an editorial recently. The response from listeners for reprints was so terrific, that the station has begun a series of such articles. We, of the Brain Staff, were greatly impressed also with the content of this article by Charles H. Bower that we are passing it along to you in hopes that you will, in turn, pass it along to your listeners.

(13) THIS, THAT & THE OTHER

BROADCASTING, Jan. 24, page 57: "A Way to Count Auto Radios?" ABC radio says it has an electronic measurer that ticks off ratings anywhere. Will go into production in about a year. Cost of setting up would be between \$2,000 and \$5,000.

BROADCASTING, Jan. 24, page 62: "Stations Change to Country & Western Program Format". After more than a year of study, Plough Broadcasting Company is making the change to C&W on WPLO, Atlanta. WPEN, Philadelphia, also programming C&W now.

SPONSOR, Jan. 24, page 48: "Customizing for Customers". Success story of three specialized businesses that discovered how local radio, tailored to their particular needs, can deliver the customers they seek.

RADIO & TV DAILY, Jan. 20, page 4: "Goren or Radio" guest columnist, Robert Hyland, General Manager, KMOX, St. Louis writes a good editorial on importance of broadcasting in community life.

FREE FOR THE WRITING: "The Richard Rodgers Fact Book". Contact: The Lynn Fernal Group, Inc., 50 Rockefeller Plaza, New York 10020. *** A 7" LP recorded adaptation of Paul J. Meyer's "Million Dollar Personal Success Plan". Tells how to define short and long range goals, how to overcome roadblocks and how to concentrate on strengths rather than weaknesses. Contact: Success Motivation Institute, P. O. Box 7614-B, Waco, Texas.

IT HAD TO HAPPEN: Ron Riley, WLS, Chicago has started a "Batman Club". *** News of a pocket-sized tape recorder opens amazing possibilities. Cost is to be under \$60. Production should be soon.

PATIENCE, PLEASE: The demand for the four-color weathermaps mentioned in Brain #83 exceeded our supply. New shipment will be out around February 1st. The Brain appreciates your response and your patience!

A SQUARE DEFINED

"Square!" Another of the good old words has gone the way of love, and modesty, and patriotism. Something to be snickered over, or outright laughed at. Why it used to be that there was no higher compliment you could pay a man than to call him a "square-shooter". The promise of a square deal once was as binding as an oath on the Bible. But today, a square is a guy who volunteers when he doesn't have to. He's a guy who gets his kicks from trying to do a job better than anyone else... He's a boob who gets so lost in his work, he has to be reminded to go home. He hasn't learned to cut corners or goof off. This nut we call a square gets all choked up when he hears children singing, "My Country 'Tis of Thee". He even believes in God, and says so in public.

Some of the old squares were Nathan Hale, Patrick Henry, George Washington, Ben Franklin. Some of the new squares are Glenn, Grissom, Sheperd, Carpenter, Cooper, Schirra and Young. John Glenn says he gets a funny feeling down inside when he sees the flag go by; says he's proud he belonged to the Boy Scouts and the Y.M.C.A. How square can you get?

A square is likely to save some of his money for a rainy day, rather than count on using yours. A square gets his books out of the library instead of the drug store. He tells his son it's more important to play fair than to win. Imagine?

A square is a guy who reads the Scripture when nobody's listening. He wants to see America first in everything. He believes in honoring Mother and Father and Do Unto Others, and that kind of stuff. He thinks he knows more than his teen-ager knows about car freedom and curfew.

So, will all of you who answer this description please stand up; you dimly disorganized, improperly apologetic ghosts who turn the wheels, and dig the fields, and move mountains, and put rivets in our dreams; you squares who dignify the human race; you squares who hold the thankless world in place.

-----Charles H. Bower



(1) THIS IS YOUR WIFE

One Brain Station is getting terrific response from this promotion! (I wonder why?) The idea is to get the husbands in your listening audience to submit a postcard listing their wives' three worst faults. Once per hour, a card is selected and read over the air. If the wife calls in and identifies the faults as hers, she is the winner of a beautiful corsage and a steak dinner for two.

(2) GOOD NEWS

Devote the last five minutes of your daily newscasts to GOOD NEWS ONLY. GOOD NEWS items should be events of local interest such as anniversaries of local firms, prominent births, birthdays, new firms moving into town or new services in town, etc. Get your salesmen to bring in the birthdates and anniversaries of their clients for a little extra goodwill.

(3) SALUTE TO SALESMEN

Many first-time advertisers have been secured with this promotion. Invite your listeners to send in on a postcard the names of any salesmen they wish to "salute". When the entry deadline has been reached, draw two names per hour and read them over the air. If a salesman hears his name and calls the station within a specified amount of time, he becomes a winner. Continue the procedure until 25 winners are selected. Each winner receives five (5) free announcements to sell his product during the following month.

(4) HOMEWORK EXCHANGE

A promotion designed for the teenagers in your audience that will revive their interest in their studies and create a lot of conversation for your station. Set aside an hour each night when teenagers may phone in any particular problem in their school homework that has them stumped. Read the question on the air and solicit an answer from other listeners. Soon as the answer is received, relay it over the air to the "answer seeker". This is a natural for any firm that sells school supplies such as a book or stationery store.

(5) NURSERY RHYME PROMOS

Dig out a book of Mother Goose Nursery Rhymes and re-write them for some clever, attention-getting station promos. Better yet, invite your listeners to re-write their favorite nursery rhyme in favor of your station. Award prizes for the most original entries. Here's an example:

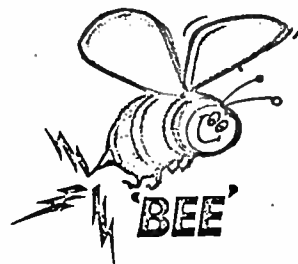
Little Miss Muffet sat on a tuffet
Eating her curds and whey.
Along came a spider who sat down beside her
And they both listened to WWWW the rest of the day.

(6) LOOK ALIKES

One station is pre-promoing the appearance of Phyllis Diller in the market with a LOOK ALIKE CONTEST, offering top prizes to the lady in Hometown who looks most like the bombastic blonde. Same idea can create fun and excitement when used on other well-known personalities including Dean Martin, Debbie Reynolds, Andy Williams, David Brinkley, etc. Entries are made by picture. Finalists are selected by city celebrities.

(7) HALLICRAFTING

THE BRAIN with the Model SX-62 Hallicrafter catches the signals of leading stations about everywhere. Many of them are pointing up importance of news by giving number of daily newscasts. Station WWWW reports news 58 times daily. Another station has promoted legislation



to require people to take keys out of their car. Otherwise they get a ticket. *** How about Valentines to Vietnam. One station is putting accent on homemade candy.*** Cute commercial on WLS, Chicago built around "Dear Diary" theme.*** Station WKY, Oklahoma City is featuring a "Quiz Burger" contest!

(8) STUDENTS AT WORK

The local bank believes the best way to make a young person responsible and happy is to have him working. They sponsor broadcast capsule interviews with students who tell about their jobs and how they fit into their school patterns. The program is worked through the Distributive Education Program at school but not limited to students in the department.

(9) MR. SNOWMAN

Station WWWW is always ready for this one with a \$25 prize for the best MR. SNOWMAN bearing the call letters of WWWW. The contest runs for two days. To enter, a listener must call the station and register his name and address. The judges make their visits unbeknownst to the contestants. Prizes are awarded for the best, biggest, most unusual, etc. In areas where it snows most of the time, this can be an annual event.

(10) EAR CATCHERS

Station WWWW purchased a marquee sign in downtown and brightened each day with a lively saying such as, "Our situation is hopeless, but not serious". "It's a nice place to live, but I wouldn't want to visit there." These are submitted by listeners who are also credited on the air as well as on the sign.

(11) MAGIC KEY CONTEST

Give your listeners a chance to win a second car for their family in the MAGIC KEY CONTEST! Line up a promotion-minded car dealer as a sponsor and donor of the car. Invite listeners to send in their name and phone number on a postcard. Draw a card (3 per day) and call the person who sent it in and ask them a question. If they answer correctly, they are eligible for a MAGIC KEY. (If they answer incorrectly or not at all, award theater tickets as consolation prizes.) The station provides the car dealer with a list each day of those who are eligible for MAGIC KEYS. Listeners must visit the car dealer to get their key. When 50 or 100 keys have finally been given away, the station and the car dealer hold a party on the dealer's lot for all key holders. At this time, each person tries their key in the car. The one that fits, wins the car!

(12) GET WELL WISHES

Here's a great PR idea from Bill Kiewie of KROX, Crookston, Minnesota. Supply the pediatric wards of your local hospitals with coloring books and boxes of crayons for all children admitted. Stamp a clever get well wish from your station on each coloring book. *** If you have any new ideas on what to send male clients who are hospitalized (something besides flowers) please drop us a line. We'll publish the ideas in a later issue of THE BRAIN.

(13) THIS, THAT & THE OTHER

RADIO & TV DAILY, Jan. 17, page 3: WNAC, Boston, reports ratings and revenues are UP since inauguration last September of new talk format called "Companion Radio". Unlike other talk formats that rely mainly on interviews and telephone questions from listeners, WNAC's "Companion Radio" lets its listeners do almost all of the gabbing. *** BROADCASTING, Jan. 17, page 52: "Lessons Learned from the Blackout". Broadcasters suggest ways for dealing with future emergencies.*** If you'd like to participate in THE BRAIN's study of application forms, please send us a copy of yours. Results will be published in a later Brain.***
ALBUM SWAP. This one is a snowball in interest! Broadcast once a week and invite listeners to call in albums they desire to trade. They must give their name and phone number. It is broadcast for an hour each week with 50 calls coming in during the average show.



(1) DRIVE A HARD BARGAIN

One auto firm has built a sizeable business in 1965 with the simple slogan, "There are hundreds of car dealers in this area, but if you want to DRIVE A HARD BARGAIN, THEN DRIVE TO MULLINS FORD. No gimmicks, no tricks, no phony figures...just a plain honest deal. That's what you get at Mullins Ford. Do these three things today: DRIVE TO MULLINS FORD...DRIVE A HARD BARGAIN...AND DRIVE HOME IN A BEAUTIFUL NEW 1966 FORD."

(2) COLLECTION RECORD

Grady Franklin Maples, the "going man" from Colorado land has a collection formula that works wonders! Starting on the premise, "a sale is the act of persuading an account to accept and pay for your service, product or idea" GFM puts the complete responsibility for collection on the salesman. Only the salesman knows the full story of the account. When he calls and requests payment, the account is in no position to "hem and haw". If he can't pay it all, get him committed on two payments, or four, but again, GFM says the salesman who ducks the collection responsibility is no salesman. He is a philanthropist giving away your services.

GOOD T.M.E.

(3) THE UNSEEN VOICE

Comes the advertiser who says, "Advertising must be seen to be believed." Then you counter with, "What are some of the greatest beliefs of every person? 1. A divine Being. 2. Love. 3. Justice. 4. Integrity and Freedom. None of these have ever been seen." Other important points in a person's life are never seen. Proposal to wife, wedding vows, power of the telephone over the written word in salesmanship. ***Another quickie for the newspaper traditionalist. Ask your prospective client to name the headline in today's paper. Unless a story of enormous proportions has broken recently, chances are 100 to 1 he will not know the headline.

(4) OPEN LINE (Early Morn)

The trend in early morning radio is an announcer with lots of fire plus a half dozen top human interest subjects. He opens his telephone lines to the public; and takes comments as time will permit. This is being done by many stations who heretofore have clung to a tight "top 40" format. KSL, Salt Lake, Utah has one of the better early morning talk programs. KOMA in Oklahoma City is now doing same. Give THE BRAIN any ideas you have. THE "IN" FILE will air them and any other type of human interest programs.

(5) THE MANY FACETS OF RADIO

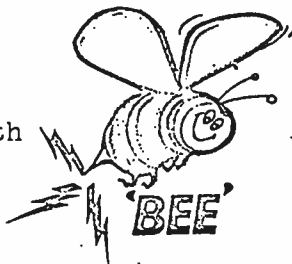
Here are some interesting excerpts from an editorial by Arnold Goren on the many advantages of radio which appeared in the December 30th issue of Radio & TV Daily:

"Radio can do a number things that television cannot. First of all, there is nothing duller than watching a television commentator deliver an editorial analysis. There is nothing visual about such a presentation and it can be done better on radio. Further, since radio is not such a "mass" medium it can take more editorial positions and it can and should attempt to put more emphasis on analysis in additon to straight reporting of news.

In additon radio is faster. This advantage may be only a temporary one, but right now radio can still get to more places more quickly than television. Radio should press these advantages hard. In the area of music there is simply no comparison. Music does not depend upon vision, and the audio circuits of most television sets are an incidental part of the set. In contrast, more radio sets are appearing on the market with improved speakers and sound quality. As this continues to develop and if television does not improve its sound as it has improved its picture, radio's advantage in music will still be important.

At present, radio is also much more flexible than television. Talent will come "casually" to a radio microphone because it is no "sweat" compared to the effort and time and inconvenience associated with any television appearance. Currently, television tape is still expensive to correct and difficult to handle compared to ease and simplicity with

GOOD T.M.E.



which radio tape can be manipulated. Radio commercials are inexpensive to prepare and compared to television commercials on a cost-per-thousand basis, they can be remarkably effective for advertisers.

The question that each radio staff must answer for itself is already clear. Is your station doing the kind of job which utilizes radio's particular advantages, or are you trying to be a competitor of television on television's own terms?

On another point, radio commercials are fascinating listening. The relatively low production cost has enabled advertising agencies and broadcasters to do some highly imaginative and humorous work, but some commercials have been painful to hear. The Johnny Carson Show on television has been referred to as "commercial a-go-go," but radio makes the Carson commercial effort a pale one by comparison.

On some stations we seem to be getting commercials very frequently, and while the commercials, themselves are very brief, sometimes they are frequent enough to chop programming to bits. I wonder if it would be possible to run commercials on a more infrequent basis, to make them slightly longer, and to charge higher rates. The higher rates could be defended on the grounds that more infrequent commercials and longer ones would give the advertiser more impact and a better run for his money. It may be that in the long run this would benefit the listener, the broadcaster and the advertiser."

(6) "ONE WHAT?" PROMOTION

A highly successful promotion used by Bob Canada, P.D., WORD, Spartanburg, S.C. and Bob White, P.D., WEBB, Baltimore, Maryland that drew over 1,500 letters! All you need is a supply of something cheap such as pencils, pictures of the D.J.'s, records, etc. Hit the air once an hour with the following script and watch the mail come in:

"How would you like to have ONE? ONE what? Well, WWWW will send you ONE absolutely free! ONE what?? If you'd like to have ONE, send a self-addressed envelope to "ONE", WWWW Radio, Hometown, U.S.A. and we'll send you ONE! ONE what????? Be the first in your neighborhood to have ONE. Send in for ONE today and we'll send you ONE by return mail.

(7) WASHINGTON'S BIRTHDAY

Here's a promotion that's been running for the past three years on KLEN RADIO, Killeen, Texas on WASHINGTON'S BIRTHDAY. Print up 15,000 paper hatchets with numbers from 0-15,000. Distribute them in local grade schools. Print up larger hatchets with numbers 0-15,000 for each participating merchant which is displayed in his store. The holder of the small hatchet with the same number as the large hatchet may purchase an item for a special discount price (22¢, \$2.22, \$22.22, etc.) at the participating merchants store. For a sample of the hatchet, write A.W. Stewart, President, KLEN, Box 935, Killeen, Texas.

(8) THE "GIANT KILLER" STRIKES

Rambler's "Friendly Giant Killer" theme was put to good use recently by a Michigan Rambler dealer who invited listeners of a local station to come in and help "KILL" a new Chevrolet, Ford or Plymouth with a sledge hammer. (An assortment was provided by the dealer.) Prizes were awarded listeners who wielded mightiest blow! The dealer reported the promotion as a "smashing success"!

(9) SUPERMARKET TRAFFIC BUILDERS

SHOPPING LISTS provided by one Brain Station to their local supermarkets about a week prior to a holiday which were dropped in shopping carts were a real convenience for the shopper and a goodwill builder for the store and the station. *** "KOFFEE KLATCH" sponsored by a supermarket provided a lot of traffic for those "slow days" of the week. Listeners of WWWW were invited to "come as you are" to a free coffee and snack klatch between the hours of 9 and 10 AM. Market provided a display of the coffees and snacks served for extra sales. Another traffic builder for those "slow days" is an afternoon "Tea Party". The participating market sets up one corner of his store for the party each week and provides a hostess to serve tea from a silver tea service for an hour or so. ***TREASURE HUNT also provides extra traffic and bargains for the lucky shoppers. Customer is given a numbered slip upon entering store. Corresponding numbers are listed by merchandise throughout supermarket. If numbers match, customer gets merchandise FREE. Winning number for day are called out hourly on Station WWWW.

(10) NOTES FROM VIET NAM

There's far too little information available on the boys from our own communities who are serving in Viet Nam. The NOTES FROM VIET NAM promotion is designed to bring the situation a little closer to home. The idea is to ask your listeners to ask their

friends and relatives serving in Viet Nam to write your station a letter about themselves (school attended, parents name, hometown, etc.) along with any information possible on Viet Nam.

(11) LET'S GO PLACES

A live-mike show is always an attention getter! One Brain Station features a 15-minute show each morning called "LET'S GO PLACES". A different firm or industry is visited each day. Interviews are conducted, various aspects of the business are discussed. An award for the "WWW STATION OF THE DAY--MONDAY, FEBRUARY 17th" is given to each firm visited. Not only does a promotion of this type create goodwill for your station but makes your public more aware of the firms of their town, and the people behind them.

(12) TAPE IT & SELL IT

A natural for a firm pushing credit business or cash discounts.

Annrcr: A typical scene of '66.

1st Voice: I would like to have two boxes of paper clips. How much are they?

2nd Voice: Paper clips, 37¢ a box, total of 74¢ plus tax makes it 76¢. Do you want to put this on your account?

1st Voice: I have no account. Here's the money.

2nd Voice: Do you have one of our credit cards?

1st Voice: No, I do not. I wish to pay cash.

2nd Voice: This won't be necessary. Let me put you on our revolving credit plan. This way you can pay anytime you wish.

1st Voice: Please, here is my 76¢.

2nd Voice: I'm sorry but I'm new here and I have never had a cash customer before. I'm not sure we can even handle your business. Could you give me a check?

Annrcr: Yes, this is the age of credit but cash still talks at (name of firm) and it says bigger savings for you on every purchase!

(13) THIS, THAT & THE OTHER

SPONSOR, January 10th issue, page 7: Editors Report, "Dark at the Bottom of the Stairs" further points up importance of the commercial broadcasting industry to the community at large in emergencies such as the recent New York newspaper strike, "blackout" and the just-ended transit strike. SPONSOR, Jan. 10th, page 34: Success story on how Northwest Orient Airlines parlayed a \$5,000 RADIO BUY into \$330,000 worth of business. SPONSOR, Jan. 10th, page 40: "Bar Flies that Buy Jewelry" is a new twist on attracting teens through the exclusive use of radio. Success story of a Wilmington, Del. jeweler and his "Charm Bar" Promotion. ADVERTISING AGE, Jan. 10th, page 3 & 12: Alka Seltzer "Stomach" Tune becomes pop hit. Billboard rates it as #13; Cash Box #14. BROADCASTING, Jan. 10th, page 68: Coming this spring, a big public service push on the use of ZIP CODES. Post Office has asked Advertising Council to prepare a campaign to persuade Americans to ZIP CODE their mail. BROADCASTING, Jan. 10th, page 56: Radio had another of its finest hours during recent transit strike in New York. It was the pre-eminent medium for New Yorkers during strike. BROADCASTING, Jan 10, page 50: "Radio's Role in Blackout" survey shows 77% of New Yorkers listened at sometime during blackout. Felt radio relieved fears and helped avert panic. THE BRAIN is conducting a study of application blanks to try to come up with one that will be more comprehensive for employer. If you are interested in such an evaluation study, please send THE BRAIN a copy of the application blank you are currently using. The results of the study will be published in a later BRAIN. Next week, THIS IS YOUR WIFE. Watch for details.

(1) BARGAIN BOULEVARD FESTIVAL SALUTES

Congratulations ... Jim Trayhern, Sales Manager, WBBF RADIO, Rochester, New York ... for submitting winning entry in THE BRAIN's recent "JANUARY-FEBRUARY-MARCH" SALES BOOSTER CONTEST. Here are the facts on WBBF's BARGAIN BOULEVARD FESTIVAL SALUTE PROMOTION:

"14 Major commercial thoroughfares were selected for promotion. Each week, the Bargain Boulevard Festival saluted one of these streets, once per hour, around the clock, with special 'BB Festival' spot intro.

City Historian was hired to prepare series of brief, capsule vignettes of past history concerning each street saluted. Odd facts on each street were compiled for DJ use, such as 'On Lake Avenue, there's a Cary Grant at 1064'.

A master list was prepared for each street which included nearly every retail business on every street, some 2,000 in all. The streets were solicited by sales staff one week prior to street salute.

We posted 18" X 24" banners in participating merchant's window. If he advertised with us that week, we insisted that he feature a bonafide special on his product or service. The merchant was also offered the opportunity to offer a \$5 prize each day to one of our listeners. One of our staff would cruise the particular street in our mobile unit (between 9 and 5), stop at the merchant who had a prize to donate, cut in live into our program and state that he was at Joe Doak's Hardware Store at such & such a number on Lake Avenue. The first person to arrive with a last name starting with the letter 'D' would win a FREE gallon of paint. Usually a winner arrived within 60 seconds. (A mighty impressive testimonial to radio's listenership.)

The results: 2,000 business firms solicited in 60 days (in addition to normal sales calls). Sales up from previous year, 56% in January; 43% in February. Contracts written up from a total of 84 for 1964 period to 246 during Festival's January-February run. Initial Festival Sales, \$18,000 with \$6,000 added later as renewals or later-date starts."

(2) COOKIE CAPER

K-BAT, SAN ANTONIO, TEXAS has an annual COOKIE CAPER sponsored by local flour mill. Listeners submit one dozen cookies baked with sponsor's product. (Sponsor backs up contest with 100 announcements.) Sponsor awards \$100 for best "all around" cookie, \$25 for the "tastiest", \$25 for "prettiest", \$25 for "most unusual" cookie. Cookies are donated to needy San Antonio orphanages at end of contest.

(3) "CITIZENS IN SERVICE" SALUTES

"WWW salutes John Jones, a member of your local police force for the past five years. John, his wife Mary, and their three children, live at 100 Main Street. It's men like John Jones who make our city a finer place in which to live." All too often we tend to overlook the "little" people who make our city function such as the postmen, policemen, firemen, etc. A public service promotion of this type gives them recognition as individuals and shows appreciation for the job they are doing.

(4) MAGIC 1,000

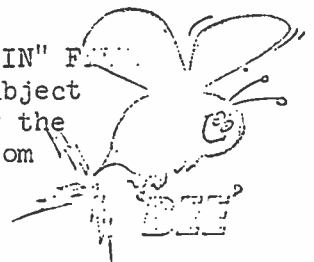
The Dow-Jones Averages are becoming as commonplace talk as the baseball scores. Now the possibilities are good that the 1,000 mark will be reached in months, if not weeks. Sparkle your market broadcasts by offering prizes to listeners who forecast the day when the market hits the 1,000 mark. In event of a tie, winner will be drawn from tying group. Suggested prizes, (1) 1,000 dimes, (2) 1,000 nickles, (3) 1,000 pennies. (If 1,000 mark is never hit, then no winner.)

(5) GOOD OLD RADIO DAYS

The big parlor game over the country is the GOOD OLD RADIO DAYS QUIZ. "What was the name of the girlfriend of the Shadow?" The name of the lawyer in Amos & Andy? Tonto's horse? The theme song of the "First Nighter"? This is a natural for radio week or a regular for a radio and appliance firm.

(6) THE "IN" FILE

One of the new features of THE BRAIN starting February 7th, will be the "IN" FILE. An idea-loaded digest of quips, tips, thoughts, and news pertaining to subject of conversational importance for the week at hand. Example, "Do you know the No. 1 heart throb of the young American girl today?" (Star of the Man from



U.N.C.L.E. Show). Thoughts of the modern bride, "If the Lord had meant for me to wash dishes, he would have given me aluminum hands". "Bud Adams opines that he is losing faith in American youth, after Donnie Anderson spurns \$800,000 and LSU's McCormick chooses San Francisco". The "IN" FILE will not be another list of wisecracks. It will reflect a pungency and timeliness that will grab the ear of the listener, and stir the imagination of the announcer.

(7) BANKERS TRADE-OUT

Here's a new twist on breaking-the-ice with a tough bank client. Borrow \$10,000 from the bank ... turn around and deposit it as security on the loan ... at 6%. Now the twist: get the bank to take TWICE THE INTEREST RATE IN ADVERTISING!

(8) FEBRUARY PROMOTIONAL DATES

2	Groundhog Day	22	Washington's Birthday
12	Lincoln's Birthday	25	World Day of Prayer
14	Valentine Day	28	Bachelors' Day
3-12	National Kraut & Frankfurter Week		
6-12	National Children's Dental Health Week		
7-13	Boy Scout Week	20-27	Brotherhood Week

(9) FEBRUARY WHITE GOODS SALE

Line up one or several sponsors to give gift certificates good for a discount on any white goods purchased during the WHITE GOODS SALES by a customer with the last name of "White". Check your local phone directory for a list of all "Whites" in your area. Once per hour, call out the name and address of a "White". If they call the station within 3 minutes and identify themselves, they receive a gift certificate from participating sponsor.

(10) HISTORICAL STATION BREAKS

Line up a series of historical facts about your community. Incorporate them into station breaks, such as "This is WWWW, in Hometown, where the first city hall was built in 1900 and housed only five employees. The new city hall, built in 1965, now employs 50 employees." Station breaks of this nature create a lot of goodwill for your station as well as educate some of its newer citizens on the history of their city.

(11) WELCOME ABOARD!!!

THE BRAIN is proud to "WELCOME ABOARD" the following new subscribers: Joe Kendall, Mgr., KXRO, Aberdeen, Washington; Bob White, P.D., WEBB, Baltimore, Maryland; Thomas Moore, Mgr., WBCO, Bucyrus, Ohio; Ted Soskin, Pres., CHQR, Calgary, Canada; Tina Combs, Mgr., WUWU, Gainesville, Florida; Bill Harrell, Mgr., KVOZ, Laredo, Texas; Harold Haley, Mgr., KETX, Livingston, Texas; Gordon Lewis, Nicholson's Broadcasting, Perth, Australia; Jim Throneberry, Adv. Rep., WREN, Topeka, Kansas; Burt Sherwood, Mgr., WTRY, Troy, New York.

(12) HAPPINESS IS . . .

One Brain Station is getting good listener response by asking them to complete the following sentence, "HAPPINESS IS . . .". Entries are aired once per hour. Listener receives token gift from station such as theatre tickets, album of the week, cash in amount of station's frequency numbers, etc.

(13) THIS, THAT & THE OTHER

WATCH FOR THE ALL-NEW BRAIN . . . COMING MONDAY, FEBRUARY 7th!!!!!!!



(1) THE DRAFT CALL

A subject of vital concern to young men and their families throughout America. Station WWWW, under sponsorship of the Public Service Company, presents QUESTIONS & ANSWERS ON THE DRAFT each day at 7:15 A.M., 12:15 Noon, and 6:15 P.M. Your local draft board can furnish you with pertinent information. Or write "This Week Book Service", Box 2279, Grand Central Station, New York, N. Y. 10017 for an interesting book on Military Service for just \$1.00. This feature can be made a part of any audience participation program or popular personality show. Weekly contact with your local draft board will also be appreciated by your listeners.

(2) 66 IN '66

A fine promotion for your Phillips "66" Dealer in the kickoff period of 1966. Honor all who will be 66 in 1966 and also all who will celebrate their 66th Wedding Anniversary this year. It will be 100 years before Phillips will have another 66 to promote. Chances are your top 66 Dealer will appreciate your submitting a complete presentation to him. Other tie-ins may include babies born in 66, basketball teams who score 66 points, anyone 6'6" tall or who weighs 166, 266 or 366.

(3) FAMILY OF THE WEEK

This program has brought goodwill, dollars, and human interest for many years on one BRAIN STATION. (Requires around two hours per week to produce.) The program director visits a family with his tape recorder and makes a dozen brief recordings. The family is presented a basket of gifts from the cooperating sponsors, plus a certificate as the "WWW FAMILY OF THE WEEK", January 7, 1966. The recordings are aired throughout the week. Sponsors are given credit on their specific announcements. Revenue amounts to \$150 per week. Costs of production are less than \$25. Families, to be honored, are nominated by listeners. The WWW FAMILY OF THE YEAR is honored with a special luncheon which includes all families, station staff, and participating sponsors. This idea works well in any size market and does a great deal to publicize the strongest segment of our country, the family.

(4) WEATHERCAST MERCHANDISING

Sell your weathercasts with a real emphasis on merchandising. Provide sponsor with a beautiful 4-color weathermap that can be overprinted with name, address, telephone number and times of the weathercasts. Map is available, complete with overprinting, for \$28.00 per thousand. One sponsor sent every school teacher in area a map and found 80% acceptance.

(5) HAPPY NEW YEAR & MERRY CHRISTMAS

Station WWWW caught the eye of sponsors by mailing early in the year a Happy New Year and Merry Christmas card. The reverse english greeting pointed up the fact that what we do in the first 11 months in 1966 will have much to do with our making Christmas '66 a merry one.

(6) 8TH OF JANUARY

In your audience are dozens of oldtimers who would appreciate your honoring the oldtime fiddlers. A good day to do so is January 8th--using the oldtime fiddle tune, "8TH OF JANUARY" as your theme. This promotion is not confined to C&W since oldtimers listen to ALL stations.



THIS, THAT & THE OTHER

ADVERTISING AGE offering a "free" FACT KIT on PRESENTATIONS in their Sales Presentation Contest. See the December 27th issue, page 24, for details or write CONTEST, Advertising Age, 740 Rush Street, Chicago *** DOLLYGRAMS?? What will Western Union come up with next! Four pixie-like dolls that convey "Happy Birthday", "Cheer Up", "Congratulations", and "Have a Happy Day". \$2.00 each plus cost of message. These could be the basis for a terrific station promotion. *** COUNTRY CLASSICS, KIKK, Houston, Texas, a country & western station, will play only COUNTRY CLASSICS the first 3 days of January to give the announcers a fresh start in '66 and wake up an "order-taking" staff. Classical theme is carried over into attire of announcers and air names. *** DEADLINES NEARING on Brain's "Victory in Viet Nam" Contest and "January-February-March" Sales Booster Contest. Get your entry in, pronto!

COMING...MONDAY, FEBRUARY 7, 1966!

COMING...MONDAY, FEBRUARY 7, 1966!

THE COLORFUL NEW 1966 "BRAIN"

redesigned with

INNOVATION & INSPIRATION

to help YOU

EARN MORE & SELL MORE!

New...but in format only! THE 1966 "BRAIN" is still the same powerhouse of ideas...at the same low cost of only \$2.00 weekly. Just take a look at the exciting lineup of new features in store for YOU Monday, February 7th:

1. THE SOLID SIX...6 program, promotion, & profit ideas, adaptable to any station, any market.
2. THE LIVE FIVE...5 varied pieces of copy designed to make copy cats creative-- give salesmen "something" to sell within the hour.
3. THE "IN" FILE...24 timely, topical air thoughts for announcers that will "magnetize" the ear of the listener to YOUR spot on the dial.
4. THIS, THAT & THE OTHER...a review of "What's New" in trade journals with ready reference information.

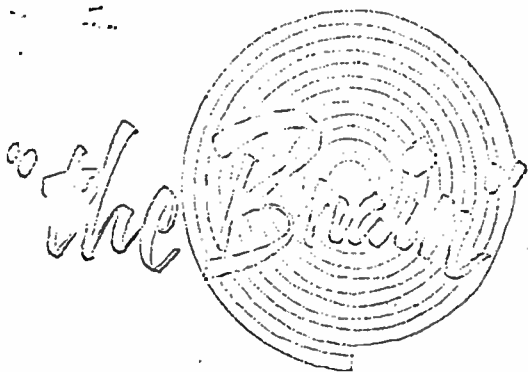
PLUS...EVERY 13 WEEKS

"SURPRISE 26"

Twenty-six taped announcements that will add, to your sound, a sparkle...and different voices for commercials, station promotions, and public service. (\$10.00 charge for tape and production.)

COMING...MONDAY, FEBRUARY 7, 1966!

COMING...MONDAY, FEBRUARY 7, 1966!



(1) TABLE-GRAM

A very successful restaurant promotion for KWFR RADIO, San Angelo, Texas that is grossing approximately \$1,000 a month in a metro market of 60,000! The TABLE-GRAM contains a recap of the morning's top news stories, plus weather and sports information, etc. Participating restaurants receive their supply of the TABLE-GRAMS each morning before 10:00 A.M. -- just before "coffee break" time! For a sample TABLE-GRAM and complete details, write "Hi" Duncan, KWFR RADIO, San Angelo, Texas

(2) GROCERY AU GO GO

A super promotion for a chain of supermarkets (or any chain)! Station WWWW's GO GO GIRL visits a different store in the chain each week. (Promo visits well in advance.) She conducts on-the-spot interviews with store personnel and customers in the store. The store awards each customer interviewed, a merchandise certificate; the station awards them cash in the amount of their frequency numbers. Not only does GROCERY AU GO GO create a lot of conversation for the chain involved--but an awful lot of traffic in the store on the day of the GO GO GIRL visit!

(3) TIRELESS TRANSISTOR

Take advantage of the "spotlight" cast on the transistor radio due to its performance during the recent Eastern Coast blackout with the TIRELESS TRANSISTOR promotion. It will further impress your listeners of the dependability of radio! The promotion is simply, "HOW LONG WILL AN 8 TRANSISTOR RADIO PLY ON 4 FLASHLIGHT BATTERIES?". Listeners are given the exact hour and date the transistor is turned on and invited to guess the approximate number of hours, minutes, and seconds the radio will play. Entries are submitted on postcards. As soon as transistor "conks" out, contest ends. Listener submitting guess closest to actual time radio played, wins radio--plus a new supply of batteries. Runner-ups could receive smaller transistors, set of flashlight batteries, or cash in the amount of the station's frequency numbers.

(4) GIRL TALK

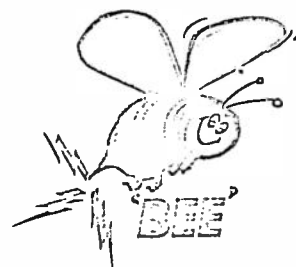
A 15-minute morning potpourri of local items of interest to women, such as latest fashions in town, new services, club meetings, rummage or special sales, etc. Just the promotion to reach housewives if scheduled between 9:30 and 10:00 A.M. since this is usually about the time neighborhood "koffee klatches" begin. An effective multi-sponsor promotion and image builder for those small, speciality stores who don't have the budget for advertising on the scale of their competitors.

(5) WHAT I LIKE ABOUT.....

Community pride is something every city needs from its citizenry but it's sometimes difficult to obtain. This public service promotion will create goodwill for the station and also make each citizen "stop and think" for a few minutes about their community and all that it offers. To be eligible, the listener must reside in the respective community. Invite each listener to complete the phrase, "WHAT I LIKE ABOUT....." in 25 words or less on a postcard and mail to the station. Select as many winners as you like and award an "Evening on The Town for Two".

(6) PET TRACKS

A clever promotional tie-in used by KLIF RADIO, Dallas, Texas to herald the new movie, "That Darn Cat". Over 3,000 entries were received in a two-week period! All listeners must do is send in on a postcard, a footprint of their pet. (You'll find that some of your listeners have some rather unusual pets!) At the end of the two week period, one card was drawn from all the entries and that listener was awarded \$100 in cold, hard cash!



(7) TRANSISTORIZED MAIL BOX

One brand new twist on publicizing the "mighty" transistor radio is to drop one, "going full volume", into a package-size mailbox. The first person to phone the station and give the exact location of the mailbox, plus the zip code, wins a transistor! This promotion is used, of course, in cooperation with the U. S. Post Office Officials to encourage people to become more familiar with zip codes and use them!

(8) NIGHT WATCHMAN

WWWW--The Station On The Prowl! A representative of Station WWWW roams the streets of the city once per week during the early evening, selects a home at random and knocks on the door. The person answering the door receives a basket of prizes (from participating sponsors) or courtesy Station WWWW--PLUS a transistor radio if he answers the door with a transistor attuned to Station WWWW. The night announcer keeps the audience informed as to what section of town and when the WWWW NIGHT WATCHMAN IS ON THE PROWL!

(9) HAPPY NEW YEAR HIZZONER

Salute, by name, all top officials of your city and county with a wish for a Happy New Year. For example: "Station WWWW salutes Mayor John Jones and all the members of the Hometown City Council. May we all work together under their leadership to make 1966 the greatest year of all for our city." With a dozen of these announcements directed toward schools, Chamber of Commerce, Post Office, etc., they can be sold to one firm for that "extra" package in the dead week of the year.

(10) KNOK RADIO STOP SIGN (O.K.BUY)

KNOK RADIO, Ft. Worth, Texas has dozens of food firms and drug stores who participate in displaying the "O. K. BUY" signs with spaces for excerpts of various products. This works as a tremendous tool in merchandising as well as a fine publicity medium for the station. Write Stu Hepburn, KNOK RADIO, Ft. Worth, Texas for a sample brochure. This is a step toward giving radio a "Good Housekeeping Seal of Approval".

(11) JR & SR HIGH NIGHTS

Create goodwill for local firms and help the junior and senior classes in your local high schools raise money for their classes with JR & SR HIGH NIGHTS. Line up several firms to participate. Each will stay open two consecutive nights (one for the junior class; one for the senior). Special prices will prevail for each sale and are advertised heavily the day of the sale. (Some firms may arrange with their manufacturers to donate extra merchandise to use as prizes for the highest salesman in each class.) On the night of the sale, each student is given a pad and a number (just like the regular clerks); however, the regulars are on hand to help out with locating merchandise, writing tickets, ringing up sales. Cash awards are given to each junior and senior class according to their sales. The class with the highest sales, naturally wins the largest cash prize.

(12) IDEAS, ANYONE??????

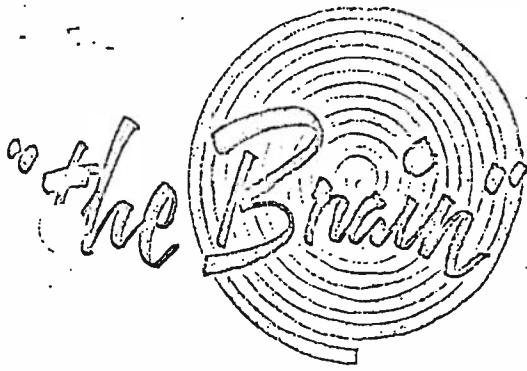
To get the most from any employee, you must instill within him the desire to work--not for the money, necessarily, but for the personal satisfaction and pride derived from a job well done! If you haven't made it a practice to encourage your employees to come forth with ideas that might improve the operation, give them a chance to do so. (You might discover some hidden talent you've been needing badly.) Little incentives along the way (not necessarily cash) will go a long way in improving the overall morale of your staff. Start the New Year off right with the question, "IDEAS, ANYONE?"

(13) THIS, THAT & THE OTHER

SPORTS ILLUSTRATED offering top sports' tapes. Write Keith Morris, Sports Illustrated, Rockefeller Center, New York, N.Y. 10020. *** STATION BREAK CONTEST WINNER--WAKR RADIO, Akron, Ohio. Congratulations to Ron Baxley and staff. Your 15-pounds of fruitcake are on the way! *** "RIGHTS & RESPONSIBILITIES", five 5-minute public service programs on the Constitution are being offered FREE by Taft Broadcasting Company to all interested stations across the nation. Write R. B. Read, Taft Broadcasting, 1906 Highland Avenue, Cincinnati, Ohio, 45219. *** EDITORIAL CONTEST on VICTORY IN VIET NAM entries pouring in! Deadline is near. Send your editorial today. Win a beautiful plaque for your station. *** DITTO ON ENTRIES FOR J-F-M SALES BOOSTER CONTEST. Winning station to receive a year's subscription to QUOTE MAGAZINE.

THE BRAIN - NEW-NIQUE IN 1966!

BEST WISHES FROM OUR STAFF TO YOUR STAFF FOR A VERY HAPPY NEW YEAR!



(1) "I PREDICT FOR 66"

A quick promotion for the last week of December which ties in with the rapidly changing world. Since everyone nowadays is making predictions about the future, give your listeners a chance to air their predictions with an "I PREDICT FOR 66" CONTEST. The idea: have them send in their prediction to the station on a postcard along with their name, address, and phone number. The predictions can be on any subject, humorous or otherwise. Read the cards over the air daily as they are received. On December 31st, draw six cards from all the entires received, and award six lucky listeners with a year's subscription to Kiplinger's CHANGING TIMES MAGAZINE.

(2) THERE'S GOLD IN THEM THAR PAGES

Meaning the TELEPHONE DIRECTORY YELLOW PAGES, of course! A promotion that can be used strictly by the telephone company or with participating sponsors. Guaranteed to make people more conscious of the convenience and importance of their telephone directory yellow pages. The idea: select an advertiser who has a display ad in the yellow pages. Give clues as to the identity of the advertiser by giving the number of the page on which the ad appears plus a few words from the ad itself. The first listener to call in within 15 minutes and correctly identify the advertiser and the ad would be the winner. If a telephone company promotion, the prize could be free phone service for a month (excluding long distance charges) or free installation of a second telephone. In the case of participating sponsors, the listener would receive a gift or gift certificate from the participating sponsor.

(3) BASKETBALL SWEEPSTAKES

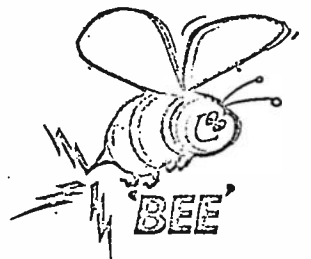
Cash in on the enthusiasm of your listeners for the "ROUNDBALL SEASON" with a BASKETBALL SWEEPSTAKES CONTEST. Invite them to send in a postcard each week with a figure on it which they think will be hometown's score that week. The day after the game, the names of all the listeners who have sent in the correct figure, will be read over the air. Each of the winners will have 15 minutes or a half-hour to call into the station and identify themselves. The prize or prizes would not be announced until the listeners had called in. A good promotion for any sports-minded firm. Prizes could consist of tickets to the next week's game or a gift from one of the sponsoring firms. If a station promotion, transistor radios would be the ideal prize.

(4) THE GROUCHMOBILE

A promotion with plenty of "PUNCH" and "OUCH" for any car dealer and a good public service tie-in with the January March of Dimes Campaign. This is especially effective around the first of January since more people tend to be in a rather grouchy mood due to overspending on Christmas. They definitely need something to take their grouches out on and THE GROUCHMOBILE is the perfect thing! The idea: display, on a dealers lot, a "not too badly wrecked" car from the local junk yard. Label it THE GROUCHMOBILE and invite listeners to stop by and help demolish it. (The car dealer should have a few demolition props around, such as large rocks, a crowbar, hammer, etc.) If tied in with the March of Dimes Campaign, each listener would be given "3 belts at the old buggy" for 50¢. All proceeds would go to the March of Dimes. Since this is strictly a fun-type promotion and there will be no prerequisites for participating in the fun like a test drive in one of the dealers car, etc., the response should be terrific. People are just naturally more receptive to buying when they feel there is no definite pressure being exerted on them to do so! Should create a lot of conversation for the dealer and/or dealers who participate.

(5) JAYCEE WEEK - JANUARY 16-22

JAYCEES--everyone has heard of them and recognize them as a local public service organization. But wonder how many people really know who their local Jaycees are or "how" or "why" the organization came to be. In a SALUTE TO THE JAYCEES during this week of January 16-22, sprinkle your programming with vignettes on each Jaycee along with little known facts about your local organization such as when it was formed, by whom, for what purpose, membership requirements, etc. The JAYCEE SALUTES will create goodwill for your station and also make the public more aware of the purpose and importance of the Jaycees in their community. As a final SALUTE TO THE JAYCEES, award them a plaque or letter of appreciation from your station. This type of public service promotion is usually fairly easy to sell. So line up several participating sponsors and tag each SALUTE with a brief plug on each sponsor.



(6) FRANKLIN THRIFT WEEK - JANUARY 17-23

Savings and Loan Associations and banks should "toot their horns" loud and clear during this week about all their customer services and encourage people to get the habit of thrift through a regular savings account. One bank gave away a "book of checks" redeemable for securities, discounts or gifts at local firms with each new account: savings, checking, Christmas Club, etc. Not only did this promotion say "thank you" for doing business with us but brought in a surprisingly high number of new retail accounts through the "gift checks".

(7) BANKING FOR CHILDREN

Children should be taught thrift at an early age and with this thought in mind, one bank gave FREE SAVING BANKS to each child (accompanied by an adult) who opened a savings account. The child was also given a tour of the bank and especially the vault where "his" money would be kept. A systematic savings plan was discussed with each child as to how much he thought he could save in his FREE SAVINGS BANK each month. To further impress the child of the bank's interest in his account, though small, the bank sent out clever postcard reminders once a month to each child suggesting they bring their bank in for a checkup. At that time, the money would be taken from their SAVINGS BANK and deposited in their savings account. The child was encouraged to try to save just a little bit more the next month than he had the previous month. Even though this started out as a promotion designed to introduce children to the world of banking, it also helped to encourage their parents to increase their saving accounts!

(8) MUMBO JUMBO

WHAT DID HE SAY??????? That's what your listeners will be asking themselves and their friends when you play the MUMBO JUMBO GAME! The idea: take well-known phrases like, "Buy Now, Pay Later", and jumble them up and mumble them out. The first listener calling in within the allotted time and correctly identifying the phrase wins the prize which could be anything from theater passes to free haircuts! Or use multi-sponsors on this promotion along with their company slogans as the MUMBO JUMBO PHRASE. A terrific way to make the public more aware of slogans which can be an important factor when it comes time to buy that service. For example, look what the slogan, "You're In Good Hands With Allstate" has done for Allstate Insurance Company!

(9) THE JANUARY PICKLE

Nearly everyone is in a "pickle" around the first of January when those December bills start rolling in! Help them out by offering COLD, HARD CASH for guessing the number of pickles in some type of gigantic containers at participating sponsors. All they need do is stop by participating sponsor and register their guess. Stations should provide sponsors with registration slips and deposit boxes for entries. Listeners with the number closest to the actual number of pickles contained in each barrel, or whatever, can win \$100, \$75, \$50 and \$25 in cash to help pay their Christmas bills. Build some clever promos for the contest around the old nursery rhyme, "Peter Picked a Peck of Pickled Peppers".

(10) COURAGE: RADIO SALESMAN

There's rough sailing ahead for the next three months due to the fact that most advertisers spent their advertising budgets on Christmas promotions. But do not be discouraged! Think back to the most successful sale you ever made. What made it so? Analyze everything about it. Take your "pitch" apart to see if you can determine just what made the prospect sign the order. Then start applying this same technique to the slow months of January, February and March. The results might surprise you! Remember, also that a key to the type of advertising that appeals to some firms can be found by reading all types of trade journals, etc. of the account you're trying to land. Think positive!!

(11) LOLLIPOP HOMES

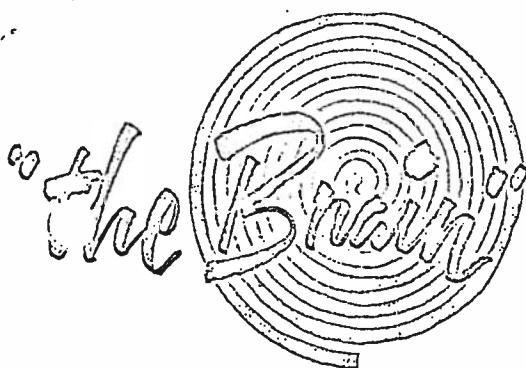
A highly successful Christmas promotion that can be used for a city or shopping center anytime. Some six playhouses were built and made into a little housing development for children with a fence around it, a church, and other decorations. THE LOLLIPOP HOMES are used as an attraction for the children and each time they visit the firms sponsoring LOLLIPOP HOMES, they may register for one of the six playhouses to be given away. When the drawing is held, and the winners determined, the homes are delivered to the winners' addresses. This contest should run for a month since the number of children who come to see it will be important, as well as the number of parents who register for the six playhouses to be given away.

(12) DONATIONS UPCOMING

Come January, most stations will again be besieged with requests to buy ads in papers, annuals, promotion sheets, and goodwill projects. One Brain subscriber uses this formula: "Mr. Jones, I won't be able to buy a \$25 ad in your program, but we will give you \$25 in advertising on WWWW". In this way, both profit, since the ad space can be sold to someone else.

(13) THIS, THAT & THE OTHER

STATION BREAK SUGGESTED after THE BRAIN offered the hints about little children's voices being used. "My mommy listens to Station WWWW and my poppa listens to my mommy". *** VICTORY IN VIET NAM an editorial contest will soon be over. Winning station to receive plaque from THE BRAIN *** JANUARY-FEBRUARY-MARCH SALES BOOSTER CONTEST still open. For the most successful sales promotion for J-F-M, your station may win year's subscription to QUOTE MAGAZINE. *** STATION BREAK CONTEST OVER...winner to be announced in next week's BRAIN. Thanks to all who entered.



(1) SHOPPER'S SURVEY

THE DENVER POST just released a comprehensive survey on the shopping habits of Denverites. The survey included their views on parking problems, the attitude of clerks, favorite shopping spots, etc. This same approach was used by radio stations in Wyoming in a highly successful promotion. It ran for 90 days with each merchant purchasing 104 announcements calling attention to the survey as well as advertising their merchandise. Customers were invited to answer the questions as they shopped. The information was condensed by the station and supplied to each merchant. If you want a sample survey form, THE BRAIN will supply it on request. Your merchants will find some interesting facts when the results from several thousand samples are crystallized!

(2) WHAT'S BEHIND KCUL?

Make your listeners CALL LETTER CONSCIOUS with this simple contest! The listener calls in and selects a letter from the call letters. The announcer tells him the prize behind the letter he chose. The prize can be anything from bubble gum to a \$50 bill or some gag prize such as a quart of prune juice, a Guy Lombardo record or a jar of rock candy. KOMA in Oklahoma City is sprucing up December with HIS & HERS CHRISTMAS GIFT PRIZES. The person writing the card with the nearest to correct guess on the value of the HIS & HERS CHRISTMAS GIFT PRIZE wins.

(3) STAMP OUT SHOPLIFTERS

Millions of dollars in merchandise are stolen in the month of December by shoplifters. One Brain subscriber lined up a dozen merchants who would take a beating. They are running 15-second announcements warning would-be shoplifters of the steps being taken to detect them and apprehend them. Station can build goodwill with sponsors by running this series as public service. Three well-produced tapes will serve the purpose for the entire month.

(4) MERRY CHRISTMAS IN A DOZEN LANGUAGES

In your listening audience there are bound to be many people who are bilingual. Make an appeal for them to call in for an appointment to come by your studios and record a Christmas Greeting in their language. You'll be surprised how many people in your city can speak languages about which you have never heard. Precede each foreign language greeting with the name of the person and the language to be spoken.

(5) VICTORY IN VIET NAM

One station is urging every listener to write an editorial (200 words or less) on the subject VICTORY IN VIET NAM. The best ones are selected and given over the air on a special "Editorial Feature". Send THE BRAIN your editorial on Viet Nam and THE BRAIN will award a plaque to the Broadcaster submitting the best (as selected by three local servicemen). All over the nation Christmas cards, books and other gifts are being sent to the boys in Viet Nam. But why make this just a Christmas feature, why not make a monthly feature by sending a "CARE PACKAGE" to our boys in Viet Nam because we care about them. Local civic and service clubs are usually eager to help out on such campaigns.

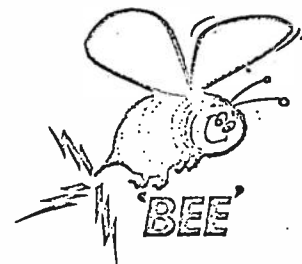
(6) TON OF CANDY

"FOR THE SWEETEST GUYS IN THE WORLD--OUR BOYS IN VIET NAM". This was the theme of one of the best campaigns for our boys in Viet Nam that THE BRAIN has heard of in a long time. It was started by a church to obtain a TON OF HOMEMADE CANDY for shipment to our boys in Viet Nam. However, the entire community got in on the project and more candy was collected than had ever been anticipated. The candy was packaged in coffee cans and then in boxes. A local trucking company transported the boxes to the nearest army base for shipment to Viet Nam on an Army transport plane. A ten foot scroll, designed by a local ad agency, was also sent with the name of each donor on it. The local media provided day-by-day coverage of the progress of the campaign. It was a terrific goodwill promotion for the entire community!

(7) SELF SERVICE? PERSONAL SERVICE!

Self service is the PAR FOR THE COURSE in this day and time! One firm decides "NOT THE USUAL". They have lined up an extensive campaign publicizing "PERSONAL SERVICE". A firm in the men's clothing industry is using catchy copy commercials and report comments and sales are good! Note the (TAPE IT AND SELL IT) commercials for tape recorders.

BROADCASTERS EXCHANGE ENTERPRISES, INC.



(8) BEHIND THE SCENES

A station can build goodwill with nearly everybody in the community with this campaign. (Once a week, a person in top management of a local firm is interviewed concerning his firm, the internal problems, and plans for the future. One week it could be BEHIND THE SCENES IN A SUPERMARKET. Another BEHIND THE SCENES AT A BANK or BEHIND THE SCENES IN A SERVICE STATION. With ample promos during the week, this broadcast taped in advance can fill in well as a Sunday feature. It would be ideally suited for sponsorship by an institutional firm.

(9) WHO SAID IT?

"THERE IS PLENTY OF SECURITY IN A JAIL, BUT I HAVE NEVER HEARD OF ANYBODY BEATING DOWN THE DOORS TO GET IN." Who said it? Telephone Station WWWW with the correct answer and receive an evening out with dinner for two and tickets to a local theatre. This little feature several times a day keeps them listening. All the material you will ever need is published weekly in QUOTE MAGAZINE, Droke House, Box 683, 309 South Main, Anderson, South Carolina.

(10) SLOGANIZING

THE BRAIN has plunked long and loud about the value of top notch slogans. Just this week it was revealed that "20,000 filter traps in every cigarette" in one 61-second film made more money for Viceroy than "Gone With The Wind". Another one, "Does She or Doesn't She?" "The Man in the Hathaway Shirt." More examples of business built into millions by a correct choice of words. If your staff be ten or 50, THE BRAIN suggests you offer a monthly prize for the best slogan submitted. Make your salesmen "slogan conscious" as they call upon their clients. Read the article in the November 29th issue of The National Observer on page one entitled, "Think Big on Madison Avenue, Pussycat".

(11) DISAPPEARANCE CLEARANCE WITH CLARENCE

Create a character, CLARENCE CLEARANCE, and have him move in (by voice) to quarterback the "Disappearance Clearance" at one of your January Clearance firms. Clarence will be in town only two weeks and he wants the shelves cleared! Take it from there and build your own motion.

(12) NATIONAL THRIFT WEEK - JANUARY 17-23

A perfect promotion to commemorate Benjamin Franklin's birthday and to encourage thrift at your banks and saving and loan associations. Plan a package at a "thrifty" price for your sponsors to help them create interest in establishing saving accounts or adding to them. For more information write NATIONAL THRIFT COMMITTEE, 121 West Wacker Drive, Chicago, Illinois 60601.

(13) THIS, THAT & THE OTHER

DECEMBER 15TH IS DEADLINE FOR ENTRIES IN THE BRAIN'S STATION BREAK CONTEST. Winning station will receive a 15 pound fruitcake. Three of the many entries received so far are: WOIC, Columbia S. C. "THIS IS WOIC...5,000 WATTS OF PURE PLEASURE"; WAKR, Akron, Ohio, "THIS IS WAKR, HELD OVER FOR THE (Number) CONSECUTIVE (day, week, month, year)"; KGMI, Bellingham, Washington, "YOU ARE LISTENING TO THE SOUNDS OF AUTUM ON KGMI--790 IN BELLINGHAM." ***SPONSOR APPRECIATION. What are you doing for your sponsors for Christmas? One station presents each sponsor with a "dinner for two" at a local cafeteria (limit \$5 per couple). Another station awards theatre tickets. THE BRAIN would like to hear your suggestions! THE J-F-M (January, February, March) DRAG is a problem with all broadcasters. THE BRAIN will award a year's subscription to QUOTE MAGAZINE to the station submitting the best "Sales boosting promotion" for J-F-M! *** WHAT'S YOUR PROBLEM? Sales, programming or personnel? THE BRAIN would like to know. Our experienced staff of broadcasters may have the solution to your problem! *** AN FCC STEP BY STEP ADVISORY FILE ON FORMS AND PROCEDURES. THE BRAIN is planning such a file for BRAIN SUBSCRIBERS. Drop us a line if you'd be interested in receiving such a file. (Of course, there will be a small charge for the file when completed.) *** THAT'S ALL FOR THIS WEEK, FOLKS!

CATCHY COMMERCIALS (TAPE IT & SELL IT) ON
SELF SERVICE? PERSONAL SERVICE!

(1)

First Voice: Pardon me, do you work here?

Second Voice: Yes, I work here. In fact, I'm working right now.

First Voice: What is the price of these towels?

Second Voice: No idea, lady.

First Voice: What are they made of?

Second Voice: Your guess is as good as mine! They're pretty, but I'm not interested in them.

First Voice: (Haughtily) Just a moment, didn't you say you are employed here? And not interested in the merchandise!

Second Voice: Just a moment to you, madam. I didn't say I'm employed here. I said I work here. (Pause) You see, I'm a shoplifter!

Announcer: Self service is great except when you want to know what you're buying. That's why personal service is the theme at WWWW Department Store. (COPY).

(2)

First Voice: (Loudly) Sir, could you tell me the price on this plaid sport coat. It's just what my husband has been looking for.

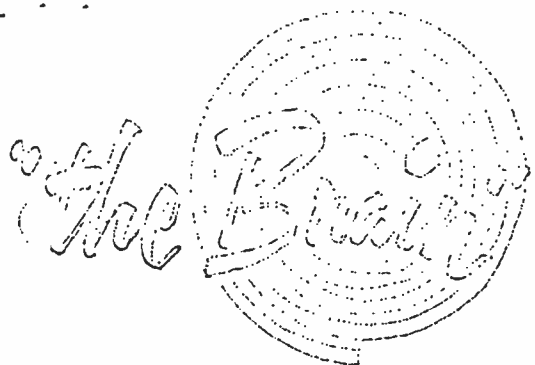
Second Voice: Sorry lady, no idea. I'm from the cleaning service.

First Voice: Sir...you...over in the shoe department. How much is this coat I am holding here?

Second Voice: Lady, I'll guess with you! You see, I'm a customer, too. Ask the manager. He's up there at the cash register.

Third Voice: Pardon me, I'm the manager. You want the price on this coat. You see, we're self service all the way. I'll have to write the main office for that information. (Voice trailing off) Could I take your name?

Announcer: Self service is fine up to a point...but XXXX Men's Wear believes in giving personal service to every customer. (COPY)



(1) OUR GAL "COACH FRIDAY"

This is wowing them back East with a GIRL MAKING FOOTBALL & BASKETBALL PREDICTIONS every Friday. So far, she is running ahead of local sportswriters and sportscasters in percentage of winners. In medium markets "Coach Friday" can concentrate on local high school and nearby college teams, as well as top ten teams of nation. In major markets, concentration on major and regional colleges will command more interest. This is a "peach of a promotion" for local high school or college games. Just before the tipoff, have several stationed around court to toss miniature basketballs into audience. The miniature basketballs should be decorated with school colors and names as well as courtesy mention of sponsoring station.

(2) CHRISTMAS EVE MUSIC

The perfect time to segue music for Christmas is from 6:00 P.M. on Christmas Eve. Sold in 30 minute blocks last year, over 50 BRAIN stations picked up grateful comments--plus a pleased reaction from sponsors who bought 30-minute segments. *** How about a CHRISTMAS CAROL HAYWAGON. Invite listeners to call in and make reservations to ride on the WWWW Christmas Carol Haywagon. The station can take requests for visits by the Christmas Carol Haywagon from hospitals, neighborhoods, shutins or others who would be interested in a viist by the carollers. The Christmas Carol Haywagon could wind up its tour at a local shopping center or in front of a sponsoring store.

(3) A TRANSISTOR A WEEK

Line up six firms who will give away ONE TRANSISTOR RADIO PER WEEK. Listeners will be invited to register at sponsoring firms each day. The winner will be announced around 5:30 each afternoon. Each firm can be sold a package of announcements on the day of the giveaway at their firm. The transistor giveaway is more easily sold when you select sponsors in line with the trends of their business. For example, an automobile firm is a top prospect for Monday; a food firm for Tuesday; and almost any firm for the weekends. This simple promotion will bring in a minimum of a \$100 per week and will also point up the popularity of transistor radios.

(4) THEME SONG FOR 1966

Every station would like to make the call letters, jingles, etc. indelible in the minds of their listeners. Here's a new twist that has proven successful for several stations. Select a well known song that ties in with your stations slogan or image. Air it enough to make it your station theme song. Some stations have used the "Giant" very successfully... Others have used "Get Happy" for the happy sound. Others, "Sound of Music", "Young at Heart". There are 300,000 other possibilities. The point: take one slogan and theme song and sell it well. The theme song is as old as radio itself and is one of those classic "INS". The New Year is the perfect time to come out with a new theme song.

(5) LITTLE MISS WWWW

Terrific attention getter for your station. "This is Station WWWW in Podunk, a favorite with us five year olds." In late December, select 12 children to come out and be "Miss WWWW" for each month. Use their recorded station breaks throughout the year. This number can be increased or decreased in accordance with the size of your market. *** Another station has come with "Famous Names for 1966". The station breaks would follow along the lines of, "This is Eddie Fisher, I live at 2212 13th Street in Podunk and I really go for Station WWWW."

(6) TV NEWS & REVIEWS

One metro station has hit a popular lick with listeners with a daily review of the up-coming TV shows, including guest stars, etc. (Information is happily supplied by local TV stations.) Next day, the announcer gives his personal opinion of the top TV shows. He also invites comments of his listeners. To be topical today, one must know his TV shows. This will become increasingly true with CATV and the prospect of more TV networks. It is also possible to sell announcements throughout the day with TV TIPS. Much information is available on daily programs from your regional newspapers.



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(7) "66" SWEEPSTAKES

Start the year with a big THREE DAY PROMOTION for one merchant or a dozen with Station WWWW awarding 66 prizes in 3 days (22 per day). Let listeners register all during the first week. Award the prizes on Thursday, Friday and Saturday. A topper offer would be 1,000 gallons of Phillips 66!

(8) MAKE & MODEL CONTEST

A dilly for firms featuring used cars. Record the sounds of the motor, the sound of the horn, the door slams. See which listener can identify the make and model first. The winner receives a prize from the sponsor plus a description of the car and how it may be bought. If used as a station promotion, record several car motors and sounds in sequence and offer top prize to first person writing card with correct list of makes and models. A great "quickie" for Christmas! One firm has wrapped a car in Christmas wrapping paper from top to bottom and is selling it as a Christmas Special. Another real estate firm has taken one of its special homes and given it a top Christmas decoration as a show home.

(9) MR. STAY AWAKE

This one comes from that top operator from the land of Kansas, Don Hoagland at KANS. What with the incoming of FM, Don will put one of his young and vibrant announcers in the store window to stay as long as he stays awake. Local sponsors furnish everything in edibles and other comforts such as tonsorial services. Don is also using the Shopping Tour from store to store very successfully in the Christmas Season. THE BRAIN has repeatedly advocated that this is a top results getter for a department store, discount store, downtown section or shopping center.

(10) THE WWWW BOWL PARTY

Friday and Saturday, the Bowl Party sponsored by WWWW with a setup in a local hotel banquet room. Color TV sets, blanks for friends to guess scores, plus drinks and refreshments for all concerned. This drew over 100 last year, 250 expected this year. You can be sure the sponsors which include RCA, Admiral and Packard Bell Dealers are very pleased with the color exposure, and radio gets the credit.

(11) DISAPPEARING RECORDS

One of the most valuable chattels at any radio station is the record library. The major problem is pilfering by personnel. One station solves the problem by locking up all records and albums (they never play them). Another station has a rubber stamp that clearly marks both sides as "Property of Station WWWW". This simple procedure can go far in cutting down losses. The Brain is gaining contact with many publishers and record companies and will be able to get Brain Subscribers on some free mailing lists. Please send us a note stating your preference as to Popular, Rock and Roll, or Country and Western.

(12) A SIMPLE SIGN ON SOLUTION

The Louisiana Broadcasters release lists all of the programs offered free by the Baptist Radio Convention, Radio-TV Center, Fort Worth, Texas. They include several programs designed for sign on, plus one minute inserts. If you are interested write above address in care of Paul Stevens, Director.

(13) THIS, THAT & THE OTHER

***STATION BREAK CONTEST closes this week! Hurry, put your thinking cap on and send us a clever station break. Winning station will receive a 15-pound fruitcake from THE BRAIN.
***VICTORY IN VIET NAM. Here's your chance to put your editorializing abilities to work and win a handsome plaque for your station from THE BRAIN for the best editorial on VICTORY IN VIET NAM. The editorials will be judged by a panel of three local servicemen.
***QUOTE MAGAZINE. Win a year's subscription to this handy, weekly digest of quotable quotes for your station by sending THE BRAIN a real money-making promotion to bolster sales and your salesman's initiative during those slow months of January-February-March.
***BACK TO RADIO! Recent surveys have shown that audio portions of TV commercials make a much stronger impact on radio. According to Metro Radio Sales, radio IS MAGNETIC FOR TEENAGERS. Proof of the pudding is that P & G is planning a heavy spot radio campaign next year to reach teens. Also E. I. duPont DeNemour & Company plan a tremendous radio hosiery campaign during spring of 1966. "Wet & Wild", the theme of the new 1966 7 UP Campaign could be aimed at none other than the younger set!! ***SMALL TOWN HOME FURNISHING RETAILERS using more radio, so say recent reports. Here's your chance to show what radio can really do on a local level! Remember, Ray Mithum of Campbell-Mithum has a three-phrase philosophy for any successful promotion which is simply: (1) Determine which way is north. (2) Range in on the target. (3) Hit it with all you've got! *** PLEASE WRITE. We'd love to hear of any attention-getting promotions, gimmicks, public service programs, etc. that have been successful for you.

(STREET AND TRAFFIC NOISE IN B G)

1st VOICE: THIS IS YOUR MAN ON THE STREET REPORTER. . . AND WE'RE HERE EVERYDAY TO TALK WITH THE PEOPLE..AH..HERE COMES A LITTLE BOY AND HIS DOG..HOW CUTE.. HELLO, SONNY....

KID: HELLO, MISTER..YOU WANTA PET MY DOG? (LOW GROWL IN BG)

1st VOICE: HI THERE...LARGE, ISN'T HE? NOW, TELL ME SONNY, WHERE DO YOU LIVE?

KID: MY DOG'S BEEN SICK.....
(GROWL A LITTLE LOUDER)

1st VOICE: OH..I'M SORRY TO HEAR THAT..DO YOU GO TO SCHOOL, SONNY?

KID: MY DOG HAS RABIES....

1st VOICE: MY, MY, THAT'S TOO BAD..HE HAS.....RABIES!!!!!!!!!!!!!!
(LOUD ROAR LIKE LION)

ANNCR: YOU MEET ALL KINDS OF FOLKS EVERYDAY..AND IT'S IMPORTANT THAT YOU KNOW WHO YOU ARE DOING BUSINESS WITH. ETC. ETC.

* * * * *

(STREET AND TRAFFIC NOISE IN B G)

1st VOICE: THIS IS YOUR MAN ON THE STREET REPORTER AGAIN, AND LET'S VISIT WITH THE PEOPLE HERE IN TOWN..EXCUSE ME, SIR, MAY I SPEAK WITH YOU A MOMENT?

2nd VOICE: WHAT DO YOU WANT..GET THAT THING OUTA MY FACE....

1st VOICE: UH..THIS IS A MICROPHONE, AND WE'RE ON THE AIR....

2nd VOICE: (MAD) LOOK, BUDDY..GET OUTA MY WAY OR I'LL STUFF THAT MICROPHONE, OR WHATEVER IT IS, DOWN YOUR THROAT...I'M IN A HURRY...

1st VOICE: WELL..UH..SIR..WHAT'S THAT SACK FULL OF MONEY YOU'RE CARRYING? I'M SURE OUR AUDIENCE WOULD LIKE TO KNOW....

2nd VOICE: (UNDER HIS BREATH) OH ME..WELL, FLOCKS OUT THERE IN RADIO LAND..I JUST ROBBED THE BANK...NOW, GET OUTA MY WAY! (BIG CRASH)

(ANNCR: IT TAKES ALL KINDS...AND IT'S VERY IMPORTANT THAT YOU KNOW THE PEOPLE YOU DO BUSINESS WITH, ETC. ETC.



(1) ONLY ON RADIO

This is the year car manufacturers are hitting hard on stereo in automobiles. What can radio offer the motorist, that he can never get from the inserted cartridge? The Brain mentioned several weeks ago, the correct time to the second announced several times per day (now being pushed by Bulova in its Accutron campaign), late weather, and most important, news that has developed within the hour. Station WWWW is giving time of news break to point up radios immediacy. Reported to Hometown Police at 11:13 P.M., and reported by Station WWWW at 11:47 P.M., the biggest burglary in Hometown's history, \$40,000 in merchandise has been taken from Jane's Dress Shop. Even on wire stories, report the time of release. United Press reports at 11:18 this morning. From now on, radio must specialize in the services that uniquely belong to our medium.

(2) OPERATION EYEBALL

How many eyesores are there in your community? Take one month for everyone to offer suggestions as to how Hometown may be beautified. One city of 25,000 received 64 suggestions including everything from chug holes to a dirty alley behind the mayor's home.

(3) SALUTE THE EARLY BIRD

Many business people in your community arise at an early hour. How about honoring the Early Bird of the week with appropriate gifts including a luscious breakfast, and an early bird to adorn his desk. Once this feature is under way, nominations will pour in from wives and friends, and many will be amazed to learn that millionaires as well as route men beat the sun up six days a week.

(4) FCC WANTS TO KNOW

The new FCC renewal, CP, and transfer Form puts great emphasis on your knowing the needs of your community. Right now is the time to set your plan for a annual survey in your community, and also an annual visit with your civic leaders to learn from them the needs of the community (not their ideas as to how to program your station). The Brain will offer additional information in weeks to come on how this is being handled by many stations, but one step most important right now is for each licensee to study the information available, and to make his own approach toward the solution.

(5) KRLD NEWS QUIZ

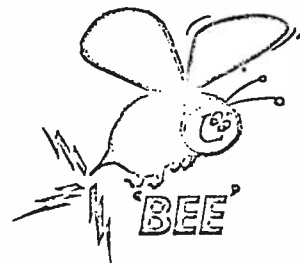
The 50,000 watt news voice in Dallas tests its listeners at regular intervals by offering a \$10 prize to the first person to answer the news quiz. Example. "Just reported on the story concerning the birthday of John Nance Garner." Here is the Question. How old is Mr. Garner? and What is his chief ambition? (This is another feature you'll never hear on recorded music in your car.)

(6) BED BUGS FOR SALE

Ask Jones Furniture about their Bed Bugs. For one week, WWWW tagged all announcements with this suggestion. Then Jones broke with the promotion of an attractive bedbug (stuffed) now being offered free with each mattress or bedspread. The same approach can be used with any of the stuffed animals that fit the promotion.

(7) RADIO SPECIALS

On TV the trend is toward the specials. In the last week, "Sunday Afternoon Mayhem", "Frank Sinatra", and "Alcoholism". Radio can broadcast the special as well as any medium. The number to be done must be determined by the size staff. Example, one Brain subscriber took a month to publicize the full day to be devoted to "Alcoholism". On the designated day, there were 30 broadcasts, sponsored by the local power company. Over 100 phone calls were received, plus 41 letters thanking the station for its service. The Brain will offer many helps in this direction in months to come, and your suggestions will be appreciated. National Jaycee day is upcoming in January, and this is the ideal time to turn your station to them for operation in the popular fund raising promotion.



(8) 20 MILLION AMERICANS BIBLE READING

The President of the United States has requested that everyone who desires to join in the program called "Worldwide Bible Reading" from now until Christmas. This is the 22nd year of this occasion which was suggested by a GI in World War Two. Here is an opportunity to offer a meaningful addition to your Christmas program, merely by having your best voice give the daily Bible reading each day. You may secure the scriptures from the American Bible Society, or your local church.

(9) NEW YEARS RESOLUTIONS

One Brain station has called us on this one. This station will stage an all request show 'New Years' night, and record New Years resolutions from everyone who calls. They will be broadcast throughout New Years Day, and each listener who submits a set of resolutions will be invited to come by the sponsoring super-market for a batch of blackeyed peas. The announcers will eat blackeyed peas with all three meals on that day (and probably resolve never to touch them again).

(10) DECEMBER BRIDE

Christmas Eve is a wonderful time to get married, and one department store is preparing a special honor to the couple chosen by Station WWWW for the honor. The first couple to notify the station of their plans to be married on December 24th will be the honored couple. The first baby of the year contest on another Brain station will not only honor the first child with a shower of gifts, but early morning announcer will also award prizes to the first puppy and kitty births reported.

(11) KID THE BOSS

Here is another sales campaign only radio can effectively sustain. Select the man in your market who owns his business, and likes to be talked about. Record a set of announcements that put him on the grill as a tight wad, big spender, worrier, et cetera, and build the sales pitch on this basis. This one idea has caused one firm to invest over \$50,000.00 in radio in 1965, and the results have been unbelievable (See Tape It and Sell It example at end.)

(12) TAKE A DEEP BREATH DAY

January 1st is Take a Deep Breath Day. This is one your announcers can go with all day, and there are doctors who will tell you that a deep breath is the best heart medicine you will find. Breathe through the nasal passages on the inhale all the way down to the tummy, and then exhale through mouth.

(13) THIS, THAT AND THE OTHER

Lew and Bill had a ball on Thanksgiving Eve spending a full two hours trying to figure the humane way to kill Homer the Turkey (finally shotgunned him). Both cried and refused to eat any turkey on the holiday. At the Texas Association of Broadcasters powwow last week, FCC Commissioner Bartley stressed the importance of your keeping the Commission apprised of any changes in your programming or percentages. Slogonizing. "Our Pajamas are so beautiful, they make the clerks sleepy." December is gift month and one station has called every advertiser and invited him to award a \$10 gift certificate during December. The station will be giving them away in daily contests. Another thought from TAB. Radio working together on the community level is a must for the future. One city has six stations that will cooperate in open house for agencies and advertisers on Christmas Eve. This is the best time we know for the goodwill spirit.

TAPE IT AND SELL IT

(KIDDING THE BIG SHOT)

FIRST VOICE...Do you know how long it would take you to empty the Pacific Ocean a bucket at a time?

SECOND VOICE...I know something that would take longer.

FIRST VOICE...Do you realize how long it would take you to dip all the sand from the Sahara Desert a shovelful at a time?

SECOND VOICE...I know something that would take longer. Do you have any idea how long you would have to sit at the counter at Red's Cafe before Charley Moore would buy you a cup of coffee?

FIRST VOICE...Case you get the wrong idea, friend, Charlie is not tight, he's just conservative, fact is he likes to save his money in order to buy advertising to tell you about the hottest car deals in town.

FORMAT SHEET FOR BRAIN FEATURES

NOTE....Here are the formats for the five Brain features. They may be used as guidelines for your own production staff, or may be used verbatim if you so desire.

(1) HEALTH AND HAPPINESS

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents Health and Happiness, with interesting information about your body and mind, and how to protect them, and a thought to brighten your day.
ANNCR: INSERT QUESTION (COMMERCIAL) INSERT.
MUSIC: CLOSE (Up and Fade)
ANNCR: Health and Happiness is presented each day at this time by SPONSOR, who reminds you exercise is good for your health, and a smile is good for your soul.

(2) FASHIONS AND FANCIES

MUSIC: (Up and Fade)
ANNCR: LET'S spend 30 seconds in the World of Fashion and Fancies, as a guest of SPONSOR.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: Fashions and Fancies, with news about styles and trends on the air each day, with SPONSOR AS YOUR Host (CLOSING COMMERCIAL AND SLOGAN).

(3) LET'S TALK BUSINESS

MUSIC: (Up and Fade)
ANNCR: SPONSOR says "LET'S TALK BUSINESS"
MUSIC: (Up and Fade)
ANNCR: Where the dollar is involved, you can usually find a human interest story. Listen to this one, as a radio service of SPONSOR.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: "LET'S TALK BUSINESS" tomorrow at this same time, with your hose SPONSOR (CLOSING COMMERCIAL AND SLOGAN).

(4) ON THE GO

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents "ON THE GO", dedicated to a nation and a community on the move.
ANNCR: COMMERCIAL INSERT
MUSIC: CLOSE (Up and Fade)
ANNCR: The "ON THE GO" Radio Show is on the air each day at this time, courtesy SPONSOR (CLOSING COMMERCIAL AND SLOGAN).

(5) SUNSHINE FOR SUNDAY

MUSIC: (Up and Fade)
ANNCR: SPONSOR presents "SUNSHINE FOR SUNDAY", with a sincere hope that this day will be a happy day for you and your family.
ANNCR: INSERT COMMERCIAL
MUSIC: CLOSE (Up and Fade)
ANNCR: Worship Services are being held throughout our city today, and SPONSOR invites you and your family to attend. When you are there you will find that problem clouds tend to disappear and the strength of Sunshine is yours.

This, That and the Other

January 30th, 1967

This is Monday, January 30th, 1967, and Franklin Delano Roosevelt would be 85 today, were he alive....If this is your birthday, it is a good day to do something special for those whom you cherish most....Today the Government will release the 1 1/2 cent stamp bearing the picture of Albert Gallatin, Secretary of Treasurer under Thomas Jefferson.

TONIGHT ON TV....Mel Torme and John Bubbles are back for their final appearance on the Lucy Show....Andy Griffith runs into trouble when an old girl friend comes home....Aldo Ray fills a guest spot with Ben Gazzara on the "Run for your Life" program.

WHAT IF YOU HAD LIVED IN THIS COUNTRY FOR THE PAST 15 years without VISION, and all at once regained your sight....What would amaze you? For one thing, the colors of automobiles....A few decades back everything was black, but in the last ten years, cars have sported more than 2000 different shades, and the wilder ones are yet to come.

HAL BOYLE....suggests a quick way to shorten the war in Vietnam. How about putting Vince Lombardi in charge of our offense.

BASKETBALL PREDICTION OF THE WEEK....Coach Marv Harshman of Washington State says that Lew Alcindor, the amazing sophomore at UCLA can score one hundred points in a game, when UCLA wants him to. The one defense against Alcindor is simple "Stilts".

YOU CAN'T FOOL ALL THE PEOPLE ALL THE TIME....but we must admit some highway Interchange signs are making a real stab at it....The latest traffic lights in Las Vegas flash "STOP, GO, and 8 to 5 you don't make it."

IN THE CENTRAL AFRICAN REPUBLIC....President Jean Bokassa has but the unemployment roles to next to nothing. He has decreed that everyone between the ages of 18 to 55 in good health who is not found working is subject to a fine, and a year in jail....They have the "Control Brigade" who works to see to it that everybody else is working. Their job is to search for loafers.

WHO WILL BE WEARING GLASSES NEXT? FIDO....Tests reveal that dogs' eyes focus poorly and most of their vision is blurred....Some of us have already suspected that Lassie is wearing contacts. How else could she read the script?

THE NEXT TIME YOU ARE DELAYED A FEW MOMENTS AT THE SERVICE STATION.... consider what your time lapse would be in Russia when gassing up your car. First you fill out a questionnaire, go to the government office, buy a coupon book, then go to the government owned stations to trade coupons for gas....Oh yes, the service is helpy selfy.

ATTENTION, THERE'S A URO IN DOWNTOWN DALLAS....This was the police call the other night, and the Unidentified rolling object turned out to be a loose bowling ball that bounced through the window of a passing car....Police did not find the culprit who loosed it, but low bowling scores for that night are being checked for a line on suspects.

HOW RAPIDLY HAS THE COUNTRY BOY COME TO TOWN?....It was back in 1920 that for the first time, more than 50% of America lived in the towns and cities. At that time, the Center of population was at Spencer, Indiana, and our number was nearly 106 million.

WHAT IS THE MOST NEEDED EXERCISE IN AMERICA?....The Answer by one of our leading Doctors is not walking, nor push ups, but simply a good song session....Singing is good for the lungs, but most of all it is good for the emotions from the SOLE TO THE S O U L....This good Doctor has several families singing 30 minutes an evening, and reports their entire outlook on life has changed, and so has the color in their cheeks.

OUR MINI POEM TODAY IS DEDICATED TO THE FIRST ONE TO WEAR A MINI SKIRT.... The poem "EVE'S LEAVES"....Then there is the rhyme dedicated to the 1967 lady trying on the 1966 dress....TORSO MORESO....Finally the shortest poem on record dedicated to a cat....(Pause) Scat.

JUST IMAGINE....No telephones, no electricity, no indoor bathrooms, no gas for cooking, no super markets, no ready to wear clothes, no beauty shops, no automobiles, no grumbling from the un-rich, and no mental hospitals bursting at the seams. Where and When? American, some 67 years ago.... All people did then was to work hard, drive horses, and fight Indians, and attend all day singing on the ground on Sunday.

CONVERSATION AT SUNSET AND VINE...."How long have you been in Hollywood?" "Three months." "Who is your psychiatrist?" "I don't have one." "Well get one immediately, or people will think you're nuts."

LIFE IS JUST ABOUT WHAT WE MAKE IT, AS ONE SAID...."Whether a person prizes health or wealth depends on which one he doesn't have."

AS WE BEGIN TO EXPLORE UNDERWATER....amazing fish tales are beginning to unfold. One is the barracuda has been clocked as swimming 27 miles an hour for a short distance, while the trout can match the speed of the human swimmer, which is about six miles an hour. However one young man who thought he spotted a shark is reported to have come to shore from 150 yards out in less than 30 seconds. This was a combination of swimming, running, and flying.

THIS WAS HEARD ON THE ELEVATOR BETWEEN THE 1st and 7th FLOOR....SAID Agatha, "I don't intend to be married until I'm 30"....Replied Gertrude, "I don't intend to be 30 until after I'm married."

AMERICANS ARE UP IN THE AIR, AND GOING TO BE MORE SO....Over 200 million passengers flew the commercial airlines in 1966, and that will increase another 15% in 1967. At that only 47% have ever been in a commercial flight.

JUST TO PROVE WE AMERICANS ARE BUSY....one way or the other. Every minute of the hour, somewhere a car is being stolen, and every 27 seconds some culprit is pulling a burglary. All told crime costs the nation 27 billion dollars a year. So crime doesn't pay, but we do.

QUICK WITTICISMS

Joey Bishop says, "It's better to sit tight than to attempt to drive in that condition."

The Blonde on the Bus related, "I gave up modelling, because frankly there is just so much a girl can do with clay."

Boss to computer salesman...."I want to buy something small, to replace a smart aleck."

Any lady can train herself to walk slowly and gracefully except when the phone rings.

Do intelligent men make good husbands? Answer: Intelligent men don't get married.

SIGN OVER DOG IN PET SHOP WINDOW....Reduced "Obedience school dropout."

This, That and the Other

January 31st, 1967

This is Tuesday, January 31st, 1967; the day the A.E.C. started the production of the H-bomb, back in 1950....If this is your birthday, the stars would tell you that your hopes should be high--as opportunities are coming your way, ere the sun sets.

TONIGHT ON TV....Red Skelton is joined by Merv Griffin and the Young Folks, and Clem Kadiddlehopper starts a planned crusade for planned parenthood, much to the chagrin of the local diaper company...Tuesday Night at the Movies is "Pony Express," with Charlton Heston and Rhonda Fleming...and on Daktari tonight, Paula has to battle a flood--and an impatient engineer.

TALK ABOUT THE MAN WHO IS AN EXPERT AT TWO JOBS....Nick Colossi is an umpire in the International Baseball League---and he works during the off-season as the Doorman and Bouncer at the "Copacabana."

WHEN YOU ARE JETTING ALONG...and spot a big object in the sky near you, it may not be a UFO. It could be just another bird--the Whooping Crane. This big creature, with a 7-foot wingspan, flies at a very high altitude to take advantage of tremendous winds....and, most amazing, the Whooping Crane flies 2500 miles, non-stop...best we can observe.

IN THE DEPARTMENT OF UNUSUAL NAMES...are Mr. and Mrs. Harvard Yale Princeton. Where did the daughter chose to go to college? She played it cool--and attended Florida Southern.

TODAY'S DEFINITION....Socialized Medicine could be when women get together at the Bridge Party to talk about their operations.

WHAT DOES IT COST THE FAMILY OF FOUR TO LIVE IN AMERICA?....About \$101 weekly. The same survey reveals that in 1937, the figure was \$30 per week...And if you are wondering why all those beautiful Swedish girls are coming to America, it could be the cost of living...Their average cost is \$102 weekly, as contrasted to West Germany--less than \$50 weekly. For 30 years, George Gallup has been asking non-farm people these questions, and in most cases, their answers get bigger every year.

NOW IT HAS TAKEN THE TEEN-AGERS TO UNDO ONE OF OUR OLDEST ADAGES....
"Latest record chart show that Rolling Stones do gather moss."

WALTER TELLER OFFERS A TIMELY THOUGHT...."If when driving out to see what the day is up to...if your mind is at work on commercial transactions, you will not see much. One sees in accord with pre-occupation, not with the eye, but also with the mood of the heart."

IF YOU ARE BETWEEN THE AGES OF 5 and 31...the President's Committee for Traffic Safety Reports would remind you---more people die in traffic accidents in that age span than for any other reason.

PEOPLE HAVE TROUBLE WITH COMPUTERS EVERY DAY...but--lest we forget, it works the other way, too. Computers have problems with us humans, too. In the Social Security Office, the reading machine cannot handle Form 941 that is hand-printed, or hand-written. This is easy to understand since many people can't read their own hand just five minutes after they have written it. One of these people was the guy who invented the typewriter.

A SURE SIGN OF OLD-AGE....when you feel your corns more than you feel your oats.

ARE SCHOOLS KEEPING UP WITH STUDENTS?.....James Coleman says NO. He decries the lack of responsibility the average student has, and suggests that every young person should be freed of dependence upon his parents for financial support. He says all study-and-play make for Johnny a dull life. In short, the college student who is studying and working on a part-time job has very little time to join protest marches, and usually no inclination to.

TAKE THE CASE OF THE BEWILDERED DENTIST....."Please, sir, quit waving your arms and screaming---I haven't even touched your tooth yet."

"But, Doc, you're standing on my corn!"

IS THIS TRUE?.....That eight of the ten largest cities in the United States lost population between 1950 and 1960...If so, chalk up the victories to the suburbs.

C. V. WOOD, JR., IS HIS NAME.....And he has taken this "Instant" kick seriously. Mr. Wood is creating an "Instant City" in the Arizona desert--next to Lake Havasu. It's appeal will be an average temperature of 70°, outdoor living, and away from big-city problems. Today it is 3,000 citizens, representing a 30 million dollar investment. Tomorrow, it is projected to be 60,000 in a three billion dollar city.

NOW THEY ARE SAYING WE SHOULD HAVE SEVEN SENSES.....Touch, Taste, Sight, Smell, and Hearing.....plus horse and common.

MEG HALE HAS A WORD OF ADVICE TO THE RELUCTANT....."When they invite you--Go!" Meg says, "So many people, when they reach later years, refuse to accept kindnesses and gifts, because they feel they can't reciprocate." The truth is--most young people gain their greatest joy when they project their love to their elders, and know it is accepted and appreciated.

HERE IS A NOTE THAT APPEARED IN THE PAY-CHECK ENVELOPE...of one inquiring employee, "Your increase in salary will become effective at the same time you do."

WHEN YOU WALK INTO THE OFFICE OF PRINCIPAL KEITH DOLAR...in San Bernardino, California, you won't find him at his desk. In fact, you won't find his desk....He threw it out! Says he, "A deskless office creates an informal atmosphere, and eliminates my paper work."

QUICK WITTICISMS

Men are born with two eyes and one tongue, so that they could see twice as much as they say.

The job interviewer said, "Yes, we do have an opening for you, and don't slam it when you go out."

TV director to actress, "More fervor, more sincerity. This isn't just a line from a play--this is a commercial!"

A successful marriage requires falling in love many times.....with the same person.

A gifted teacher is as rare as a gifted doctor, and receives far less pay.

This, That and the Other

February 1st, 1967

This is Wednesday, February 1st, 1967, National Freedom day. It was on February 1, 1865 that President Lincoln signed the bill abolishing slavery... If this is your birthday, the stars say good progress can be made in love, artistic, and money affairs.

TONIGHT ON TV....Get ready for 90 minutes of suspense as an outlaw gang invades Shilow on the "Virginian Show"....Bob Hope presents "The Lady is my Wife" starring Bradford Dillman and Jean Simmons....Johnny Carson has two old timers back, Robert Merrill and Jan Peerce.

IN DENVER, COLORADO LAST MONTH, MINI SKIRTS STRUCK OUT....at least with one group. Those in attendance at the National Western Stock show, agreed there is no place in a woman's western wear for a mini skirt. One cowgirl expressed it more strongly, "The Mini Skirt is the worst thing ever put on by a female, and if I ever see one on Gunsmoke or Bonanza, TV has lost a viewer."

YOU CAN GET ZIP CODE NUMBERS FOR YOUR CITY....by writing your local post office. 92,000 did in St. Paul, and all but 1200 received them. They forgot to include their own addresses.

BUILD ME A CITY....that's what Gerri Von Frellich, the shopping center builder has been told, and that he will do it in Englewood, Colorado, a suburb of Denver in the next year. \$10 million will be invested in one million, three hundred thousand square feet, and 150 new firms. On completion date. March 7th, 1968, Mr. Von Frellich will have a completed a city half the size of downtown Denver.

SECRETARY TO OFFICE MANAGER...."I have taken all the criticism of my work that I am going to take. Now how do you spell quit?"

HAIR COLORING FOR MEN....is on the rise. This one is not a young man's fad. In fact, the man between 40 and 50 is the one who is asking for the professional hair coloring job. In many cases, he eliminates the gray in his hair, as he competes with the young man for top jobs. Then there is the young man who is taking on a few gray streaks in order to convince his boss he's a mature individual.

WHEN YOU SEE A TEENAGER IN A POLICE CAR IN MODESTO, CALIFORNIA....he's not in trouble, he's just being shown how the policemen operate. They have a regular program for teenagers to ride around with city policemen, and as expected, it is creating a mutual respect.

THE YOUNGSTER WAS TURNING IN A FIRE ALARM....but he couldn't tell the operator where he was. "Read me the number on the telephone dial." "Okay, it says 1, 2, 3, 4, 5, 6, 7, 8, 9, and zero."

WHERE WILL BE THE NEXT DOMED STADIUM?....Don't be against Kansas City. Lamar Hunt would like to see a \$40 million dollar plant with a bonnet on it, and he is just the man who can supply a few of those millions, plus a topnotch football team to fill it during the fall.

WHITE HOUSE MEMORIES....Did you know Harry Truman's favorite sport? Horseshoe pitching, and the court is still there, as are President Eisenhower's putting Greens....If President Johnson could install his favorite pastime prop--it might well be a drag strip.

WHAT'S COMING IN NEW MUSIC?....A way out prediction says in months to come American radio will be playing German beer drinking songs. Several albums will soon be on the market, and the songs will be in German. Will that hurt the sale? Not at all. Who has understood the words to an American song lately anyway.

YOU HEARD ABOUT THE HOUSEWIFE WHO AFTER A HARD DAY...sat down and relaxed with a Scotch and Soda. As the three year old climbed in her lap he said, "Oh Oh, Mommy, you've been using Daddy's perfume."

WHAT CAN YOU DO WITH AN OLD BEER BOTTLE?...The Department of Interior has an answer for that. They are planning to use 10,000 of them to study the ocean surface currents. Starting this month, they will be released near the Windward Islands and in the western Caribbean. Each bottle will contain a sand ballast and a bright orange card requesting in four different languages, the location of the bottle when found. If any show up in your front yard, please respond immediately.

IT HAPPENED IN THE 12 year old SUNDAY SCHOOL CLASS....Asked the teacher, "Should anyone have been sad when the Prodigal son returned Home?" "Yes, Teacher." "Who?" "The fatted calf."

HOORAY, THIS IS THE YEAR, WE DON'T HAVE TO WORRY ABOUT THE APRIL 15th INCOME TAX PAYMENT....It comes on Saturday, so Uncle Sam has given us until April 17th to get our checks and returns in the mail, and if the past is any indication, some 13 million Americans will wait until the last day to mail in their return.

WHAT ANIMAL HAS APPROXIMATELY THE SAME LIFE SPAN AS A HUMAN?...The life expectancy of the elephant is 69, and incidentally if the keys on your piano are turning yellow, it could be the elephant was a heavy smoker.

WHO IS THE BIGGEST BABY EVER BORN IN BOWIE COUNTY, TEXAS?...His name is Daniel Blocker, and he came into this world at 14 pounds. He weighed 200 pounds at the age of 12, and he scales a lean 300 as the lovable giant of the Ponderosa. What could he have been, had he chosen? The top tackle in Pro football, or the Heavyweight boxing champ of the world, but chances are, the American people love him just as he is, The Pride of the Ponderosa.

COMMON SENSE...is a valuable asset, but as Grit Magazine puts it, you can't always rely on it. For example, it would tell you the earth doesn't move.

IF YOU WONDER WHY DON KNOTTS HAS THE SHAKES....it could be because he has given up a \$5000 a week job on the "Andy Griffith Show" to stake his future in the movies. If his first effort is any indication, then he has little reason to be nervous. "The Ghost and Mr. Chicken" has already grossed well over 40 million dollars. Will he be back in TV? In specials you can be sure--a regular series, not soon.

QUICK WITTICISMS

We used to settle our problem over coffee and cigarettes. Now THEY ARE our problems.

She's a rag, a bone, and a hank of hair, and he's a brag, a groan, and a tank of air.

You are never fully dressed until you wear a smile.

The man who wakes up and finds himself famous hasn't been asleep.

No matter what she looks like, every woman secretly considers herself attractive.

This, That and the Other

February 2nd, 1967

This is Thursday, February 2nd, 1967, Candlemas day in the Catholic Church, the Alpine Festival opens in Morgantown, West Virginia, and this is the day the Groundhog is honored and closely watched....If this is your birthday, watch your health, and stay close to home, so the stars reveal.

TONIGHT ON TV....George Hamilton will host "Coliseum" which introduces some of Europe's top animal acts...."Abe Lincoln in Illinois" will be seen tonight with Jason Robards Jr. as Abe....The Thursday night movie is "The Pleasure of his Company" with Fred Astaire....Dean Martin will not be on tonight due to the Abe Lincoln Show.

YOU WONDER WHY THE COMEDIAN'S JOB IS SUCH A TUFF JOB....Florence Beck says it best in rhyme. "Pity the poor comedian. His is a sorry life. So many subjects have been banned. He must ridicule his wife."

I AM GOING TO WALK EVERY DAY, AND WORK EVERY DAY TO KEEP HEALTHY....so I can live to see the 21st Century. So says Shirali Mislumov of Baku, Russia. How old will he be then? Well, you figure it out. Russian News Sources say his present age is 162.

FINALLY A FLAW HAS BEEN FOUND IN THE COMPUTER....It doesn't do too well as a translator. Scientists believed it would be easy to feed one language into it, and have a translation to come out in another requested language. One came but this way: "However is base to trust that jointly scientists of different specialities of various countries of world peace radiobiological investigations in outer space will be successfully continued and expanded." It had the same trouble as the Politician who said, "You must understand I don't say what I mean."

THE DEPARTMENT OF LITTLE KNOWN STATISTICS....History has not recorded any case where a man fell head over heels in love at first sight with a girl wearing a purple dress.

WHEN A CHILD GETS LONESOME....and there is no playmate around, what do you do? Mrs. Flora K. Henry solved the problem for her three year old son very simply. She put him in his playpen and put in front of it, a large mirror. Come to think of it, that might intrigue some of us grownups, to watch our own antics for a while.

DEDICATED TO THE OVERWORKED HOUSEWIFE...."Of all the labor saving devices invented for women they haven't topped a husband with money."

WHEN YOU HEAR THE TOM CATS WHIPPING UP A GOOD FIGHT ON THE BACK FENCE ABOUT MID-NIGHT....Here's a quick way to stop them. Slip out and douse them both with cold water. Come to think of it, this would probably work on people too. It has been proved that cold water thrown in plentiful proportions will work much faster than a cup of coffee in securing a sobering effect.

HEARD FROM A SMALL GIRL, COMING OUT OF THE SCHOOL CLOAK ROOM...."I wonder why they put zippers in the back, when people are in the front?"

YOU HAVE HEARD ABOUT THE MAN WHO WAS SO BALD....he carried his dandruff around in his hand. Now comes Catherine Spaak, the pert French Actress with one better. She comes out one day with more freckles than Doris Day, and the next they're all gone. She puts them on with makeup and predicts in the future, they'll be as popular as bubble gum.

THE NOMINATION FOR THE MOST PATRIOTIC THIEF OF THE MONTH....Someone invaded the museum in Scottsdale, Arizona and stole three things: a Mexican Flag, a hand sewed Spanish Flag, and a U. S. Confederate Flag. If you hear anyone yelling VIVA the South, call Scottsdale Police.

IN THE HOW TO HANDLE WOMEN DEPARTMENT....A clever man tells a woman he understands her. A stupid one tries to prove it.

THE TALK OF SUPERSONIC PLANES....at speeds of 1800 miles an hour has the birds up in the air. Heretofore, they have been able to keep up with air travel fairly well. The Golden Eagle has flown along side the DC-3 at 120 miles an hour, and the Duck Hawk has hit the 180 mile mark.

ONE MAN'S OPINION FROM HOLLYWOOD....Says a West Coast Studio Executive, "Steve McQueen is the only true box office star to emerge in Hollywood in the last 5 years." What does Steve McQueen say? "People go for someone off the streets. Maybe people relate to me."

IF YOU ARE LOOKING FOR AN EXPENSIVE AROMA....try Jasmine by Tuvache of Egypt. This rare and exotic fragrance goes for \$90 an ounce in America. One teenager charges her friends \$1.00 to sniff it.

OVERHEARD IN DOWNTOWN DEPARTMENT....Murmured the husband, "Honey, I can't say whether or not that dress is really you, but I can say that price definitely isn't me."

HOW LONG DOES IT TAKE TRUE LOVE TO BLOSSOM?....Leonard Benn and Eva Needhman met and fell in love at the age of 16. Then they were parted for a season, several seasons, in fact 57 years, and now at 73 they are man and wife, and very happy. It pays to wait until you're sure, this is the real thing.

YOUR CITY MAY HAVE A VISITOR THIS SPRING....and she will spend most of her time inspecting the un-beautiful part of your city. Mrs. Lyndon B. Johnson is already taking regular trips around Washington, D.C. inspecting slum areas, and soon she hopes to expand her visual research in a nation wide tour.

WHEN YOU PASS THROUGH DENISON, TEXAS AND HEAR A DOG....give a growl, don't blame him. A new City Ordinance has just been passed against Loud Barking, but he can growl just as loud as he wants to. How do you teach a dog to bark softly?

QUICK WITTICISMS

Silence is not always tact, and it is tact that is golden, not silence.

Everyone calls him Arch, because he always needs support.

For the happiest life, rigorously plan your days, and leave your nights open to chance.

You don't realize how far the credibility gap has gone, until the President walks into a news conference and says, "Good Morning," and the reporters consult their watches.

A successful man is one who earns more than his wife spends. A successful lady is one who can find that man.

This, That and the Other

February 3rd, 1967

This is Friday, February 3rd, 1967....Four Chaplains Memorial Day. In 1943, the four died in the torpedoing of the S.S. Dorchester off the coast of Greenland.....The Canadian Boat Show opens today in Toronto, and.....the stars say to those with birthdays---you may expect some unique experiences. Changes are seen and benefits are possible.

TONIGHT ON TV....The Man from UNCLE goes to Greece tonight with guests Harold Stone and Linda Marsh...The Rangers from "Laredo" tangle with Chinese Customs...and Tarzan is looking for a red-headed Irishman.

THE DOOR BELL RINGS AT 8 PM, AND WHO IS THERE?.....Your friendly banker. With automation taking over in banking procedures, Richard Sprague, New York Accountant suggests in years to come the banker will come to your home to discuss your financial problems, just like the insurance man. After coffee and cake, can't you hear that friendly approach, "Now let me see, you owe me \$50,000 at 6% interest."

THOSE WHO FLY THE JETS TODAY.....can't help, but have a few nostalgic thoughts about the old dependable DC-3, and they were inexpensive, too, about the price of one jet engine.

YOU DON'T SIMPLY USE THE WORDS "FABULOUS" AND "TREMENDOUS".....in talking about the new James Bond picture "You Only Live Twice." They are now constructing one set for the picture at Pinewood Studios in London which contains 700 tons of steel and towers 126 feet in the air. The cost for the set for one Big Volcano - - one million dollars. Don't be surprised if much of the action is built around the volcano with that much expensive lava flowing from it.

THIS IS SOME CONSOLATION ... Nature didn't make us perfect, but it has compensated to a degree by making us blind to our own faults.

IF THE NEW YORK YANKEES CAN HIT AS WELL AS PRESIDENT JOHNSON HAS IN ONE CATEGORY they should crawl out of the cellar in '67. The Senate confirmed 66,289 of the nominations by the President in 1966, and turned down only 805.

THE POLICE CALL CAME IN TO THE PROVIDENCE, RHODE ISLAND STATION, "Gunmen inside a local bowling alley". With lights flashing, sirens wailing, they zeroed in, to find 50 armed men inside, all off-duty policemen, still wearing their service revolvers.

IS HUNTING A DANGEROUS SPORT? ... One insurance company says no ... In a five year period they had 777 claims from hunting accidents as compared with 824 that occurred in theatres, churches, and concert halls.

F. G. KEARN writes what every husband knows ... "When she weighs every word without batting an eye, then she's seeking the hole in your alibi."

NO LONGER DO WE HAVE TO COUNT WORDS SO CAREFULLY WHEN WE SEND TELEGRAMS. Back in the days when the late Eddie Cantor was starring in Flo Zegfeld's Follies, the Flamboyant Flo fired a wire to Eddie containing dozens of questions such as, "Have you cut five minutes from your first skit?" "Have you fired that blonde in the train skit?" and "Have you changed your dance in the second act?" Eddie dutifully wired back "Yes." Fuming, Zegfeld returned with, "Yes what?" What was Eddie's reply? "Yes sir."

NO LONGER DO YOU CIRCLE THE POST OFFICE FOR HOURS ... to find a parking place to mail a package. Uncle Sam is building "drive-in, do-it-yourself" Post Office facilities. There are now 38 throughout the nation and more to come.

IF ALL THE GUITAR PLAYERS IN AMERICA WERE GATHERED TOGETHER....what kind of sound would you get? You can find out by putting nine guitar players together, and multiply by a million. Why the popularity of the guitar? With six single strings, it can be played easily, if not well.

WHEN YOUR WIFE IS ON THE PHONE....for a half day, assure her she is nowhere near the world's record. It is held by Mrs. Alton Clapp of Greenville, North Carolina. In 1958 she talked non-stop for 96 hours, 54 minutes, and 11 seconds.

WOULD YOU TAKE 15,843 AUTOMOBILES FREE, IF SOMEONE TOLD YOU TO COME AND GET THEM?....That's the number of abandoned cars picked up by the Philadelphia Police department last year. Eight years ago, the number was only 714 for the entire year. Plans are being considered to prosecute those who walk off and leave their cars, unless they happen to be (pause) at a junk yard.

FIRST THE SEATTLE VOTERS REJECTED THE DOMED STADIUM....and now they have turned down a Billy Graham Crusade for the time being. One writer expressed it, "We don't even want Big League Religion."

WHEN J. EDGAR HOOVER RETIRES, WHO WILL SUCCEED HIM?....In a recent poll, Lew Erskine was chosen in a walkaway, but he will never hold the job. Lew Erskine is the personality played by Efrem Zimbalist Jr., in the FBI TV series. At that, Mr. Erskine, is more qualified than you think. Before the series began, he spent weeks working with FBI officials to find the story behind the story of the FBI.

TALK ABOUT COURAGE....the Governor of Pennsylvania showed it early in his Administration. Governor Shafer has just appointed his cabinet and not one lady is aboard. One lady wired, "You have slapped every woman in the state in the face." A man commented by card, "Sir, we admire your sentiment, but question your judgment."

IN THIS DAY WHEN A MILLION IS BECOMING PEANUT TALK....the estimate has come forth that Americans will travel 174 billion miles on American Highways during 1967, and this will include 14 million, 643 thousand stops for families with little boys.

THE BEST SELLING BOOK "IN COLD BLOOD"....is now being made into a movie, and the first draft of the script runs over nine hours. Producer-Director Richard Brooks says this would be a full length movie running on two successive nights, and he doesn't believe the movie goers are ready for this. Result--a wholesale cutting job on the script. Many who are concerned over the crime wave in our country believe this picture will accomplish a great deal in pointing up the importance of a crack down on criminals.

QUICK WITTICISMS

DID PETER HURD SAY IT TO THE PRESIDENT...."Sure you have a headache, but don't take it out on me."

Did you ever wonder why they have such heavy doors on the Post Office? It's the only way the Government can tax your strength.

Most of us are pretty good at postponing nervous breakdowns until we can afford them.

Then came the Optimist who went apartment looking with a saxophone in one hand, and a guitar in the other.

Those who complain about the way the ball bounces are usually the ones who have dropped it.

PLEASE READ AND PASS ON:

THE

BILL TAYLOR
ED MUNIZ
MANNY FELDSTEIN

MONEY

MONSTER.

P. O. BOX 2413
TAMPA, FLORIDA 33601



Week of April 1, 1968

1. THAT FRANKLIN GIRL - Here's how one Money Monster station cracked that tough ladies shop who had only been using newspaper advertising. The station recommended to the store owner that she continue using newspaper advertising, but to concentrate on the use of one model for all of her ads, having the model become identified as "That Franklin Girl" (Franklin's being the name of the quality ladies shop), and then carrying this image over into a radio campaign. The radio commercials were all read over a background of music similar to "Music to Watch Girls By" etc., and included the sound of briskly walking heels to create the sound image that "That Franklin Girl" was walking by. Then using a flier microphone a young ladies voice was used to "size up" "That Franklin Girl" and what she was wearing. Franklin's liked the idea and bought an extended schedule. Incidentally, our Money Monster reporting this idea says it used "That Franklin Girl" model as the voice describing "That Franklin Girl" on all the radio commercials.

2. C LIVING INDEX - A central Florida radio station is currently using a series of commercials for a discount store that are really effective. The background noise in all the commercials is one of rifle fire, war hoots, shot gun blasts, etc., and each commercial is simply an on the scene report delivered by your correspondent "C Living Index", who reports day to day progress the rebels at the discount store are making in pushing back the rising cost of merchandise. The commercials are delivered in comedy fashion with "C Living Index" sounding an awful lot like radio's famed Wally Ballou.

3. THE ALL GONE MACHINE - Here's an idea reported from a Money Monster market that is used by a local high school hangout. The focal point in the local high school hangout is a piece of abstract machinery that is a compilation of all the junk that can be screwed together and the sign attached to the machinery entitles it, "The All Gone Machine". On our Money Monster's night show, high schoolers are allowed to call up at special times and put someone in the "All Gone Machine". The machine then makes a variety of sounds as though it is chewing up and swallowing whoever was put in "The All Gone Machine". At the conclusion of this series of sound effects, the machine flatly and in machine like tones announces "All Gone." The Money Monster station reporting this idea insists that it is fantastically popular with the high school crowd and that four times each night the high school hangout sponsors that period of air time in which people are allowed to subject someone to "The All Gone Machinery", and we at the Money Monster subscribe to the old theory, "if it sells, it's good".

4. BEAUTY IS THEIR BUSINESS - If your's happens to be one of those radio stations that is not currently enjoying any business from a local beauty shop, then check the yellow pages for the beauty shop in your community that also offers the services of a beauty consultant. Then sell the beauty shop on the idea of splitting their 60 second announcements by having the beauty expert deliver a 30 second beauty tip and then round out the other 30 seconds with a sales pitch for the beauty shop. This will work for sure if you are prepared to provide a series of beauty tips to be delivered by the beauty expert. The usual problem with this kind of promotion is that it is easy to sell, but once the novelty wears off "the beauty consultant" begins to find it quite a chore to prepare beauty tips each week.

5. MIDNIGHT BOWLING - One Money Monster station operating 24 hours a day has discovered a way to help defray the expenses of the midnight to 6 a.m. show. They simply set up shop in a local bowling alley from midnight until 6 and run the entire show from the bowling alley giving periodic appeals for people who are up at that hour to come

out and enjoy midnight bowling. The bowling alley feels that this approach has made their midnight bowling program a success and the radio station finds it's a way to cover those midnight to 6 o'clock expenses.

6. DO IT YOURSELF - This do it yourself promotion has to be the most ambitious we at the Money Monster have ever heard about. It was conducted by a building supply company in a Money Monster market. The company was interested in overcoming the concept embraced by most of its prospective do it yourself customers who say, "Oh, I can't do that". This building supply dealer decided to have its own customers build a three room house including a living room, kitchen, bedroom and bath, and to have it built right on its parking lot. The building supply company provided a foreman on location at all times to instruct the store's customers, who participated in the promotion, how to use the tools necessary and in general to direct the construction of the house. The idea was that every customer who was willing to devote 15 minutes of time and work on the house reported to the foreman who put them to work on the house for 15 minutes. This 15 minutes entitled the store's customer to register his name and address in a registration box. After the house had been completed it was estimated that it was constructed by some 1,500 novices, all putting in a few minutes at a time. At the end of the promotion a drawing was held and the name of the person drawn won the house and the building supply business offered to have the house carried to any highway location within 10 miles.

7. THE SOUND SELLS IT - Many of our Money Monster stations are doing a lot with sounds on commercial concepts these days and we were sent a copy of this one and agreed it sounded great. It is a commercial concept that has been sold to a TV repair business, and the copy itself is pretty general. It simply involves a commercial that is apparently delivered by a TV repairman while he is repairing a television set. The unusual part of the commercial involves the sounds you hear in the background. The commercial begins with at least a dozen sounds in the background, all of which, when combined, sound pretty messy. Then as the "TV repairman" gets deeper into the commercial, fewer and fewer of these sounds are audible, making it seem as though the repairman is "fixing" whatever he is working on (presumably a television set) as he talks. Just as the commercial ends, the only sound left is one clear crisp audible tone and when the television repairman gives a satisfying sigh and says, "there", as though he has done a splendid job, you find yourself quite willing to agree with him.

8. THE FLOWER GAME - Many of our Money Monster stations have awards for the secretary of the day, the wife of the day, etc. If you are not currently running such a feature, then it may be just what you need to get that tough sell Flower Shop on the air. The idea is to salute a working girl each day (their names are easy to get by calling your advertisers and asking them on a rotating basis to select someone in their office who the station can salute on a given day). In addition to calling it Mary Smith Day on WXXX, one of your staff, who is most skilled in public relations, gets an opportunity to make a personal call on Mary Smith and present her with whatever you have to award her for it being her day. The reporting Money Monster station has a dozen items it carries to Mary Smith and included among them is a single flower in a single vase that is presented on behalf of the local florist. The local florist was sold a schedule of three announcements daily, but they only pay for two announcements in cash. They pay for the third announcement by providing the vase and flower.

9. POETIC COMMERCIALS - We at the Money Monster flipped over this idea sent in by a contributing station because we love ideas that involve having the listener participate in an advertiser's commercial. In this idea they actually write the advertiser's commercial. The idea is that each Monday morning our Money Monster's morning man announces one line of a would be seven line poetic commercial for a sponsor and then challenges his audience to suggest the next line. The morning man does not accept the first line that is called in but the best of several lines that are called in that morning and adds it to his poem. On Saturday morning the final or seventh line is added to the poem and all those listeners who had a line used in the commercial that week are eligible for the drawing held on Saturday morning. A drawing is made from the list of six contributors and if that contributor is listening at the time and calls the station, she is given an opportunity to win a prize from the store if the wheel that the announcer spins containing six numbers stops on the number that corresponds to the numbered line that the contributor suggested for the poetic commercial that week. If they do not correspond the contributor gets a consolation prize.

10. GO FISHING - Here's how one Money Monster station sold a restaurant specializing in sea food. Each evening a batch of numbers are placed in a giant fish bowl at the door of the restaurant and as the customers leave they are invited to select a numbered slip from the fish bowl. In addition to containing a number, the slip also contains instructions for the listeners to be tuned to radio station WXXX the following morning at a specific time and see if they had dinner free that evening. The following morning at the time specified the sea food restaurant sponsors a vignette on the air that includes a commercial for the sea food house and provides time for the announcer to call out a number that was known to have been in the fish bowl the night before. If the person in possession of that number calls the radio station with the number, then he is sent a certificate entitling him to dinner for two free at the sea food restaurant any time within the next two weeks.

PLEASE FORWARD TO:

THE

BILL TAYLOR
ED MUNEZ
MANNY FELDSTEIN

MONEY

MONSTER.

P. O. BOX 2413
TAMPA, FLORIDA 33601



Week of March 25, 1968

1. THEY DON'T MAKE THEM LIKE THEY USED TO - One Money Monster subscriber reports a successful radio campaign for a used car advertiser whose approach is unusual. This dealer features one car to each commercial, but the commercial approach is to discuss the car as a rare precision instrument of a vintage no longer easily available. All the commercials begin in this way, "Do you remember the 1962 Chevrolet? Ah, there was a car..." The balance of the commercial would then describe the features of the 1962 Chevrolet much as one would describe a rare and valuable antique. This approach, as our Money Monster subscriber says, not only affords a new and fresh approach to new car advertising but establishes a unique sound image for the used car dealer.
2. ALADDIN'S LAMP - A Money Monster subscriber has made this outstanding station promotion a successful commercial promotion as well by selling it to 36 participating sponsors. The mechanics of the promotion are these. Items are listed on cards three at a time. For example, one card may list a pair of shoes, an outboard motor and \$10.00 in cash. The person calling the radio station in response to the opening invitation to participate in this promotion each hour is read the list of items on the card selected for the hour and asked which item, 1, 2, or 3, is a wish. The person then explains which number represents his or her wish and the announcer rubs Aladdin's Lamp, calls up the genie and the genie announces in deep resonants a number. If the number corresponds to the number stated by the player then he or she wins their wish. If not, of course, they lose and another game is played an hour later.
3. SING INTO SPRING - Here's a great way to get people thinking about that special clothing store customer as THE store to shop for spring fashions. Throughout the broadcast day this Money Monster station broadcasts one line of a popular song and invites listeners to call in and sing the following line. If they can successfully do so their name is entered into a jackpot from which will be selected a winner at the end of the promotion. He or she will win a complete spring and summer ensemble.
4. MUCH MORE MILEAGE - We at the Money Monster doubt if many stations have been successful in selling shoe repair shops but one Money Monster subscriber has come up with a promotion for one that has had him on the air for several months. The promotion involved having one of the station's disc jockeys have his shoes soled at the shoe repair shop. The jock then walked around all day with a pedometer getting the average miles he traveled each day walking. This figure is used as his average daily mileage and each day that much mileage is automatically tacked onto his shoes. The shoe shop promotion is then simply tied daily into the updated report on how much mileage the disc jockey has had to date on his shoe repair job done at the shoe shop. The station reports that so far the shoes have over 200 miles on them and don't even show signs of wear.
5. DESIGNERS KEEPERS - Here's a promotion reported to be successful for a furniture dealer in a Money Monster market. People are urged to register at the furniture store for an opportunity to decorate the store's major show window for a week. Thirteen different people will be selected for the 13 week promotion and at the end of the 13 weeks the person judged to have done the best job of decorating the store's window will win what is in it.

6. SUPER CAMP-OUT - It had to happen and one Money Monster has done it. Broadcast for an entire weekend from a camp site set up on a shopping center parking lot. The weekend marathon was sponsored by contributors to the camp-out and included tent and camper dealers, boat and trailer dealers, cooking and camping supply dealers, food dealers, etc.

7. REAL GARDEN SHOW - One garden supply dealer is inviting its customers to fill out a card including their name and address if they would like to enter the store's REAL GARDEN SHOW. During the early summer when the real fruits from most of the spring planting should be in evidence, officials of the store and the Money Monster station will tour the area and view the registrants gardens and award cash prizes to the first, second and third place winners in the REAL GARDEN SHOW.

8. SPECIAL SPONSOR DAYS - We have a report from one Money Monster station who says this idea has been as successful for his station as any he has ever employed. It involves selling a sponsor a super saturation schedule for one day. In addition to his commercials on the air, the station gives the sponsor full usage of the station's mobile studio sending it door to door in residential areas selected by the advertiser to carry the advertiser's ad message to the selected neighborhoods in person, to pass out advertising literature, give sample merchandise, and in general be seen and heard live and on the air. Our station reports that its idea is ultimately to have one special sponsor one day per month for every day in the week. In short to have 30 sponsors each of whom runs the saturation idea one day each month. Our station reports, however, that to date he has only seven sponsors who have agreed to use the saturation day ideas on a long term basis.

9. A GREAT PLACE TO GET TIRED - We agree with the Money Monster station that says some of the greatest ideas are the simplest and who offered this slogan as one that broke open a big tire store for this station. The slogan being simply, "A GREAT PLACE TO GET TIRED"

10. THE BEST DRAW - Here's a promotion reported by a Money Monster station for a Western Clothing Store. The store is designed inside and out in a definite Western motif, and the store recently offered \$100.00 in cash to the person rendering the best free hand drawing of the outside or inside of the store. The idea of the "Best Draw" was tied into a shoot-em-up commercial approach used by the store for the duration of the promotion.

PLEASE PASS ON:

THE

BILL TAYLOR
ED MUNIZ
MANNY FELDSTEIN

MONEY

MONSTER.

P. O. BOX 2413
TAMPA, FLORIDA 33601



Week of March 18, 1968

1. IF YOU CAN'T BE A MODEL - BUILD ONE - Upcoming April has been designated by the nation's hobby dealers as National Hobby Month and should be a good time to approach one of your local hobby dealers on this idea. One of our Money Monster stations has been successful in selling a local hobby dealer a partial sponsorship in a regularly scheduled sportscast by including hobby news in the regular sportscast. Some hobby dealers apparently sponsor their own model car, boat and airplane races, hold their own "paint by number" art shows and other such activities that serve as a show place for those with whom they do business, to wit, the hobbist. This could be, we suppose, classified as a form of sports news and certainly the competitive hobbist likes to hear his name on the radio as much as anybody else, and we agree if you have a hobby dealer in your market who is this aggressive you have the ready made items to include on your sports news.

2. THE MONEY BUNNY - Easter will be here in another month and in at least one Money Monster market so will the Money Bunny. The Money Bunny promotion works this way. A group of participating sponsors buys a flight of announcements for Easter on your station and his announcements are tagged with an invitation for listeners to register for the Money Bunny at the sponsors stores. The station places a stuffed bunny in the window of each participating store so that if 40 stores participate in the promotion there will be 40 separate bunnies. If 10 stores participate there will be only 10 bunnies. Stuffed inside one of these bunnies is a substantial cash prize. Stuffed inside all the rest of the bunnies are smaller prizes. At the end of the promotion each store selects a semifinal winner from among its registrants, and the semifinal winner from each participating store will be invited to a dinner provided by the station at which will be displayed all the bunnies that have been previously displayed in sponsors stores. After the dinner, the station allows the semifinal winners to draw numbers from a pot containing the exact number of numbered slips as there are contestants. These slips are used to determine the order in which the semifinalists are allowed to select the bunny of their choice. As each semifinalist claims his or her bunny he examines the bunny to see what his prize has been. The process is continued until all the bunnies have been selected and someone wins the valuable cash prize.

3. EASTER EGG HUNT - Ah, will there ever be an Easter without an Easter Egg hunt? Well, at least this Money Monster station has discovered a way to clean up the Easter Egg hunt. He uses paper eggs cut out and placed in envelopes in participating sponsors stores. The eggs are cut in puzzle fashion so that participating store customers try to match egg halves to form a whole egg. At the end of the promotion the person having the most whole eggs wins whatever prize has been settled on by the station and its participating sponsors.

4. TEMPERATURE REPORTS - Every community has easily defined geographical and residential areas and surprisingly enough the weather in one of these areas is not necessarily the same as the weather in another, even in the same community. There will probably be several degrees difference in temperature. It could be raining in one section and not another, snowing in one and not another, and one Money Monster station has discovered a way to profit a heating and air conditioning firm with this information. The station puts together a prize package each month consisting mostly of albums, and these albums are awarded to the person in the community who is successful in phoning in the most weather reports from his or her section of town on the station's

morning show. Weather reports are not taken indiscriminately but are rather called for by the station's morning DJ. He will say, "We're ready now for the weather from Moravian Falls", and the first person successful in completing a call from Moravian Falls reporting the general weather conditions there will have his or her name noted along with the date, and if he or she is successful on succeeding days in placing more calls into the station with his area's weather report than anyone else in his area or anybody else's area, then he or she will win the monthly prize package. Sounds like a great participating promotion and a beautiful tie-in for a heating and air conditioning firm.

5. CHILDREN'S STATION BREAKS - It's not unusual to hear children giving station breaks on radio stations or even commercials anymore. But we have one Money Monster station who has set out on a public relations campaign that he plans to run into several years. This station sends a tape recording crew each year to every second grade in the area and has the students identify themselves, their parents and where they live and then give a station identification. These identifications are then used exclusively on the station for one week. Normal identifications are used for the next two to three weeks and then another second grade class is used to give the station identifications. This method, according to our Money Monster station, prevents people from getting tired of hearing kids giving station ID's all the time, but still provides periodic reasons for parents of children to tune in and stay tuned in for a full week to this Money Monster station, after which time our station trusts that tuning their way will become a habit. Our writer further points out the fact that he is certain that he has several hundred families in the community spend at least one week listening to his station simply to hear their children giving station ID's, and he says he can't think of a more positive way to be certain that this many people spend that much time periodically listening to a specific station.

6. FLAG DAY - This Money Monster station is making an effort to make its listeners more mindful of their simple patriotic duties on official national holidays that require the display of the American Flag. A list of these days can be readily obtained from the World Almanac. Our Money Monster station has persuaded a number of its sponsors to buy brief promotions running the three days prior to each National Holiday as well as on the holiday itself urging people to display their Flag in celebration of that particular holiday. The schedules contain no commercial messages and are sold at a half price rate by our Money Monster station who points out that it is a one time selling job in which the sponsor simply agrees to pick up the tab for these brief promotional messages the few times during the year that we celebrate national holidays. But the station points out that even at the reduced rate it adds several hundred dollars a year to his general revenue.

7. LISTEN FOR A STAR - Here's how a Money Monster station turned a weak weekly night disc jockey feature into a solid advertising schedule for a drive-in theater. The station had been, once per week on a sustaining basis, letting their disc jockey place a long distance phone call to a recording star or some other personality claiming that it was quite a popular feature. One of their enterprising salesmen struck upon the idea of selling a nightly spot schedule to a local drive-in theater and on the night of the week that the disc jockey normally placed his telephone call to a recording or motion picture star, the drive-in movie substituted its spots for sponsorship of the telephone call making an announcement to the effect that on this night Starlight Drive-in Theater was relinquishing its advertising time so that the station's listeners could enjoy a conversation with a star. The drive-in liked the prestige of the identification and the station liked the added spot schedule.

8. SHOP DOWNTOWN - Here's a report from a Money Monster station who uses a simple but apparently successful "Shop Downtown" campaign. The secret of the campaign is in the commercial copy which points up practically every need a consumer will have during the course of a year, and then listing the downtown merchants who are qualified to fill those needs. The commercials are run on a rotating basis and are rewritten frequently to avoid staleness. According to our Money Monster reporter a substantial percentage of his downtown merchants participate and at a cost of just a few dollars a month.

9. HOW WOULD YOU BLOW \$100.00? - That's exactly what this Money Monster station challenges its listeners to tell them. They explain it cannot be practical and that the person who in their opinion submits the most way out method of blowing a hundred dollars will be awarded that hundred dollars to blow in just that fashion. A local drive-in restaurant is picking up the tab for the promotion while at the same time using it to promote their business slogan which happens to be "Where You Blow For Service".

10. SUMMER SARARI - One Money Monster station has used this idea successfully as a summer promotion. They have an announcer record clues in a very low and slow voice and play the clues back at double speed on the air. This makes the clues sound like they are being delivered by a Witch Doctor. They run the contest four or five times per day. The promotion makes it clear that in the beginning one of the station's announcers was konked on the head by the Witch Doctor who stole the station's Coleman Ice Chest explaining that the Witch Doctor, being quite sure of himself, has promised to give daily clues as to where in the United States he has hidden the ice chest. If the station's listeners can guess where the chest has been hidden then they are awarded a Coleman Ice Chest. Each day a new clue is provided and the station accepts one phone call each time the game is played. Our Money Monster station warns that people are sharper than you think and they will guess the location very quickly unless you make it very difficult.



PLEASE PASS ON:

THE

TOM COLLINS
ED MUNIZ
MANNY FELDSTEIN

MONEY

MONSTER

P. O. BOX 2413
TAMPA, FLORIDA 33601

Week of March 4, 1968

1. **SIDEWALK SUPERINTENDENT** - One enterprising Money Monster station, noting that everybody is a "Sidewalk Superintendent" who can't pass up an opportunity to observe major construction, sold the idea of daily construction progress reports to a construction company building a major downtown commercial building. Each day the station writes a progress report on the building, has it put on tape by an imaginary character called the Hartness Construction Company Sidewalk Superintendent and broadcasts the progress report several times each day.

2. **SCAVENGER HUNT** - One Money Monster station has discovered a great way to make a commercial promotion out of the old "Scavenger Hunt". Customers pick up sealed envelopes at participating sponsor's stores. Inside each envelope is one of the items called for in the station's giant Scavenger Hunt list. The list is kept to things like hair pins, feathers and other things that can be easily enclosed in a small envelope. The station has some legitimate control over the number of possible winners by limiting some items in the list. For example, 10,000 envelopes may include hair pins while only five envelopes contain chicken feathers. Sounds like loads of fun and gives a listener a chance to pick up something at a participating sponsor's store rather than simply register.

3. **PILLAR OF THE COMMUNITY** - A major Florida radio station is currently running a series of commercials for an institutional business designed to impress the listener with the experience, reliability and prestige of this business. The method selected to promote this "Old Reliable" business is being dynamically successful and involves the writing and recording of several dramatic production commercials. Each production drama is a brief account of a historical event that took place in the year the business was founded. The commercials are great attention getters and attention holders and really do their job of making the listener realize that the business has been around a long time. (This seems to be an important point in commercial campaigns designed to build reliability image).

4. **ANNIVERSARY BOOK** - I wonder if there exists in the radio industry a radio salesman who has not been told of the financial importance of maintaining an Anniversary Book on all his customers. The book includes the date that each business celebrates as its anniversary or founding date. Such a book properly used has to be worth two or three schedules each month that would otherwise slip by. So if you or your salesman are not currently using such an "Anniversary Book" don't waste another day and start collecting those dates immediately.

5. **IS THIS WXXX?** - Here's a promotion that asks the listener how well he knows the telephone. Can he tell by listening when two, three, six, etc. is being dialed on the phone? If he can then he can win valuable prizes by listening to the following telephone numbers being dialed. (Recording played on air of a telephone number being dialed). Our Money Monster station follows an announcement similar to this by challenging the listeners to pick up the phone and dial the number they have just heard dialed, pointing out that a representative of WXXX is standing by at the telephone number and, if they are the first to call and ask, Is this WXXX?, they win a cash or merchandise prize. Our Money Monster station runs this promotion four times each day using a different telephone number each time. The telephone numbers used are the pay phones

around town and they have a staff member posted at the pay phone to be called at a given time in order to verify a winner if there is one. Not only is this a pretty sharp promotion but it must result in several hundred phone calls each day to wrong numbers all of whom are exposed to your call letters by having strangers ask, Is this WXXX?

6. CAMPUS COMMERCIALS - Here's a great idea submitted by a Money Monster subscriber for the account who caters to the campus crowd. In the case submitted to us our Money Monster subscriber developed his campaign for a clothing store catering to both young men and young women. He simply writes his commercials in the first person and has them recorded by several sharp students on the local campuses (both high school and college). Our subscriber tells us he got this idea when school started back in September and presented it as a back to school feature that his customer has held on to all through the current year.

7. HATHAWAY DIAMONDS ARE A GIRL'S BEST FRIEND - A diamond watch, bracelet or ring is being awarded the winner of a Money Monster station jewelry account promotion that is on the drawing board for the month of April (the diamond is the birthstone for April). Listeners pick up official entry cards at Hathaway Jewelry Store and complete a four line poem beginning with "Hathaway's diamonds are a girl's best friend." It is planned to air these entires as part of Hathaway's commercial campaign during the month of April.

8. EASTER - Don't forget Easter is coming up on April 14 and it is a great time to use a variation of a promotion we mentioned in the Money Monster several weeks ago. The promotion involves the dressing of a male and female mannikin in a major clothing store window surrounded by all the accessories that make for a dream Easter wardrobe. Listeners register at the store and on Saturday, April 13, one male and one female registration cards are selected from the his and her registration boxes and the winners receive the his and her wardrobes on display in the customer's window. The best prospect to consider for this promotion is the one with the display window best suited for the idea.

9. BEFORE AND AFTER - Don't forget that April is National Home Improvement month and your building supply dealers are being flooded with information concerning the event. This promotion, submitted several weeks ago by a Money Monster subscriber, seems ideally suited for the occasion. Our subscriber sold a building supply dealer on a promotion aimed at the home improvement do-it-yourself bug. The building supply company offered free home delivery to anyone ordering supplies designed to be used in a home improvement project. His delivery men were armed with Polaroid Cameras and they took pictures of the home areas earmarked for home improvements. After the home improvements were made the home owner called the building supply company and had them come out and take an "after" photograph of the improvements. After the promotion was over the "Before and After" pictures were compared and the person who had, in the home improvement company's opinion, made the most substantial and professional home improvement during the period of the promotion won \$100.00 in cash.

10. NEW MONEY - We have a Money Monster subscriber who testified that he has added \$72.00 a day to his commercial log by just doing what he has always done, only this time it's sponsored. We are speaking specifically of the station identifications you are required to give twice each hour and the time signals you probably give before and after giving your station identification. Our Money Monster station does the same things only now when he gives a station ID it goes like this: "This is WXXX in Centerville, home of Henry's Shoes, serving Centerville since 1928. His statement of time is similar in that instead of saying it's 9 o'clock, he says it's 9 o'clock, time to shop Filmore Drugs where small tubes of Crest Toothpaste are two for 25¢. Our subscriber says he sells time tones and station breaks only in clusters of three, and he sells them for \$1.00 each, which means, since he is on the air 18 hours a day, he gives 36 identifications and 36 time tones a day for a total of \$72.00. We think that's pretty good added revenue for a market of 5,000 people, and should be proportionately better for markets of larger size.



THE

Tom Collins
Ed Muniz
Manny Feldstein

MONEY

MONSTER.

P. O. BOX 2413
TAMPA, FLORIDA 33601

Week of February 12, 1968

1. IT'S A GAS - I suspect many a Money Monster station has long since learned the value of clipping comedy record albums down into a series of 30 and 60 second "comedy corner" pieces. One Money Monster station has found a new name for this regular entertainment feature and by doing so has come up with a natural sponsor. He calls it, "It's A Gas", and you guessed it, has it sponsored by a chain of locally operated service stations.

2. MONTAGE - We at the Money Monster discussed a restaurant commercial run recently in the Tampa, Florida, area and agreed it was the most effective we had ever heard, so we will pass the copy approach along to you. The commercial was 60 seconds worth of comments faded in and out over a background of restaurant noise... comments like, "Oh, we heard so much about it we simply had to come and try it ourselves"... fade. Another comment faded up might begin, "and so I said, Jack, well, we've heard so much about it, why don't we get the family together and go out and try it ourselves and we...." and this fades. Some comments were made by men, some by women and some jointly by couples, but it was done in such a way that it grabbed the listeners attention and you could not let go. The restaurant's name was mentioned only at the end of the commercial. We know this concept will make the hair stand up on a hard nosed copy writer, but as we said in the beginning, we at the Money Monster agree this was the most effective restaurant commercial we have ever heard. Put it on tape and see if it fits any of your local restaurants.

3. ANNIVERSARY QUIZ - The Money Monster subscriber submitting this idea says that the response to it has been so great on his station that he has had several complaints from the telephone company about tied-up lines. The mechanics of Anniversary Quiz are these. First, the quiz is run once per day during the mid-morning. It begins with the playing of "Anniversary Waltz", followed by your announcer saying, "It's time to play Anniversary Quiz". Step 2 is for your announcer to call out a month like June, followed by the announcement that the first person married in June to call the radio station and speak with the announcer on duty would be eligible to play "Anniversary Quiz". The person calling is short-stopped by a secretary who gets vital data such as how many children she has, what her husband does, etc. This information is quickly gathered onto a standard Mimeographed form while the sponsor's commercial is running. After the sponsor's first commercial the announcer on duty identifies the first person to have called in, whose anniversary is celebrated in June and talks with her about her children, her husband, etc. just long enough to make her appearance on the air interesting and to let her know that win, lose or draw she has won a gift certificate from the sponsor, and of course, the value of this gift certificate is between you and your sponsor. However, your announcer advises the caller if she were married on the day in June he is about to call out, then she wins \$10.00 in cash. Then your announcer, followed by an adequate fanfare, announces a day like the 15th. If your caller was not married on the 15th, of course, the program is closed out politely. If, however, she was, following her excitement over having won the \$10.00 in cash, your announcer talks with her some more and builds up to big step 4, step 4 being a cash prize more valuable, like \$50.00 or \$100.00. This will be won by the caller if, in addition to having been married on the day in the month that has already been established, she was also married in the particular year he is about to call out. Following more appropriate fanfare, he then calls out a year and again if she was not married in that year the program is ended politely, but if she were, of course, she is announced as the grand prize winner. The station submitting this idea has it sponsored daily by a supermarket in his community and says the sales job was a breeze once he pointed out to the prospect that every participant in this program was a married woman and, therefore, was a prime

customer prospect for him.

4. QUALITY CRAFTSMANSHIP - People are still willing to pay for quality and most carpenters are real hams. These are the two observations made by the Money Monster subscriber submitting to us this success testimonial for, of all things, a custom cabinet shop. The whole idea is simply a series of some 30 production commercials that the station uses over and over for the custom cabinet shop. Thirty seconds of each commercial belongs to the carpenter who operates the shop and the other 30 seconds is used by a station's staff announcer. Every commercial opens with a couple of seconds of carpentry sound effects. The effects stop and the old carpenter leads off his commercials by saying, "Oh, hi there, I was just in the process of making a dovetail joint. It's a splendid old joint that's made by....etc.", and for 30 seconds the old carpenter explains how to make a dovetail joint. After his explanation the staff announcer's 30 seconds of commercial time is devoted to a comment similar to..."Not too many people make dovetail joints for kitchen cabinets anymore. Takes too much time and frankly it's a pretty difficult thing to do etc....., but Nathan Roberts does it because it makes the strongest joints, etc." The station submitting this idea says it is sure that practically no one in the audience understands the explanation that the old carpenter gives, but he gets their attention and they make the point with the last 30 seconds of the commercial. Meanwhile the carpenter fancies himself the community's newest celebrity.

5. SIGN-ON - SIGN-OFF - One Money Monster station said that it had sold its sign-on and sign-off to a mattress company. The station's official sign-on is given with an abundance of interspersed yawns followed by the sign-on announcer's confession that it sure is tough getting up when you've just been down on a mattress that offers the comfort offered by the sponsoring mattress company's mattress, and a similar announcement is made at the sign-off.

6. WILL THE REAL DAISY PLEASE STAND UP - One Money Monster subscriber apparently has in his community a top flight gift store featuring artificial flowers which they refer to as "ever-life flowers". This shop and our Money Monster station have worked up a clever game together that works this way. Each week the gift shop features five different arrangements of flowers and their radio quiz game challenges the first person calling the station in response to the quiz opening to identify which of the five arrangements the announcer is holding up before the microphone at that moment. When the caller registers his or her guess on the air, the announcer punches the tape and the answer relating to which of the five arrangements is being held up is given along with an artistic description of that particular arrangement (a woman's voice is used by the participating station to give these descriptions). If she is not a winner then she receives a token artificial corsage from the gift shop. If she is a winner, she gets the artificial flower arrangement under discussion.

7. LADY BIRD - LADY BIRD - With the heat really on the outdoor advertising people the past couple of years we get more and more news from radio stations involving mutually beneficial trade-outs with outdoor advertising firms. If you feel that your station can use outdoor exposure to advantage, and would like to trade-out with your local outdoor advertising company, then build him two or three commercials designed to do a public relations job in his favor, play them for him and the chances nationwide appear to be better than 50 - 50 that he will like your offer. If you want propaganda that he will like to hear to build his commercials from you can get it by writing, National Outdoor Advertising Bureau Inc., 711 Third Ave., New York, N.Y., 10017.

8. IT'S A SNAP - This concept sold to a photographer is another one of those simple copy concepts that is easy to build and just as easy to sell. The commercials are built like this. Station announcer opens with "It's A Snap", followed by the clicking of a camera shutter lens, followed again by the announcer saying, "yes, it is a snap to have your child's third birthday party recorded forever in your family album, etc." The commercials go on and on and on built around a list of events you and your photographer have worked up together that will, in his opinion, make the listener stop long enough to want, those moments under discussion, preserved in his or her family album forever. The station submitting this idea says it sounds simple, but it really has worked to keep his photographer a happy customer and states further that the simple brief camera shutter sound serves as quite an identifiable logo for the sponsor.

9. HELP WANTED - We have reports from at least a half dozen Money Monster stations that indicate success in radio Help Wanted ads. The most detailed description of such a program comes from a South Carolina Money Monster subscriber who reports steady and profitable use of his station's Help Wanted program from both industry and general business customers. This subscriber warns a station considering a Help Wanted program not to try to build the program too rapidly, but rather build it cautiously and make it very selective. His station refuses to take announcements that are not for substantial jobs and that do not state the amount of salary to be paid and the number of hours to be

worked. In short, only the cream of the job crop is broadcasted on this station's Help Wanted program. Our subscriber says that this has built a regular audience for the program that guarantees the sponsors good results from the ads the station allows on the program. The subscriber analyzes his success this way. The majority of people who seem to respond to newspaper help wanted ads are people who are out of a job and in general are not as substantially qualified as most employers would like. In some states (like Florida) the results obtainable from professional employment agencies are frequently far less than satisfactory, and both the newspaper and the professional employment agencies have a substantial percentage of unemployed persons with whom they must deal. On the other hand, everybody listens to the radio. If a station runs a selective Help Wanted ad composed mostly of superior jobs, a large number of people who are currently employed and highly qualified, but are not registered with employment agencies or don't bother to check the Help Wanted ads because they are not terribly dissatisfied with their jobs are, without any effort on their part, exposed to the radio Help Wanted ads. In many cases the sound of a job superior to the one they currently hold induces them to take action and present themselves for interview to a prospective employer through the mechanics of the station's Help Wanted program. The station runs the Help Wanted ad for 10 days at a flat fee very much like newspapers do with a rebate if the job is filled before the 10 day period is up.

10. RADIO ARITHMETIC - We owe our thanks to one of our Alaskan subscribers for reminding us of this tried and true radio station promotion designed fundamentally to keep a certain group of listeners with your station all day long. The mechanics of Radio Arithmetic for those who have never run it are simply these. Each morning the station begins Radio Arithmetic with a number and then each hour a mathematical step is performed with this and other numbers. For example, between 5 and 6 in the morning your announcer tells his audience that today's Radio Arithmetic begins with the number 367. Then an hour later your announcer will instruct the radio arithmetic players to add 100 to the base number. The next hour the listeners will be instructed to subtract 20 from the total of last hour's maneuver and so on until the final hour of Radio Arithmetic play each day, at which time a signal is given and the first person calling the station with the correct answer to that day's Arithmetic problem wins whatever prize you have decided to set up. The station submitting this idea states that it starts its Radio Arithmetic game at 9 a.m. indicating any earlier may eliminate some of the late rising listeners who would otherwise be your most ardent players. The station further suggested that every now and then an interesting maneuver should be included such as a square root to offer a little spice to the game. The subscribing station also stated that this promotion was used as a listener promotion on their station and was not sponsored. We at the Money Monster, however, think we've come up with a cute gimmick for sponsorship. Our suggestion is to have the promotion sponsored, at least in part, by a business machines company and each hour, when a new mathematical step is to be taken in the continuing Radio Arithmetic game, perform the function on the air with an automatic calculating machine from the sponsor's store emphasizing the speed with which the machine does even the most complicated mathematical steps.

THE

TOM COLLINS
ED MUNIZ
MANNY FELDSTEIN

MONEY

MONSTER.

P. O. BOX 2413
TAMPA, FLORIDA 33601

Week of February 19, 1968

VACATION SWAP - This idea is particularly applicable to stations located in some tourist attractiveness and was suggested by a Money Monster subscriber in Western North Carolina mountains. He noticed that his listeners generally either South or West for their vacations while people from the South and West flocked into his region for their vacations. Taking advantage of this situation, our subscriber arranged to trade-out two weeks of room and board accommodations with his area's finest hotel. He then called a radio station in an area that seemed to be a favorite vacation spot for listeners in his general area and offered to trade his two weeks at his local resort for two weeks in that station's area. Our subscriber says he only made one call. The station he called promptly traded-out two weeks in the best resort hotel in his area and so these stations immediately had quality vacations to offer as prizes for any promotion they wanted to run. In addition to this, says our Money Monster subscriber, the two station managers agreed to act as official hosts for one another's contest winners and make certain that their stay in each other's area was a happy and successful one.

2. **HONDA RACE** - This promotion was developed by one of our Money Monster subscribers to emphasize the economy of Honda transportation and involved the promotion of two endurance tests. The first test did not involve the Honda at all. As a matter of fact the station carefully avoided mentioning the Honda. Excitement was developed through station promotions over the impending endurance test between two small economy cars. On a specific day and at a specific time one gallon of gasoline was put in the tank of each economy car. The cars were started and much ado was made about the car that went the furthest on the gallon of gasoline. After a couple of days of ballyhooing the car that went the furthest with the gallon of gasoline, the Honda dealer issued a challenge to the winner and another duel endurance test was initiated. Of course the Honda won many times over and made much ado about its economy advantages.

3. **FISHORAMA** - If you live in an area with a fair sized private lake that you can rent for a few days this summer, then you may be interested in lining up this promotion called Fishorama. The idea is to stock the lake with tagged fish. The code on the tags indicates the size of the prize won by whoever catches the tagged fish. Of course the sizes of the prizes is left totally to the discretion of the station and its participating sponsors. The commercial tie-in comes by making it mandatory for those participating in the Fishorama to show, in addition to regular fishing licenses, official Fishorama licenses that can be picked up only in participating sponsor's stores. The station submitting this idea makes it a children's event and allows no one over 12 years old to participate in the Fishorama. The participating Money Monster subscriber says this makes any merchant catering to either mom or dad a prime prospect for sponsorship.

4. **GOODBYE - HELLO** - If your's is an average American city or town you should be aware of the number of men who leave your community every Monday morning on a sales job that keeps them on the road until Friday afternoon when they come home again. The fact that these traveling men do leave and return in large numbers and at generally the same time Monday morning and Friday afternoon makes it wise to discuss a Monday morning and Friday afternoon flight of announcements with your community's largest tire dealer wishing your community's salesmen a good week as they leave on Monday morning and welcoming them home on Friday afternoon. Both salutations surrounded with messages involving the importance of safety on the road and the necessity of having substantial tires and the usual tie-in between tire sponsor and safety.

robably 90 per cent of our Money Monster subscribers broadcast on Sunday morning. Most of these church services are sponsored. Our subscriber this week, however, who not only has a sponsored but a sponsored Sunday School service beginning at 10 and Sunday morning. It seems the Sunday School class that he has a very much respected retired judge in the community who in the same fashion that the regular church service is conducted, broadcast. Our subscriber admitted that he did not approach the station but rather had the Sunday School class approach his station. He passes it along to you suggesting perhaps someone in the community teaches a Sunday School class that is worth while. This class may be interested enough in its being broadcast to be able to sponsor it.

5. SUNDAY SCHOOL
an 11 a.m. church service
We heard from a Money Monster
church service
lasting 10 minutes
broadcast
teaches a Sunday School
this class
community to sponsor it.

If your station sells 10 second commercials here's a logo concept for use with glass dealers. It involves simply the sound of crashing glass announcement stating that if this has just happened at your house call at 222-555 for immediate repair and glass installation.

YOUR TIME - Here's one that really caught our attention recently. It began with an announcer asking simply, "May I have a minute of your time." It was followed by a metronome sound ticking away in the background, and after about 55 seconds of ticking only the commercial announcement was delivered. At the close of the announcement, which incidentally wasn't spectacular, but still held your attention through the end of the approach, the announcer simply said, "thank you," and at the same time the metronome stopped, indicating the minute was up. That's all there was. It kept you listening for the full 60 seconds.

8. WOODSMEN - WOODSMEN - Spring comes up next month and you're sure to see the usual spring promotion which involves registration for boat, trailer and motor which we agree is a good idea. Consider, however, that rapidly growing group of Americans who camp out everywhere they go. Put together a grouping of interest to camping families including the travel camper, stoves, etc. and have this as a grand prize for that special Spring promotion. In picking up registration slips at your sponsor's stores your listeners can, at the same time, pick up your station's specially printed list of official camp sites throughout the country. You can obtain a list of approved camp sites by writing to Better Company, 1027 N. 7th St., Milwaukee, Wisc.

9. HI NEIGHBOR - We heard this week from a Money Monster station who says he has turned his mid-morning programming into the most profitable time of day. He has done it with a program he calls "Hi Neighbor". The program started a couple of years ago running from 9 to 10 each morning and has now stretched from 9 to 11 and is completely sold out. Our subscriber submitting this idea says his approach was a little unique in that he established the program's audience before he started the program. That is to say he listed all the women's organizations in his community including the garden clubs, the music clubs and, very particularly, the Home Demonstration Clubs in his listening area. Then for weeks he arranged to speak before regular meetings of these organizations explaining to the ladies that he was starting a program called, "Hi Neighbor", that was specifically for them and was designed to be conducted largely by them, but with little effort on their part. He got the organizations interested in participating on the program on a rotating basis and had so many organizations that no one had the responsibility more than once every month or two, and then their participation was simple, but live and interesting. Having won the endorsement and secured the agreement to participate from and by practically every woman's organization within 30 miles of his station, this station manager began to sell various segments of his "Hi Neighbor" format. He says the first hour was completely sponsored from the day it went on the air. He outlined his first hour for us this way. The program always started with a 5 minute discussion among his program director, his news director, his woman's director and himself. The subject was always one of vital and critical interest to the ladies (remember not all discussions have to be earth shaking to be of vital interest to the ladies.) This was followed by a little music that led up to the day's recipe which was a favorite of one of the ladies (each day he offered to send copies of the recipe of the day to those writing for it). At varying intervals for the remainder of the hour this program used bright music to hold together the remaining features of the program which included the customary fashion tips, household hints, etc. He also set aside 15 minutes in which the ladies could call and offer to buy, sell or trade items they either needed or not longer had a use for, in short, a trading post feature. The program ended each day with a discussion with at least 3 of the representatives from one of the clubs that participate on a rotating basis. The Money Monster subscriber submitting this idea says this was always the last thing on the program because it was very difficult to have the ladies stop talking once they started. As a result he always started a discussion no longer than 10 minutes before the close of the program so that they had no choice but to quit as the program ended. Our subscriber says this was the

most difficult program he has ever put together, but once it was together it was surprisingly easy to maintain. He says there are very few days when clubs that are due to participate actually do not participate and that his sponsorship has been solid since the program's inception. He further states that the ladies in his community's organizations have grown to idolize the station's personality who MC's the show and that he now spends half his time speaking before the ladies clubs.

10. GET HIP NOT HIPPY - One Money Monster subscriber developed a glossary of "Hippy" terms and then constructed a series of commercials that began with the pronunciation and definition of a "Hippy" word, explaining that this was a "Hippy" term and that to use it was to be "Hip", and that was to be in. Then it challenged its listeners to check their figure to make certain that it wasn't "Hippy" because that was out, and if they were out they should be in...Louisa's Spa etc. We think that's a pretty cute idea and certainly in tune with the times.

PLEASE PASS ON:

THE

TOM COLLINS
ED. MUNIZ
MANNY FELDSTEIN

MONEY

MONSTER.

P. O. BOX 2413
TAMPA, FLORIDA 33601



Week of February 5, 1968

1. FIRST OF THE WEEK SPECIALS - Many dry cleaning plants in most cities run what they call "First of the Week Specials" promoting special prices on Monday, Tuesday and Wednesday of each week. If you are not already promoting for one of these dry cleaning firms, get busy selling a 13-week schedule to the most promising one, and within that period of time you should have shown him results that will turn him into a year around customer.

2. BLOW YOUR HORN - How about selling that new or used car dealer an extra promotion that puts him on the air every time a car is sold. The promotion works this way. Every time a car is sold on your dealer's lot the sales manager calls your station with the information concerning who bought the car and what kind of car they bought. You have a taped standard opening for your sponsor's commercials that leads off with an auto horn honking, followed by an announcement that "Somebody else is honking Ajax Chevrolet's horn", and then your announcer tells who has bought the latest car from Ajax Chevrolet and describes the car. You will find that this special promotion has extra special appeal since it seems to automatically overcome the cost resistance of most programs since your dealer will recognize the fact that if he doesn't sell a car he doesn't advertise during the special promotion, and if you pick a car dealer who sells lots and lots of cars the promotion really makes it sound like things are going big for his business and the fact that everybody loves a busy business should bring him enough extra customers to make him glad you sold him the promotion.

3. STOP ME IF YOU'VE READ IT - One Money Monster subscriber has finally come up with an idea that has great appeal for that book store in your community and adds flavor to the morning DJ's show. He calls it "Stop Me If You've Read It". The feature is a vignette with proper opening and close in which the morning announcer reads a brief book synopsis. The first person calling the station and identifying the title of the book from which the synopsis is being read, before the synopsis is completed, wins either a small cash prize or, as in the case of the Money Monster subscriber submitting this idea, a gift certificate from the book store. The Money Monster station submitting this idea also tells us that there are innumerable books on the market dedicated to summarizing great literary work and that he uses these books as source information for his vignettes. He further states that the vignette is not a daily feature but runs twice weekly on his station explaining that the book store's budget is so small they cannot afford an across the board program.

4. CONTINUING WALL STREET REPORTS - No matter which news service you subscribe to it provides you with at least seven Wall Street Reports daily. The first report clearing your wire at about 20 minutes after the market opens at 10 in the morning and the closing report clearing the wire about 20 minutes after the market closes at 4. The five intermediate reports also clear your wire at about 20 minutes past the hour. If you do not have these reports sold then heed the suggestion of this week's Money Monster subscriber who tells us that he taped all seven reports, took them down to a stock brokerage firm and sold all seven reports five days a week to the one firm. The reports are brief and his reports contain no complete advertising message, just a sell line for the brokerage firm. A typical report would be similar to this. At 12:20 for example, your report would begin with the sound of the stock market office ticker tape, followed by your announcer saying, "I.R. Black and Sons with offices at 110 South Florida Avenue reports the noon Dow Jones averages showing 30 industrials, etc." This report would simply give the noon Wall Street report just as it clears your wire

A SERVICE OF RADIO SALES INC.

and the closing line, which is also the sell line, would read simply, "Next continuing Wall Street report at 20 minutes after 1 o'clock brought to you by I.R. Black and Sons Stock Brokers with offices at 110 South Florida Avenue.

5. PULSE - Here's one for stations in college towns. I doubt that there is a station in the country that hasn't used some variation on the Man on the Street program, but in recent years it seems that response to this kind of program is more and more difficult. The people who respond to the Man on the Street with a microphone frequently are not familiar enough with questions of general public interest to make the program really interesting. However, a Money Monster subscriber in a college town runs a version of the Man on the Street program which he calls "Pulse," and he runs it daily from his mobile unit parked at different locations each day on the college campus. He says the response is really good because most of the students are very much aware of most of the problems he selects to discuss on the program, and they all have very definite opinions regarding almost everything. Incidentally the program has an unusual sponsor as well. The tab is picked up by a large apartment complex that rents 100 per cent to college students.

6. TOTAL EXPOSURE - The Money Monster station submitting this idea tells us that his salesmen have had it for less than two weeks, that it is 85 per cent sold out at this printing and he has no doubt that it will be totally sold out within the next few days. What makes it even nicer is that it seems like the kind of idea that can keep itself sponsored 52 weeks out of a year. Our subscriber calls his concept "Total Exposure" and admits that he copied the idea from the old "Around the Clock News" concept that has been used by many stations to sell out those hard to sell mid-morning and mid-afternoon newscasts. "Total Exposure" does, I believe, have much more sell appeal and the mechanics of the concept are these: The reporting station broadcasts news headlines 36 times daily, on the hour and half hour, from sign on to sign off. His station also broadcasts 36 weather summaries daily at quarter past and quarter 'til the hour. Additionally he broadcasts 36 sports briefs daily at 20 past the hour and 10 'til the hour. The times of these broadcasts don't seem to be important. What seems important is that he has 36 news, 36 weather and 36 sports reports daily for a total of 108 reports and briefs. His goal is to sell 36 sponsors so that every day every news, sport and weather brief will have four co-op sponsors. One of the four sponsors for each news, weather and sports summary will have a full 30 second commercial while the remaining three co-op sponsors get sponsor credit only. Sounds simple enough doesn't it? But now lean back and look at the "Total Exposure" that each sponsor gets every day. With a total of 108 programs and four sponsor mentions to each program, simple arithmetic reveals that each of the 36 participating sponsors receives 12 exposures daily and three of these exposures include a total 30 second commercial. Regardless of what kind of price tag you put on a package of this nature, dividing the total daily cost by 12 is bound to make a terribly attractive cost per exposure figure to present your potential sponsors. We at the Money Monster think this is a real Gold Star concept.

7. SECONDARY EMPHASIS IMAGE - If your's happens to be one of the many hundreds of stations crowded in the big city markets where more powerful stations on better frequencies are dominating the major music formats, don't despair. Properly analyzing your market may make you a winner yet. That is, if you can adapt a page from the book of some very alert stations that have in the past been in the boat you are in now but have managed, by developing a secondary emphasis image, to become very successful in their markets. By Secondary Emphasis Image we mean this: Most stations, other than the all news and all talk stations, are forced at this time to rely on music as a basis for their programming. In spite of this, however, a station's image does not necessarily have to remain the kind of music it selects to play as its program base. To explain this point we will discuss an actual case of a daytime radio station on the East Coast that at best was an-also-ran in its market (a very crowded market at that) until it observed that there were enough people with boating interests in their listening area to make that group a sellable market in itself. This station then set out to become identified above all other stations in that market with the boating interest and industry. The station over a period of months became the official radio station for virtually every yacht club within its listening area. Its weather forecasts were no longer standard weather forecasts but were given with a slant toward the boating interests. Its newscasts began to include stories from boat yards, yacht clubs and things of this nature. In short the station developed a "Secondary Emphasis Image" that appealed to all those interested in boats and boating, and their's became the number one image among this sellable market. Their local sales rose and has continued to rise over the past three years. Now if you don't happen to be located in or near the coast to take advantage of the boating interest than analyze your own market and see what special interests lie there with a group large enough to make your station and its listeners of interest to paying customers. We understand one station in Georgia used the "Secondary Emphasis Image" concept built around the chicken industry and with success similar to that described above. In short the chances are that if you haven't found the square hole

for your square peg station, the chances are better than even that you haven't looked far enough yet. If you are a Second Emphasis Image concept station already we would appreciate hearing from you so that we can pass along to other Money Monster subscribers, who are in the shoes you were once in, information that may help them select an "Emphasis Image" of their own.

8. NIGHT LIFE IN THE MORNING - The Money Monster station reporting this idea calls its mid-morning program "Night Life in the Morning" and it is presided over by a disc jockey who also happens to be a night club musician. The program features guests each day, who are themselves performing at a club in the station's general area. The balance of the program is basically club talk mentioning what groups are playing at what clubs and for how long, generally how good they are, etc. The station reporting this idea says it is quite a money maker but isn't easy to sell, not that the product is difficult to sell, but the time involved selling the program out initially is extensive and involves traveling to the major clubs that feel it would be to their advantage to have exposure on your station. These clubs and entertainment centers are then sold on a participating idea that costs them little but earns them continuing exposure on your station. They, on their part, provide your program's MC with data concerning entertainment groups booked into their clubs, and you in turn provide the advertising exposure. Clubs pay a basic monthly fee for this advertising exposure. The selling job would probably be easier in a large market, but the station reporting this idea is in a market of around 50,000 and depends on club activity from larger surrounding towns to support it. The selling job, therefore, requires extensive initial traveling and long distance public relations with sponsoring clubs thereafter.

9. BLOCK PARTIES - If you have a staff of air personalities you are proud of, then of course you are interested in having these personalities exposed to as large a share of your listening audience on a live personal basis as possible. This makes you interested in summer time block parties and now is the time to start getting them lined up. Stations who have run them in the past are in a position to tell you that successful block parties are not a thing you can throw together in one or two weeks. To the uninitiated, the block parties are simply parties conducted in your communities' residential areas and co-hosted by your station's air personalities. The ideal way to conduct block parties is to start far enough in advance so that you know, first of all, how many block parties you want to run during the summer. Once you decide on the number, say 13, one each week for 13 weeks, then you pinpoint the areas in which you want the block party exposure. Your next problem is to find a listener in these areas whose yard is large enough to accommodate the party, and second of all who is willing to have the party and invite all her neighbors. Of course invitations are printed and mailed to the neighbors in ample time for party attendance, and the parties are promoted on the air. Your mobile unit should be the focal point for the block party and some stations, who have gone into block parties on a big scale, have specially designed mobile units with knocked-out sides for serving shelves and cooking facilities inside where their air personalities stand, cook hot dogs and hamburgers, and in general dish out the goodies served at the block party. Small gifts can be given to those in attendance and in general the party can be sophisticated to any extent you want. The basic idea, however, is to allow your disc jockeys and air personalities to mingle with and meet people face to face. Remember many an air personality is a personality simply because so many people know him personally in the market. This seems to make him more fun to listen to somehow. No need to worry about the costs of those burgers and hot dogs either. You are bound to find a meat packer in your area who will be happy to trade out the goodies with you for that block party exposure. Remember the block party is a difficult thing to organize really well, and now is not too early to start organizing your summer block party campaign. As a matter of fact, another month may be too late to start.

10. HORSING AROUND WITH ROGER NEWBAKER - We at the Money Monster are noticing a rise in the use of the vignette form by stations submitting sales ideas to us, and, "Horsing Around with Roger Newbaker" is another example. The station submitting this idea uses this vignette each morning featuring the owner of a large local riding stable. The owner, Roger Newbaker, provides his own material for this vignette which includes general interest stories about famous horses, riding techniques for beginners, etc. He also from time to time stresses the physical fitness aspect of horseback riding and in general uses the program to keep the station's listeners aware that his facility is available, and apparently has been successful particularly in convincing many of the station's listeners that horseback riding is a skill that should be taught every child in the community, because the station reports that since "Horsing Around With Roger Newbaker" became a regular feature less than six months ago, Roger Newbaker's stable has had to employ an additional riding instructor who works only with children. So it seems Roger Newbaker is doing more than just "horsing around." He has found still another way to turn radio exposure into business profits.

PLEASE PASS ON TO:

TOM COLLINS
ED MUNIZ
MANNY FELDBSTEIN



THE MONEY MONSTER.

P. O. BOX 2413
TAMPA, FLORIDA 33601

Week of January 29, 1968

1. SECRET AGENT - One of the country's most successful radio stations has reported to the Money Monster that the greatest all time response to a single promotion was registered recently when they combined a "missing call letter" promotion and a "secret agent" promotion in the following manner. The first part of this promotion calls for the theft of one of the letters in the station's call sign. The reporting station arranged to have their "W" stolen and since their call sign appeared on their antenna and on their building, both in full public view, they had to arrange to have the "W" taken off their building and to have the "W" on their tower enclosed in a canvas sack. The "W" mysteriously disappeared overnight and the following day station newscasts were filled with the news that the station's "W" had been mysteriously stolen. All station ID's were given omitting the "W" and even station jingles had been retaped so that the "W's" were spliced out. In order to meet FCC regulations regarding the accurate statement of call letters every 30 minutes, the station had prearranged with several stations throughout the country to borrow their "W" long enough to give the legitimate station break. A typical station break would be, for example, "This is (Blurb!)XXX. As you know station (Blurg!)XXX's "W" was mysteriously stolen on January 1. In order to meet Federal Communications Commission's specifications in giving call signs, we have arranged to borrow the "W" from WYYY, Subville, Florida. So with grateful acknowledgement to WYYY we are allowed to say this is WXXX, Thankfulville, Florida." Shortly after it has been made public that the station's "W" is missing, normal station programming is interrupted by space age sounds and a voice, identified as the "Diabolical Monster", is superimposed over normal programming as the monster admits that it is responsible for the theft of the missing "W", and brazenly states that the "W" has been hidden in such a manner that the station will never recover it. After a couple of days of these break-ins by the "Diabolical Monster" stating his convictions that the "W" will never be found mixed with station promotional spots and "fixed" stories on station newscasts, a call is received on the air from a local bank, the bank official stating that he has received a mysterious sealed package from a "Diabolical Monster", stating that in the package is the exact location of the station's missing "W" and promising to notify the bank if anyone publically guesses the correct location of the missing "W", but not until such notification by the "Diabolical Monster" to the bank is the sealed location-description to be opened. The message further states that the "Diabolical Monster" is so certain that the missing "W" will never be found that he has included for the bank's safe keeping a thousand dollars in cash (stations can, of course, use any prize or any amount for a cash prize they desire) to be awarded to the first person guessing the location of the missing "W". The bank reports that the "Diabolical Monster's" message further states that he will break in on normal station programming every hour to give clues as to the missing "W's" whereabouts. Having developed a promotion as obviously intriguing as described in phase #1, what retailer wouldn't like an opportunity to get in on the action? Well he can, and that's where the money is!

The station prints thousands of Secret Agent cards, and only authorized Secret Agents are qualified to report their guesses as to where the "Diabolical Monster" has hidden the missing "W", and Secret Agent cards can be picked up only at participating sponsor's stores. The reporting station guarded against the possibility of anybody calling and saying he was a Secret Agent by numbering and lettering each Secret Agent card. For example, A-401, B-293, C-867. This made it virtually impossible for anyone who was not holding an authorized card to call the station and give a Secret Agent number out of thin air because numbers alone were not sufficient, letter-number combinations had to be given and the station had a master list to check calling numbers by. For example, the listener holding Secret Agent Card No. C-403 would, when ready to make a guess, call the station and identify himself as Secret Agent C-403. The station staffer accepting the

call would then check his master list to see, if indeed, Secret Agent 403 had a C designation. If it did, obviously the caller was holding a bonafied card. If not, the caller is an impostor, and the call is not accepted. Calls were accepted by our reporting station the three minutes following each clue given by the "Diabolical Monster". Again the station reporting this promotion said it went off without a hitch, was a giant financial success, and was the biggest single station promotion in terms of favorable audience reaction this promotion minded Money Monster station has ever run.

2. SADIE HAWKINS DAY DANCE - Here's a newly reported idea that seems simple and appealing. The reporting station is planning a Sadie Hawkins Day Dance for Feb. 29, and they have selected a band with lots of appeal. Tickets to the dance are being issued only to girls and they, of course, can bring the escort of their choice. The entire idea is sponsored by a group of retailers appealing mostly to the high school and college crowd and the tickets are picked up at participating sponsors stores for a nominal cost by "girls only".

3. CHARLIE DOE SAYS - A lot of good advertising results have been reaped lately by using a humorous-negative approach to advertising (Volkswagen for example). If you have a sponsor who wants to make an impact and who has a good sense of humor, try this approach with him: Have your copy department write a series of pretty silly quotations (they can pick them up by the hundreds from any good book store). Have your sponsor record these comments and put this frame around them and watch "Charlie's" reaction. Have your announcer in an institutional tone announce "Charlie Doe says", follow this comment by a Chinese gong, and then insert Charlie's comment that goes something like, "A bird in the hand - is very poor table manners", follow this by another Chinese gong and your institutional announcer closing out this quickie with, "If you need advise at any time, on any subject feel free to call on Charlie Doe at 732-4999 or if you simply need a great deal on a new car visit him any time between 7 a.m. and 6 p.m. at Charlie Doe's Chevrolet, 2323 New City Highway. Now there are going to be a lot of people calling that number we gave you, 732-4999, and old Charlie Doe's going to be ready with a taped recorded sales message. Sounds like a promotion that covers all the angles.

4. HOUSE DETECTIVE - The house detective idea may not be a new one, but the reporting Money Monster station impressed us by reporting that this will be the third consecutive year this idea has been sponsored on its station, and perhaps one of the reasons for its longevity is the new wrinkle reported by the station. For the uninitiated to this program, the House Detective is a broadcast feature sponsored by a group of local realtors spotlighting homes that are for rent or sale in your area. The normal way to handle the program is to spotlight homes from the participating realtors on a rotating basis. For example, if you had 30 realtors participating in the House Detective programs and they bought five spots per day, six days a week, then 5 times a day you would simply spotlight a different home. The first home spotlighted would be a home featured by Ajax Realty, the next home spotlighted would be one submitted by Bata Realty, etc. on a rotating basis. Now the new wrinkle we mentioned is this. On Sunday afternoon the reporting station involves itself in an open house at one of the homes being spotlighted that week, and does so in cooperation with the realtor in charge of that particular house. In short a 60 minute musical program, the music originating from the studio has been developed with cut-aways (either live or pretaped,) to the open house home where a station personality tours the home with the realtor featuring the home. (It would seem to us that another good way to handle this program would be to keep the basic format of the Sunday open house program except do the show by tape rather than live, and to tour four or five homes quickly instead of just one for a whole hour so that realtors would not have to wait such a long period of time before participating in the expanded Sunday program, but either way it sounds like a good idea and as our reporting station says it's been a good enough idea to keep his realtors on for three years.)

5. VOTE FOR WALLEY SMITH - If you have another one of those clients with a good sense of humor and a flair for promotion then here's a promotion that's guaranteed to make him the talk of the town during this election year. Have bumper stickers printed urging people to vote for your sponsor, for example, a sticker that says simply, vote for Walley Smith for president. These stickers are pasted on cars in parking lots, service stations, anywhere else you can get them on. The idea is not to have people go into your sponsor's store to get these bumper stickers. The idea here is simply to get the exposure of "vote for Walley Smith for president". At the same time you are having the stickers put on begin your own air promotion with Walley Smith. And here the idea is a copy approach idea rather than a blockbuster promotion idea, featuring campaign speech approaches by Walley Smith. A standard commercial opening might present a crowd noise with Walley Smith's real voice saying, "and I tell you if I am elected president...." followed by a statement reflecting the basic campaign theme that your station and Walley Smith decide would be a clever platform to promote from the standpoint of getting the kind of favorable, funny reaction you are after. Follow this taped insert by your own announcer's comments to this effect. "For years now the people

of Blankville have endorsed Walley Smith for his low prices and high quality on the areas largest furniture selection, but can this same loyal group catapult Walley Smith into the White House in November? We can't answer that, but we do know this, if you buy any furniture at all from Walley Smith today, you may be doing business with the next president of the United States", follow this with a musical tag using the chief executive's theme.

6. WXXX IS FOR THE BIRDS - One of our Midwestern Money Monster subscribers has discovered a way to turn the disadvantages and discomforts of snow into a promotion that's bound to have an effect lasting through many Springs and Summers to come. The promotion boldly states that WXXX is for the Birds, and they are proud of it. The station's promotions describe a few of the hardships encountered by birds when winter is unseasonably harsh and Spring is late in coming as it looks like it will be this year. But WXXX is doing its share by preparing for these birds and easing their hardships. They're offering their listeners bird feeders that can be hung from poles or tree limbs and used by bird lovers to feed their feathered friends. The station submitting this idea sent us one of the bird feeders to demonstrate that they can be made by the hundreds in a home workshop at practically no cost. The feeders are built with just two pieces of wood, one piece is a square six inches on the side with a quarter inch wide slit five inches long in the middle. The second piece of board is a triangle 12 inches long and six inches at the base, with a piece of wire through a small hole drilled in the apex. The person receiving the bird feeder package simply inserts the triangle through the slit in the square and hangs the assembly by the wire from a tree or pole putting seeds or bread crumbs on the floor of the feeder. The station's call letters have been wood-burned on either side of the triangle. Sounds to us like a neat way to get hundreds of station signs hanging from trees all over town, and if you can get somebody to make the feeders for you inexpensively enough or if you happen to have a home workshop of your own and can turn out a few hundred and package the assembly together by simply using a rubber band, it would seem to us a good incentive to attract participating sponsors in on this promotion. (Listeners go into stores to pick up bird feeders).

7. VALENTINES - That drug store, candy store, or flower shop that wants a little extra flair in this year's Valentine promotion will like this one. Go out and buy a few dollars worth of inexpensive Valentines simply to get the verses. Take the verses to a local grammar school, along with appropriate tape recording equipment and have the Valentines recorded one at a time by these grammar grade children. These recordings are then tied into your sponsor's message in any of a dozen ways we can think of. The station submitting this idea says they tape a different opening for each Valentine verse in order to personalize it to give what they think is greater customer satisfaction. Their standard opening goes like this, "Ajax Flowers and Tommy Smith of 2423 Rosebud Lane, join together in wishing you a joyful Saint Valentine's Day. Ajax Flowers for their part would like to suggest the language of flowers to express, etc...and now here's Tommy with an idea of his own". Then of course follows the recorded Valentine verse delivered by little Tommy Smith. The more verses you get recorded by more children the more appeal this kind of promotion is bound to have, and if the promotion doesn't sound like a blockbuster to you we feel safe in guaranteeing you that if you do not sell this promotion it is simply because you did not put it together on tape and present it to a prospect. This kind of approach is that sure fire.

8. CITY COMMISSION MEETING - One of our Money Monster members heard a sponsored program on a small Florida market station this past week that was composed of highlights from the town's city commission meeting that had been held that very day. Our staff member was impressed with how interesting this 15 minute program was made to sound and the saleability of the program was at once obvious to him. In discussing the program here at the Money Monster the thing that puzzled us was how the program could be produced economically for sale at a price we knew had to be within the budget of the small market insurance company that sponsored the program. So we called the station and asked them. The station reported that they had a direct line to the city commission meeting room that is tied directly to the city's sound amplification equipment. Each Monday when the city commission meeting commences a patch is made linking a four hour tape at the station to the city commission room. Meanwhile, the station's only news man is attending the city commission meeting and makes notes of the highlights as they occur, noting the time at which these highlights occur. The station reports that their news man has become so accustomed to editing the tape that he can whittle down a four hour city commission tape into 15 minutes of good interesting stuff in less than an hour. The station also told us that the direct line to the city commission room has helped their station project an image of having access to information instantaneously by having people call the station when particularly controversial city commission meetings were in progress asking the station if they had had any news on the outcome of a controversial issue of the meeting in session and responding by saying, "I'll tell you what, let's both listen in," and they simply cut to the city commission meeting live.

9. A FAIR TRADE - The Money Monster station reporting this idea has it sold to a mobile home dealer who loves it. The idea got started at Christmas when a listener sent the radio station's morning man a new coffee pot. The morning man then, insisting that the coffee pot that had been his constant companion for years, was a thing of value and now that he had a new coffee pot he would be willing to let some listener have his old pot providing they had something of value to trade him for it. He traded the coffee pot for a pup and then offered to trade the pup, and so it has been going every since with one important change. A local mobile home dealer noticing the audience participation during these periods of trading called the station's sales manager and actually suggested this program to him for his sponsorship. He suggested that the program be set up as a regular morning feature of five minutes duration just like the news, giving him opening and closing credits, along with a minute and a half worth of commercial time, billing him as the greatest trader of them all and providing the time for listeners to trade for items that the station's morning disc jockey was able to accumulate. All of which goes to prove what we have been saying all along. Most radio prospects want to buy radio worse than most radio salesmen want to sell it. All you have to do is show them a way that appeals to them. It would be awfully nice and certainly easier if more prospects were like our mobile home dealer who called the station to suggest a use of radio that was appealing to him.

10. HI-LO - If your station hasn't run "Hi-Lo" as a promotion yet then as one Money Monster subscriber suggests, you have been missing out on perhaps the easiest promotion of them all to operate. One that seems to have a certain audience appeal in any market and one which can be easily and legitimately controlled. The idea is simply that an undisclosed amount of money is put into your station's "Hi-Lo" jackpot. Periodically, throughout the broadcast day your station will announce that it is time to play "Hi-Lo". Then the station will accept the first two calls on the air from people calling in with a "Hi-Lo" guess. Your announcer simply tells them whether their guess is too high or too low. Gradually your listeners will narrow down the high and low limits until someone will win your jackpot at which time a new mystery jackpot is established and the game is played over again. If you haven't run "Hi-Lo" in your community then it will undoubtedly create enough appeal for participating sponsors to be sold adjacencies. The Money Monster station reporting the current use of this promotion in its market says it has the promotion sold to a single sponsor, a large local food chain who uses the commercial tie-in of "high in value and low in prices." Most promotions of this type actually get better response in small and medium markets than in larger markets, probably because listeners feel they have a better chance of winning in competition with a few hundred or a few thousand listeners than they would have in competition with several hundred thousand listeners. For this reason, larger market stations using this promotion will probably want to employ an additional device called "Super Hi-Lo", so that winners on the normal "Hi-Lo" portions of their promotion become eligible to play "Super Hi-Lo" for much larger amounts of money when it's played on a less frequent basis. The larger potential rewards offered when "Super Hi-Lo" is added to the "Hi-Lo" concept gets added results in larger markets. In small and medium markets the results seem to be substantial enough from normal "Hi-Lo" to make the additional cost of "Super Hi-Lo" unnecessary.

Tom Collins
Ed Muniz
Manny Feldstein

THE MONEY MONSTER.

P. O. BOX 2413
TAMPA, FLORIDA 33601



Week of January 22, 1968

1. DOLLAR FOR DOLLAR DAYS - One Money Monster subscriber says he has used this idea successfully for so many years that it has become his community's largest single annual promotion. The idea works this way. Have a large number of dollar bills printed with your station call letters on them. Be certain that a station official's signature is printed on the dollar bills to avoid forgeries. Participating sponsors are provided large quantities of these WXXX dollars and during the month of this promotion give their customers dollar for WXXX dollar exchanges. In short if a customer makes a \$10.00 purchase from a participating sponsor's store, then he gets \$10.00 worth of WXXX dollars to be held until the end of the month long promotion. The month long promotion culminates in what should be your community's most gala auction, auctioning off a large number of quality items, ranging in size from washer-dryers down to fishing rods, remembering that it is important to have a large number of items, both large and small. Of course, no real money can be used at the auction, only WXXX dollars. Our Money Monster submitting this idea states that it is successful not only in receiving the enthusiasm of sponsor's individual customers, but many of the church and civic organizations in the community have come to look forward to the annual promotion as a group so that they can pool their WXXX dollars and bid for items such as dishwashers for the woman's club, a camping trailer for the Optimist Club, etc. The major pitfall to be aware of in this promotion is that your sponsor's employees may be inclined to dole out large quantities of WXXX dollars to their favorite customers, thus allowing vast inequities at your auction, and don't think others at the auction won't pick this up and be dissatisfied. The best way to avoid the possibility of this mishap is to have a central "dollar for dollar" days headquarters established and keep all of your WXXX dollars at headquarters. Your sponsor's customers get their WXXX dollars by bringing their cash register receipts to central headquarters and exchanging them for an equal number of WXXX dollars. You'll have to establish initially that you give full dollars for purchases that involve fractional parts of a dollar over 50¢ and do not award dollars for fractional parts of sales under 50¢. For example a sale for \$1.51 would entitle the customer to two WXXX dollars, but a sale for \$1.48 would entitle the customer to only one WXXX dollar. And don't forget the biggest merchandising aspect of this promotion is the prominent display of all of the merchandise to be auctioned off at the end of this promotion. Our Money Monster subscriber submitting this idea displays his merchandise in a bank lobby and has color photographs taken and enlarged of the display and displays them generously on all store front windows participating in the promotion. Again be very careful with this promotion. It will always create tremendous public response and good will up to the very day of the auction, but unless you have been vigilant in controlling the number of WXXX dollars given to avoid your sponsor's "pet" customers ending up with unfair sums of auction money, then you will create ill will at your auction. Also, remember that you must have enough items to auction off to make all those people who saved all that auction money feel when they leave that they were treated fairly and stood a good chance of winning premiums, and it is a good idea to have a token gift to give each and every person who attends the auction.

2. KISSING CAR - Of all the Valentine promotions to come down the pike the one that still seems to attract the greatest teenage attention is the Kissing Car. The mechanics of this promotion simply involved the purchase by your station of a knock-about second hand car. Paint signs on the sides and rear saying WXXX's Kissing Car and everywhere else on the car paint lips, hundreds and hundreds of lips, making certain you know how many lips are painted on the car. Have the car stationed at various locations about town throughout each day during the month of February announcing hourly on the air where the car will be for the next hour, giving people an opportunity to go to the location and count as many of the kisses on the car as they can. Contest participants can register

their guesses as to how many kisses are on the WXXX Kissing Car on official registration blanks at your sponsor's place of business, and on Feb. 14 the winner is announced and the car itself is awarded to this winner. Be certain that your lip images are painted on your car rather than put on with red tape because the tape can and will be pulled off from time to time creating confusion as to the actual number of kissing images on the car. In addition to that the paint won't come off as readily and whoever wins the car will have to drive it as a continuing station promotion until he either paints it again or has it painted.

3. THE BIG WHOPPER - Washington's birthday is coming up Feb. 22 and here is a great idea to produce new faces into a customer's place of business for a Washington's birthday sale. Just how many new faces is limited only by your sponsor's budget. The promotion works this way. Have your copy department provide your disc jockeys with a list of outlandish statements, all false. Throughout the period of this promotion have your disc jockeys place calls to listeners and make these statements to them on the phone over the air. If the listener, having been forewarned through proper station promotion to be on the lookout for these Big Whoppers, accuses your disc jockey of telling a Big Whopper, then your disc jockey admits that she has caught him in a lie and is therefore entitled to and being sent a special George Washington citation and certificate worth \$1.00 toward any purchase at your sponsor's store on Feb. 22. The certificate can, of course, take any form you like, but the station submitting this idea said that their certificates are being cut in the form of a hatchet. (Note - In calling listeners for this or any other promotion it is always best to have your receptionist or secretary make calls until they find someone home and then transfer the call to your disc jockey. Nothing sounds weaker than to hear a disc jockey on the air ringing numbers that do not answer emphasizing to exaggeration the fact that people aren't home listening to the radio like you have been swearing for years they were).

4. SPELLING BEE - One Money Monster subscriber has written that his station promotes an annual Spelling Bee competition among his area's grammar schools awarding the winner a scholarship grant. Another Money Monster subscriber reports essentially the same idea except his station promotes a three county track meet among area high schools, again offering scholarship grants to outstanding performers. The idea of mentioning these various promotions is to point out the fact that unless your station is involving itself in more and more community activities then you simply have not been reading the writing on the wall and we don't mean just the political writing on the wall. It's just plain good business to entrench your station as deeply in your community's life as your imagination will allow, and we are all for it whether it's a Spelling Bee or a track meet and from time to time will bring to your attention other methods Money Monster stations are using to promote themselves in their communities. Incidentally, don't get the idea stations do this for free. Our subscriber promoting the Spelling Bee tells us that the first couple of years sponsors were pretty hard to pick up, but for the last several years the event has become so well known that institutional sponsorship is simply a matter of making phone calls.

5. WIN A WINDOW - If you have a store in your town with a very prominent show window, approach the store with the idea of decorating the window with a display offering strong Springtime appeal whether it be fashion or fishing. Your station can throw in a record player and quantities of records to make it even more appealing and then have customers register to win everything in the window. Our contributing Money Monster station actually used this promotion last year as an Easter promotion, but it can be used any time.

6. IT PAYS TO SHOP WITH STATION WXXX'S BLUE CHIP SPONSORS. Probably most of our Money Monster subscribers run promotions continuously reminding listeners as they congratulate winners that it "always pays to listen to WXXX". Well, we have one Money Monster subscriber who has capitalized on the "awareness image" his station has unwittingly developed over the years with this theme. He places a large blue emblem on the door of all participating sponsors identifying the sponsor as a WXXX Blue Chip Sponsor. Each Blue Chip Sponsor provides the station with a list of his best customers and the station, instead of asking promotional questions and getting "free-for-all" telephone response, calls a Blue Chip Sponsor's customer on the air, asks this customer the promotional question and if he has a winner, congratulates the winner while announcing that it pays to shop with WXXX Blue Chip Sponsors. Blue Chip Sponsor's customers are called on a rotating basis, and, of course, purchase the commercial adjacent to the promotion involving one of their customers.

7. CIVIC QUIZ - Last week the Money Monster offered a promotional idea incorporating the use of short vignettes to acquaint your community with the detailed functioning of its government. This week another Money Monster contributor suggested still another way to accomplish the same thing and with just as much sponsor appeal. The idea here is to construct a battery of interesting and informative questions and run your community educational endeavor along the lines of a promotion, asking questions and

awarding small prizes to winners with the correct answers. The idea seems to have a two fisted sponsor appeal, (1) it has the appeal of a promotion and (2) has the attractiveness that accompanies the sponsorship of anything civic.

8. LADIES DAY - Don't forget it's Leap Year and you can't pass up a once-in-four years opportunity to pay homage to your most faithful group of listeners. In conjunction with your sponsors, you can start the day with a coffee for your lady listeners followed by a special ladies matinee at your local theater and culminate it in a fashion show and luncheon. Since it is already mid January and this kind of promotion involves a good deal of hard work and coordination you may want to start this Feb. 29's promotion with a simple but well organized ladies' coffee and matinee and then build the promotion each leap year until it becomes quite a celebration, eventually culminating in a dance or some other similar social celebration.

9. SCHOOL HOP - Speaking of dances, one of our Florida subscribers has testified that this promotion is the most successful promotion run to date in his 4-station market. Three months prior to summer vacation the high schools and junior high schools in your area should be organized into teams to compete for WXXX's big Spring Hop. You announce the band in advance and be certain that it's a hot one, making it abundantly clear that the Hop is not for all schools in the area but simply for the one school who wins the competition. Arrange with school officials to have the dance, if possible, in the school's gymnasium. The competition involves purchases made from participating sponsors on an "average student" basis. For example, each school accumulates as many cash register tapes as possible from your participating sponsor and the dollar volume of these tapes is divided by the number of students enrolled in the competing school to establish the "average per student" purchase figure. Totals and averages are announced continuously throughout the 3 months of the promotion keeping the schools continually conscious of who is ahead and by how much. It is important to note that students do not have to make purchases themselves. They can get cash register receipts any way they are able, from parents, friends, relatives or even by standing outside the stores and begging customers for their cash register slips. The station submitting this idea says don't be fooled by the simplicity of it. Properly handled it is a real winner and that in his market his station had looked forward to collecting cash register receipts representing a quarter of a million dollars in retail purchases and instead collected cash register receipts representing over a million dollars in retail sales during the promotion. Quite an impressive story to carry back to your sponsors, and remember that even though this is a teenage dance, sponsors need not be those with special teenage appeal. Remember those teenagers are going to be putting the pressure on Mom and Dad to shop where they can bring home cash register receipts from sponsors who count.

10. FLORIDA OR LAS VEGAS HOLIDAY - How would you like to be in a position to offer a sponsor or group of sponsors hundreds of holidays for their customers in either Miami or Las Vegas? Well, according to one Money Monster subscriber you can do it and at a per package motel or hotel accommodation cost to you of less than a dollar per package. The packages as they were described to us involve four days and three nights for a married couple between the ages of 21 and 60 at either the Saville Hotel or the Dumes Motel at Miami Beach or involves three days and two nights for a married couple at the Frontier Hotel in Las Vegas. We understand that the actual cost of these hotel and motel accommodations is paid for by a Florida Development Company called Palm Beach Country Estates and that winners selecting the Miami holiday will have included in a part of their stay an actual trip to the Palm Beach Country Estate, and those selecting the Las Vegas holiday will have included as part of their stay the viewing of a short color film on Palm Beach Country Estates. Seems like a small price to pay for the three or four days in Miami or Las Vegas. For further details write to the Merlite Land Sea and Sky Inc., 114 East 32nd Street, New York, N.Y., 10016 and ask for a brochure outlining distribution of their Miami Beach - Las Vegas holiday.



PLEASE ROUTE TO:

THE

TOM COLLINS
ED MUNIZ
MANNY FELDSTEIN

MONEY

MONSTER.

P. O. BOX 2413
TAMPA, FLORIDA 33601

Week of January 15, 1968

1. **INDUSTRY SWING** - A great concept to turn local industries into your best radio advertisers. Each advertising industry buys one hour per week, and this one hour is turned into a triple header for the industry providing it with public relations, employee relations, and public awareness. This is how it works. The hour is basically a music program MC'd by your regular disc jockey. Once each quarter hour your disc jockey reads an industry message concerning the industry's development, its origin, its employee training programs, information concerning its fringe benefits, and things that will appeal to listeners who are prospective employees of this plant. (Your industry will at once recognize the advantages of this kind of advertising to attract the better employees in the dwindling work pool) Also, each quarter hour an actual industry employee is interviewed. The interviews do not concern so much the employee's relationship with the industry as it does the actual employee's family, what he does in his off time, and what his hobbies are. Enough interviews for 13 weeks can be compiled at one time simply by sending your recording force down to the industry, walking through the plant and interviewing employee after employee onto a master interview tape. Four of these tapes are simply used each week on each program. While your recording force is at the industry taping interviews, it tapes another master tape that will later form an integral part of your industry swing hour. On tape number two the station reporter starts at the raw materials end of the plant and follows the manufacturing process all the way through to completion, being accompanied on his trip by the various foremen along the way describing the various functions of the manufacturing process. Back at the station, this large master tape, which is in essence a detailed trip through the plant, is broken down into palatable 1 1/2 to 3 minute segments, and a continuing trip week after week is accomplished on the air simply by cutting out four sequences per week. The Money Monster station reporting the use of this industry swing format reports that it uses it on Sunday afternoon for four hours using four different industries, and has transformed a rather unproductive Sunday afternoon into its most profitable period of the week.

2. **WEIGHT IN WAX** - It's first of the year clean-up time, and your sales force would be wise to check with the programming department and make certain that all those records earmarked for the trash barrel are saved for a "Weight in Wax" promotion. You'll have no trouble in selling that young fashion account or that record shop or that special drive-in restaurant the idea of having its customers register to win their weight in wax, and that is exactly what the winner wins. On the final day of the promotion, a grand scale is taken to the location, and the winner is balanced with his equal weight in those old records your programming department was just about to throw away.

3. **WHAT'S THE "GOOD WORD"** - At least a dozen Money Monster stations have reported the daily use of a simple but effective copy device called THE GOOD WORD. Your morning disc jockey simply makes the GOOD WORD feature a part of his daily program. The idea is to go through the dictionary and find a definition, give the definition, and award a prize (two tickets to the theater, dinner for two, etc.) to the person calling giving the word that corresponds to the definition. Simple enough and lots of fun, and it has a natural copy tie-in for the sponsor. For example.....and THE GOOD WORD today from Ajax's markets is.....

4. LIGHTS ON - Each state has listed in its highway patrol office each month's official sunset or dusk period, that is the time of day that automobile headlights should be turned on. A local automobile liability insurance agency is the ideal business to sponsor an announcement by your local highway patrol office announcing each day at the prescribed time that it is now dusk and time by state law for drivers to operate with their headlights on.

5. KNOW YOUR GOVERNMENT - Here's a great way to get a long term sponsor, win friends in the community and earn the love and admiration of the FCC. Make an outline of your community government; list the heads of each department of community government and each of its service arms and develop a series of 2 to 3 minute programs featuring interviews with these people describing their jobs and their relationship to the overall governmental picture in your community. Sponsor appeal is obvious, and the public service aspect is particularly good.

6. DIAL DETECTIVE - One Money Monster station went after that automobile audience by launching a promotion in which they hired two attractive young ladies dressed in London Fog Coats and Sherlock Holmes' type hats to prowl the parking lots in their city. The Dial Detective's job was to peek through the auto windows with small telescopes to ascertain whether or not the car's radio dial was sitting on their station's frequency. If it was a notice was left on the windshield advising the driver that WXXX's Dial Detectives have found his dial on their station and have entered his license plate number in the station's bonanza bag. The windshield reminder further notifies the driver that each half hour on station WXXX a license number is called on the air from the bonanza bag and the driver hearing his number and calling the station within 30 minutes wins a cash prize. When car radios are found not to be on station WXXX's frequency, a different message is left on the windshield stating that station WXXX's Dial Detectives have failed to find their radios set on WXXX's frequency, followed by the statement "Here's what you have been missing", followed in turn by a list of the features and personality programs run regularly on WXXX along with the times they can be heard. The reporting station used this as a station rather than a general sales promotion, but the sales tie-ins can be adapted easily.

7. HEARTS DESIRE - A Valentine promotion left over from last year and called Heart's Desire got so much praise from Money Monster stations it's worth a repeat. This is a multiple sponsor promotion, generally, and is built around a registration blank about 12 inches long and 4 inches wide and broken into 10 segments. Each segment contains a picture of something someone would desire; a fur coat, set of tires, fishing tackle, motor boat, outboard motor, cash, washer, dryer, etc. Customers registering in sponsors stores are instructed simply to put a number 1 in the circle next to the picture that is their number 1 Heart's Desire, a number two in the circle next to the picture signifying their number 2 Heart's Desire and a number 3 in the circle next to the picture signifying their number 3 Heart's Desire. On Feb. 14th a winner is drawn and wins his number 1 Heart's Desire, a second place winner is drawn and wins his number 2 Heart's Desire, and a third place winner is drawn and wins the number 3 Heart's Desire. The in store promotional pieces are, of course, Valentine Hearts.

8. SUPERMARKET SWEETHEART - Another Valentine promotion that's new this year is one reported by a Money Monster station called Supermarket Sweetheart. Through Feb. 10 Supermarket customers are invited to register their names and addresses in the store. Then on Feb. 12th, 13th and 14th the supermarket broadcasts a Valentine each 30 minutes on the radio. The Valentines are written by the radio station's copy department and are designed to include one of the supermarket's customers names. If the customer hears her name on the supermarket's Valentine, then she becomes a supermarket sweetheart and is awarded food prizes by the supermarket.

9. GIANT SNOW MAN - Another Money Monster station has come up with a new twist to the old snow man idea and found a sponsor to boot. They had a machine shop build a metal pan five feet in diameter, put the pan down in a prominent section of town and offered free theater tickets to everyone who came out on a Saturday afternoon and help build the world's largest snow man. The snow man was built using the 5-foot diameter metal pan as a base. Once the snow man was completed, the station began its promotion inviting listener's guesses as to when the snow man would melt away. The idea of the pan is that the exact moment the snow man ceases to exist at all can be more easily noted, for as long as any snow remains in the pan a part of the snow man still exists. The whole idea is sponsored by a tire company using the theme that as long as the snow man lives they need snow tires to make certain they do.

10. MARQUEE - This Money Monster station runs a marquee feature twice each day; once in morning drive time and once in afternoon drive time. The feature runs 1 1/2 to 2 minutes and simply tells what's playing at the area theaters. The cost of the feature is shared by the participating theaters at a resultant cost so low they all find it foolish not to participate. The Money Monster station reporting this idea says they have used it for two years continuously and that it has not affected the regular theater schedules.

PLEASE PASS ON TO:

THE

TOM COLLINS
ED MUNIZ
MANNY FELDSTEIN

MONEY

MONSTER.

P. O. BOX 2413
TAMPA, FLORIDA 33601



Week of February 26, 1967

1. I'M THE CAR FOR YOU - If you have someone on your production staff who is good at character voices, then you'll want to take advantage of this idea submitted by a Money Monster subscriber who says he has the most satisfied used car customer in radio. He and his used car customer decided to spotlight only three cars per week and to devote a full 60 second commercial to each car, rotating the three commercials throughout the customer's weekly schedule. The commercials are written as though the car itself was delivering them, and the commercials are produced on tape with the production director using a character voice through a filter microphone. The subscriber said the effect is really attention getting and that over a period of just a few weeks it establishes for a car dealer a unique identification. (P.S. We at the Money Monster have heard a similar approach used for a sandwich company and we will have to agree with our subscriber that it really was attention getting and the copy turned out to be some of the funniest and most effective we have ever heard).

2. WHAT'S COOKING - Here is another feature that may be of interest to some of your lady listeners and can be run one of two ways. Either way involves the selection of a recipe each day, the ingredients of which are to be called out over the air until someone in the listening audience calls to identify the correct dish that is being prepared. Method #1 is to space the ingredients about an hour apart to keep listeners tuned for longer periods of time. The second method is simply to read the recipe all at one time very slowly until someone calls with the correct identification for the dish being prepared.

3. FM TO INDUSTRY - The Money Monster had its attention called this week to an FM radio station that has been operating successfully for a number of years in a market of 15,000 to 20,000 with two AM competitors. We are told there are months during which the FM actually out bills the other two stations in the market. The station in question is WFMX in Statesville, N.C., and it programs all Country Music. In attempting to analyze WFMX's success so that we might pass one or two valuable points along to our Money Monster subscribers who have FM facilities that are less successful than WFMX, this is what we came up with. Statesville, N.C., is in a heavily industrialized section of the Piedmont Carolinas. Much of the industry is of the textile nature that uses machinery that does the same thing to most AM radios that your barbershop clippers do, that is, creates objectionable interference on the AM band, whereas FM manages to come through clear and unharmed. We are told that WFMX has spent substantial time cultivating industry listeners by offering free FM receivers for the industries in the area, offering special request shows at night devoted to the industries, and running special industry features. In short they have found the Country Music fans where they alone can reach them, in the industries whose machine interference automatically keeps out the AM competitors. WFMX's general manager is Garrett Allen. We suggest you write him if you are interested in hearing more about the WFMX success story.

4. WELCOME WAGON WHEELS - This suggestion from a Money Monster station is accompanied by that station's assurance that the Welcome Wagon officials welcome the idea with open arms and cooperate with the station 100 per cent. The concept is one originated by our Money Monster subscriber to take advantage of the advertiser list already established by his local Welcome Wagon organization and to put them, as a group, on his radio station. He did it this way. He had cards printed that were handed out to his community's newcomers by the official Welcome Wagon hostess welcoming them to Station WXXX community etc. The card also advised the newcomer to call the radio station

between 9 and 10 o'clock on the day written in by the Welcome Wagon hostess and try for the Welcome Wagon jackpot. Each card handed out has a number between 1 and 10 on it and when the newcomer calls the radio station the disc jockey on duty chats with her, finds out where the family has moved from, what she or her husband does, how many children, etc., and finally gets around to spinning the Welcome Wagon Wheel which is a wheel with numbers from 1 to 10. If the wheel stops on the number corresponding to the number on the newcomers card, then the newcomer wins the Welcome Wagon jackpot, which is a sum that accumulates from day to day until there is a winner. When there is a winner the jackpot is seeded with an additional \$5.00 in cash and starts growing again. If the caller does not hit the jackpot then he or she wins a consolation prize from one of the list of Welcome Wagon sponsors who incidentally sponsor the entire daily feature on our subscriber's radio station on a rotating basis.

5. WHO SAID THAT - This is a simple device in which the station simply airs a quotation and challenges the audience to identify the person responsible for the quote. The station submitting this idea says that he gets his quotes from famous quotation books, newspapers and from his own radio newscasts so that he has both historical and current quotations. He makes a special effort to get a respectable number of local current quotes into his feature. Our subscriber admits that this feature had been sustaining for a long period of time on his station until a member of his sales force thought of this simple but effective idea that appealed immediately to the variety store customer that is now the feature's sponsor. This idea was to simply follow the feature with a commercial that began with a quote delivered by the manager of the local variety store followed by the announcer saying, "Who Said That" and a second announcer saying, "Why it was John Jones, of course, at Ajax Variety Store, etc. etc."

6. SEE AMERICA FIRST - This promotion, sold to a group of major oil company service stations in one of our Money Monster cities, lends support to the administration's plea for Americans to curtail their overseas travel. The promotion necessitates the use of printed cards on which are printed mileage numbers. For example a card might have five miles, 105 miles, 23 miles or 10 miles on it. These cards are handed automatically to participating sponsor's customers. Listeners use these cards to compete for valuable "See America First" vacations. Their card is automatically entered into competition this way. The station ballyhooes and promotes its grand "See America First" trip, on which it plans to take its listeners via an imaginary "See America First" train. The itinerary is outlined beginning in the station's home town, traveling first to one point, then to another, and ending in Honolulu. (KPOI, our Money Monster subscriber in Honolulu will have to think of a more ideal climax to a travel promotion if that's possible.) The itinerary takes our "See America First" train through many interesting hamlets and villages but has several major stops such as New York City, Williamsburg, Miami, Las Vegas, Dallas, Anaheim, and as many more as the station would like to include. The trick is the "See America First" train is powered by the mileage cards sent in by listeners who have had them given to them at participating sponsors's stores. If a listener sends a card in with 50 miles written on it, our train travels 50 miles, passing through several points of historical interest that are mentioned on the air. When our train passes through one of our major sightseeing spots such as those just mentioned, a vacation to this spot is awarded to some lucky listener. Exactly who it is awarded to is decided by whose card supplied the necessary mileage to put our "See America First" train into the city limits of that vacation city.

7. ENCYCLOPEDIA QUIZ - Speaking of radio quiz features we have to give this one a golden star because it was successful in getting an encyclopedia salesman to use radio advertising. The idea is to ask questions and give your listeners the heading under which the answer can be found in your customer's encyclopedias. This means of course that listeners owning a set of your sponsor's encyclopedia has a decided advantage but that's the name of the game.

8. YEAR - ROUND SPORTS - We notice that more and more Money Monster stations are selling all their sports once a year to a group of advertisers. That is to say they put all the sporting events they are likely to carry in a year in a package and sell the package in fractional parts to a group of sponsors they refer to as "sports sponsors". No matter whether you are having a basketball game or auto race on Saturday night, you automatically know who the sponsors are going to be. We have noticed several methods of approaching the commercial credit problem in using multiple sponsors for a year - round sports program. The two most prevalent seem to be: (1). Simply rotating the commercials on a straight rotation basis. For example if your sports program is sponsored totally by 35 sponsors, then each 35th commercial that is read on any and all sports broadcasts will be for the same sponsor. (2). Another approach is to rotate the sports sponsorship in clusters. For example on Friday night's basketball game a cluster of four, five or six sponsors may sponsor the basketball game totally. Then for Sunday's auto race another cluster of four, five or six sponsors will sponsor it totally. The second method gives sponsors a more concentrated commercial exposure during that portion of the sports broadcasting that they are being given credit for. Either way

it seems that stations who once organize the concept of year - round sports sponsored by a group of "Sport Sponsors" prefer to continue broadcasting sports on this basis than the standard basis of seeking different sponsors for each sporting event each time one comes up.

9. IT'S IN THE BAG - Speaking of sports, here's an idea we heard recently to close out a station's evening sportscast. The station's sports director, who has a great deal of confidence in his ability to pick the winners, closes his evening sportscasts with a sponsored feature called, "It's In The Bag" in which he lists the sporting events coming up the following day and tells who will win each event and why.

10. DIRECT MAIL FOR RADIO - Here's an idea that was used by a Money Monster subscriber after changing his station's format. The promotion was used to help him sell advertising before his new format proved itself. He mailed direct mail pieces to the box holders in his listening area outlining his station's new format but also enclosing a stack of 26 certificates marked A through Z. He advised the recipient of his direct mail to hold on to these certificates and to listen to his station to discover how they could be turned into valuable prizes and cash. He then proceeded to sell 26 sponsors the idea, that in addition to appealing to a new and larger segment of the listening audience, his station now had certificates in 20,000 homes that could be used to bring customers into his store. The sponsor simply agreed on what he would award listeners bringing the "A" certificates into his store. The station broadcasts a flight of announcements for this sponsor advising their listeners to carry their "A" certificates to Ajax Hardware store where they would be good for a 20 per cent discount on any purchase. A similar approach was used for the other 25 stores using certificates "B" through "Z".