

IMAGE SONGS

"THE SPECIALISTS" reprise

(A6155 - Aggressive Rock Melody)

Demonstrated for: bank

Customized Line: "At the First National Bank"

LINE:

1. "Somethin's special 'bout the way we do things,
2. The way we do things.
3. Somethin's special 'bout everything we do.
4. Everything we do.
5. (*The thing that's special 'bout the way we do things-*)
6. We do it all special just for you.
7. We're the specialists!
8. We're the specialists - the specialists -
9. Yeah, the specialists - the specialists!
10. (*The thing that's special 'bout the way we do things-*)
11. We're the specialists.
12. Yeah, we're the specialists - the specialists
13. Yeah the specialists - the specialists!
14. (*The thing that's special 'bout the way we do things-*)
15. We're the specialists -
16. We do it special for you!"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :05 intro/:21 voc./:23 bed/:10 voc. close
4. :60 - :05 intro/:10 voc./:35 bed/:10 voc. close
5. :60 - :50 bed/:10 voc. close

6. :29 - Full Vocal
7. :29 - :05 intro/:03 voc./:08 bed/:12 voc. close
8. :29 - :16 bed/:12 voc. close
9. :10 - Full vocal

10. :60 - instrumental
11. :29 - instrumental
12. :10 - instrumental

LINES:

all lines
(1-7) (14-16)
(1-3) (14-16)
(14-16)
(1-7)
(1) (5-7)
(5-7)
(14-16)



"THE SPECIALISTS"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

PROUCHO MARX) YOU 1: (:50) "Welcome, welcome, welcome...Time once again to play 'You Bet Your Life Insurance.' Now, contestant number one?"

YOU 2: "Yes?"

YOU 1: "I'm sorry, the answer was 'no.' Better luck next time."

YOU 2: "But...but..."

YOU 1: "Please watch your language, sir. This is a family commercial, or at least it was when we started. Speaking of families, what provisions have you made for your family in the event of an accident?"

YOU 2: "Well, I..."

YOU 1: "Times up. You wouldn't have to take so long to answer if you had seen _____. They're the specialists when it comes to complete insurance planning. They'll help you develop a program of custom coverage, so you'll be paying for just the insurance you really need. That's _____, the specialists in life insurance."

YOU 2: "Could I ask one question?"

YOU 1: "Yes, and that was it. Thank you for being a wonderful contestant, and better luck next time on 'You Bet Your Life Insurance,' brought to you by _____."

LYRICS: (:10) "The thing that's...special for you!"

MASTERPLAN

"THE SPECIALISTS"

SUGGESTED COPY

IMAGE SONGS

:29 - Suggested for use with CUT 8

YOU:

(:16) "Would you see an eye, ear, nose, and throat doctor if something was wrong with your feet? No. You'd see a foot specialist! The same logic should apply to your car's transmission. Don't trust your transmission to just anyone! See the specialists, _____."

LYRICS:

(:12) "The thing that's...We're the specialists!"

:29 - Suggested for use with CUT 11

YOU:

(:29) "Do you enjoy pickles on your hamburger? You'd be surprised how many people don't. What do pickles on hamburgers have to do with banking? A lot of banks fix financial plans the way some some fast food places fix hamburgers. You have your choice...the works, or nothing. At _____, they're banking specialists, ready to help you design your own special financial program, just for you. So if you'd like a taste of completely personal banking, come to _____. They're the specialists, because they do it special for you."

IMAGE SONGS

"LOOKING BETTER ALL THE TIME"

(A6159 - Slow, Suspenseful Rock)

Demonstrated for: Optical Center

Customized Line: "Royal Optical People"

LINE:

1. "(Our kind of people) are lookin' better all the time!
2. As the days have gone by, we've changed with you.
3. 'Cause nobody stays the same for very long, and ooh,
4. You look fine.
5. (Our kind of poeple) are lookin' better all the time.
6. Good lookin' people!
7. Stylish lookin' people!
8. And as the days go by,
9. Have we taken the chance to say, "ooh,
10. You look fine."
11. (Our kind of people) are lookin' better all the time!"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro/:30 voc./:20 bed/:10 voc. close
4. :60 - :00 intro/:07 voc./:43 bed/:10 voc. close
5. :60 - :00 intro/:07 voc./:14 bed/:08 voc./:21 bed/
:10 voc. close
6. :60 - :50 bed/:10 voc. close

7. :30 - Full vocal
8. :30 - :00 intro/:07 voc./:14 bed/:09 voc. close
9. :30 - :21 bed/:09 voc. close
10. :10 - Full vocal

11. :60 - instrumental
12. :30 - instrumental
13. :10 - instrumental

LINES:

- all lines
all lines
(1-5) (11)
(1) (11)
(1) (5) (11)

(11)

(1-5)
(1) (5)
(5)
(11)

IMAGE SONGS

:60 - Suggested for use with CUT 6

- YOU 1: (:50) "You just identified a coat rack as the man you saw."
- YOU 2: "I did?"
- YOU 1: "And before that you identified a water cooler, a file cabinet, and Officer O'Riley."
- YOU 2: "Oh."
- YOU 1: "Mrs. Miller, did you or did you not see a man leaving the scene of the crime?"
- YOU 2: "Yes, but I was wearing my glasses."
- YOU 1: "Your glasses? Do you have them now?"
- YOU 2; "Oh, I never wear my glasses in public. They make me look so...old."
- YOU 1: "Haven't you heard of _____?"
- YOU 2: "_____?"
- YOU 1: "Sure! That's where I get my glasses, and my wife gets her contacts lenses. _____ has hundreds of frames to choose from, plus fast, professional precision lens service. Combine the two and you not only look good, but you LOOK GOOD."
- YOU 2: "Really?"
- YOU 1: "Right. It's like they say, ' _____ people get better looking all the time.'"
- YOU 2: "Let me try again...And this time, give me a hint."
- LYRICS: (:10) "Our kind of...all the time!"



"BETTER LOOKING ALL THE TIME"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 9

YOU 1: (Daddy)(:21) *"Well, Cindy, excited about getting your first pair of glasses?"*

YOU 2; (Daughter) *"No, Tommy says they'll make me look funny."*

YOU 1: *"You think mommy looks funny in her glasses?"*

YOU 2: *"No."*

YOU 1: *"Neither do I. And we're getting your glasses from the same people who make mommy's...
You'll even get to pick our your own frames, so you'll not only see well, but you'll look good, thanks to*

YOU 2: *"As good as mommy?"*

YOU 1: *"I wouldn't be a bit surprised."*

LYRICS: (:09) *"Our kind of...all the time!"*

:30 - Suggested for use with CUT 8

LYRICS: (:07) *"Our kind of...all the time!"*

YOU 1: *"Everything was fine, until Howard tried to slip the engagement ring on my finger."*

YOU 2: *"What happened?"*

YOU 1: *"Well, he wasn't wearing his glasses, so now he's engaged to my St. Bernard."*

YOU 3: *"Just because love is blind is no reason for you to be...
Come to _____ . It'll open your eyes*

FX: DOG "WOOF"

LYRICS: (:09) *"Our kind of...all the time!"*

MASTERPLAN

DISC 37, SIDE 2, GROUP 1

IMAGE SONGS

"RIDE A NEW WAVE OF EXCITEMENT"

(A6158 - Uptempo Contemporary Feeling)

Demonstrated for: boat dealer

Customized Line: "In a Frank Pillsbury boat"

LINE:

1. "Are you looking for somethin' to spice up your life -
2. Or maybe to just get away?
3. Just a little bit daring - a little bit wild
4. Are you ready to ride a new wave?
5. Ride a new wave of excitement-
6. Where freedom's just part of the thrill!
7. Ride a new wave of excitement-
8. (*It's a thrill owning a boat!*)
9. Sailin' away with the sun in your face -
10. The breeze in your hair - now you're settin' the pace!
11. When you ride a new wave of excitement-
12. Where freedom's just part of the thrill!
13. Ride a new wave of excitement!
14. Ride a new wave of excitement!
15. Ride a new wave of excitement!
16. (*It's a thrill owning a boat!*)"

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :00 intro/:29 voc./:24 bed/:05 voc. close
4. :59 - :00 intro/:07 voc./:43 bed/:08 voc. close
5. :59 - :50 bed/:08 voc. close

6. :29 - Full vocal
7. :29 - :00 intro/:06 voc./:18 bed/:05 voc. close
8. :29 - :21 bed/:08 voc. close
9. :12 - Full vocal

10. :59 - instrumental
11. :29 - instrumental
12. :12 - instrumental

LINES:

- all lines
all lines
(1-8) (16)
(1-2) (15-16)
(15-16)

(9-16)
(9-10) (16)
(15-16)
(14-16)

MASTERPLAN

"RIDE A NEW WAVE OF EXCITEMENT"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

- YOU 1: (:50) "When Alvin was growing up, he wanted more than anything in the world to be...a fireman."
- YOU 2: "Alvin...I think you should become...a doctor."
- YOU 1: "When Alvin graduated from Medical School, he wanted to buy a racy red sports car."
- YOU 3: "Think about the higher insurance rates. Stick with a station wagon."
- YOU 1: "When the time came for Alvin to trade in his station wagon, he threatened to use the money to buy a boat from _____, and sail away, never to be heard from again."

FX: PAUSE

- YOU 1: "Alvin, if you're within the sound of my voice, way to go! With your boat from _____, you're riding a new wave of excitement every day. Oh, and _____ wants me to remind you that they offer complete boating service and accessories. You know, when I was growing up... I wanted to be...a sailor..."

LYRICS: (:08) "Ride a new wave...owning a boat!"

IMAGE SONGS

:29 - Suggested for use with CUT 8

YOU:

(:21) "'How to spot a boat person' is brought to you by _____. Number one: a boat person often wears a captain's cap, shoes with rubber soles, and uses nautical four letter words, like 'port' and 'head.' Number two: most boat persons can be seen hanging around _____, waiting to ride a new wave of excitement in a _____ boat. If not found there, try your nearest lake."

LYRICS:

(:08) "Ride a new...owning a boat."

:29 - Suggested for use with CUT 7

LYRICS:

(:06) "Sailin' away with...settin' the pace!"

YOU:

(:18) "What kind of picture does that conjure up? If you can't see yourself at the wheel of your own boat, you haven't seen _____. They've got the boats that can take you out of that daydream, and have you ridin' a new wave of excitement. _____."

LYRICS:

(:05) "It's a thrill owning a boat!"



IMAGE SONGS

"WE MEASURE UP TO YOU"

(A6154 - Bright Uptempo Theme)

Demonstrated for: larger sizes clothier

Customized Line: "Frank's King-Size Clothes"

LINE:

1. "You could shop for something that fits....
2. 'Till you're just about ready to call it quits-
3. Don't give up - we measure up-
4. We measure up to you!
5. When you shop for a special size. . .
6. Shop with people who specialize
7. Don't give up- we measure up-
8. We measure up to you!
9. *(It's only fitting-)*
10. We measure up to you!
11. Doin' things in a bigger way is how we've grown so well
12. And by the cut of your clothes - you can tell
13. It sure looks good on you!
14. Don't give up- we measure up-
15. We measure up to you!
16. *(It's only fitting-)*
17. We measure up to you!
18. We measure up to you!"

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :00 intro/:28 voc./:18 bed/:11 voc. close
4. :59 - :00 intro/:05 voc./:41 bed/:11 voc. close
5. :59 - :46 bed/:11 voc. close
6. :30 - Full vocal
7. :30 - :00 intro/:05 voc./:18 bed/:06 voc. close
8. :30 - :23 bed/:06 voc. close
9. :11 - Full vocal
10. :59 - instrumental
11. :30 - instrumental
12. :11 - instrumental

LINES:

- all lines
- all lines
- (1-10) (16-18)
- (1-2) (16-18)
- (16-18)
- (1-10)
- (1-2) (9-10)
- (9-10)
- (7-10)

MASTERPLAN

"WE MEASURE UP TO YOU"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

- YOU 1: (:46) "Excuse me. Do you have something in my size?"
- YOU 2: "Have you tried our sporting goods department?"
- YOU 1: "Your sporting goods department?"
- YOU 2: "Yes, I think we've got a four-man tent that just might fit."
- YOU 1: "What?"
- YOU 2: "It even comes with a detachable mosquito net."
- YOU 3: "If all you're getting from department store clerks is a run-around when it comes to finding tall and big size clothing, tell'em to 'take a hike!' Then come over to _____. They've got a very big reputation when it comes to tall and big-size fashions, and they've earned it every day. You'll find rack after rack of the latest looks in ready-to-wear tall and big fashions, plus _____ also offers custom tailoring. _____."
- LYRICS: (:11) "It's only fitting...up to you!"



"WE MEASURE UP TO YOU"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:23) "Some people think it's a big deal when they find a store that stocks tall and big size clothing. _____ would like to set the record straight. A big deal is when you find a store that sells tall and big size clothing at prices comparable to regular sizes: a store like _____. That's a big deal. And right now, _____ will go that a good deal better with savings of 30 to 50 % off their regular prices."

LYRICS: (:06) "It's only fitting...up to you."

:30 - Suggested for use with CUT 7

LYRICS: (:05) "You could shop...call it quits."

YOU: (:18) "Don't throw in the towel...or even consider wearing it, until you've seen the selection of tall and big size clothing waiting for you at _____! They've got the absolute best brand names in tall and big size clothing, all reasonably priced. _____."

LYRICS: (:06) "It's only fitting...up to you!"



IMAGE SONGS

"ANYTHING LESS IS JUST A STORE"

(A6164 - driving, energetic beat)

Demonstrated for: discount department store

Customized Line: "Wilson's Discount Centers"

LINE

1. "*(The store of the future)*-(*the store of the future*)-
2. (*The store of the future!*)
3. Where can ya' go to find everything you need?
4. Where can ya' go to find prices that can't be beat?
5. You need the store with more-you need a super store!
6. (*The store of the future*) has more -
7. Anything less is just a store!
8. We've made a store with you in mind -
9. We've made a store that has everything you hope to find!
10. You need the store with more-You need a super store!
11. You need a smile on your face - today!
12. (*The store of the future*) has more -
13. Anything less is just a store!"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro./:29 voc./:22 bed/:08 voc. close
4. :60 - :00 intro./:06 voc./:45 bed/:08 voc. close
5. :60 - :51 bed/:08 voc. close

6. :30 - Full vocal
7. :30 - :00 intro/:03 voc./:19 bed/:08 voc. close
8. :30 - :22 bed/:08 voc. close
9. :09 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-7)(12-13)
- (1-2)(12-13)
- (12-13)

- (8-13)
- (8)(12-13)
- (12-13)
- (12-13)

MASTERPLAN

ANYTHING LESS IS JUST A STORE"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 9

FX: SPOON HITTING EMPTY BOWL & SIPPING SOUP

YOU 1: (:51) "Would you care for some more soup?"

YOU 2: "Yes, thank you."

YOU 1: "I haven't seen you around before."

YOU 2: "No, you haven't."

YOU 1: "Oh, I'm sorry. I didn't mean to pry. That's not our policy here at the 'On The Rocks' Rescue Mission."

YOU 2: "It's all right. I'll be back on my feet...soon."

YOU 1: "Of course you will."

YOU 2: "You know, everything was going fine until my boss told me to top _____'s 'Anything Less Is Just A Store' campaign."

YOU 1: "Oh?"

YOU 2: "All of our customers shop at _____. Why, I...I even shop there myself."

YOU 1: "It's all right. So do I."

YOU 2: "See what I mean? We couldn't compete! _____'s selection! Their prices! It was just too much! What they said was true! Anything less is just a store."

YOU 1: "I've got an idea! If you can't beat them...Maybe you could join them."

YOU 2: "You think...they'd let me? Of course they would! Then I could sing their song, too! Come on everybody! Join in!"

LYRICS: (:09) "The store of...just a store!"

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:22) *"Some places would like you to believe that less is more, because that's all they've got to offer. Well, it's not that way at _____. More is more, and that's what you get... more...of at _____. More selection. More savings. More of what you really shop for, in every department. Don't settle for... less. More is better, at _____."*

LYRICS: (:08) *"The store of...just a store."*

:30 - Suggested for use with CUT 7

LYRICS: (:03) *"We've made a...you in mind."*

YOU: (:19) *"_____ is the store of the future. Each department is designed with all of your tomorrows in mind...The changes...The challenges...Find yourself in the future today, with a visit to _____, located on the threshold of tomorrow, and _____."*

LYRICS: (:08) *"The store of...just a store!"*



IMAGE SONGS

"OUR REPUTATION IS SPOTLESS"

(A6156 - smooth MOR)

Demonstrated for: Dry Cleaners

Customized Line: "Royal Dutch Laundry and Cleaning"

LINE:

1. "You're so fresh-you go everywhere with ease-
2. So fresh - like a Summer breeze-
3. We share your reputation - a reputation that grows.
4. Through you and the clothes you wear-
5. Our reputation is spotless.
6. (*As clean as can be.*)
7. You're so fresh, people know you at first sight-
8. You're so fresh, you're the one who looks just right!
9. We keep you fresh, cool, and clean-
10. So fresh - it makes your day.
11. Clean and neat, and you stay that way!
12. Our reputation is spotless.
13. (*As clean as can be.*) "

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :03 intro/:26 voc./:19 bed/:10 voc. close
4. :59 - :03 intro/:08 voc./:38 bed/:10 voc. close
5. :59 - :49 bed/:10 voc. close
6. :30 - Full vocal
7. :30 - :03 intro/:08 voc./:14 bed/:04 voc. close
8. :10 - Full vocal
9. :59 - instrumental
10. :30 - instrumental
11. :10 - isntrumental

LINES:

- all lines
- all lines
- (1-6)(12-13)
- (1-2)(12-13)
- (12-13)
- (1-6)
- (1-2)(6)
- (5-6)



"OUR REPUTATION IS SPOTLESS"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

- YOU 1: (:49) *"And I was so sure Latham was our man."*
- YOU 2: *"Oh, but he is, Inspector."*
- YOU 1: *"But there's no button missing from his suit!"*
- YOU 2: *"The explanation to that is this laundry tag."*
- YOU 1: *"What?"*
- YOU 2: *"Latham took his suit to _____
_____. They're known for the special care they
take when cleaning clothes, which includes re-
placing lost buttons and collar stays."*
- YOU 1: *"But what about the strawberry stain on the left
sleeve?"*
- YOU 2: *"_____ 's professional dry-
cleaning process took care of that."*
- YOU 1: *"So fast?"*
- YOU 2: *"_____ offers twenty-four hour
service in most cases."*
- YOU 1: *"Most cases. That's good."*
- YOU 2: *"Yes, well, Inspector. I suggest you visit _____
_____ at _____
to verify the...uh...evidence...or lack of it."*
- YOU 1: *"To be sure."*
- LYRICS: (:10) *"Our reputation is...as can be."*

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU 1: (:20) "Hey, Rocky! I think we got clean away!"

YOU 2: "Then you'd better think again! Look at our clothes! They're filthy after digging out under the wall."

YOU 1: "No problem. We'll just take'em to _____
_____."

YOU 2: " _____ ?"

YOU 1: "Sure. _____ are the professionals when it comes to getting clothes really clean."

YOU 2: "And just how are we gonna get to _____
_____?"

YOU 1: "Easy. We'll just catch this cab."

YOU 2: "Louie...It ain't a cab. It's a p-patrol car."

LYRICS: (:10) "Our reputation is...as can be."

:30 - Suggested for use with CUT 7

YOU: (:03) "In today's hectic, dirty world, cleanliness is next to...impossible."

LYRICS: (:08) "You're so fresh...a Summer breeze."

YOU: (:14) "Still, some have learned _____
_____ 's secret of 'deep clean.' That's drycleaning that goes beyond the surface dirt to restore faded colors, renewing fabrics. _____
_____. They're reputation is spotless."

LYRICS: (:04) "As clean as clean can be."



IMAGE SONGS

"MORE POWER TO YOU"

(A6161 - uptempo MOR/rock)

Demonstrated For: alternative energy source products retailer

Customized Line: "The Energy Store"

LINE:

1. "When energy is what you need then count on us-
2. We're the people who give you power naturally.
3. What better way to help you save-
4. Show people that you care-
5. *(More power to you,)(More power to you,)*
6. More power to you.
7. Winter, Summer, Spring or Fall
8. It's easy to do-
9. Just give us a call!
10. More power to you, More power to you
11. More power to you-
12. What better way to help you save-
13. Show people that you care-
14. *(More power to you,)(More power to you,)*
15. More power to you!"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :03 intro./:25 voc./:23 bed/:09 voc. close
4. :60 - :03 intro./:06 voc./:42 bed/:09 voc. close
5. :60 - :51 bed/:09 voc. close
6. :31 - Full vocal
7. :31 - :01 intro./:04 voc./:17 bed/:09 voc. close
8. :31 - :23 bed/:09 voc. close
9. :11 - Full vocal
10. :60 - instrumental
11. :31 - instrumental
12. :11 - instrumental

LINES:

- all lines
- all lines
- (1-6)(14-15)
- (1)(14-15)
- (14-15)
- (7-15)
- (7-8)(14-15)
- (14-15)
- (14-15)

IMAGE SONGS

:60 - Suggested for use with CUT 5

NARRATOR: (:51) *"At last, Dotty and her friends have reached Energy City, home of the Wizard of OHMS."*

COWARDLY: *"M-m-maybe nobody's h-h-here."*

SCARECROW: *"Stop being such a 'fraidy cat!"*

COWARDLY: *"I c-c-can't help it! I'm even sc-sc-afraid to open my electric bill."*

FX: THUNDERCLAP

WIZARD: (Echo & Reverb) *"I am...OHMS! Who are you?"*

DOTTY: *"I'm Dotty, and these are my friends. We've come to see the Wizard for ways to save energy and money."*

WIZARD: (Echo & Reverb) *"You don't need to see the Wi...(Echo & Reverb end) You don't need to see the Wizard for that!"*

DOTTY & FRIENDS: *"We don't?!"*

WIZARD: *"No, just talk with the energy experts at _____."*

WOODSMAN: *"Can they help me heat my cottage more efficiently?"*

SCARECROW: *"And tell me how much insulation is enough?"*

COWARDLY: *"And make me b-b-brave enough to open m-m-my electric bill?"*

WIZARD: *"Sure. _____ has answers to all your questions about energy."*

DOTTY: *"Great! To find them, do we follow the Yellow Brick Road?"*

WIZARD: *"No, just look in the Yellow Pages under Electric Light and Power Companies. _____."*

LYRICS: (:09) *"More power to...power to you!"*



"MORE POWER TO YOU"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU 1: (:23) *"Uh-oh, Energy Man...Your power drain warning light just came on."*

YOU 2: *"I see the problem, Sparky. It's 1811 Crabapple. The family there is being double-teamed by Summer's heat and Winter's cold."*

YOU 1: *"Leapin' electric bills! They're powerless alone!"*

YOU 2: *"Relax, Sparky. We'll just buzz by and tell them about _____'s energy experts. _____ can help them solve all their energy problems, and save money, too!"*

YOU 1: *"Golly-gosh, Energy Man, you're always...pluggin' _____."*

YOU 2: *"That's because they're the people with..."*

LYRICS: (:09) *"More power to...power to you!"*

:30 - Suggested for use with CUT 9

YOU: (:19) *"When _____ says 'more power to you,' it's more than a slogan. It's a promise. That's why _____ is constantly exploring new energy alternatives: everything under, and including, the sun. _____ never wants to be powerless when you need them. That's how your friends are, at _____."*

LYRICS: (:11) *"More power to...power to you!"*



IMAGE SONGS

"YOU COME OUT ON TOP"

(A6160 - positive, contemporary sound)

Demonstrated For: Roofing Contractor

Customized Line: "call Arrow Roofing Company."

LINE

1. "We're above it all - we refuse to be led.
2. When it comes to roofs - we're over your head!
3. We're raisin' the roof - we're buildin' it right-
4. Beautiful, strong, and water-tight!
5. Lookin' for a roofin' man-
6. You don't need to shop-
7. (*We're gonna make sure*)- you come out on top!
8. We're above it all - we're aimin' high-
9. Strong 'n tall - reachin' for the sky!
10. Workin' hard earnin' your trust
11. 'Cause quality is always a must!
12. Lookin' for a roofin' man-
13. You don't need to shop
14. (*We're gonna make sure*) you come out on top!"

CUT

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :01 intro./:28 voc./:20 bed/:10 voc. close
4. :59 - :01 intro./:07 voc./:41 bed/:10 voc. close
5. :59 - :49 bed/:10 voc. close

6. :30 - Full vocal
7. :30 - :01 intro./:07 voc./:14 bed/:09 voc. close
8. :30 - :21 bed/:09 voc. close
9. :09 - Full vocal

10. :59 - instrumental
11. :30 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-7)(14)
- (1-2)(14)
- (14)

- (1-7)
- (1-2)(7)
- (7)
- (7)

IMAGE SONGS

:60 - Suggested for use with CUT 5

- YOU 1: (:49) "Oh, Harry, your new moon roof is so romantic!"
- YOU 2: "I put it in myself."
- YOU 1: "Gosh."
- YOU 2: "There's nothing to it, once you know how."
- YOU 1: "Ouch! What's this thing on your seat?"
- YOU 2: "Aw, that's just a spare part! They're always puttin' more than you need in those kits!"
- YOU 1: "Well, I guess you showed Ralph. He thought he was sooo smart when he had _____ install his moon roof."
- YOU 2: "Yeah, I really showed him."
- YOU 1: "And to think he had to pay _____."
- YOU 2: "Yeah!... _____?! At _____?!"
- YOU 1: "Yeah. You think we could close your roof now? It's starting to rain."
- YOU 2: "You mean Ralph only paid _____ to have _____ install his moon roof?"
- YOU 1: "Oh, Harry, it's stuck! I'm getting wet!"
- YOU 2: "You're getting wet? I took a bath on that stupid moon roof kit!"
- YOU 1: "Harry! Do something!"
- YOU 2: "You're darn right I will! From now on, I'm going to _____ for any customization work on my car."
- YOU 1: "Harry!"
- LYRICS: (:10) "We're gonna make...out on top!"

MASTERPLAN

"YOU COME OUT ON TOP"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 9

YOU 1: (:21) *"Don't jump!"*

YOU 2: *"I won't!"*

YOU 1: *"Then what are you doing up here on the roof?"*

YOU 2: *"I'm trying to patch it up."*

YOU 1: *"Well, if you ask me, you should really call
_____."*

YOU 2: *"Who?"*

YOU 1: *"_____ . Nobody can match their
years of experience when it comes to roof repairs."*

YOU 2: *"Great. Thanks."*

YOU 1: *"Yeah...Now would you do something for me?"*

YOU 2: *"Sure, anything."*

YOU 1: *"Help me down."*

LYRICS: (:09) *"We're gonna make...out on top!"*

:30 - Suggested for use with CUT 8

YOU: (:21) *"Hi. I'm a chimney-sweep. In Europe, it's considered
good luck to run into a sweep. I know some people around
here were mighty lucky to run into me. When I spotted
potential problems with their roofs, I told them about
_____. Nobody has more experience
when it comes to roof repairs than _____
_____. Call'em today for a free estimate. It's better
than...pressing your luck."*

LYRICS: (:09) *"We're gonna make...out on top!"*



IMAGE SONGS

"HOME IS JUST A TASTE AWAY"

(A6162 - down home country)

Demonstrated for: Restaurant

Customized Line: "At Grandy's Country Kitchen"

LINE:

1. "It's not just our style, or the way that we smile,
2. We've got the taste that makes us down-home good.
3. That special flavor, the goodness you savor,
4. We're fixin' things the way mama would.
5. That's why people say...
6. *(Home is just a taste away,)*
7. Home is just a taste away!
8. The minute you walk in, our friendliness starts talkin'
9. That homemade aroma says we care about you.
10. One bite and it's clear - you're welcome here.
11. That old-fashioned feelin' comin' through.
12. That's why people say...
13. *(Home is just a taste away,)*
14. Home is just a taste away!"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :02 intro/:26 vocal/:18 bed/:13 vocal close
4. :60 - :02 intro/:07 vocal/:37 bed/:13 vocal close
5. :60 - :46 bed/:13 vocal close
6. :30 - Full vocal
7. :30 - :02 intro/:07 vocal/:11 bed/:09 vocal close
8. :30 - :16 bed/:13 vocal close
9. :10 - Full vocal
10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-7) (12-14)
- (1-2) (12-14)
- (12-14)
- (1-7)
- (1-2) (6-7)
- (5-7)
- (13-14)



"HOME IS JUST A TASTE AWAY"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 4

YOU: (:02) " _____."

LYRICS: (:07) "It's not just...down-home good."

YOU: (:37) *"Back on the farm, lunch is the big meal of the day, with platters piled high with crispy fried chicken, mounds of steaming mashed potatoes smothered with thick, creamy gravy, and baskets filled to the brim with oven-fresh country biscuits. Mmmmm-mmm. You can almost hear the dinner-bell, calling you in from the field. That's the way lunchtime is at _____.*
We know that working hard on the job can work up a big appetite that burgers and a soft drink can't satisfy, so we serve up the best, and plenty of it! So bring your big appetite to _____, but don't bring a lot of money."

LYRICS: (:13) "That's why people...a taste away!"

MASTERPLAN

IMAGE SONGS

"HOME IS JUST A TASTE AWAY"

SUGGESTED COPY

:60 - Suggested for use with CUT 5

YOU: (:46) *"Dear Mom and Dad. College life is terrific! The only thing I don't care for is the cafeteria's food. Ugh! Guess it hasn't changed much from when you went here. Fortunately, there's a _____ nearby. So whenever I feel the least bit homesick, I just drop into _____ for some of their crispy fried chicken, mashed potatoes with cream gravy, and country biscuits. It's like they say, 'home is just a taste away.' Besides, it doesn't ever cost a lot to eat at _____, so I won't always be writing home for money like the other kids. Well, I've got to get to class. All my love. Jim. P.S. Please send money. See, there's this girl I want to take to the dance this weekend, and..."*

LYRICS: (:13) *"That's why people...a taste away."*

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:16) *"Not all facial tissues are Kleenex, not all adhesive strips are Band-aids, and not all home cooking is _____.
It's just that we do what we do so well, that our name just naturally comes to mind.
_____."*

LYRICS: (:13) *"That's why people...a taste away."*

:30 - Suggested for use with CUT 8

YOU: (:16) *"Which came first, the chicken or the egg?
At _____, it's the egg.
Every morning _____ serves up a big country style breakfast, starting with eggs, your choice of bacon or sausage, and toast or country biscuits, all for just _____."*

LYRICS: (:13) *"That's why people...a taste away."*



IMAGE SONGS

"ALWAYS PICTURE PERFECT"

(A6157 - easy, pleasant melody)

Demonstrated for: Photofilm lab

Customized Line: "Film and Photo Photofinishing"

LINE:

1. "It's just a photograph...
2. But it's a moment you won't let go of.
3. So you could save it, we gave it
4. All the special care we know of.
5. Because it was a perfect moment,
6. *(We'll help you keep your world in focus!)*
7. Always picture perfect, always picture perfect.
8. Save the magic of the moment,
9. *(We'll help you keep your world in focus!)*
10. Always picture perfect, always picture perfect
11. Picture perfect!"

CUT:

1. :61 - Customized for demonstration purposes
2. :61 - Full vocal
3. :61 - :01 intro/:17 vocal/:19 bed/:24 vocal close
4. :61 - :01 intro/:07 vocal/:30 bed/:24 vocal close
5. :61 - :37 bed/:24 vocal close
6. :61 - :42 bed/:19 vocal close
7. :30 - Full vocal
8. :30 - :03 intro/:02 vocal/:11 bed/:13 vocal close
9. :30 - :15 bed/:13 vocal close
10. :10 - Full vocal
11. :61 - instrumental
12. :30 - instrumental
13. :10 - instrumental

LINES:

- all lines
- all lines
- (1-4) (8-11)
- (1-2) (8-11)
- (8-11)
- (9-11)
- (1-2) (5-6) ($\frac{1}{2}$ 10-11)
- (1) (6) ($\frac{1}{2}$ 10-11)
- (6) ($\frac{1}{2}$ 10-11)
- ($\frac{1}{2}$ 10) (9)



"ALWAYS PICTURE PERFECT"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 4

YOU: (:01) "Time."

LYRICS: (:07) "It's just a...let go of."

YOU: (:30) "It's funny how people will wait minutes, hours, even days for the right picture, with the sunlight filtering through the trees or a full moon shining in the background, and yet when it comes to having their perfect picture developed, they're in a hurry. _____'s professional quality photo-developing is not for those people. Overnight, or right? It's up to you. _____'s professional quality photo-developing. Like so much about life, good things come to those who wait."

LYRICS: (:24) "Save the magic...Picture perfect!"

:30 - Suggested for use with CUT 9

YOU: (:15) "Is pretty as a picture the smouldering red of a sunset, the excited yellow of a little girl's first party dress, or the hazy blue, greys, and greens of an early morning mist? Whatever you decide, bring your film to _____ and see what develops."

LYRICS: (:13) "Always picture perfect. Picture perfect!"



"ALWAYS PICTURE PERFECT"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 6

YOU: (:42) *"He shot hundreds of Yankee soldiers, from lowly privates to dashing generals, before he tackled his most challenging assignment: the President of the United States, Abraham Lincoln. No, he wasn't a rebel spy. He was Mathew Brady, and many of the photographs he took are helping historians get a clearer picture of America's past, just as the pictures you take now will help your children, and their children, visualize the growth of your family. For that reason, you should take your pictures to _____ . They offer complete restoration and protective services for your pictures, to help them last and last. _____ , at _____ ."*

LYRICS: (:19) *"We'll always keep...Picture perfect!"*



IMAGE SONGS

"SATISFIED"

(A6163 - moderate rock)

Demonstrated for: General retail

Customized Line: "Boster Lumber Company"

LINE:

1. "Satisfied...
2. It's good to know you've got the best and be
3. Satisfied!
4. We're the ones to give you your request.
5. *(Helping is our business.)*
6. We want to satisfy you!
7. Satisfied! *(Satisfied!)*
8. It's good to know you've got the best and be
9. Satisfied!
10. We're the ones to give you your request.
11. *(Helping is our business.)*
12. We want to satisfy you!"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :02 intro/:25 vocal/:17 bed/:07 vocal/:08 tag
4. :60 - :02 intro/:10 vocal/:33 bed/:07 vocal/:08 tag
5. :60 - :45 bed/:07 vocal/:08 tag

6. :29 - Full vocal
7. :29 - :02 intro/:02 vocal?15 bed/:09 vocal close
8. :29 - :20 bed/:09 vocal close
9. :10 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-6) (11-12)
- (1-3) (11-12)
- (11-12)

- (1-6)
- (1) (5-6)
- (5-6)
- (1-3)



"SATISFIED"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 9

FX: Ringing telephone.

YOU 1: *Cut-Throat's Cut-Rate Emporium. May we be
 of service?*

YOU 2: *(UPSET) May I have your Complaint Department,
 please?*

YOU 1: *I'm sorry, sir, we don't sell complaints.*

YOU 2: *No, I have a complaint.*

YOU 1: *Oh. Well, then, you don't need to buy one,
 after all, do you?*

YOU 2: *Look, I bought a _____ in your store
 yesterday and the darn thing just fell apart on
 me! I want satisfaction!*

YOU 1: *I'm sorry, we don't carry that, either. Try
 _____. Good-bye, sir.*

FX: Click followed by dial tone.

YOU 2: *She's right. I should have gone to _____
 _____ in the first place. I've never
 bought a _____ there that fell apart.
 And even if I had, I'm sure I'd be satisfied
 with the way they handled things. _____
 _____ quality and service have never let
 me down yet--what ever made me think I could*

(continued)



"SATISFIED"

SUGGESTED COPY

IMAGE SONGS

YOU 2 (cont): *do better someplace else? Well, I've
learned my lesson! Cut-Throat, you've
seen the last of me! I'm going back to
_____ where satisfied and
customer mean the same thing.*

LYRICS: (:10) "Satisfied. It's good ... satisfied!"



"SATISFIED"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU:

(:20) *You know, there are a lot of stores that get my business, once. Because all their talk about "satisfied customers" turns out to be just that: talk. But there's one store I always come back to: _____ . That's because I know I can always trust the quality of _____ merchandise and service to keep me satisfied, and coming back for more. So if you're tired of shopping in stores that give you the business, try _____ where they're not satisfied till you are.*

LYRICS:

(:09) "Helping is our ... to satisfy you!"



"SATISFIED"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:20) *Did you know that at _____,
our most important, most valuable commodity
isn't on the shelves at all, yet it's
constantly on display? What is it? It's
you, our satisfied customer. At _____
_____, we think a satisfied customer
is the only kind to have. So we make sure,
with quality merchandise and efficient,
courteous service, that a _____
customer and a satisfied customer are always
one and the same. Because at _____
_____, we're not satisfied till you are.*

LYRICS: (:09) "Helping is our ... to satisfy you!"



IMAGE SONGS

"WE'RE GROWING WITH YOU"

(A6165 - country rhythm)

Demonstrated for: farm/garden supply

Customized Line: "Farm and Field Supply"

LINE:

1. "We're growin' with you...you can tell we're there...
2. We're growin' with you...not out in left field somewhere...
3. The sun'll rise tomorrow, the way it always does.
4. The rest is ours to give you, you've got it in the bag because
5. We're growin' with you.
6. *(Right there in your field!)*
7. We're growin', we're growin'
8. We're showin' our green thumb, we're growin'!
9. You're growin', you're growin'.
10. Crops like you've never seen, and boy you've seen some!
11. We've got a lot to give you, we're growin', growin' with you,
12. *(Right there in your field!)*

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :02 intro/:27 vocal/:17 bed/:13 vocal close
4. :60 - :02 intro/:09 vocal/:35 bed/:13 vocal close
5. :60 - :47 bed/:13 vocal close
6. :30 - Full vocal
7. :30 - :02 intro/:04 vocal/:18 bed/:06 vocal close
8. :30 - :24 bed/:06 vocal close
9. :60 - instrumental
10. :30 - instrumental
11. :10 - instrumental

LINES:

- all lines
- all lines
- (1-6) (10-12)
- (1-2) (10-12)
- (10-12)
- (1-6)
- (1) (5-6)
- (5-6)



"WE'RE GROWING WITH YOU"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested copy for use with CUT 4

YOU: (:02) "_____."

LYRICS: (:09) "We're growin' with...left field somewhere."

YOU: (:35) *"It's been estimated that it can take as long as five hundred years of continuous physical, chemical, and biological processes to produce one inch of soil, and yet, in the space of but a few years, improper farming practices can render the soil useless.*

_____ has the experience and products to help you maintain the productivity of your land for generations to come...High yield...healthy crops. Results. That's why farmers like yourself have come to depend on _____. For trusted advice and quality products, for your front yard or the south forty..._____."

LYRICS: (:13) "Crops like you've...in your field."



"WE'RE GROWING WITH YOU"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:24) *"Thomas Jefferson once risked the death penalty in northern Italy to smuggle a pocketful of upland rice back to South Carolina. But that's not unusual for a farmer. You lay your livelihood on the line every growing season, which is why you should depend on _____ for all your growing needs. _____."*

LYRICS: (:06) *"We're growin' with...in your field!"*

:30 - Suggested for use with CUT 7

YOU: (:02) *"_____."*

LYRICS: (:04) *"We're growin' with...tell we're there."*

YOU: (:18) *"What makes a person get up before the sun, spend long, back-breaking hours coaxing healthy crops from ever-resisting soil, day after day? It's not the money. Whatever the real reason, your reason, _____ is ready to help. _____."*

LYRICS: (:06) *"We're growin' with...in your field!"*



DISC 40, SIDE 1, GROUP 1

LYRICS AND INDEX

IMAGE SONGS

"EDUCATION THAT WORKS FOR YOU"

(TMA6167 - Proud contemporary theme)

USAGE: TECHNICAL SCHOOL

LINE:

1. *"We're the ones with education that works for you.*
2. *There are many kinds of education,*
3. *Many places to learn about what you wanna' do.*
4. *The business world is like a race,*
5. *And you need a school that can keep the pace.*
6. *To teach you all you need to know,*
7. *And set you on the right path to go.*
8. *We're the ones - we're the ones with education that works for you.*
9. *Education - there are many kinds, education;*
10. *One's right for you.*
11. *Education - to get you ready, education;*
12. *For the years to come.*
13. *Education - for a changing world, education;*
14. *Don't start behind.*
15. *Education - it's time to choose, education,*
16. *Remember, it's your mind!*
17. *We're the ones, we're the ones with education that works for you."*

CUT:

1. :58 - Customized for demonstration purposes
2. :58 - Full vocal
3. :58 - :00 intro/:11 vocal/:16 bed/:07 vocal close
4. :58 - :00 intro/:11 vocal/:27 bed/:20 vocal close
5. :58 - :51 bed/:07 vocal close
6. :29 - Full vocal
7. :29 - :00 intro/:11 vocal/:11 bed/:07 vocal close
8. :28 - :21 bed/:07 vocal close
9. :13 - Full vocal
10. :58 - instrumental
11. :29 - instrumental
12. :13 - instrumental

LINES:

- all lines
- all lines
- (1-3) (9-17)
- (1-3) (13-17)
- (17)
- (1-8)
- (1-3) (8)
- (8)
- (17)



"EDUCATION THAT WORKS FOR YOU"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested copy for use with CUT 5

VOICE 1: (:51) "One day I was sitting at home when I saw this tv commercial for the famous philosophers' school..."

VOICE 2: "Uh-huh."

VOICE 1: "It said how that with all the moral and ethical questions being raised by today's society, there would be a crying need for philosophers in government and big business."

VOICE 2: "Yeah?"

VOICE 1: "So I enrolled. Graduated at the head of my class."

VOICE 2: "Great! Who'd you go to work for?"

VOICE 1: "Dipsy Donut. I work nights, making donut holes."

VOICE 2: "Well, I saw the counselors at _____ .
Because _____ offers both day and night courses, I was able to arrange a schedule to fit mine. I enrolled in a _____ course, and after I graduated, _____'s counselors even helped me find a job that lets me use everything I learned."

VOICE 1: "Gee, that sounds...positively Nietzschean. Does your company need a good philosopher?"

VOICE 2: "No, I'll let you know."

VOICE 3: "_____, enrolling both day and night courses starting _____."

LYRICS: (:07) "We're the ones...works for you."



"EDUCATION THAT WORKS FOR YOU"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested copy for use with CUT 8

YOU: (:21) *"In a recent survey of 18,000 high school graduates, over seventy percent believed schools should have placed more emphasis on vocational and technical training, and helped students find jobs. What do you think? _____ believes that education should work for everyone. If you agree, contact _____."*

LYRICS: (:09) *"We're the ones...works for you."*

:30 - Suggested copy for use with CUT 8

YOU: (:21) *"Let's face it...a college education isn't for everyone. In fact, only about half of the people think that a college education is necessary for success. How does the other half live? A lot have discovered the advantages of an education that works for them from _____. Practical experience and job placement are two reasons why. _____."*

LYRICS: (:09) *"We're the ones...works for you."*



IMAGE SONGS

"EVERY DAY'S A SPECIAL DAY"

(TMA6168 - MOR male solo)

USAGE: SHOPPING MALL

LINE:

1. "Shopping is a special event,
2. When there's something special to do!
3. Shopping is a special event,
4. An event that's just for you.
5. It's a special day,
6. We plan it that way,
7. So every day's a special day. *The best day of all!*
8. Sight and sounds - people in town,
9. The hottest news that's goin' around,
10. New looks, new books, new fashions and fun
11. And special buys for everyone!
12. It's a special day,
13. We plan it that way,
14. So every day's a special day. *The best day of all!"*

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :01 intro/:06 vocal/:24 bed/:29 vocal close
4. :60 - :01 intro/:06 vocal/:38 bed/:15 vocal close
5. :60 - :45 bed/:15 vocal close

6. :30 - Full vocal
7. :30 - :01 intro/:06 vocal/:14 bed/:09 vocal close
8. :30 - :21 bed/:09 vocal close
9. :10 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-2) (8-14)
- (1-2) (12-14)
- (12-14)

- (1-7)
- (1-2) (7)
- (7)
- (7)



"EVERY DAY'S A SPECIAL DAY"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested copy for use with CUT 5

VOICE 1: (:45) "And now, I'd like to unveil the _____
_____ Calendar of Events for this month. What'd
you think?"

VOICE 2: "It can't be!"

VOICE 1: "Can't be what, sir?"

VOICE 2: "The _____ calendar, Figsdale!
It's all wrong."

VOICE 1: "Wrong, sir?"

VOICE 2: "Yes! Don't you know anything about calendars?
Look at it! You've got every day shown in red!"

VOICE 1: "So?"

VOICE 2: "So, red is for special days."

VOICE 1: "But every day is a special day at _____
_____. Why, this week alone there's the _____
_____ Sidewalk Sale! _____ days of value for
the whole family."

VOICE 2: "But with every day on the _____
Calendar of Events shown in red, how will people
know when it's a special special day?"

VOICE 1: "Oh, I think they'll know, sir."

LYRICS: (:15) "It's a special...day of all!"

To support this copy, all days on flyers, point-of-purchase pieces, and newspaper ads should be printed in red ink. Also, you might suggest that calendars be made that also show all days in red.



IMAGE SONGS

:30 - Suggested copy for use with CUT 8

VOICE 1: (:21) "Want to know how to turn an ordinary, ho-
hum kind of day into a special day? Come
to _____! There's always
something going on..."

VOICE 2: "Someone dropping in..."

VOICE 3: "Prices coming down..."

VOICE 4: "Exciting things to see..."

VOICE 1: "At _____. This week it's
_____ at _____
_____."

LYRICS: (:09) "So every day's...day of all!"

:30 - Suggested copy for use with CUT 7

YOU: (:01) "Let's go!"

LYRICS: (:06) "Shopping is a...special to do!"

YOU: (:14) "Special events, planned especially for you,
this week at _____ include
_____,
and this _____ through _____,
_____, at _____
_____."

LYRICS: (:09) "So every day's...day of all!"



IMAGE SONGS

"WE'RE ALL GEARED UP FOR YOU!"

(TMA6166 - Exciting uptempo tune)

USAGE: TRANSMISSION SERVICE CENTER

LINE:

1. "We're gettin' in gear - gettin' in gear,
2. Givin' you smooth service!
3. Keepin' you sailin' along - keepin' your car goin' strong!
4. We're gettin' in gear - makin' it clear,
5. We're all geared up for you!
6. *With us it's automatic!*
7. We're all geared up for you!
8. When it comes to your transmission, we'll outdo the competition
9. We've got the drive to put your car back in commission
10. We're gettin' in gear - makin' it clear,
11. We're all geared up for you
12. *With us it's automatic!*
13. We're all geared up for you!"

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :03 intro/:25 vocal/:21 bed/:09 vocal close
4. :59 - :03 intro/:06 vocal/:41 bed/:09 vocal close
5. :59 - :44 bed/:15 vocal close
6. :30 - Full vocal
7. :30 - :03 intro/:06 vocal/:14 bed/:07 vocal close
8. :30 - :23 bed/:07 vocal close
9. :10 - Full vocal
10. :59 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-7) (12-13)
- (1-2) (12-13)
- (10-13)
- (1-7)
- (1-2) (6-7)
- (6-7)
- (5-7)



"WE'RE ALL GEARED UP FOR YOU"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested copy for use with CUT 4

YOU: (:03) "_____."

LYRICS: (:06) "We're gettin' in...your smooth service!"

YOU: (:41) *Winter can be tough on your car. The ice, snow, and slush can damage your car's appearance permanently, if you're not careful. But winter saves its worst for what you can't see. Winter driving is especially rough on your automatic transmission. Spinning tires on rain-slick or icy streets can overheat transmission fluid, robbing it of its effectiveness. When that happens, you might as well throw away the owner's manual that tells you how often to change the fluid under normal conditions. That's when you need _____ . The professionals at _____ can check your fluid to make sure it can take the worst winter can dish out, and they can do it for just _____. That's _____ , at _____ . They're not just a...fair weather friend."*

LYRICS: (:09) "With us it's...up for you!"



"WE'RE ALL GEARED UP FOR YOU"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested copy for use with CUT 8

YOU: (:23) "Have you ever rocked your car back and forth to get it unstuck from mud? Don't! Nothing could be worse for your automatic transmission. Instead, wedge wood or rocks under the rear wheels for traction. _____ offers this advice, as well as expert automatic transmission service. _____, at _____. They're more than fair weather friends."

LYRICS: (:07) "With us it's...up for you!"

:30 - Suggested copy for use with CUT 7

YOU: (:03) "_____."

LYRICS: (:06) "We're getting in...you smooth service!"

YOU: (:14) "By now you've heard all the automatic transmission jokes, like being shiftless, but if you've had transmission trouble, you know it's no laughing matter. So does _____. At _____, they treat transmissions seriously."

LYRICS: (:07) "With us it's...up for you!"



IMAGE SONGS

"MAKING YOUR DREAMS COME TRUE"

(TMA6169 - Moderate contemporary arrangement)

USAGE: AUTOMOBILE DEALER

LINE:

1. "Follow that dream - the dream you've been dreamin' so long,
2. Follow that dream - we're here to help you along!
3. The world may seem like it's schemin'
4. To keep those dreams from comin' true,
5. But we're here makin' it easy for you!
6. *So dream big while you dream,*
7. Makin' your dreams come true is what we do!
8. Takin' one step forward - takin' two steps back,
9. Will the door ever open? Will the nut ever crack?
10. We say it will - and what a thrill,
11. When you start movin' down that hill,
12. We're here, makin' it easy for you!
13. *So dream big while you dream,*
14. Making your dreams come true is what we do!"

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :00 intro/:29 vocal/:22 bed/:08 vocal close
4. :59 - :00 intro/:11 vocal/:40 bed/:08 vocal close
5. :59 - :51 bed/:08 vocal close

6. :30 - Full vocal
7. :30 - :00 intro/:05 vocal/:17 bed/:08 vocal close
8. :30 - :22 bed/:08 vocal close
9. :10 - full vocal

10. :59 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-7) (13-14)
- (1-2) (13-14)
- (13-14)

- (1-7)
- (1) (6-7)
- (6-7)
- (12-14)



"MAKING YOUR DREAMS COME TRUE"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested copy for use with CUT 9

(Underlined copy should be filtered, ala Mindspeak)

Male: (:50) "Twelve-o-one a.m. I was working the night-
shift when the call came in. Motorist in
trouble. At twelve-o-nine I was on the scene.
What seems to be the problem, Miss?"

Female: "My car! It's turned into a...pumpkin!"

Male: "I've heard of cars being lemons, but..."

Female: "See for yourself."

Male: "She was right. It was a pumpkin. Tell me,
did you buy your car at Godmother's Used Car
lot?"

Female: "Yes. How did you know?"

Male: "It was Godmother's M.O., all right. Twelve
miles or twelve midnight, whichever came first."

Female: "What's that you said?"

Male: "Nothing. I think you should know that no deal
stands up to a _____ dream deal.
For over ____ years, _____ has been
helping car buyers' dreams come true with quality
used cars at fair prices. That's _____
_____. Hop in. I'll drive you home. We need to
keep the pumpkin."

Female: "For evidence?"

Male: "No, Ma'm, for pie."

LYRICS: (:10) "We're here, makin'...what we do!"



"MAKING YOUR DREAMS COME TRUE"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested copy for use with CUT 8

YOU: (:22) *"What's your dream? A dream car, dream house, or dream vacation? Why haven't you done anything about it? Is it because every time you try, your friends say, 'you must be dreaming?' Well, then, your friends haven't heard of _____ . It's the place where dreams come true. Dreams of all shapes and sizes. Your dreams. _____ ."*

LYRICS: (:08) *"So dream big...what we do!"*

:30 - Suggested copy for use with CUT 7

LYRICS: (:05) *"Follow that dream...dreamin' so long,"*

YOU: (:17) *"Research shows that everyone has dreams. Why is it that so few ever realize them? Maybe it's because they haven't heard about _____ . _____ 's in the business of making dreams come true, and business has never been better."*

LYRICS: (:08) *"So dream big...what we do!"*



DISC 41, SIDE 1, GROUP 1

LYRICS AND INDEX

IMAGE SONGS

"YOU'RE KNOWN FOR THE WAY YOU LOOK"

(TMA6177 - Contemporary upscale image)

USAGE: WOMEN'S CLOTHIER

Customized Line: "In Fashions From Patricias"

LINE:

- 1. "You're known for the way you look.
- 2. *You've got that look of fashion.*
- 3. They can't help but notice
- 4. Whenever you walk by.
- 5. The clothes you put together
- 6. The different things you try ...
- 7. There's a look about you
- 8. You're known for the way you look.
- 9. *You've got that look of fashion.*
- 10. You're known for the way you look.
- 11. You can break every rule in the book
- 12. And get away with it beautifully.
- 13. You can carry it off fabulously .
- 14. There's a look about you.
- 15. You're known for the way you look.
- 16. *You've got that look of fashion."*

CUT

LINES

- | | | |
|-----|---|---------------|
| 1. | :60 - Customized for demonstration purposes | all lines |
| 2. | :60 - Full vocal | all lines |
| 3. | :60 - :00 intro/:29 vocal/:20 bed/:11 vocal close | (1-9) (15-16) |
| 4. | :60 - :00 intro/:13 vocal/:36 bed/:11 vocal close | (1-4) (15-16) |
| 5. | :60 - :49 bed/:11 vocal close | (15-16) |
| 6. | :30 - Full vocal | (1-9) |
| 7. | :30 - :00 intro/:07 vocal/:16 bed/:07 vocal close | (1-2) (8-9) |
| 8. | :30 - :22 bed/:08 vocal close | (8-9) |
| 9. | :11 - Full vocal | (15-16) |
| 10. | :60 - Instrumental | |
| 11. | :30 - Instrumental | |
| 12. | :10 - Instrumental | |

MASTERPLAN

IMAGE SONGS

"YOU'RE KNOWN FOR THE WAY YOU LOOK"

SUGGESTED COPY

:60 - Suggested for use with CUT 9

- MALE 1: (:49) "No, NO, NO!"
- MALE 2: "But, sir..."
- MALE 1: "I'm sorry, but you knew the rules."
- MALE 2: "Yes, but the treatment is almost complete."
- MALE 1: "Complete? Rubbish! This institution does not accept terminal cases, and that's that!"
- MALE 2: "She's not terminal. See for yourself!"
- MALE 1: "Wha...Who is this?"
- MALE 2: "She is, or rather was, my patient."
- MALE 1: "Nonsense! The person you had in here had an advanced case of wardrobedeterioitus. This is...one of the most lovely creatures I've ever seen."
- MALE 2: "One and the same. A complete recovery, thanks to _____."
- MALE 1: "Do you know what you're saying?"
- MALE 2: "I do. The fashion consultants from _____ helped me change her appearance from head to foot."
- MALE 1: "Remarkable! You know, you'll be known for the way she looks."
- MALE 2: "No, sir. She'll be known for the way she looks, and it's all because of _____."
- MALE 1: "I see. Do you think you could make an appointment with _____, uh, for my wife?"
- LYRICS: (:11) "You're known for...look of fashion."



"YOU'RE KNOWN FOR THE WAY YOU LOOK"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 9

ANNCR: (:22) *"When someone from _____ says you'll be known for the way you look in their clothes, that person isn't implying you'll be the next Cheryl Tiegs or even Bo Derek. What it means is that you'll always look your best, in the latest styles to compliment your good taste completely. And isn't that how you'd like to be known? _____."*

LYRICS: (:08) *"You're known for...look of fashion."*

:30 - Suggested for use with CUT 8

WATSON: (:22) *"So while Conklin didn't recognize Mrs. Upsen-Downs, he did recognize..."*

HOLMES: *"Her clothing. Precisely, Watson. And in the end, it was to prove her undoing. Her impeccable taste in fashions lead her to _____, and that in turn gave her away."*

WATSON: *"But how?"*

HOLMES: *"Simple, old friend. Women who buy their clothes from _____ are known by the way they look."*

WATSON: *"Hmmm. Quite right, Holmes."*

LYRICS: (:08) *"You're known for...look of fashion."*



IMAGE SONGS

"WE CATER TO THE GOURMET IN YOU"

(TMA6172 - Sprightly contemporary)

USAGE: Delicatessen

Customized Line: "At Langenstein's"

LINE:

- 1. *"We cater ... we cater to the gourmet.*
- 2. You travel a road few travel
- 3. 'Cause only a few know the way.
- 4. You seek out the fresh and exciting,
- 5. The different and out of the way.
- 6. The truly gourmet.
- 7. *We cater ... we cater to the gourmet ... in you!*
- 8. Familiar flavors,
- 9. Undiscovered pleasures,
- 10. Everything you ought to find.
- 11. And things you never thought you'd find,
- 12. Things you've never seen before,
- 13. In just any store.
- 14. *We cater ... we cater to the gourmet ... in you!"*

CUT

LINES

1.	:60 - Customized for demonstration purposes	all lines
2.	:60 - Full vocal	all lines
3.	:60 - :03 intro/:27 vocal/:19 bed/:11 vocal close	(1-7) (14)
4.	:60 - :03 intro/:17 vocal/:29 bed/:11 vocal close	(1-5) (14)
5.	:60 - :03 intro/:11 vocal/:35 bed/:11 vocal close	(1-3) (14)
6.	:60 - :50 bed/:10 vocal close	(14)
7.	:31 - Full vocal	(1-7)
8.	:31 - :03 intro/:07 vocal/:14 bed/:07 vocal close	(1) (7)
9.	:31 - :24 bed/:07 vocal close	(7)
10.	:11 - Full vocal	(7)
11.	:60 - Instrumental	
12.	:31 - Instrumental	
13.	:11 - Instrumental	

MASTERPLAN

"WE CATER TO THE GOURMET IN YOU"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 9

MUSIC: MT-9, SIDE 1, CUT 7

HENRY VIII: (:30) "Well, sir, have you prepared the royal banquet as I, Henry the Eighth, have commanded?"

MAN: "Yes, your majesty."

HENRY VIII: "And you found all that was on my menu?"

MAN: "Yes, your highness."

HENRY VIII: "But...But how can that be?"

MAN: "I went to _____, sire."

HENRY VIII: "_____."

MAN: "Yes, sire, they cater to the gourmet in you."

HENRY VIII: "In me?"

MAN: "In everyone, your majesty. _____ offers an exciting variety of foods, wines, and accessories from around the world, plus they'll make party trays to order for any occasion."

HENRY VIII: "Excellent. Now kneel, so I can knight you."

MAN: "But-but I'm already a knight, sire."

HENRY VIII: "So, what of it?"

MAN: "Well, once a knight is enough, don't you think?"

HENRY VIII: "Odd. That's just what my fifth wife said."

MUSIC: CA-41, SIDE 1, GROUP 2, CUT 9

WOMAN: (:24) "This week at _____, shop and save on an incredible selection of meats, wines, and cheeses from Germany. _____ has just received a large shipment of delectable goodies from the land of the Black Forest, and to celebrate, they're cutting prices this week only. So shop now and stock up on everything from sparkling Rhine wines to delicious Black Forest hams, at _____, _____."

LYRICS: (:07) "We cater...in you!"



"WE CATER TO THE GOURMET IN YOU"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 9

FEMALE: (:24) "You want me to come up to your apartment to see your...comic book collection?"

MALE: "It's worth a fortune."

FEMALE: "Um-hmm. And I'll bet you serve me milk and cookies."

MALE: "Actually I thought I'd uncork some vintage Zeller Swartze Cat and let it breathe while I sliced some incredibly smooth butter kase, both of which I picked up at _____ today."

FEMALE: "Oh, you shop at _____?"

MALE: "Yes."

FEMALE: "Uh...Well, tell me more about your comic books."

LYRICS: (:07) "We cater...in you!"

:30 - Suggested for use with CUT 8 *

ANNCR: (:03) "_____."

LYRICS: (:07) "We cater...the gourmet."

ANNCR: (:14) "It's not every day that a recipe will call for...truffles, so why should it surprise you to discover that truffles are not carried by...everyday grocery stores. The truffles are in...at _____."

LYRICS: (:07) "We cater...in you!"

* This idea can be adapted to cover a variety of hard-to-find items that will be arriving at your gourmet account from time to time.



DISC 41, SIDE 2, GROUP 1

LYRICS AND INDEX

IMAGE SONGS

"WE SELL THE BEST"

(TMA6178 - Positive, uptempo theme)

USAGE: STEREO DEALER

Customized Line: "At Pacific Stereo"

LINE:

1. "We sell the best.
2. We sell only the best.
3. When others want you to settle for less,
4. We sell only the best.
5. 'Cause only the best stands the test of time.
6. Only the best gives you peace of mind.
7. *We sell the best ... We sell the best!*
8. 'Cause who needs the rest?
9. B is for beauty and fine work
10. E is for our experience
11. S is for satisfaction guaranteed
12. T is for the trouble you'll save
13. 'Cause only the best stands the test of time.
14. Only the best gives you peace of mind
15. *We sell the best ... We sell the best!*
16. 'Cause who needs the rest?"

CUT

1. :58 - Customized for demonstration purposes
2. :58 - Full vocal
3. :58 - :02 intro/:28 vocal/:14 bed/:14 vocal close
4. :58 - :02 intro/:14 vocal/:28 bed/:14 vocal close
5. :58 - :44 bed/:14 vocal close
6. :30 - Full vocal
7. :30 - :02 intro/:06 vocal/:15 bed/:07 vocal close
8. :30 - :23 bed/:07 vocal close
9. :12 - Full vocal
10. :58 - Instrumental
11. :30 - Instrumental
12. :12 - Instrumental

LINES

- all lines
- all lines
- (1-8) (13-16)
- (1-4) (13-16)
- (13-16)
- (1-8)
- (1-2) (7-8)
- (7-8)
- (14-16)

IMAGE SONGS

:60 - Suggested for use with CUT 5

- MALE 1: (:44) "Excuse me? Do you work here?"
- MALE 2: "Only when the boss is looking."
- MALE 1: "I-I'd like someone to look at this."
- MALE 2: "It's very nice."
- MALE 1: "It doesn't work."
- MALE 2: "So who do I look like? Mr. Fixit?"
- MALE 1: "Look, I got it here. I want something done about it. Here's my receipt."
- MALE 2: "Wow, you paid this much! You should've gone to _____."
- MALE 1: "What?"
- MALE 2: "Yah, _____'s got better ones for less."
- MALE 1: "Where's your compliant department?"
- MALE 2: "Down the hall, third door on the left."
- MALE 1: "That's the ladies room. Look, I want your name."
- MALE 2: "What's the matter? You buy the one you've got now here, too?"
- MALE 1: "Okay...Okay...I will go to _____
_____. I've never heard of their customers being treated like this."
- MALE 2: "So, who's gonna stop you?"
- MALE 1: "That's what I'll do...I'll go to _____
_____ right now. I'll discover what they mean when they say they sell the best."
- MALE 2: "Right. You'll want to go straight down the hall, third door on the right."
- MALE 1: "That's the trash chute."
- MALE 2: "Oh."
- MALE 1: "I know because I already tried that one."
- LYRICS: (:14) "'Cause only the...needs the rest?"



"WE SELL THE BEST"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 9

FX: CHILDREN PLAYING/POWER LAWN MOWER/LIGHT TRAFFIC BKG*

ANNCR: (:18) *"The weekend garage sale. Who knows what treasures you'll discover on the wobbly card tables that are themselves for sale? All that's certain is, the larger the sale, the better your chance for bargains. That's why you'll want to shop _____'s big once a year garage sale this weekend. After all, _____ sells the best, and..."*

LYRICS: (:12) *"'Cause only the...needs the rest?"*

:30 - Suggested for use with CUT 8

WOMAN: (:23) *"You bought another grass edger?"*

MAN: *"Yah...I got a great deal on it."*

WOMAN: *"But you already have three others."*

MAN: *"They don't work."*

WOMAN: *"Some deals. You'd be better off if you went to _____. They sell the best, for less. And _____ stands behind what they sell."*

MAN: *"Hey, there's no power cord! Oh, no, it's a windup edger!"*

WOMAN: *"You and your deals. Go to _____. They'll help you...unwind...with a good deal on the best."*

LYRICS: (:07) *"We sell the...needs the rest?"*

*All effects are on your Visual Effects records.



IMAGE SONGS

"WE'VE GOT SO MUCH TO SHARE"

(TMA6170 - Smooth pleasant melody)

USAGE: VACATION RESORT

Customized Line: "Spanish River"

LINE:

- 1. "It's a getaway place to run to ...
- 2. It's a private retreat to share.
- 3. It's a place to return to and enjoy,
- 4. Year after year.
- 5. It's a place to lose your heart in.
- 6. It's a place to take your part in.
- 7. *Come and join us.*
- 8. We've got so much to share.
- 9. The best vacations year after year.
- 10. The place where worries all seem to disappear.
- 11. It's a place to lose your heart in.
- 12. It's a place to take your part in.
- 13. *Come and join us.*
- 14. We've got so much to share."

CUT

- 1. :61 - Customized for demonstration purposes
- 2. :61 - Full vocal
- 3. :61 - :01 intro/:28 vocal/:16 bed/:16 vocal close
- 4. :61 - :01 intro/:14 vocal/:30 bed/:16 vocal close
- 5. :61 - :52 bed/:09 vocal close
- 6. :30 - Full vocal
- 7. :30 - :01 intro/:07 vocal/:15 bed/:07 vocal close
- 8. :30 - :23 bed/:07 vocal close
- 9. :11 - Full vocal
- 10. :61 - Instrumental
- 11. :30 - Instrumental
- 12. :11 - Instrumental

LINES

- all lines
- all lines
- (1-8) (11-14)
- (1-4) (11-14)
- (13-14)
- (1-8)
- (1-2) (7-8)
- (7-8)
- (6-8)

MASTERPLAN

"WE'VE GOT SO MUCH TO SHARE"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 9

FX: MT-13, SIDE 1, CUT 3

FEMALE 1: (:49) "Ed, I'm getting cold."

MALE 1: "It's not much further to the lodge, now."

FEMALE 1: "First they raise their rates, and now this!"

MALE 1: "Easy, honey, I didn't know."

FEMALE 1: "Easy?! I told you we should've joined the _____
time-sharing program!"

MALE 1: "But we've been coming here for years!"

MALE 2: "Hi, folks. Nice to see you."

MALE 1: "Watch it, buster! That's my wife you're
talking to!"

FEMALE 1: "Just think, if we had joined the _____
time-sharing program, we'd be spend-
ing our vacation in our very own condominium."

MALE 1: "Yah, yah. Let's try to stick to the trees."

FEMALE 1: "Or _____ offers a plan that
let's you swap your condominium for others in
over 120 resorts worldwide."

MALE 1: "We're almost there."

FEMALE 1: "Think of the money we'd save! And the condo-
minium would be ours, for life!"

MALE 1: "Okay-okay, I'll call _____ for
information as soon as we get back, all right?"

FEMALE 1: "But you know what really burns me up? I bought
that new bathing suit for our vacation, and now
I don't even get to wear it!"

MALE 1: "How did I know the resort would go nudist?"

FEMALE 2: "Hi, there, Ed."

MALE 1: "Oh,..uh...Edna...Nice to...uh...see you again."

FEMALE 1: "Ed!"

LYRICS: (:11) "It's a place...much to share."

MASTERPLAN

"WE'VE GOT SO MUCH TO SHARE"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 9

FX: NOTHING, COLD BKG

ANNCR: (:19) *"Can you hear them? Those are the sands of time, slipping away on an incredible vacation offer. The _____ time-sharing program. It's a unique opportunity to insure fun-filled vacations at a condominium of your own forever. To find out how, call _____ at _____-_____. That's _____-_____. Better hurry, before the sands of time all run out."*

LYRICS: (:11) *"It's a place...much to share."*

:30 - Suggested for use with CUT 8

ANNCR: (:23) *"Is it going to be another one of...those vacations? All packed up and...nowhere to go? It doesn't have to be, if you act now. Join the _____ time-sharing program, and reserve your place in the sun and fun, forever. Best of all, what you pay for your vacation goes towards ownership of a terrific condominium. _____ time-sharing. It's where the smart money goes for fun."*

LYRICS: (:07) *"Come and join...much to share."*



IMAGE SONGS

"BUYING POWER" (reprise)

(A-6176 - punchy, energetic full group

Demonstrated for: Department Store

Customized Line: "at Shriver's Department Store"

LINE

- 1. "You get buying power (*the power that buys you more*).
- 2. Money soon runs out, credit loses clout,
- 3. Unless you've heard about buying power.
- 4. The prices that you find can boggle every mind.
- 5. It's time you got behind buying power
- 6. You get buying power (*the power that buys you more*).
- 7. Buying power! Buying power!
- 8. Makes your money do so much more for you.
- 9. Buying power! Buying power!
- 10. There's no sense spending more than you have to.
- 11. Buying power! Buying power!
- 12. You get buying power (*the power that buys you more*).
- 13. You get buying power (*the power that buys you more*).
- 14. You get buying power (*the power that buys you more*). "

CUT

- 1. :60 - Customized for demonstration purposes
- 2. :60 - Full vocal
- 3. :60 - :00 intro/:07 vocal/:20 bed/:33 vocal close
- 4. :60 - :00 intro/:07 vocal/:36 bed/:17 vocal close
- 5. :60 - :43 bed/:17 vocal close
- 6. :27 - Full vocal
- 7. :27 - :00 intro/:07 vocal/:14 bed/:06 vocal close
- 8. :27 - :21 bed/:06 vocal close
- 9. :10 - Full vocal
- 10. :60 - Instrumental
- 11. :27 - Instrumental
- 12. :10 - Instrumental

LINES:

- all lines
- all lines
- (1) (7-14)
- (1) (12-14)
- (12-14)
- (1-6)
- (1) (6)
- (6)
- (12-14)

MASTERPLAN

IMAGE SONGS

"BUYING POWER"

SUGGESTED COPY

:60 - Suggested for use with CUT 4

LYRICS: (:07) "You get buying...buys you more."
YOU: (:36) "Excuse me? What did buying power
buy you more of at _____
_____?"
WOMAN 1: "Clothes for my family."
MAN 1: "Lawn and garden supplies."
WOMAN 2: "All my towels, sheets, and stuff."
MAN 2: "Record albums."
WOMAN 1: "Toys for the kids."
MAN 1: "Books."
WOMAN 2: "A new toaster."
MAN 2: "Seat covers for my car."
YOU: "Excuse me? What did buying power
buy you more of at _____
_____?"
MAN 3: "Everything."
YOU: "Everything?"
MAN 3: "Everything!"
YOU: "Let buying power stretch your spend-
able income today, and see how far a
dollar will really go. Buying power.
Available exclusively at _____
_____."
MAN 3: "Everything."
LYRICS: (:17) "You get buying...buys you more."



"BUYING POWER"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

ANNCR: (:43) *"Oh, boy, another exciting evening with the Joneses."*

FX: COLLECTIVE YAWN

ANNCR: *"I see sister Sally is seriously studying Sumo wrestling, while brother Billy is building the Brooklyn Bridge with bullion cubes. And what's this? Mom and Dad have taken up lint collecting to while away the hours. What's (YAWN) happening?"*

MR. JONES: *"Nothing. Our budget won't allow it."*

ANNCR: *"Oh. Let's look next door at the Browns'. Looks like they're going out. What's the occasion?"*

MR. BROWN: *"Nothing."*

ANNCR: *"Nothing?"*

MR. BROWN: *"We just felt like a night on the town."*

ANNCR: *"What about your budget?"*

MR. BROWN: *"We've got buying power."*

ANNCR: *"Buying power?"*

MR. BROWN: *"The power we get from shopping at _____ . With the money we save by shopping _____'s everyday low prices, we've got money left to do the things we enjoy. That's buying power."*

ANNCR: *"Looks like the Joneses should keep up with the Browns, and get buying power."*

LYRICS: (:17) *"You get buying...buys you more."*



IMAGE SONGS

"BUYING POWER"

SUGGESTED COPY

:30 - Suggested for use with CUT 8

- MAN 1: (:21) "That'll be _____."
- MAN 2: "That much? There must be some mistake."
- MAN 1: "Yes, and you made it."
- MAN 2: "What? I've never...I...I'm growing weaker."
- MAN 1: "You're powerless...You must pay the price."
- MAN 2: "You're...you're wrong! I've got...
BUYING POWER!"
- MAN 1: "No!"
- MAN 2: "I feel my money's worth flowing back. I've got buying power because I'm gonna shop and save at _____."
- MAN 1: "Curses! Foiled by _____'s buying power again!"
- LYRICS: (:06) "You get buying...buys you more."



IMAGE SONGS

"CREATING QUITE A STIR TODAY"

(A-6175 - stylized barbershop quartet)

Demonstrated for: Ceiling Fan Company

Customized Line: "Four Blades Incorporated"

LINE

- 1. "That old ceiling fan in the parlor,
- 2. Caused quite a stir in it's day.
- 3. It whispered of beauty and comfort,
- 4. And it's back again today.
- 5. Oh, something's in the air, in the air, in the air.
- 6. Stirring up the past, oh the past is back at last.
- 7. 'Cause the best ideas never go away.
- 8. *(We're stirring up the past,)*
- 9. Creating quite a stir today.
- 10. That new ceiling fan is a'turning,
- 11. Like the turn of the century.
- 12. An easier time is returning,
- 13. 'Cause it's saving energy.
- 14. Oh, something's in the air, in the air, in the air.
- 15. Stirring up the past, oh the past is back at last.
- 16. 'Cause the best ideas never go away.
- 17. *(We're stirring up the past,)*
- 18. Creating quite a stir today."

CUT

- 1. :60 - Customized for demonstration purposes
- 2. :60 - Full vocal
- 3. :60 - :00 intro/:14 vocal/:29 bed/:17 vocal close
- 4. :60 - :00 intro/:14 vocal/:40 bed/:06 vocal close
- 5. :60 - :54 bed/:06 vocal close
- 6. :30 - Full vocal
- 7. :30 - :00 intro/:07 vocal/:17 bed/:06 vocal close
- 8. :30 - 24 bed/:06 vocal close
- 9. :10 - Full vocal
- 10. :60 - Instrumental
- 11. :30 - Instrumental
- 12. :10 - Instrumental

LINES:

- all lines
- all lines
- (1-4) (14-18)
- (1-4) (17-18)
- (17-18)
- (1-9)
- (1-2) (8-9)
- (8-9)
- (7-9)



"CREATING QUITE A STIR TODAY"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

DAVE: (:54) *"What-what on earth have you done?"*

ARNOLD: *"Like it?"*

DAVE: *"It's-it's huge. What is it?"*

ARNOLD: *"It's a ceiling fan."*

DAVE: *"I can see that. But why so big?"*

ARNOLD: *"I'm going to use it to demonstrate
how the ceiling fans here at _____
_____ can help people save
money all year round."*

DAVE: *"But they already know! That's why more
and more people are buying ceiling fans
from _____. They know the
_____, _____, and
_____ ceiling fans help evenly
distribute cool air in summer, warm air
in winter."*

ARNOLD: *"Nothing can demonstrate it as well as my
fan. Stand back."*

DAVE: *"It's not necessary. Everybody for miles
around knows _____ has the
lowest prices on the best selection of
energy efficient, money-saving ceiling fans."*

ARNOLD: *"SWITCH ON."*

FX: VISUAL EFFECTS DISC #1, SIDE 1, CUT 4 (AIR COMPRESSOR)

DAVE: *"Arnold!"*

ARNOLD: *"Now to give it full power."*

DAVE: *"I don't think this is such a good iiiii-
ddddeeeeeaaaaaaaaa."*

FX: STOP EFFECT/PAUSE

ARNOLD: *"Toto, we're not in Kansas anymore."*

LYRICS: (:06) *"We're stirring up...a stir today."*



"CREATING QUITE A STIR TODAY"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 4

LYRICS: (:14) "That old ceiling...back again today."

CYNTHIA: (:40) "Oh, Margaret, you got a ceiling fan!"

MARGARET: "Yeah...Stan bought it at _____
_____. It's a _____."

CYNTHIA: "It's beautiful. I guess you got it be-
cause it's so energy efficient...evenly
distributing the cool air in summer, and
the warm air in winter."

MARGARET: "No, actually we got it..."

CYNTHIA: "I know. It's because _____
_____ is having a sale!"

MARGARET: "No. Their everyday low prices on _____
_____, _____, and _____
_____ are as good as most people's
sale prices."

CYNTHIA: "You didn't get it because it's energy
efficient...And you didn't buy it because
_____ is having a sale...
Uhmmm...I give up. Why did you get a ceil-
ing fan?"

MARGARET: "Because it's just like the one my grand-
mother had in her parlor. Oh, I loved
that old fan."

CYNTHIA: "I know what you mean...My grandmother
had one, too. Maybe I can get Ralph to
go by _____ and get one
for me."

LYRICS: (:06) "We're stirring up...a stir today."



IMAGE SONGS

"CREATING QUITE A STIR TODAY"

SUGGESTED COPY

:30 - Suggested for use with CUT 8

ANNCR: (:24) *"Every where you go nowadays...shops, restaurants, other people's homes, you see ceiling fans. And it's not just part of some...nostalgia craze. Ceiling fans make good sense for today's energy conscious homeowner. You see, ceiling fans can help lower your energy cost by evenly distributing cool air in summer, warm air in winter. Check into it, at _____, offering _____, _____, and _____."*

LYRICS: (:06) *"We're stirring up...a stir today."*



IMAGE SONGS

"THE TASTE EXPLOSION"

(A-6171 - bouncy, contemporary theme with explosive accents)

Demonstrated for: Soft drink bottler

Customized Line: "at A-Treats"

LINE

1. "Sensational! Temptational!
2. It's the taste explosion!
3. Dancin', jumpin', heart-thumpin',
4. It's the taste explosion!
5. Building, growing, never slowing,
6. Bursting, pounding, overflowing!
7. The taste explosion! (*It's happened!*)
8. Flip the lid. Pop the top,
9. On a great explosion in taste.
10. It's gettin' 'round, covering ground.
11. It's all over the place with
12. Shakes and quakes, kicks and knocks
13. Rumbles, tremors and aftershocks!
14. It's the taste explosion! (*It's happened!*)"

CUT

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :00 intro/:09 vocal/:23 bed/:27 vocal close
4. :59 - :00 intro/:09 vocal/:44 bed/:06 vocal close
5. :59 - :53 bed/:06 vocal close

6. :32 - Full vocal
7. :32 - :00 intro/:09 vocal/:18 bed/:05 vocal close
8. :32 - :27 bed/:05 vocal close
9. :11 - Full vocal

10. :59 - Instrumental
11. :32 - Instrumental
12. :11 - Instrumental

LINES:

- all lines
- all lines
- (1) (8-13)
- (1) (13)
- (13)

- (1-7)
- (1) (7)
- (7)
- (6-7)



"THE TASTE EXPLOSION"
SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 9

- ABNER: (:49) "Before _____ came to town, a lot of folks had a short fuse."
- BARNSWORTH: "I did not."
- ABNER: "I wasn't referring to anybody in particular."
- BARNSWORTH: "Oh, now you're calling me peculiar."
- ABNER: "I didn't say any such thing...Shut up and drink your _____."
- BARNSWORTH: "Don't mind if I do."
- ABNER: "Course you don't mind, and you know why? 'Cause _____ doesn't have a spec of caffeine. That's more than a lot of soft drinks sold today can say."
- BARNSWORTH: "If they could talk."
- ABNER: "It was just a figure of speech!"
- BARNSWORTH: "Simmer down. Here, have a swig of my _____."
- ABNER: (GULP) "Thanks, I needed that."
- BARNSWORTH: "Now, you were saying?"
- ABNER: "Oh, that's right. Before _____ came to town, a lot of folks had a short fuse, but _____'s crisp, clear, caffeine-free taste defused the situation."
- BARNSWORTH: "And just how did it do that?"
- ABNER: "Wait."
- FX: EXPLOSION
- BARNSWORTH: "Wow!"
- ABNER: "Try _____ . It's a blast."
- LYRICS: (:11) "Bursting, pounding, overflowing...It's happened!"

MASTERPLAN

"THE TASTE EXPLOSION"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 11

FX: HOSPITAL BKG

DOCTOR: (:49) *"This doesn't look good."*

NURSE: *"Of course it doesn't. This is radio."*

DOCTOR: *"No, I meant that another patient just checked into the hospital."*

NURSE: *"No! What is it?"*

DOCTOR: *"A large building with doctors and nurses."*

NURSE: *"What's the problem?"*

DOCTOR: *"Over-exposure."*

NURSE: *"Over-exposure?"*

DOCTOR: *"I see you agree. Worst epidemic in years. Comes from eating the same boring food, day after day. Mealtime loses all meaning."*

NURSE: *"Is there a cure?"*

DOCTOR: *"Is there?!"*

NURSE: *"That's what I asked."*

DOCTOR: *"Of course there's a cure. _____
_____."*

NURSE: *"_____ is a cure?"*

DOCTOR: *"_____ is a restaurant. _____
_____ 's exciting dishes are the
cure. _____ 's meals are a
real taste explosion. Excuse me, nurse, but
you look like you could be suffering from a
touch of over-exposure. Would you care to
join me at _____?"*

NURSE: *"Funny, I didn't notice that you were coming
apart."*

LYRICS: (:11) *"Bursting, pounding, overflowing...It's happened!"*



"THE TASTE EXPLOSION"
SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

VOICE 1: (:27) *"What do you get when you cross steaming, fluffy buttermilk biscuits, fresh from the oven, with rich'n'thick gravy featuring tender chunks of lean sausage?"*

VOICE 2: *"You wanna know what I get?"*

VOICE 1: *"Yeah."*

VOICE 2: *"Hungry."*

VOICE 1: *"Then hurry on over to _____, and start enjoying their new sausage and gravy biscuits for breakfast. While other folks are shooting off their mouths, _____ is shooting the works for breakfast, right now!"*

LYRICS: (:05) *"The taste explosion! It's happened!"*



IMAGE SONGS

"WE'RE NOT JUST FOR SHOW"

(A-6173 - rousing Broadway-style overture)

Demonstrated for: Dinner Theater

Customized Line: "The Beverly Dinner Playhouse"

LINE

1. " (*This is real entertainment.*) We're not just for show!
2. Tonight's the night, a night you'll take to heart.
3. Tonight's the night, the show's about to start.
4. Such fabulous food, such laughter and fun.
5. This show could be held for a second run!
6. This is real entertainment you know.
7. (*This is real entertainment.*) We're not just for show!
8. Tonight's the night, a gala night for you.
9. Tonight's the night, we're ready, cast and crew.
10. We know our craft. We love the applause.
11. But most of all we're lovin' what we do because
12. This is real entertainment you know.
13. (*This is real entertainment.*) We're not just for show!"

CUT

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :00 intro/:06 vocal/:28 bed/:25 vocal close
4. :59 - :00 intro/:06 vocal/:47 bed/:06 vocal close
5. :59 - :53 bed/:06 vocal close

6. :31 - Full vocal
7. :31 - :00 intro/:06 vocal/:19 bed/:06 vocal close
8. :31 - :25 bed/:06 vocal close
9. :10 - Full vocal

10. :59 - Instrumental
11. :31 - Instrumental
12. :10 - Instrumental

LINES:

- all lines
- all lines
- (1) (8-13)
- (1) (13)
- (13)

- (1-7)
- (1) (7)
- (7)
- (6-7)



"WE'RE NOT JUST FOR SHOW"
SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 4

LYRICS: (:06) "This is real...just for show!"

VOICE 1: (:47) "I'm never gonna let you forget this,
Richard."

VOICE 2: "But, Linda, it was an accident."

VOICE 1: "It was no accident. All I wanted to
do tonight was to go to the _____
_____ and see _____ ap-
pearing in '_____', ' but
noooooo."

VOICE 2: "That's not fair, Linda."

VOICE 1: "Not fair?"

VOICE 2: "Okay, okay...I tell you what. _____
_____ will be appearing in '_____
_____ ' at the _____
_____ through _____. I promise
we'll go."

VOICE 1: "Now you promise."

VOICE 2: "About this evening, I was wrong."

VOICE 1: "Whoever heard of a dinner theater doing
the unabridged version of 'THE RISE AND
FALL OF THE ROMAN EMPIRE'?"

VOICE 2: "You've got to admit they did well until...
well, you know."

VOICE 1: "Hannibal crossing the Alps with his ele-
phants?"

VOICE 2: "Look, the manager gave us our money back,
and these passes to the next show."

VOICE 1: "I wonder how they'll top this?"

VOICE 2: "It's the road company of 'RAISE THE TITANIC.'"

VOICE 1: "Richard."

VOICE 2: "I know. _____."

LYRICS: (:06) "This is real...just for show!"



IMAGE SONGS

"WE'RE NOT JUST FOR SHOW"
SUGGESTED COPY

:60 - Suggested for use with CUT 9

YOU: (:03) *"Entertainment, like beauty, is in the eye of the beholder."*

FX: (:03) IM-10, SIDE 2, CUT 11, "AMAZING FEAT"

MAN #1: (:08) *"Ladies and gentlemen, Chez Bosco is happy to present another in our series of great educational slide shows, Inside The Amoeba."*

FX: (:02) Three claps, one person, very slow

MUSIC: (:05) IM-1, SIDE 2, CUT 4, Played at 45 rpm

MAN #2: (:05) *"Appearing in the center aisle, The Great Randini's Flea Circus!"*

MUSIC: (:07) IM-6, SIDE 2, CUT 3, Played at 45 rpm

MAN #3: (:05) *"Most honored guests, House of Fu On You preased to present Samuri waiter."*

FX: (:03) KARATE YELL & WOOD-BREAKING

MUSIC: (:08) IM-7, SIDE 2, CUT 13, "YOU WERE THERE"

MAN #4: (:07) *"Hey, there, all you bobby-sockers, it's time for our fabulous fifties salute to the hits of Ray Peterson... uh...the hit of Ray Peterson."*

YOU: (:12) *"For fine food and entertainment you can be sure of, come to _____, where _____ will be appearing in _____ through _____. That's _____."*

LYRICS: (:10) *"This is real...just for show!"*



IMAGE SONGS

"WE'RE NOT JUST FOR SHOW"
SUGGESTED COPY

:30 - Suggested for use with CUT 8

MAN: (:25) "Why don't we...?"
WOMAN: "We did that last week."
MAN: "Right. Well, we could always..."
WOMAN: "Didn't care for it much the last
time we tried it, remember?"
MAN: "Oh, yeah...There's always..."
WOMAN: "It makes me break out in hives."
MAN: "Uh...well, I'm fresh outta ideas.
Do you have any?"
WOMAN: "What about...?"
MAN: "Too expensive."
WOMAN: "I know! Let's go to _____
_____. We'll get dinner and a
fantastic show for just _____!"
MAN: "_____. Glad I
thought of it."
WOMAN: "You thought of it?! I thought of
_____!"
LYRICS: (:06) "This is real...just for show!"



IMAGE SONGS

"JOIN THE ALL STAR TEAM"

(A6185 - uptempo, contemporary driving beat)

Demonstrated For: Car Dealer

Customized Line: "Ed's All Star Cars"

LINE

1. When you want to get somethin', somethin' kind of special.
2. You know who you got to see. The All Stars.
3. You got'a try'em and then you'll buy'em.
4. They're too good to pass up. The All Stars.
5. All Stars. Join the All Stars. All Stars. Join the All Star Team.
6. All Stars. Be an All Star. All Stars. Join the All Star Team.
7. Join the All Stars. Join the All Stars. (*Join the All Star team.*)
8. Ooh, you won't believe what your gonna see. Ooh, you
9. Won't believe what your gonna hear. He'll make you a deal
10. On the car of your dreams. He'll make it easy. Ooh,
11. He'll make you feel good. Got'a try'em and then you'll
12. Buy'em. They're too good to pass up.
13. All Stars. Join the All Stars. All Stars, join the All
14. Stars. All Stars, join the All Stars team. (*The All Star Team.*)

CUT

1. :60 - customized for demonstration purposes
2. :60 - full vocal
3. :60 - :02 intro/:27 vocal/:21 bed/:10 vocal close
4. :60 - :02 intro/:11 vocal/:37 bed/:10 vocal close
5. :60 - :50 bed/:10 vocal close
6. :30 - full vocal
7. :30 - :02 intro/:06 vocal/:17 bed/:05 vocal close
8. :30 - :25 bed/::05 vocal close
9. :10 - full vocal
10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-7)(13-14)
- (1-4)(13-14)
- (13-14)
- (1-7)
- (1-2)(7)
- (7)
- (13-14)

IMAGE SONGS

:60 - Suggested for use with CUT 4

VOICE 1: (:02) "_____."

LYRICS: (:11) "When you want...The All Stars!"

VOICE 1: (:37) "We're talking with Ted Barnes who just signed an exciting _____ deal with the _____ All Stars. Could you tell us, Ted, what it took to become an All Star?"

VOICE 2: "Not as much as I thought."

VOICE 1: "Really?"

VOICE 2: "Sure. Frankly, I was surprised at the deal I could swing with _____."

VOICE 1: "Ted, there's all ready been some talk of trade. Could you tell us about that?"

VOICE 2: "It's no secret. The trade-in offer _____ made me was too good to pass up. It's great to deal with pros."

VOICE 1: "Well, Ted, it sounds like _____ is shaping up to be another great year for the _____ All Stars."

VOICE 2: "It certainly does."

VOICE 1: "Before we go, do you have any advice for our listeners who want to become All Stars?"

VOICE 2: "Just that the only place they can go to do that is _____, _____, _____, the home of All Star deals."

LYRICS: (:10) "All Stars...All Star Team."



IMAGE SONGS

:30 - Suggested for use with CUT 8

- VOICE 1: (:25) "Okay, where are they?"
VOICE 2: "They who?"
VOICE 1: "Robert Redford."
VOICE 2: "Robert Red...?"
VOICE 1: "Well, then, Sylvester Stallone."
VOICE 2: "Who?"
VOICE 1: "You know, the star attractions here at _____ everyone is talking about."
VOICE 2: "The star attractions. Oh, the stars are the cars; the new _____ models here at _____. Real beauties, aren't they?"
VOICE 1: "You mean...there's nobody here?"
VOICE 2: "Well...Just Sinatra."
VOICE 1: "Frank?!"
VOICE 2: "Leonard. The janitor."
VOICE 1: "Can I have his autograph? And a new _____ star attraction to go?"
LYRICS: (:05) "Join the All...All Star Team."

:30 - Suggested for use with CUT 10

- YOU: (:20) "It's opening night, _____ day _____, the star-studded premiere of the new date models at _____. It's an all-star line-up of everything from fuel-conscious economy models to the most luxurious of luxury cars. And you're invited! Free food! Refreshments! Prizes! _____ day _____, at _____! Headquarters of the All Star Team!"
LYRICS: (:10) "All Stars...All Star Team!"



IMAGE SONGS

"IT'S A GREAT WAY OF LIFE"

(A6185 - positive contemporary)

Demonstrated For: Condominiums

Customized Line: "Spring Creek Condominiums"

LINE

- 1. It's a great way of life. (*Living nice and easy.*)
- 2. A great lifestyle for you. An adventure that's new. It's a great way of life.
- 3. Modern as tomorrow. Affordable today.
- 4. It's a great way of life. (*A great way of life.*)
- 5. It's a great way of life. Exciting and new design for you.
- 6. A great way of life. Set the pace you got livin' to do.
- 7. Modern as tomorrow. Affordable today.
- 8. It's a great way of life. (*A great way of life.*)

CUT

- 1. :60 - customized for demonstration purposes
- 2. :60 - full vocal
- 3. :60 - :02 intro/:15 vocal/:30 bed/:13 vocal close
- 4. :60 - :02 intro/:06 vocal/:44 bed/:08 vocal close
- 5. :60 - :52 bed/:08 vocal close

- 6. :30 - full vocal
- 7. :30 - :02 intro/:05 vocal/:15 bed/:08 vocal close
- 8. :30 - :22 bed/:08 vocal close
- 9. :10 - full vocal

- 10. :60 - instrumental
- 11. :30 - instrumental
- 12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-2)(7-8)
- (1)(8)
- (8)

- (1-4)
- (1)(4)
- (4)
- (3-4)

MASTERPLAN

IMAGE SONGS

:60 - Suggested for use with CUT 5

- VOICE 1: (:52) "Come, now, Donaldson. Did you really expect to fool the IRS?"
- VOICE 2: "But it's true!"
- VOICE 1: "Let me see if I've got this straight. You're telling me that you've got a _____ condominium, and it only costs you \$____.____ a month, right?"
- VOICE 2: "That's right."
- VOICE 1: "That's wrong, Donaldson. If _____ condominiums were so cheap, everyone would have one."
- VOICE 2: "But-but more people do, every day. It's time-sharing. That's why it costs only \$____.____ a month. For that I get two wonderful weeks at my _____ condominium each year. Or I can trade my two weeks there for time at one of _____'s other fabulous resorts."
- VOICE 1: "Last chance, Donaldson."
- VOICE 3: "Wait, chief. His story checks out."
- VOICE 1: "What?"
- VOICE 2: "See? It's like _____'s commercials say... 'It's a great way of life!'"
- VOICE 1: "Yeah, yeah..."
- VOICE 2: "Does this mean I can go now. See, I've got to pick my DeLorean up at the shop."
- VOICE 1: DeLorean?
- VOICE 2: "Did I say DeLorean? I meant Volkswagen."
- VOICE 1: "Down, Donaldson!"
- LYRICS: (:08) "It's a great...way of life!"



"IT'S A GREAT WAY OF LIFE"

IMAGE SONGS

:30 - Suggested for use with CUT 8

VOICE 1: (:22) *"Then the bear ate my sleeping bag."*

VOICE 2: *"Cindy brought me a beautiful bouquet...
of poison ivy."*

VOICE 1: *"And the tent burned down."*

VOICE 2: *"All in all, camping out didn't save
us much money."*

VOICE 1: *"This year we're gonna vacation in style."*

VOICE 2: *"You bought a tent with a built-in smoke
detector?"*

VOICE 1: *"I signed up for _____ time-
sharing. For as little as \$____ a month,
we can spend two fun-filled weeks in a fabu-
lous resort."*

VOICE 2: *"_____ time-sharing?"*

VOICE 1: *"Right. I found them in the white pages of
our phone book. Oh, look, dear, here's a pic-
ture of Ruf being beaten up by a gang of squirrels."*

LYRICS: (:08) *"It's a great...way of life."*

:30 - Suggested for use with CUT 10

YOU: (:20) *"_____ 's time-sharing pro-
gram. It's not for everyone. It's only
for those of you who value your money as
much as you do a good time at a fabulous
resort hideaway. Well...I guess it is
for everyone. But then, it can't be, 'cause
there's only so much _____
to go around. So if you want to join, you'd
better hurry. Enough said."*

LYRICS: (:10) *"Modern as tomorrow...way of life!"*



IMAGE SONGS

"WE'RE OUTSTANDING IN YOUR FIELD"

(A6183 - contemporary country)

Demonstrated For: Grain Store

Customized Line: "Clinton Grain and Feed"

LINE

1. We're outstanding in your field. Like your agricultural needs.
2. If your a city farmer with a few rows to hoe? A big time
3. Rancher, lots of crops to grow? Plantin' time
4. Til harvest and all times in between?
5. We're outstanding in your field.
6. (*Outstanding in your field.*)
7. We're outstanding in your field.
8. Cattleman or farmer. We've got the lastest things
9. To give the biggest yeild. Dairyman, a horseman, gentleman farmer too.
10. We're outstanding in your field. (*Outstanding in your field.*)
11. We're outstanding in your field.

CUT

1. :60 - customized for demonstration purposes
2. :60 - full vocal
3. :60 - :02 intro/:06 vocal/:28 bed/:24 vocal close
4. :60 - :02 intro/:06 vocal/:41 bed/:11 vocal close
5. :60 - :49 bed/:11 vocal close

6. :30 - full vocal
7. :30 - :02 intro/:06 vocal/:14 bed/:08 vocal close
8. :30 - :22 bed/:08 vocal close
9. :10 - full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
all lines
(1)(8-11)
(1)(10-11)
(10-11)

(1-6)
(1)(5-6)
(5-6)
(6-7)



IMAGE SONGS

:60 - Suggested for use with CUT 3

VOICE: (:02) " _____ ."

LYRICS: (:06) "We're outstanding in...your agricultural needs."

VOICE: (:28) "Mother Nature might be a woman, but she's no lady. She's fickle, soaking your fields with enough rain to float an Ark one year, turning'em to dust with an overdose of the sun the next. Still, you've got to learn to live with her, for better or worse as the preacher might say. And that's where _____ comes in. For over _____ years, the folks at _____ have been helping this difficult relationship work, with expert advice and quality products for your crops. _____ . Think of them as a marriage counselor between your farm and Mother Nature."

LYRICS: (:24) "Cattleman or farmer...in your field."

:30 - Suggested for use with CUT 8

VOICE: (:22) "My grandmother once told me to put my money in land, because they're not making any more of it. Well, she was right. They're not. Which means that to keep up with the growing market demand, I've got to make the land I've got produce more. And for that, I put my money on _____ . At _____ they've got everything I need to increase my yield. Grandmother would have liked _____ ."

LYRICS: (:08) "We're outstanding in...in your field."



"WE'RE OUTSTANDING IN YOUR FIELD"

IMAGE SONGS

:30 - Suggested for use with CUT 7

VOICE: (:02) " _____ ."

LYRICS: (:06) "We're outstanding in...your agricultural needs."

VOICE: (:14) *"There are a lot of experts saying the family farm is on the endangered species list, headed for extinction. Not _____ . They're here to help the family farm grow, in every sense of the word, and that's worth knowing. _____ ."*

LYRICS: (:08) "We're outstanding in...in your field."



IMAGE SONGS

"FOR THAT EXTRA MEASURE OF FASHION"

(A6180 - bright MOR)

Demonstrated For: Women's Clothing Store

Customized Line: "Fashion Conspiracy"

LINE

1. When you look right, your gonna feel right.
2. When your clothes are in style, your gonna be at your best.
3. When the clothes you wear make the right impression,
4. You know its worth it. Its just a question of the clothes you wear.
5. For that extra measure of fashion, *(We'll help you feel so right.)*

CUT

1. :60 - customized for demonstration purposes
2. :60 - full vocal
3. :60 - :06 intro/:14 vocal/:22 bed/:18 vocal close
4. :60 - :06 intro/:07 vocal/:29 bed/:18 vocal close
5. :60 - :42 bed/:18 vocal close
6. :30 - full vocal
7. :30 - :00 intro/:07 vocal/:06 bed/:17 vocal close
8. :30 - :14 bed/:16 vocal close
9. :10 - full vocal
10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-2)(5)
- (1)(5)
- (5)
- (1-2)(5)
- (1)(5)
- (5)
- (5)



"FOR THAT EXTRA MEASURE OF FASHION"

IMAGE SONGS

:60 - Suggested for use with CUT 5

FEMALE 1: (:42) "You've heard the old saying, 'the more, the merrier?' Well, don't you believe it."

FEMALE 2: "What's the matter?"

FEMALE 1: "Can't you tell? Just because there's more of me, I'm left out of fashion. You don't know how happy it would make me if I could just find a store with clothes that look and feel right on me."

FEMALE 2: "Really? Have you tried _____
_____?"

FEMALE 1: "Where?"

FEMALE 2: "_____, at _____
_____. It's the store with that 'extra measure of fashion' for gals who can use all the help they can get."

FEMALE 1: "You've got my attention."

FEMALE 2: "_____ caters to the more than generously proportion ladies among us who are still fashion conscious."

FEMALE 1: "That's me all over."

FEMALE 2: "And _____ offers a complete selection of clothes for any occasion without making a big fuss about it, or tacking on extra dollars to the price tags."

FEMALE 1: "Wonderful! You don't know how happy this has made me."

FEMALE 2: "Happy enough to buy some more band candy from our little Harold."

FEMALE 1: "You must be kidding."

LYRICS: (:18) "For that extra...feel so right."



IMAGE SONGS

:30 - Suggested for use with CUT 10

YOU: (:20) *"There are those of you listening right now who don't equate high prices with high fashion. You know who you are. Well, we've got just one thing to say about this...GOOD FOR YOU! You're the kind of people who have made _____ what it is today...POPULAR! That's because _____ is the store where you can find the extra measure of fashion without paying extra for it!"*

LYRICS: (:10) *"For that extra...feel so right."*

:30 - Suggested for use with CUT 8

VOICE: (:14) *"Who draws the line when it comes to fashion? Does fashion stop at a certain size? Not at _____, the store with the extra measure of fashion. At _____, you can never outgrow the good looks in the latest designer clothes. You'll see, and save, because _____ is also the store that sees you get the extra measure of fashion without paying extra for it."*

LYRICS (:16) *"For that extra...feel so right."*



IMAGE SONGS

"WE'VE GOT THE FRESHEST TASTE AROUND"

(Y-5082 - soft, contemporary)

USE: BAKERY

LINES:

1. "The sun's rising, breads baking,
2. we've been working for hours.
3. Baking those fresh milled flours.
4. Rise and greet the morning with hot donuts.
5. Take a slice of fresh bread.
6. Fill a sandwich with homemade goodness.
7. What a taste.
8. We've got the freshest taste around.
9. *Take a bite of sunshine.*
10. We've got the freshest taste around.
11. The freshest taste around.
12. The sun's rising,
13. We've got the freshest taste around.
14. The bread's baking.
15. Flaky fruit pies.
16. Taste the warm goodness that satisfies.
17. Fill a sandwich with homemade goodness.
18. What a taste.
19. We've got the freshest taste around.
20. *Take a bite of sunshine.*
21. We've got the freshest taste around."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro/:31 vocal/:19 bed/:10 vocal close
4. :60 - :00 intro/:10 vocal/:40 bed/:10 vocal close
5. :60 - :50 bed/:10 vocal close

6. :30 - Full vocal
7. :30 - :00 intro/:10 vocal/:11 bed/:09 vocal close
8. :30 - :21 bed/:09 vocal close
9. :10 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-10)(19-21)
- (1-3)(19-21)
- (19-21)

- (1-10)
- (1-3)(8-10)
- (8-10)
- (8-10)



IMAGE SONGS

"WE'VE GOT THE FRESHEST TASTE AROUND"

SUGGESTED COPY

:60 - Suggested for use with CUT 5

YOU: (:50) "Legend has it that what we know today as sandwiches originated because of the Earl of Sandwich's reluctance to leave the gambling tables. The stories don't say how the novel edibles effected the Earl's luck. It's sad to admit, but some people are still gambling when it comes to the quality of sandwiches, and losing. That's because the quality of the individual ingrediants really do effect the overall flavor. When you start with fresh baked breads, then add premium domestic and foreign meats and cheeses, garden fresh vegetables, then top it all off with distinctly different sauces, as _____ does, you're bound to be a winner in the final tally. Choose roast beef, salami, pastrami, ham, turkey, corned beef, bologna, whatever, separate or in combination... _____ is ready to make your sandwich, fresh. So why gamble on quality and good taste? When you're holding a sandwich made by _____, you're holding a winning hand. _____, conveniently located at _____."

LYRICS: (:10) "We've got the...freshest taste around."



IMAGE SONGS

"WE'VE GOT THE FRESHEST TASTE AROUND"

SUGGESTED COPY

:30 - Suggested for use with CUT 8

YOU: (:21) *"Ever notice how you can taste some things with your nose? Take fresh bread, for example. The aroma alone is enough to send your taste buds into fits of ecstasy. If it's been a while since you've treated your nose to a good whiff of fresh baked breads and pastries, bring it along on your next visit to _____. To find _____, just follow your nose. It knows the way."*

LYRICS: (:09) "We've got the...freshest taste around."

:30 - Suggested for use with CUT 7

LYRICS: (:10) "The sun's rising...fresh milled flours."

YOU: (:11) *"No matter how you slice them, regular loaves of bread from a grocery store shelf don't stack up to _____'s fresh baked breads. The smell will tell you more than words can say, so smell a loaf of _____'s fresh baked bread today."*

LYRICS: (:10) "We've got the...freshest taste around."



IMAGE SONGS

"WE CARE ABOUT THOSE YOU CARE ABOUT"

(Y-5082 - soft ballad)

USE: NURSING HOME

LINES:

1. "It's nice to know there's a happy place.
2. Where the one you love can be cared for.
3. Lovingly, caringly, tenderly.
4. We care about those you care about.
5. *Extending all your love and concern.*
6. It's nice to know there's a modern place
7. where the one you love can be cared for,
8. professionally, dependably and caringly.
9. We care about those you care about
10. *Extending all your love and concern."*

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :02 intro/:27 vocal/:20 bed/:11 vocal close
4. :60 - :02 intro/:09 vocal/:38 bed/:11 vocal close
5. :60 - :49 bed/:11 vocal close

6. :30 - Full vocal
7. :30 - :02 intro/:10 vocal/:08 bed/:10 vocal close
8. :30 - :20 bed/:10 vocal close
9. :10 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-5)(9-10)
- (1-2)(9-10)
- (9-10)

- (1-5)
- (1-2)(4-5)
- (4-5)
- (4-5)



IMAGE SONGS

:60 - Suggested for use with CUT 5

- YOU: (:49) "What do you think of when I say the word, 'home'?"
- VOICE 1: "Warmth."
- VOICE 2: "Love."
- VOICE 3: "Family."
- YOU: "Good. What about the term, 'nursing home'?"
- VOICE 1: "Uh...Antiseptic atmosphere."
- VOICE 2: "Kinda...joyless...Tedious."
- VOICE 3: "I'd rather not think about it."
- YOU: "I see. Isn't it odd how a word with such pleasant connotations can be so completely changed when you add another word that means professional care? _____ would like to change the way most people think of nursing homes. You see, the people at _____ believe you don't have to sacrifice the homey atmosphere for the sake of professional care. In fact, the positive attributes of home are an important part of the treatment program for each _____ patient. Home is important to the mental attitude...the frame of mind so conducive to overall well being. See for yourself, and those you love and care about. _____ will change the way you think about nursing homes for good. Call _____ today. In the Yellow Pages under Hospital Consultants. _____."
- LYRICS: (:11) "We care about...love and concern."



"WE CARE ABOUT THOSE YOU CARE ABOUT"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:20) *"The decision to seek professional care for someone you care about is probably the toughest decision you'll ever have to make. Having all the necessary information you'll need to make the right decision can ease your burden, though. That's why _____ has prepared a brochure explaining its philosophy, facilities, and services offered. To get yours, call _____ today. _____, in the Yellow Pages under Hospital Consultants."*

LYRICS: (:10) *"We care about...love and concern."*

:30 - Suggested for use with CUT 7

YOU: (:02) *"_____."*

LYRICS: (:10) *"It's nice to...be cared for."*

YOU: (:08) *"_____ combines a homey environment with the professional care your loved ones need and deserve. To find out more, call _____."*

LYRICS: (:10) *"We care about...love and concern."*



DISC 44, SIDE 2, GROUP 1

LYRICS AND INDEX

IMAGE SONGS

"WE'RE THE MAIN ATTRACTION"

(A-6179 - uptempo, contemporary)

USE: CINEMA THEATERS

LINES:

1. "We're the main attraction.
2. We're the star of the show.
3. We're the only place to go
4. when you want to laugh,
5. when you want to cry.
6. The movies, the movies,
7. what would life be without the movies.
8. We're the main attraction.
9. *We're the main attraction.*
10. When you want a love story
11. or sci-fi adventure,
12. or a western shoot out.
13. It's all right here,
14. all right here.
15. We're the main attraction.
16. We're the star of the show.
17. We're the only place to go.
18. We're the main attraction.
19. *We're the main attraction."*

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :02 intro/:06 vocal/:21 bed/:31 vocal close
4. :60 - :02 intro/:06 vocal/:46 bed/:06 vocal close
5. :60 - :54 bed/:06 vocal close

6. :30 - Full vocal
7. :30 - :02 intro/:06 vocal/:17 bed/:03 vocal close
8. :30 - :26 bed/:03 vocal close
9. :10 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-2)(10-19)
- (1-2)(18-19)
- (18-19)

- (1-9)
- (1-2)(9)
- (9)
- (17-19)



"WE'RE THE MAIN ATTRACTION"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

VOICE 1: (:54) *"Wilson's residence."*

VOICE 2: *"Hi, Sherri. This is Mr. Wilson. How are the kids?"*

VOICE 1: *"Mr. Wilson?"*

VOICE 2: *"Yes."*

VOICE 1: *"Where have you been?"*

VOICE 2: *"To the _____, just like we told you before we left."*

VOICE 1: *"But that was..."*

VOICE 2: *"I know we said we'd be home early, but we decided to stay for all the shows here at the _____."*

VOICE 1: *"All the shows?"*

VOICE 2: *"Yes. You know the _____ has _____ screens. And the popcorn! Delicious."*

VOICE 1: *"But, Mr. Wilson, you said..."*

VOICE 2: *"And the seats. Comfortable doesn't begin to describe them."*

VOICE 1: *"I know, but..."*

VOICE 2: *"Look, I gotta go back in. The next movie's about to start."*

VOICE 1: *"Next movie?!"*

VOICE 2: *"Yes. I can see why the call the _____ 'The Main Attraction.' I've never been anyplace quite like it. By the way, Sherri, how are the kids?"*

VOICE 1: *"Well, Kenny graduated from high school and is now studying medicine, and Maxine got married and is going to have a baby."*

VOICE 2: *"That's nice. Well, gotta run, Sherri. See you...at the movies."*

VOICE 1: *"Mr. Wilson?"*

LYRICS: (:06) *"We're the main...the main attraction."*



"WE'RE THE MAIN ATTRACTION"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:26) *"At a time when movies have never been better, it's a shame some theaters haven't kept pace."*

VOICE 1: *"They're not making as many good Super 8 releases as they used to..."*

VOICE 2: *"Sure we got Dolby sound systems. Harry Dolby, the maintenance guy, put'em in."*

YOU: *"To see today's top films at their best, see'em at the _____.
They've got 70mm screens, Dolby sound systems, and some of the most comfortable seats around. _____."*

LYRICS: (:03) *"We're the main attraction."*

:30 - Suggested for use with CUT 7

YOU: (:02) *"_____."*

LYRICS: (:06) *"We're the main...of the show."*

YOU: (:17) *"The _____ would never consider stealing the show away from today's stars. Still, we think there's a lot to be said for our comfortable seating, climate controlled and clean auditoriums, and delicious snack bar treats. Come to the _____
_____ and see if you don't agree!"*

LYRICS: (:03) *"We're the main attraction."*



IMAGE SONGS

"WE'LL KEEP YOU IN BUSINESS"

(A-6179 - uptempo, contemporary)

USE: OFFICE SUPPLY STORE

LINES:

- 1. "We'll keep you in business
- 2. *With all of your office supplies.*
- 3. Ways to help your business
- 4. we'll get you organized.
- 5. We've got things to make you life
- 6. a little smoother through the day.
- 7. Little ways to save your time.
- 8. You're busier each day.
- 9. We'll keep you in business
- 10. *With all of your office supplies.*
- 11. Day after day you know efficiencies a must.
- 12. So when supplies around the office
- 13. start getting kind of low,
- 14. remember us, the one's you trust.
- 15. We'll help your business grow.
- 16. We'll keep you in business
- 17. *With all of your office supplies."*

CUT:

- 1. :60 - Customized for demonstration purposes
- 2. :60 - Full vocal
- 3. :60 - :01 intro/:24 vocal/:27 bed/:07 vocal close
- 4. :60 - :01 intro/:05 vocal/:46 bed/:07 vocal close
- 5. :60 - :52 bed/:07 vocal close
- 6. :30 - Full vocal
- 7. :30 - :01 intro/:05 vocal/:19 bed/:05 vocal close
- 8. :30 - :25 bed/:05 vocal close
- 9. :10 - Full vocal
- 10. :60 - instrumental
- 11. :30 - instrumental
- 12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-8)(16-17)
- (1-2)(16-17)
- (16-17)
- (1-10)
- (1-2)(9-10)
- (9-10)
- (9-10)



"WE'LL KEEP YOU IN BUSINESS"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

- VOICE 1: (:52) *"Do you come to the park often?"*
- VOICE 2: *"Every day since I lost everything I had in the market."*
- VOICE 1: *"The stock market?"*
- VOICE 2: *"No, the supermarket. I lost my briefcase there. It had my secret to my success in it."*
- VOICE 1: *"What was it? A blueprint?"*
- VOICE 2: *"No."*
- VOICE 1: *"A chemical formula?"*
- VOICE 2: *"No."*
- VOICE 1: *"Then what was it?"*
- VOICE 2: *"_____ 's telephone number."*
- VOICE 1: *"What?"*
- VOICE 2: *"_____ 's telephone number. See, I got all my office supplies from _____. They not only kept me in business, but helped me become a success, because I could always depend on _____ 's quality products, complete selection, and fast service. It wasn't the same after I lost _____ 's number. First we ran out of paperclips. Next it was correction tape. You could see the company slipping away."*
- VOICE 1: *"Why didn't you look _____ 's number up in the Yellow Pages under Office Supplies?"*
- VOICE 2: *"The Yellow Pages?! Why didn't I think of that?! I'll call _____ right away. With _____ 's number, I can make something of myself again."*
- VOICE 1: *"By the way, what line of work were you in?"*
- VOICE 2: *"I was the world's largest manufacturer of men's spats."*
- LYRICS: (:07) *"We'll keep you...your office supplies."*



IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:25) *"People once said that behind every successful man was an ambitious woman. Well, times have changed. Today that ambitious woman is most likely working on a career of her own. So who's left to back up these men and women on their rise to the top? _____, that's who! In this world of ever-increasing supply and demand, _____ is ready to supply anything your business demands. _____, backing today's successful men and women."*

LYRICS: (:05) *"We'll keep you...your office supplies."*

:30 - Suggested for use with CUT 7

YOU: (:01) *"Today."*

LYRICS: (:05) *"We'll keep you...your office supplies."*

YOU: (:19) *"Today. That's when you want most office supplies. You don't want to wait a week, a day, or even an hour, if need be. At _____ they understand your need for immediate delivery. That's why they have _____ trucks on hand, ready to deliver at a moment's notice. Now isn't that what you'd expect from _____."*

LYRICS: (:05) *"We'll keep you...your office supplies."*



IMAGE SONGS

"A SHORT WAY TO GO FOR A BIG WAY TO SAVE"

(A-6184 - Bright, positive)

DEMONSTRATED FOR: CAR DEALER

LINE:

1. "A short way to go for a big way to save.
2. *Come in to us,we're saving some big deals for you.*
3. We've got up town cars at low home town prices.
4. On display and ready for immediate view.
5. Low overhead and friendly sales people.
6. Make buying your car exactly like you want it to be.
7. A short way to go for a big way to save
8. *Come in to us,we're saving some big deals for you.*
9. So when you're looking for a car and got'a save money,
10. Get on the road and go where smart people go.
11. All kinds of cars and with every style an option.
12. A short way to go for a big way to save.
13. *Come in to us,we're saving some big deals for you.*
14. A short way to go for a big way to save.
15. *Come in to us,we're saving some big deals for you.*
16. A short way to go for a big way to save." (FADE)

CUT:

1. :61 - Customized for demonstration purposes
2. :61 - Full vocal
3. :61 - :00 intro/:30 vocal/:15 bed/:16 vocal close
4. :61 - :00 intro/:07 vocal/:38 bed/:16 vocal close
5. :61 - :45 bed/:16 vocal close

6. :30 - Full vocal
7. :30 - :00 intro/:07 vocal/:16 bed/:07 vocal close
8. :30 - :23 bed/:07 vocal close
9. :10 - Full vocal

10. :61 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-8)(12-16)
- (1-2)(12-16)
- (12-16)

- (1-8)
- (1-2)(7-8)
- (7-8)
- (14-16)

IMAGE SONGS

:60 - Suggested for use with CUT 4

VOCAL: (:07) "A short way...deals for you."
ANNCR: (:38) "To 'go the distance.' It means to give your all in pursuit of a goal. That's what customers have found _____ willing to do. 'Go the distance.' With selection, savings, and service. The few extra miles you drive to _____ can make a big difference on the deal you drive away in. You see, because you're willing to go the distance for _____, everyone there is willing to go the distance for you...everyday. To 'go the distance.' It's a way of doing business you'll come to appreciate, when you come to _____. So go the distance today, and you'll discover that at _____, to 'go the distance' is just another way of saying..."

VOCAL: (:16) "A short way...way to save." (FADE)

:30 - Suggested for use with CUT 7

VOCAL: (:07) "A short way...deals for you."
ANNCR: (:16) "Is distance any way to measure a good deal on a new car? YES! Distance can make a difference, on how much you pay. Drive to _____ and see what a difference a little drive can make. At _____, they work harder for your business, before and after the sale, to make it all worth your while. _____."

VOCAL: (:07) "A short way...deals for you."

MASTERPLAN

"A SHORT WAY TO GO FOR A BIG WAY TO SAVE"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

(THE MAN IS FAST TALKING, ALA THE FEDERAL EXPRESS GUY. EDIT OUT ALL BREATHES, TIGHT EDITING HIS SPEECH.)

MAN: (:23) *"Welcome to...You didn't happen to see the name when you drove in, did you? Nevermind. Perhaps you've heard of us, but you can't believe everything you hear. How bout this model...Two tone rust color. That's because it's rusting faster closer to the ground. Have we got a car for you! I don't know. Have we? Walk this way. Where's your wallet?"*
(FADE)

ANNCR: *"When you drive out to _____, the city limit's not all you leave behind. You also won't find any fast talking salesmen at _____, but if you're like all the rest of _____'s satisfied customers, you'll never miss'em."*

VOCAL: (:07) "A short way...deals for you."



IMAGE SONGS

"PUT SOME COMFORT IN YOUR LIFE"

(A-6192 - Easy MOR)

DEMONSTRATED FOR: WATERBED STORE

LINE:

1. "Put some comfort in your life.
2. Relax and enjoy it.
3. Sleep's one way to enjoy it,
4. so why not sleep in style?
5. Put some comfort in your life.
6. Waterbed comfort.
7. Styles of yesterday, today and tomorrow.
8. Put some comfort in your life.
9. *Put some comfort in your life.*
10. Put some comfort in your life.
11. Waterbed comfort.
12. Affordable comfort with every style for you.
13. Put some comfort in your life.
14. Sleep time comfort in your life.
15. Relax tonight, sleep just right.
16. Put some comfort in your life.
17. *Comfort in your life.*
18. Put some comfort in your life."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :02 intro/:27 vocal/:21 bed/:10 vocal close
4. :60 - :02 intro/:05 vocal/:43 bed/:10 vocal close
5. :60 - :50 bed/:10 vocal close
6. :30 - Full vocal
7. :30 - :02 intro/:05 vocal/:17 bed/:06 vocal close
8. :30 - :24 bed/:06 vocal close
9. :10 - Full vocal
10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-9)(16-18)
- (1-2)(16-18)
- (16-18)
- (1-9)
- (1-2)(8-9)
- (8-9)
- (16-18)

IMAGE SONGS

:60 - Suggested for use with CUT 4

(CHILD CAN BE A BOY OR GIRL, AGE 4-6 YEARS OLD.)

ANNCR: (:02) *"The bedtime story."*

VOCAL: (:05) *"Put some comfort in your life."*

DAD: (:43) *"And so the little cobbler crept past the sleeping giant and out the..."*

CHILD:(INTERRUPTING) *"A sleeping giant?"*

DAD: *"That's what it says."*

CHILD: *"Was it called _____?"*

DAD: *"I don't think so. See, this happened a long, long time ago."*

CHILD: *"But _____ is called 'the sleeping giant.'"*

DAD: *"That's because _____ sells so many waterbeds."*

CHILD: *"Oh."*

DAD: *"And so the little cobbler crept past the sleeping giant and..."*

CHILD:(INTERRUPTING) *"Do you think giants sleep on waterbeds?"*

DAD: *"They could, I guess."*

CHILD: *"Would _____ have a bed big enough for a giant?"*

DAD: *"I'm sure that if a giant went to _____, they'd try their best to find him a waterbed."*

CHILD: *"Yeah...I think that _____ was named after the sleeping giant."*

DAD: *"Why?"*

CHILD: *"Because you said the giant lived a long, long time ago, so..."*

DAD: *"_____ was named after the sleeping giant."*

CHILD: *"Yes."*

DAD: *"That makes sense, I think."*

VOCAL: (:10) *"Put some comfort...in your life."*

IMAGE SONGS

:30 - Suggested for use with CUT 8

VOICE: (:24) *"Hi, remember me? I'm the Sandman. Listen, you're making my life miserable, lying awake at night worrying about when you rotate your tires, whether to report the outside money on your taxes, and so on. Do both of us a favor. Get yourself a waterbed from _____ and put some comfort in your life. Believe me, one of _____'s waterbeds will make falling asleep much easier. Okay? Do it, and I won't tell the folks from the Enquirer you still sleep with a Teddy Bear."*

VOCAL: (:06) *"Put some comfort in your life."*

:30 - Suggested for use with CUT 8

VOICE: (:24) *"When are you gonna wake up? It's not the sixties anymore. Waterbeds aren't just for the kids. Think about all those little aches and pains that accumulate throughout the day, and how great it would be to leave'em far behind on a _____ waterbed. What are you sitting there thinking about, when you could be enjoying it right now?! Get a move on it to _____, and put some comfort in your life. By the way, still got your love beads?"*

VOCAL: (:06) *"Put some comfort in your life."*



IMAGE SONGS

"WHERE THERE'S A WALL, THERE'S A WAY"

(A-6195 - Positive, high energy)

DEMONSTRATED FOR: WALL PAPER STORE

LINE:

- 1. "Nothin's impossible.
- 2. You got a problem bring it right here.
- 3. 'Cause we do the impossible every day.
- 4. Where there's a wall,
- 5. *where there's a wall,*
- 6. There's a way. There's a way.
- 7. Where there's a wall,
- 8. *where there's a wall,*
- 9. there's a way.
- 10. Style and color selection,
- 11. professional help for advice.
- 12. Look at the largest collection of patterns and texture.
- 13. And you'll love the price.
- 14. Nothin's impossible.
- 15. You got a problem bring it right here.
- 16. 'Cause we do the impossible everyday.
- 17. Where there's a wall,
- 18. *where there's a wall,*
- 19. there's a way."

CUT:

- 1. :60 - Customized for demonstration purposes
- 2. :60 - Full vocal
- 3. :60 - :03 intro/:25 vocal/:15 bed/:17 vocal close
- 4. :60 - :03 intro/:06 vocal/:46 bed/:05 vocal close
- 5. :60 - :55 bed/:05 vocal close

- 6. :28 - Full vocal
- 7. :28 - :03 intro/:06 vocal/:13 bed/:06 vocal close
- 8. :28 - :22 bed/:06 vocal close
- 9. :10 - Full vocal

- 10. :60 - instrumental
- 11. :28 - instrumental
- 12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-9)(14-19)
- (1-2)(17-19)
- (17-19)

- (1-9)
- (1-2)(7-9)
- (7-9)
- (14)(17-19)

IMAGE SONGS

:60 - Suggested for use with CUT 4

- ANNCR: (:03) *"There are two sides to everything."*
- VOCAL: (:06) *"Nothin's impossible...it right here."*
- ANNCR: (:46) *"Some people approach painting and wall-papering with the same misgivings and enthusiasm they might have for, say, a body search."*
- VOICE 1: *"Okay, fella, up against the wall!"*
- VOICE 2: *"No, please. I can't! The walls are closing in on me!"*
- ANNCR: *"While others are filled with enthusiasm, lacking only in the know-how."*
- VOICE 3: *"What's this?"*
- VOICE 4: *"That's a roller."*
- VOICE 3: *"Oh, so that's a roller! Well, then, what's this?"*
- VOICE 4: *"That's my tennis racquet."*
- ANNCR: *"Just as there are two sides to a wall, there are two ways of approaching it. _____ is familiar with the fears, and the frustrations, of do-it-yourself fix-up. That's why their staff is specially trained to help you...To answer your questions, and calm your anxieties."*
- VOICE 3: *"And this?"*
- VOICE 4: *"That's a door."*
- VOICE 3: *"I knew that all along."*
- ANNCR: *"It's like they say at _____ . Where there's a wall, there's a way. And they mean it. _____ , _____ , your headquarters for _____ paints and supplies."*
- VOCAL: (:05) *"Where there's a...there's a way."*



IMAGE SONGS

:30 - Suggested for use with CUT 8

VOICE 1: (:22) "And this is a picture I took of the Great Wall."

VOICE 2: "Of China?"

VOICE 1: "No...The great new wall in my living room. What color!"

VOICE 2: "It's a new wall?"

VOICE 1: "It just looks new, thanks to _____ paints. In fact, my whole place looks new."

VOICE 2: "_____ paints painted your whole place?"

VOICE 1: "No...I painted my whole place."

VOICE 2: "You?!"

VOICE 1: "Sure! It was easy, with paints and supplies from _____ paints."

VOICE 2: "I'll have to admit...That sure is a...Great Wall."

VOCAL: (:06) "Where there's a...there's a way."

:30 - Suggested for use with CUT 11

ANNCR: (:28) "It's come to the attention of _____ that some people are getting the idea that painting and wallpapering are no big things, due in large part to _____'s commercials. These same people have felt encouraged, and in some cases, compelled to undertake these fix-up projects themselves. Well, _____ would like to take this opportunity to say...Good for you! Keep up the good work, and keep on coming to _____ for all your quality _____ paints and wallcoverings. Like _____ says, 'where there's a wall, there's a way!'"



IMAGE SONGS

"THE PLACE TO CALL YOUR OWN"

(A-5080 - Bright contemporary)

DEMONSTRATED FOR: CONDOMINIUMS

LINE:

1. "Take your place, your own place,
2. to find your space, your own space.
3. All your own, the one that's meant for you.
4. Take your place, make your place
5. the place that you call home.
6. *It's your personal investment.*
7. The place you call your own.
8. This time in your life is special and unique.
9. You can take your place.
10. Find everything you seek.
11. Take your place, make your place.
12. The place that you call home.
13. *It's your personal investment.*
14. The place you call your own."

CUT:

1. :58 - Customized for demonstration purposes
2. :58 - Full vocal
3. :58 - :02 intro/:12 vocal/:15 bed/:29 vocal close
4. :58 - :02 intro/:12 vocal/:35 bed/:09 vocal close
5. :58 - :49 bed/:09 vocal close

6. :30 - Full vocal
7. :30 - :02 intro/:06 vocal/:13 bed/:09 vocal close
8. :30 - :21 bed/:09 vocal close
9. :10 - Full vocal

10. :58 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-3)(8-14)
- (1-3)(13-14)
- (13-14)

- (1-7)
- (1-2)(6-7)
- (6-7)
- (6-7)

MASTERPLAN

"THE PLACE TO CALL YOUR OWN"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 10

ANNCR: (:50) *"A long time ago, in a treehouse far away."*

MAN #1: *"So, kid, where's your mystic master?"*

MAN #2: *"He doesn't appear to be here."*

WOMAN: *"I don't blame him. Look at this place!
It's decorated in early moss."*

MAN #2: *"Home is a frame of mind."*

MAN #1: *"Don't start with any of that mystical
stuff. You know what I believe in..."*

MAN #2: *"What is it this time?"*

MAN #1: *"_____ . They're helping me
start out with a place of my own."*

WOMAN: *"Tell me more."*

MAN #1: *"Look, Princess, this rebellion's not gonna
last forever, and someday I'll need a place
to hang my laser blaster."*

MAN #2: *"And I suppose this..._____ is
going to help you find this place."*

MAN #1: *"That's right, kid. It sure beats living in
this bog. Don't get me wrong...It's okay if
you're a little green guy with a voice like a
frog, but I want a little more out of life, if
you know what I mean."*

WOMAN: *"That's the first reasonable thing I've heard
you say."*

MAN #1: *"So you don't think I'm so bad after all."*

WOMAN: *"I didn't say that."*

MAN #1: *"Look, Your Royal Highness, why don't you come
along with me to _____? I'm
sure they've got something for you, too."*

MAN #2: *"Listen! I think I hear...the Force!"*

MAN #1: *"Naw, kid...It's just _____'s
singers."*

VOCAL: (:10) *"It's your personal...call your own."*

IMAGE SONGS

:30 - Suggested for use with CUT 8

TARZAN: (:21) "Come, boy."
BOY: "Yes, Tarzan?"
TARZAN: "Some day all this be yours."
BOY: "Gee, thanks, Dad, but I was thinking more of looking into _____."
TARZAN: " _____ ?"
BOY: "Yeah. _____'s condominiums have everything I'm looking for, including a very affordable price."
TARZAN: "Boy no like jungle?"
BOY: "It's not that, Tarzan. I just want someplace of my very own, an investment, and that's what I'll get with a _____ condominium. Besides, I've met this girl."
TARZAN: "Oh-ch...Boy being swinger, just like Tarzan!"
VOCAL: (:09) "It's your personal...call your own."

:30 - Suggested for use with CUT 9

VOICE: (:21) "Hello. I'm Peter, Peter, Pumpkin Eater. You know...The guy with the wife in the pumpkin shell. I'm fed up with the place. It's the pits. So I'm looking into _____ condominiums. They've got it all. A variety of floor plans. Convenient location. Affordable prices. _____ condominiums. You don't know anyone who's in the market for a split level pumpkin shell, do you?"
VOCAL: (:09) "It's your personal...call your own."



IMAGE SONGS

"GOODS CONNECTIONS"

(A-6200 - hard driving rock)

USE: TELEPHONE STORE

LINES:

1. *"(We've got the good connections.)"*
2. You'll know, you'll know, you'll know.
3. They've got the good connections.
4. You'll know, you'll know, you'll know.
5. They've got the good connections.
6. When you need your calls to get through.
7. You'll know, you'll know, you'll know.
8. With the gear that is clear in your ear.
9. You'll know, you'll know, you'll know.
10. *(We've got the good connections.)*
11. You'll know, you'll know, you'll know.
12. They've got the good connections.
13. It's the age of communication.
14. We're the one's to get you plugged in.
15. Everything you're hoping to find.
16. Even things that'll blow your mind your way.
17. *(Good connections.)*
18. You'll know they've got the good connections.
19. *(Good connections.)*
20. You'll know."

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :00 intro/:10 vocal/:20 bed/:29 vocal close
4. :59 - :00 intro/:10 vocal/:42 bed/:07 vocal close
5. :59 - :52 bed/:07 vocal close
6. :29 - Full vocal
7. :29 - :00 intro/:10 vocal/:12 bed/:07 vocal close
8. :29 - :22 bed/:07 vocal close
9. :09 - Full vocal
10. :59 - instrumental
11. :29 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-3)(10-20)
- (1-3)(17-20)
- (17-20)
- (10-20)
- (10-12)(17-20)
- (17-20)
- (10)(18)(20)

MASTERPLAN

"GOOD CONNECTIONS"
SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

YOU: (:59) *"Nowadays it seems like everybody and his brother are trying to sell you telephones."*

VOICE 1: *"Hi, I'm Everybody."*

VOICE 2: *"And I'm his brother."*

VOICES 1 & 2: *"And we'd like to sell you a phone."*

VOICE 3: *"Wasn't this a fast food Hungarian restaurant last week?"*

VOICE 1: *"It still is."*

VOICE 2: *"We've just added telephones to the menu."*

VOICE 1: *"Will this order be to go?"*

YOU: *"There are both benefits and drawbacks to this. The benefits are a wider selection of phones and phone styles and lower prices. The drawbacks are quality and service."*

VOICE 4: *"I just sell them...I don't know what makes them work."*

YOU: *"At _____ you'll find a wide selection of quality phones...The newest designs and latest innovations. And you'll also find something you probably won't at everybody and his brother...A service department."*

VOICE 1: *"Doesn't the chef know something about phones?"*

VOICE 2: *"He knows how to dial one."*

YOU: *"_____. It's the store for quality phones and service. In short, it's your store for good connections. And that's all the..."*

OPERATOR: *"Information."*

YOU: *"You need. _____."*

LYRICS: (:07) *"Good connections...you'll know."*

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:22) *"There are some pretty good discount long distance deals to be had...The problem is, long distance usually means out-of-state. What'd you do if you make a lot of long distance intra-state calls? You call _____. For as little as \$75 a month, you can make unlimited long distance calls from anywhere in the state to anywhere in the state. _____."*

LYRICS: (:07) *"Good connections...you'll know."*

:30 - Suggested for use with CUT 8

YOU: (:22) *"Sometimes when you travel, it really can be a case of..."*

WOMAN: *"You can't get there from here."*

YOU: *"At least not directly. That's when you need good connections. Someone who knows the best way to get from here to there when your airlines tells you..."*

WOMAN: *"You can't get there from here."*

YOU: *"That's when you need _____. For over ___ years, they've been helping people traveling for business and pleasure make those good connections. _____."*

LYRICS: (:07) *"Good connections...you'll know."*



IMAGE SONGS

"LOSE THAT HEMMED IN FEELING"

(A-6202 - positive, flowing)

USE: HEALTH CLUB

LINES:

1. "Shape up, lighten up your figure.
2. Slim down, you're gonna feel better.
3. Join up, start to get in shape today.
4. You'll look healthy and trim.
5. You'll look younger and slim.
6. *(Get in shape today, work that body.)*
7. Lose that hemmed in feeling.
8. Stretch out, flatten out your tummy.
9. Shape up, now you're lookin' yummy.
10. Now you look and feel so good.
11. 'Cause you feel healthy and you feel young.
12. And it really is a lot of fun.
13. *(Get in shape today, work that body.)*
14. Lose that hemmed in feeling."

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :06 intro/:24 vocal/:19 bed/:10 vocal close
4. :59 - :06 intro/:12 vocal/:31 bed/:10 vocal close
5. :59 - :49 bed/:10 vocal close

6. :30 - Full vocal
7. :30 - :06 intro/:06 vocal/:10 bed/:08 vocal close
8. :30 - :22 bed/:08 vocal close
9. :30 - Full vocal

10. :59 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-7)(13-14)
- (1-3)(13-14)
- (13-14)

- (1-7)
- (1-2)(6-7)
- (6-7)
- (6-7)



"LOSE THAT HEMMED IN FEELING"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested copy for use with CUT 5

Male 1: (:49) "Here's to the old after-work gang!"

Male 2: "Yeah. We all used to come here every day after work, talk and talk, and eat tons of these great hors d'oeuvres! Now, suddenly, it's just you and me. Where'd everybody go?"

Male 1: "I heard they all joined _____, and they go to aerobics classes after work."

Male 2: Ugggghhhh! How can they do that?"

Male 1: "Well, haven't you noticed how good everybody in the office is looking these days?"

Male 2: "Yeah, they sure are...especially Susan."

Male 1: "Well, instead of stuffing your face with me, you could be struttin' your stuff with Susan...a, a room full of Susans!"

Male 2: "Me?"

Male 1: "Yeah! Besides, we've got to start working off all these hors d'oeuvres! Do you realize how many calories we put down while they're over at _____
_____ working 'em off?"

Male 2: "Well...I don't know..."

Male 1: "Come on! I'll go with you."

(continued)

MASTERPLAN

IMAGE SONGS

:60 - Suggested copy for use with CUT 5, continued

Male 2: "Okay, if you really think..."

Male 1: "I'm sure!"

Male 2: "Yeah?"

Male 1: "Yeah, let's go!"

Male 2: "WAIT!!" (pause) "I'm stuck in the booth."
(start fade) "Could you give me a hand? I just
don't know..."

LYRICS: (:10) "At _____, lose that hemmed-in
feeling."

MASTERPLAN

IMAGE SONGS

"LOSE THAT HEMMED-IN FEELING"

SUGGESTED COPY

:30 - Suggested copy for use with CUT 8

*Girl: (:22) "Hi. I'm Andi, an instructor at _____
_____. I teach aerobics classes...
that's probably the part of _____
_____ you've heard about. What you may not
have heard about are the plush surroundings,
the sauna, the racquetball, the co-ed workout
room with progressive resistance equipment.
_____ has got it all--see
it for yourself! If you decide to join, I
hope you sign up for my classes. Some of your
friends...already have!"*

LYRICS: (:08) "At _____, lose that
hemmed-in feeling."

MASTERPLAN

IMAGE SONGS

"LOSE THAT HEMMED-IN FEELING"

SUGGESTED COPY

:30 - Suggested copy for use with CUT 8

Woman: (:22) " _____ wants to share some information with you. The latest research says what our bodies have been telling us all along-- that exercise is crucial to staying slim and fit. Without it, any diet is practically worthless. Even if we get slim, we're still flabby! That's why I joined _____ . With aerobics classes and progressive resistance exercise, that occasional cookie will never show!"

LYRICS: (:08) "At _____ , lose that hemmed-in feeling."

MASTERPLAN

IMAGE SONGS

"JUST CALL, AND WE'LL COME RUNNING"

(A-6197 - fast-paced, fun contemporary)

USE: SEPTIC REPAIR

LINES:

1. "You got a problem, needs fixin' right away.
2. Somethin' isn't workin' you need help without delay.
3. We can prob'ly fix it so call us on the phone.
4. We'll be there in a jiffy at your office or your home.
5. Just call and we'll come runnin'.
6. *(We're right here to help you.)*
7. We're as close as your telephone.
8. Just call.
9. When you need good service
10. And you need it quick.
11. Someone you can count on to get it fixed.
12. That's the whole point of the game boy, uh-huh.
13. We've got the experience
14. And the old know how.
15. Just call and we'll come'a runnin'.
16. *(We're right here to help you.)*
17. Call us Yeah!"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :03 intro/:14 vocal/:27 bed/:16 vocal close
4. :60 - :03 intro/:07 vocal/:41 bed/:09 vocal close
5. :60 - :44 bed/:16 vocal close
6. :30 - Full vocal
7. :30 - :03 intro/:07 vocal/:07 bed/:13 vocal close
8. :30 - :17 bed/:13 vocal close
9. :10 - Full vocal
10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
all lines
(1-4)(13-17)
(1-2)(15-17)
(13-17)

(1-8)
(1-2)(5-8)
(5-8)
(15-17)

MASTERPLAN

"JUST CALL, AND WE'LL COME RUNNING"
SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

WOMAN: (:44) "Thank goodness you're here."
MAN: "No problem. Call _____
and we'll come running."
WOMAN: "It's the dishwasher."
MAN: "What happened?"
WOMAN: "First it started making an odd sound."
MAN: "Odd sound. Right."
WOMAN: "Then it started breaking dishes."
MAN: "Oh my...breaking dishes."
WOMAN: "Then when it was empty, it crawled
into the cupboard for more."
MAN: "Crawled into the cupboard?"
WOMAN: "Do you think you can fix it?"
MAN: "Yes, ma'm. We're repair professionals
at _____. Factory trained
in a wide variety of appliances...washers
and dryers...freezers and refrigerators..."
WOMAN: "Dishwashers?"
MAN: "Dishwashers. There's nothing we can't
fix. And we're fast."
WOMAN: "Yes, you are."
MAN: "Well, I'd better get to work. This way
to the kitchen?"
WOMAN: "Oh, it's not in the kitchen anymore."
MAN: "It's not?"
WOMAN: "No. When it ran out of dishes, it headed
for the garage."
MAN: "The garage?"
FX: LOUD CLAMORING NOISE
WOMAN: "The garage."
ANNCR: "Dishwasher on the rampage? Call _____
_____, and we'll come running."
LYRICS: (:16) "We've got the...call us, yeah!"

IMAGE SONGS

:30 - Suggested for use with CUT 8

ANNCR: (:17) *"An ounce of prevention is worth a pound of cure. That's what _____ would like for you to remember. Most often people think of _____ after a drain has clogged or backed up. But _____ also provides periodic checkups that can usually prevent the worst from happening. _____."*

LYRICS: (:13) *"Just call and...Just call."*

:30 - Suggested for use with CUT 8

ANNCR: (:17) *"People often say, 'my drain couldn't have picked a worse time to clog,' but then, is there really a 'best time' for a clogged or backed up drain. The answer is no, and the solution is a call to _____. Just call, and _____ will come running, putting ____ years of professional service to work for you."*

LYRICS: (:13) *"Just call and...Just call."*



IMAGE SONGS

"FOR GIFTS OF LASTING BEAUTY"

(A-6198 - smooth flowing, classy)

USE: JEWELRY STORE

LINES:

1. "Rings 'n' things, what love brings.
2. Gifts of lasting beauty.
3. Memories of times that pleased.
4. Gifts that show you care.
5. *(Come to us.)*
6. For gifts of lasting beauty.
7. Sparkling things and wedding rings.
8. Gifts for graduation.
9. Anniversaries and times to please.
10. Gifts to show you care.
11. *(Come to us.)*
12. For gifts of lasting beauty."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :01 intro/:28 vocal/:20 bed/:11 vocal close
4. :60 - :01 intro/:09 vocal/:39 bed/:11 vocal close
5. :60 - :49 bed/:11 vocal close
6. :30 - Full vocal
7. :30 - :01 intro/:09 vocal/:11 bed/:09 vocal close
8. :30 - :21 bed/:09 vocal close
9. :10 - Full vocal
10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-6)(11-12)
- (1-2)(11-12)
- (11-12)
- (1-6)
- (1-2)(5-6)
- (5-6)
- (11-12)



"FOR GIFTS OF LASTING BEAUTY"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested copy for use with CUT 4

INTRO: (:01)

LYRICS: (:09) "Rings 'n' things...lasting beauty."

Woman: (:39) *"My husband did something the other day that just... well, made me feel so special. He's never been what you'd call thoughtful--at least, he never did show it much--but he's still got a few surprises left, believe me! Turns out he went to _____ when I didn't know, and bought this beautiful chain necklace...see the gold bead? He gave this to me the day our little Julie got married. Oh, I was in such a state that day...our only girl, getting married! This little gold bead, my husband says, represents Julie and our love for her. I can just see him at _____, picking this out for me...maybe they helped him a little. Anyway, it's something I'll treasure forever...like my family."*

LYRICS: (:11) "_____, for gifts of lasting beauty."



"FOR GIFTS OF LASTING BEAUTY"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested copy for use with CUT 8

Man: (:21) "May I help you?"

Girl: "Oh, I'm just looking at rings. _____
_____ has the prettiest!"

Man: "Getting married soon?"

Girl: "Well, I've got the guy picked out! Look...here's
a picture of him."

Man: "Oh, yes..."

Girl: "Only I don't know how he feels."

Man: "Not yet?"

Girl: "We've tiptoed around the subject for a long time."

Man: "You know, I've seen this young man recently."

Girl: "Oh??"

Man: "And may I say, he shows excellent taste!"

Girl: (shyly) "In women?"

Man: "Yes...and in engagement rings!"

LYRICS: (:09) " _____, for gifts of lasting
beauty."



"FOR GIFTS OF LASTING BEAUTY"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested copy for use with CUT 8

(Delivery in dramatic, soap-opera style)

Jason: (:21) "Amanda, I have something important to ask you."

Amanda: "All right, as long as it's not about--"

Jason: "--No. It's not about...that." Amanda, I love you...I want to ask you..."

Amanda: "About that?"

Jason: "No! Amanda, this is for you."

Amanda: "My! The case is from _____!"
It must be earrings; how lovely!"

Jason: "No, Amanda...I'm down on my knees..."

Amanda: "Hmmm, _____. A pendant?"

Jason: "Amanda, my knees are getting sore here."

Amanda: (start fade) "A teeny weeny digital watch?"

LYRICS: (:09) "_____, for gifts of lasting beauty."



IMAGE SONGS

"GOODS CONNECTIONS"

(A-6200 - hard driving rock)

USE: TELEPHONE STORE

LINES:

1. *"(We've got the good connections.)"*
2. You'll know, you'll know, you'll know.
3. They've got the good connections.
4. You'll know, you'll know, you'll know.
5. They've got the good connections.
6. When you need your calls to get through.
7. You'll know, you'll know, you'll know.
8. With the gear that is clear in your ear.
9. You'll know, you'll know, you'll know.
10. *(We've got the good connections.)*
11. You'll know, you'll know, you'll know.
12. They've got the good connections.
13. It's the age of communication.
14. We're the one's to get you plugged in.
15. Everything you're hoping to find.
16. Even things that'll blow your mind your way.
17. *(Good connections.)*
18. You'll know they've got the good connections.
19. *(Good connections.)*
20. You'll know."

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :00 intro/:10 vocal/:20 bed/:29 vocal close
4. :59 - :00 intro/:10 vocal/:42 bed/:07 vocal close
5. :59 - :52 bed/:07 vocal close
6. :29 - Full vocal
7. :29 - :00 intro/:10 vocal/:12 bed/:07 vocal close
8. :29 - :22 bed/:07 vocal close
9. :09 - Full vocal
10. :59 - instrumental
11. :29 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-3)(10-20)
- (1-3)(17-20)
- (17-20)
- (10-20)
- (10-12)(17-20)
- (17-20)
- (10)(18)(20)

MASTERPLAN

"GOOD CONNECTIONS"
SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

YOU: (:59) *"Nowadays it seems like everybody and his brother are trying to sell you telephones."*

VOICE 1: *"Hi, I'm Everybody."*

VOICE 2: *"And I'm his brother."*

VOICES 1 & 2: *"And we'd like to sell you a phone."*

VOICE 3: *"Wasn't this a fast food Hungarian restaurant last week?"*

VOICE 1: *"It still is."*

VOICE 2: *"We've just added telephones to the menu."*

VOICE 1: *"Will this order be to go?"*

YOU: *"There are both benefits and drawbacks to this. The benefits are a wider selection of phones and phone styles and lower prices. The drawbacks are quality and service."*

VOICE 4: *"I just sell them...I don't know what makes them work."*

YOU: *"At _____ you'll find a wide selection of quality phones...The newest designs and latest innovations. And you'll also find something you probably won't at everybody and his brother...A service department."*

VOICE 1: *"Doesn't the chef know something about phones?"*

VOICE 2: *"He knows how to dial one."*

YOU: *"_____. It's the store for quality phones and service. In short, it's your store for good connections. And that's all the..."*

OPERATOR: *"Information."*

YOU: *"You need. _____."*

LYRICS: (:07) *"Good connections...you'll know."*

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:22) *"There are some pretty good discount long distance deals to be had...The problem is, long distance usually means out-of-state. What'd you do if you make a lot of long distance intra-state calls? You call _____. For as little as \$75 a month, you can make unlimited long distance calls from anywhere in the state to anywhere in the state. _____."*

LYRICS: (:07) *"Good connections...you'll know."*

:30 - Suggested for use with CUT 8

YOU: (:22) *"Sometimes when you travel, it really can be a case of..."*

WOMAN: *"You can't get there from here."*

YOU: *"At least not directly. That's when you need good connections. Someone who knows the best way to get from here to there when your airlines tells you..."*

WOMAN: *"You can't get there from here."*

YOU: *"That's when you need _____. For over ___ years, they've been helping people traveling for business and pleasure make those good connections. _____."*

LYRICS: (:07) *"Good connections...you'll know."*



IMAGE SONGS

"LOSE THAT HEMMED IN FEELING"

(A-6202 - positive, flowing)

USE: HEALTH CLUB

LINES:

1. "Shape up, lighten up your figure.
2. Slim down, you're gonna feel better.
3. Join up, start to get in shape today.
4. You'll look healthy and trim.
5. You'll look younger and slim.
6. *(Get in shape today, work that body.)*
7. Lose that hemmed in feeling.
8. Stretch out, flatten out your tummy.
9. Shape up, now you're lookin' yummy.
10. Now you look and feel so good.
11. 'Cause you feel healthy and you feel young.
12. And it really is a lot of fun.
13. *(Get in shape today, work that body.)*
14. Lose that hemmed in feeling."

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :06 intro/:24 vocal/:19 bed/:10 vocal close
4. :59 - :06 intro/:12 vocal/:31 bed/:10 vocal close
5. :59 - :49 bed/:10 vocal close

6. :30 - Full vocal
7. :30 - :06 intro/:06 vocal/:10 bed/:08 vocal close
8. :30 - :22 bed/:08 vocal close
9. :30 - Full vocal

10. :59 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-7)(13-14)
- (1-3)(13-14)
- (13-14)

- (1-7)
- (1-2)(6-7)
- (6-7)
- (6-7)



"LOSE THAT HEMMED IN FEELING"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested copy for use with CUT 5

Male 1: (:49) "Here's to the old after-work gang!"

Male 2: "Yeah. We all used to come here every day after work, talk and talk, and eat tons of these great hors d'oeuvres! Now, suddenly, it's just you and me. Where'd everybody go?"

Male 1: "I heard they all joined _____, and they go to aerobics classes after work."

Male 2: Ugggghhhh! How can they do that?"

Male 1: "Well, haven't you noticed how good everybody in the office is looking these days?"

Male 2: "Yeah, they sure are...especially Susan."

Male 1: "Well, instead of stuffing your face with me, you could be struttin' your stuff with Susan...a, a room full of Susans!"

Male 2: "Me?"

Male 1: "Yeah! Besides, we've got to start working off all these hors d'oeuvres! Do you realize how many calories we put down while they're over at _____
_____ working 'em off?"

Male 2: "Well...I don't know..."

Male 1: "Come on! I'll go with you."

(continued)

MASTERPLAN

IMAGE SONGS

:60 - Suggested copy for use with CUT 5, continued

Male 2: "Okay, if you really think..."

Male 1: "I'm sure!"

Male 2: "Yeah?"

Male 1: "Yeah, let's go!"

Male 2: "WAIT!!" (pause) "I'm stuck in the booth."
(start fade) "Could you give me a hand? I just
don't know..."

LYRICS: (:10) "At _____, lose that hemmed-in
feeling."

MASTERPLAN

IMAGE SONGS

"LOSE THAT HEMMED-IN FEELING"

SUGGESTED COPY

:30 - Suggested copy for use with CUT 8

*Girl: (:22) "Hi. I'm Andi, an instructor at _____
_____. I teach aerobics classes...
that's probably the part of _____
_____ you've heard about. What you may not
have heard about are the plush surroundings,
the sauna, the racquetball, the co-ed workout
room with progressive resistance equipment.
_____ has got it all--see
it for yourself! If you decide to join, I
hope you sign up for my classes. Some of your
friends...already have!"*

LYRICS: (:08) "At _____, lose that
hemmed-in feeling."

MASTERPLAN

IMAGE SONGS

"LOSE THAT HEMMED-IN FEELING"

SUGGESTED COPY

:30 - Suggested copy for use with CUT 8

Woman: (:22) " _____ wants to share some information with you. The latest research says what our bodies have been telling us all along-- that exercise is crucial to staying slim and fit. Without it, any diet is practically worthless. Even if we get slim, we're still flabby! That's why I joined _____ . With aerobics classes and progressive resistance exercise, that occasional cookie will never show!"

LYRICS: (:08) "At _____ , lose that hemmed-in feeling."



IMAGE SONGS

"JUST CALL, AND WE'LL COME RUNNING"

(A-6197 - fast-paced, fun contemporary)

USE: SEPTIC REPAIR

LINES:

1. "You got a problem, needs fixin' right away.
2. Somethin' isn't workin' you need help without delay.
3. We can prob'ly fix it so call us on the phone.
4. We'll be there in a jiffy at your office or your home.
5. Just call and we'll come runnin'.
6. *(We're right here to help you.)*
7. We're as close as your telephone.
8. Just call.
9. When you need good service
10. And you need it quick.
11. Someone you can count on to get it fixed.
12. That's the whole point of the game boy, uh-huh.
13. We've got the experience
14. And the old know how.
15. Just call and we'll come'a runnin'.
16. *(We're right here to help you.)*
17. Call us Yeah!"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :03 intro/:14 vocal/:27 bed/:16 vocal close
4. :60 - :03 intro/:07 vocal/:41 bed/:09 vocal close
5. :60 - :44 bed/:16 vocal close
6. :30 - Full vocal
7. :30 - :03 intro/:07 vocal/:07 bed/:13 vocal close
8. :30 - :17 bed/:13 vocal close
9. :10 - Full vocal
10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-4)(13-17)
- (1-2)(15-17)
- (13-17)
- (1-8)
- (1-2)(5-8)
- (5-8)
- (15-17)

MASTERPLAN

"JUST CALL, AND WE'LL COME RUNNING"
SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

WOMAN: (:44) *"Thank goodness you're here."*
MAN: *"No problem. Call _____
and we'll come running."*
WOMAN: *"It's the dishwasher."*
MAN: *"What happened?"*
WOMAN: *"First it started making an odd sound."*
MAN: *"Odd sound. Right."*
WOMAN: *"Then it started breaking dishes."*
MAN: *"Oh my...breaking dishes."*
WOMAN: *"Then when it was empty, it crawled
into the cupboard for more."*
MAN: *"Crawled into the cupboard?"*
WOMAN: *"Do you think you can fix it?"*
MAN: *"Yes, ma'm. We're repair professionals
at _____. Factory trained
in a wide variety of appliances...washers
and dryers...freezers and refrigerators..."*
WOMAN: *"Dishwashers?"*
MAN: *"Dishwashers. There's nothing we can't
fix. And we're fast."*
WOMAN: *"Yes, you are."*
MAN: *"Well, I'd better get to work. This way
to the kitchen?"*
WOMAN: *"Oh, it's not in the kitchen anymore."*
MAN: *"It's not?"*
WOMAN: *"No. When it ran out of dishes, it headed
for the garage."*
MAN: *"The garage?"*
FX: LOUD CLAMORING NOISE
WOMAN: *"The garage."*
ANNCR: *"Dishwasher on the rampage? Call _____
_____, and we'll come running."*
LYRICS: (:16) *"We've got the...call us, yeah!"*



"JUST CALL, AND WE'LL COME RUNNING"
SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

ANNCR: (:17) *"An ounce of prevention is worth a pound of cure. That's what _____ would like for you to remember. Most often people think of _____ after a drain has clogged or backed up. But _____ also provides periodic checkups that can usually prevent the worst from happening. _____."*

LYRICS: (:13) *"Just call and...Just call."*

:30 - Suggested for use with CUT 8

ANNCR: (:17) *"People often say, 'my drain couldn't have picked a worse time to clog,' but then, is there really a 'best time' for a clogged or backed up drain. The answer is no, and the solution is a call to _____. Just call, and _____ will come running, putting ____ years of professional service to work for you."*

LYRICS: (:13) *"Just call and...Just call."*



IMAGE SONGS

"FOR GIFTS OF LASTING BEAUTY"

(A-6198 - smooth flowing, classy)

USE: JEWELRY STORE

LINES:

1. "Rings 'n' things, what love brings.
2. Gifts of lasting beauty.
3. Memories of times that pleased.
4. Gifts that show you care.
5. *(Come to us.)*
6. For gifts of lasting beauty.
7. Sparkling things and wedding rings.
8. Gifts for graduation.
9. Anniversaries and times to please.
10. Gifts to show you care.
11. *(Come to us.)*
12. For gifts of lasting beauty."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :01 intro/:28 vocal/:20 bed/:11 vocal close
4. :60 - :01 intro/:09 vocal/:39 bed/:11 vocal close
5. :60 - :49 bed/:11 vocal close
6. :30 - Full vocal
7. :30 - :01 intro/:09 vocal/:11 bed/:09 vocal close
8. :30 - :21 bed/:09 vocal close
9. :10 - Full vocal
10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
 all lines
 (1-6)(11-12)
 (1-2)(11-12)
 (11-12)
 (1-6)
 (1-2)(5-6)
 (5-6)
 (11-12)



"FOR GIFTS OF LASTING BEAUTY"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested copy for use with CUT 4

INTRO: (:01)

LYRICS: (:09) "Rings 'n' things...lasting beauty."

Woman: (:39) *"My husband did something the other day that just... well, made me feel so special. He's never been what you'd call thoughtful--at least, he never did show it much--but he's still got a few surprises left, believe me! Turns out he went to _____ when I didn't know, and bought this beautiful chain necklace...see the gold bead? He gave this to me the day our little Julie got married. Oh, I was in such a state that day...our only girl, getting married! This little gold bead, my husband says, represents Julie and our love for her. I can just see him at _____, picking this out for me...maybe they helped him a little. Anyway, it's something I'll treasure forever...like my family."*

LYRICS: (:11) "_____, for gifts of lasting beauty."



"FOR GIFTS OF LASTING BEAUTY"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested copy for use with CUT 8

Man: (:21) "May I help you?"

Girl: "Oh, I'm just looking at rings. _____
_____ has the prettiest!"

Man: "Getting married soon?"

Girl: "Well, I've got the guy picked out! Look...here's
a picture of him."

Man: "Oh, yes..."

Girl: "Only I don't know how he feels."

Man: "Not yet?"

Girl: "We've tiptoed around the subject for a long time."

Man: "You know, I've seen this young man recently."

Girl: "Oh??"

Man: "And may I say, he shows excellent taste!"

Girl: (shyly) "In women?"

Man: "Yes...and in engagement rings!"

LYRICS: (:09) " _____, for gifts of lasting
beauty."



"FOR GIFTS OF LASTING BEAUTY"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested copy for use with CUT 8

(Delivery in dramatic, soap-opera style)

Jason: (:21) "Amanda, I have something important to ask you."

Amanda: "All right, as long as it's not about--"

Jason: "--No. It's not about...that." Amanda, I love you...I want to ask you..."

Amanda: "About that?"

Jason: "No! Amanda, this is for you."

Amanda: "My! The case is from _____!"

It must be earrings; how lovely!"

Jason: "No, Amanda...I'm down on my knees..."

Amanda: "Hmmm, _____. A pendant?"

Jason: "Amanda, my knees are getting sore here."

Amanda: (start fade) "A teeny weeny digital watch?"

LYRICS: (:09) " _____, for gifts of lasting beauty."



IMAGE SONGS

"PLAY TO WIN"

(A-6211 - uptempo rock)

USE: SPORTING GOODS STORE

LINES:

1. "Play to win. (*custom phrase*)
2. You've gotta play to win. (*custom phrase*)
3. Trying, pushing, giving it all you've got.
4. All along the way. We understand 'cause we're the same.
5. It's more than a game.
6. You, it's your way of life
7. and you're the one we're trying to please.
8. Givin' you only the best, maybe that's the edge you need.
9. Play to win. (*custom phrase*)
10. You've gotta play to win. (*custom phrase*)
11. You're giving it all you've got.
12. You can expect the same from us
13. 'cause when it comes to sports,
14. We're the name that you can trust.
15. Play to win. (*custom phrase*)
16. You've gotta play to win. (*custom phrase*)"

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :00 intro/:06 vocal/:25 bed/:28 vocal close
4. :59 - :00 intro/:06 vocal/:45 bed/:08 vocal close
5. :59 - :51 bed/:08 vocal close
6. :29 - Full vocal
7. :29 - :01 intro/:06 vocal/:14 bed/:08 vocal close
8. :29 - :21 bed/:08 vocal close
9. :10 - Full vocal
10. :59 - instrumental
11. :29 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-2)(9-16)
- (1-2)(15-16)
- (15-16)
- (9-16)
- (9-10)(15-16)
- (15-16)
- (15-16)

IMAGE SONGS

:60 - Suggested for use with CUT 4

LYRICS: (:06) "Play to win...play to win."
COACH: (:45) "All right, team, you weren't looking any too good out there the first half."
PLAYER 1: "It's these uniforms."
COACH: "What?!"
PLAYER 2: "Yeah! Did you see those other guys?"
COACH: "Did I?! I couldn't believe anyone could score so many points in the first half."
PLAYER 1: "Maybe if we went to _____."
COACH: "What's _____ got to do with this game?"
PLAYER 1: "You said we weren't looking too good, right?"
COACH: "Yes."
PLAYER 1: "Well, _____ is where they got their uniforms."
PLAYER 2: "Talk about looking good."
COACH: "I can't believe this."
PLAYER 1: "What's not to believe? Everyone knows that _____ is the store for people who play to win."
PLAYER 2: "Yeah, and that goes for uniforms as well as equipment."
PLAYER 1: "I say we go to _____ and get some better looking uniforms."
MUMBLED AGREEMENT - "I'm with you." "Me, too." etc.
FX: PLAYERS LEAVE LOCKER ROOM
COACH: "Hey! Wait! What about the second half?"
PLAYER 1: "The way we were playing, they'll never miss us."
LYRICS: (:08) "Play to win...play to win."

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:21) *"Could the wrong equipment cost you an Olympic gold medal? A lot of people believe Bob Seagren lost his chance at one for pole-vaulting in the 1972 Olympics because he wasn't allowed to use the pole he trained with. _____ knows the right equipment can mean the difference between winning and losing, so they're ready to help you make the right choice. _____."*

LYRICS: (:08) *"Play to win...play to win."*

:30 - Suggested for use with CUT 8

YOU: (:21) *"Often in athletic competition there's a fine line between winning and coming in second...the finish line. _____ wants you to have every possible advantage to finish first...That's why they offer the best in running gear and accessories...Because when the difference is measured in split seconds, second-rate gear just won't do. _____ has what you need to run better...to run faster...to win. _____."*

LYRICS: (:08) *"Play to win...play to win."*



IMAGE SONGS

"THE INN PLACE FOR STEPPING OUT"

(A-6193 - bright, contemporary)

USE: RESTAURANT & LOUNGE

LINES:

1. "Here's where the stars shine brighter.
2. Here's where the fun seems to never end.
3. Everything's right for a wonderful night to remember.
4. Here's where the music takes you.
5. Filling the air with the sound of laughter.
6. *(Come where the fun begins.)*
7. The in place for steppin' out.
8. Round and round you go.
9. You love the sound, you love the show.
10. Now you feel the beat, it's calling you.
11. You're on your feet for fun.
12. Here's where the music takes you.
13. Filling the air with the sound of laughter.
14. *(Come where the fun begins.)*
15. The in place for steppin' out."

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :01 intro/:13 vocal/:30 bed/:15 vocal close
4. :59 - :01 intro/:07 vocal/:42 bed/:09 vocal close
5. :59 - :44 bed/:15 vocal close
6. :29 - Full vocal
7. :29 - :01 intro/:06 vocal/:13 bed/:09 vocal close
8. :29 - :20 bed/:09 vocal close
9. :09 - Full vocal
10. :59 - instrumental
11. :29 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-3)(12-15)
- (1-2)(14-15)
- (12-15)
- (1-7)
- (1-2)(6-7)
- (6-7)
- (6-7)

IMAGE SONGS

:60 - Suggested copy for use with CUT 5

(Prince has loathesomely stuffy British accent)

Prince: (:44) "Rapunzel, Rapunzel...let down thy hair!"

Rapunzel: "Hey! I don't believe it! Is that a real prince down there?"

Prince: "Yes! Rapunzel, Rapunzel...let down--"

Rapunzel: "--I've been waiting so long for a prince to come... so now we can go steppin' out to _____, huh?"

Prince: "I was thinking of climbing up there, actually."

Rapunzel: "Listen, prince. I've been locked away in this tower for as long as I can remember! I want to go steppin' out to _____! I want to feel the beat of the music! See the lights! Dance...oh, more than anything I want to get out on the dance floor!"

Prince: "What, and trip on your hair?"

Rapunzel: "And people! Oh, I haven't met any new people in ages! Please, prince, can't we go steppin' out to _____? It's my dearest wish!"

Prince: "Why don't I come up there and we can talk about it."

(continued)

MASTERPLAN

IMAGE SONGS

:60 - Suggested copy for use with CUT 5, continued

Rapunzel: "No, I have an idea! I'll jump, you catch me, okay? Then we can go steppin' out!"

Prince: (pause) "I don't dance, actually."

Rapunzel: "Go kiss a toad."

LYRICS: " _____ , the in place for stepping out."



"THE IN PLACE FOR STEPPING OUT"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested copy for use with CUT 7

INTRO: (:01)

LYRICS: (:06) "Here's where the stars...never end."

YOU: (:13) "Here's a great idea for your next night out.

When you go steppin' out to _____
_____, it's the same great music, the same
fabulous feeling--only no cover! Don't wait
till Friday night to go steppin' out...make it
_____ tonight!"

LYRICS: (:09) " _____, the in place for
stepping out."

:30 - Suggested copy for use with CUT 7

INTRO: (:01)

LYRICS: (:06) "Here's where the stars...never end."

Girl: (:13) "Intense! That's it...everything at _____

_____ is a little more intense!
Larger-than-life. Incredible sounds...and you
wouldn't believe the people I've met here! If
I left, I'd have to...decompress or something!
Guess that means the fun can never end!"

LYRICS: (:09) " _____, the in place for
stepping out."



IMAGE SONGS

"GREAT ICE AGE SALE"

(A-6215 - hard, driving rock)

USE: HOME APPLIANCE CENTER

LINES:

1. "The Great Ice Age Sale, (*The Great Ice Age Sale*)
2. It's heatin' up and gettin' hotter.
3. We'll cool you down with our summer deals.
4. But when the ice melts, they're gone.
5. It's gettin' hotter, things are heatin' up.
6. You better come on in.
7. The Great Ice Age Sale.
8. The Great Ice Age Sale.
9. The Great Ice Age Sale.
10. (*The Great Ice Age Sale*)
11. The deals are sizzlin', really, really sizzlin'.
12. We'll cool you down with our hottest deals.
13. But when the ice melts, it's over, it's over.
14. You better come on in.
15. The Great Ice Age Sale, (*The Great Ice Age Sale*)"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :01 intro/:08 vocal/:23 bed/:28 vocal close
4. :60 - :01 intro/:08 vocal/:45 bed/:06 vocal close
5. :60 - :54 bed/:06 vocal close

6. :29 - Full vocal
7. :29 - :01 intro/:08 vocal/:14 bed/:06 vocal close
8. :29 - :23 bed/:06 vocal close
9. :08 - Full vocal

10. :60 - instrumental
11. :29 - instrumental
12. :08 - instrumental

LINES:

- all lines
- all lines
- (1)(9-15)
- (1)(15)
- (15)

- (9-15)
- (9-10)(15)
- (15)
- (15)

MASTERPLAN

"THE GREAT ICE AGE SALE"
SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

ANNCR: (:54) "Now at _____."

VOICE 1: "An event like this comes along once in a...a..."

VOICE 2: "Millenium?"

VOICE 1: "Epoch."

VOICE 2: "Epoch?"

VOICE 1: "Right...It's _____'s GREAT ICE AGE SALE."

VOICE 2: "There's gonna be another ice age?"

VOICE 1: "Yep. At _____."

VOICE 2: "At _____?"

VOICE 1: "That's right."

VOICE 2: "An ice age is something to celebrate?"

VOICE 1: "It is at _____. You see, they've stacked blocks of ice on their parking lot."

VOICE 2: "Uh-huh."

VOICE 1: "And until they melt away, _____ is offering great deals on all their refrigerators...air conditioners...freezers."

VOICE 2: "I get it! Things that help you keep your cool."

VOICE 1: "That's right."

VOICE 2: "A GREAT ICE AGE SALE. Good idea...but...it's pretty hot outside."

VOICE 1: "Which means this sale is...uh..."

VOICE 2: "Melting?"

VOICE 1: "Right...This sale is melting fast. So you'd better hurry over to _____ for the best buys on refrigerators, air conditioners, and freezers...20 to 60% off during..."

VOICE 2: "_____ 's GREAT ICE AGE SALE!"

LYRICS: (:06) "The Great Ice...Ice Age Sale!"



"THE GREAT ICE AGE SALE"
SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

VOICE 1: (:23) *"Things are really cooling down at _____."*

VOICE 2: *"Don't you mean 'heating up?'"*

VOICE 1: *"No, cooling down. They're having a big sale."*

VOICE 2: *"That usually means things are heating up."*

VOICE 1: *"But right now it means things are cooling down at _____. It's their GREAT ICE AGE SALE, and right now when you buy any of their new cars, _____ will throw in the air conditioning free."*

VOICE 2: *"Free air conditioning?"*

VOICE 1: *"Right, during _____'s GREAT ICE AGE SALE, going on now."*

LYRICS: (:06) *"The Great Ice...Ice Age Sale."*

:30 - Suggested for use with CUT 7

LYRICS: (:09) *"The Great Ice...Ice Age Sale."*

ANNCR: (:14) *"The freeze is on at _____. For a limited time, _____ has frozen prices on winter coats...winter coordinates...on everything for winter for your family! It's _____'s GREAT ICE AGE SALE, and it's going on now!"*

LYRICS: (:06) *"The Great Ice...Ice Age Sale!"*



IMAGE SONGS

"YOU'LL SAVE ALL SUMMER LONG"

(A-6206 - Contemporary Rock)

USE: CATALOG SHOWROOM

LINES:

1. "Summer is the time for fun on the water.
2. Summer is the time for enjoying the sun.
3. Summer is the time for taking vacations.
4. Making new friends and having fun.
5. Summer is the time for saving.
6. *(So shop where the savings are.)*
7. You'll save all summer long.
8. You'll save all summer long.
9. The best time of the year for you.
10. New things you learn to do.
11. The things with your friends, the fun never ends.
12. And best of all for you.
13. Summer is the time for saving.
14. *(So shop where the savings are.)*
15. You'll save all summer long."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :04 intro/:28 vocal/:18 bed/:10 vocal close
4. :60 - :04 intro/:14 vocal/:32 bed/:10 vocal close
5. :60 - :50 bed/:10 vocal close

6. :31 - Full vocal
7. :31 - :04 intro/:06 vocal/:10 bed/:11 vocal close
8. :31 - :17 bed/:14 vocal close
9. :10 - Full vocal

10. :60 - instrumental
11. :31 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-8)(13-15)
- (1-4)(13-15)
- (13-15)

- (1-8)
- (1-2)(6-8)
- (5-8)
- (5-7)

IMAGE SONGS

:60 - Suggested copy for use with CUT 4

INTRO: (:04) "Summer at _____ ...the great
prices get you going!"

LYRICS: (:14) "Summer is the time...for having fun."

Girl: (:32) "Ralph, c'mon! It's a beautiful summer day! Are
you gonna spend the whole summer just sitting around?"

Guy: "It's too hot to go outside."

Girl: "Let's go on a picnic!"

Guy: "It's too hot."

Girl: "Well, to the pool--"

Guy: "--too hot."

Girl: "Sailing?--"

Guy: "--too hot."

Girl: "Biking--"

Guy: "--too hot."

Girl: "I know...let's visit my parents!"

Guy: (pause) "TOO HOT!"

Girl: "Well...let's go shopping at _____
_____. Summer is the time to save at _____
_____. They've got such great prices
on so many things...like that portable gym I'm getting
for you. Then you'll have no excuse for sitting
around!"

Guy: (gulp) "Portable gym?"

(con'inued)

MASTERPLAN

IMAGE SONGS

:60 - Suggested copy for use with CUT 4, continued

Girl: "Uh-huh!"

Guy: "Lynn...who wants to exercise indoors on such a beautiful summer day?"

Girl: "Ralph, you're hopeless."

LYRICS: (:10) "Summer is the time...all summer long."



"YOU'LL SAVE ALL SUMMER LONG"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested copy for use with CUT 8

YOU: (:17) *"Summer is the time for...weddings! And _____
_____ has the perfect gift for that
special bride, at great savings to you. Right now,
you'll find special prices on glassware, kitchen-
ware, dishes, table and bed linens, and bath
accessories. Gift wrapping is free! So shower
her with gifts, from _____!"*

LYRICS: (:14) *"Summer is the time...all summer long."*

:30 - Suggested copy for use with CUT 8

YOU: (:17) *"Summer is the time for graduation. Why not honor
your favorite grad with a gift of fine jewelry
from _____. No one has better
prices on precious stones, watches, charms, pins
and rings. Engraving while you wait! Graduation
deserves a special kind of recognition...with a
gift from _____."*

LYRICS: (:14) *"Summer is the time...all summer long."*



IMAGE SONGS

"YOU'VE GOT FRIENDS IN ALL THE RIGHT PLACES"

(A-6210 - bright, positive)

DEMONSTRATED FOR: Travel Service

LINE:

1. "We've sipped tea with friends in London,
2. Seen the sights of ancient Rome,
3. Traveled over Europe,
4. And Patee's our second home.
5. Drank coffee in Vienna,
6. Climbed the mountains with the Swiss.
7. So no matter where you want to go,
8. Just remember this,
9. *(No matter where you travel,)*
10. You've got friends *(amazing)* in all the right places,
11. Friends in all the right places.
12. You've got friends in all the right places.
13. We've traveled to the orient to some exotic places,
14. Said hello to all our friends,
15. We're on a first name basis.
16. So where you go it's nice to know,
17. No matter where you tour,
18. Around the world a friend of ours,
19. Is a friend of yours.
20. *(No matter where you travel,)*
21. You've got friends *(nice people)* in all the right places,
22. Friends in all the right places.
23. You've got friends in all the right places."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :03 intro/:27 vocal/:17 bed/:13 vocal close
4. :60 - :03 intro/:03 vocal/:41 bed/:13 vocal close
5. :60 - :47 bed/:13 vocal close
6. :30 - Full vocal
7. :30 - :03 intro/:03 vocal/:11 bed/:13 vocal close
8. :30 - :17 bed/:13 vocal close
9. :10 - Full vocal
10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-12) (20-23)
- (1-2) (20-23)
- (20-23)
- (1-12)
- (1-2)(9-12)
- (9-12)
- (10-12)



"YOU'VE GOT FRIENDS IN ALL
THE RIGHT PLACES."

IMAGE SONGS

SUGGESTED COPY

:60 - Suggested for use with CUT 5

FEMALE: (:47) *"Going to Mexico? Then the rule of thumb is don't drink the water, right? Wrong. I'll explain, after this."*

MALE: *"At _____, you've got friends in all the right places, starting right here. _____ excels at pre-trip planning, with lots of helpful hints for both first time and experienced travelers. So regardless of where you're going, start your trip off right with a call or visit to _____."*

FEMALE: *"There's nothing wrong with drinking properly prepared bottled water south of the border. Something you should be careful of are uncooked foods, salads, and fruits. Cooking tends to eliminate harmful bacteria that can cause what is commonly known as 'Montezuma's Revenge.' This helpful travel tip has been brought to you by _____. When you plan a business trip or vacation with _____, you've got friends in all the right places."*

LYRICS: (:13) *"No matter where...the right places."*

NOTE: This idea can serve as a springboard for commercials built around "travel hints" concept. This should be material that is generated by your travel account, and can include material concerning pre-planning, actual travel arrangements, and post-trip advice.



"YOU'VE GOT FRIENDS IN ALL
THE RIGHT PLACES"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 11

YOU: (:30) *"There's no truth to the rumor that archaeologists in South America have discovered a lost airport of the ancients complete with lost luggage. But there's a great deal of truth to the fact that whethering you're traveling for business or pleasure, _____ can help. With _____ years of experience, _____ knows your way around, around the world. And because of that, when you book your trip through _____, you've got friends in all the right places...maybe even a lost airport in South America."*

:30 - Suggested for use with CUT 7

YOU: (:17) *"Where once the sky was the limit, today's traveler may one day reach for the stars. It's not so far-fetched, and you'd better believe that _____ will be able to make all the travel arrangements. Here on earth, or up there, with _____, you've got friends in all the right places."*

LYRICS: (:13) *"No matter where...the right places."*



IMAGE SONGS

"TAKE A STEP IN THE BRIGHT DIRECTION"

(A-6216 - contemporary, hard driving beat)

DEMONSTRATED FOR: Light Store

LINE:

1. "Take a step in the bright direction,
2. Take a step in the bright direction with us,
3. *(Your lighting experts.)*
4. Take a step in the bright direction,
5. Take a step to your lighting connection, that's us!
6. Your lighting experts.
7. Take a step in the bright direction,
8. *(Take a step to us.)*
9. Take a step into looking better,
10. Take a step into lower prices,
11. Take a step into quality with us.
12. Take a step in the bright direction,
13. Take a step to your lighting connection, that's us!
14. Your lighting experts.
15. Take a step in the bright direction,
16. *(Take a step to us.)"*

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :01 intro/:10 vocal/:20 bed/:28 vocal close
4. :59 - :01 intro/:10 vocal/:44 bed/:04 vocal close
5. :59 - :55 bed/:04 vocal close
6. :30 - Full vocal
7. :30 - :01 intro/:10 vocal/:14 bed/:05 vocal close
8. :30 - :25 bed/:05 vocal close
9. :09 - Full vocal
10. :59 - instrumental
11. :30 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-3)(9-16)
- (1-3)(15-16)
- (15-16)
- (1-8)
- (1-3)(7-8)
- (7-8)
- (5)(7-8)



"TAKE A STEP IN THE BRIGHT DIRECTION"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

- CHILD: (:55) "Daddy, why do they draw a light over this man's head?"
- DAD: "You mean that lightbulb in the cartoon?"
- CHILD: "Yes, is it a real light, like the ones at _____?"
- DAD: "No. It's just a symbol. It means the man has an idea."
- CHILD: "Boy, _____ must have a lot of ideas."
- DAD: "Well, they do. But see, the lights at _____ are real."
- CHILD: "Like the one in my room."
- DAD: "That's right. But the one in the cartoon isn't really there."
- CHILD: "But I can see it."
- DAD: "Well, of course you can see it."
- CHILD: "And I've seen all the lights at _____."
- DAD: "Yes."
- CHILD: "So they must be real."
- DAD: "The lights at _____ are real. But you don't really get a lightbulb over your head when you have an idea."
- CHILD: "Then why did they draw it?"
- DAD: "I guess because they thought it was...a bright idea. Hey, where are you going?"
- CHILD: "To see if mom knows why they draw lights over people's heads."
- LYRICS: (:04) "Take a step...step to us!"



"TAKE A STEP IN THE BRIGHT DIRECTION"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

VOICE 1: (:25) "What's the big idea of wearing a lamp-shade?"

VOICE 2: "Not big idea, bright idea! It's time for _____'s Bright Idea Sale, with ___ to ___% off the brightest ideas in decorating; table lamps, floor lamps, wall lamps..."

VOICE 1: "Sounds big to me."

VOICE 2: "It is! Storewide savings, now through _____. It's _____'s Bright Idea Sale."

VOICE 1: "Fantastic. Say, what happens if I pull the chain attached to your shade?"

VOICE 2: "The singers."

LYRICS: (:05) "Take a step...step to us."

:30 - Suggested for use with CUT 9

FX: MASTERPLAN FX-2, SIDE 2, CUT 11/:09 CROWD CHEERING

VOICE 1: (:21) "What's going on?"

VOICE 2: "You told me to collect all of _____'s fans, and here they are."

VOICE 1: "They're people!"

VOICE 2: "Not just people. Every one of them is a bona fide fan of _____."

VOICE 1: "I wanted you to collect all of _____'s ceiling fans for the big store-wide sale, starting _____."

VOICE 2: "Great. What am I gonna tell the fans?"

VOICE 1: "Just tell'em about _____'s fan sale."

LYRICS: (:09) "Take a step...step to us."



IMAGE SONGS

"WE PUT INFLATION IN ITS PLACE"

(A-6203 - commercial rock)

DEMONSTRATED FOR: TIRE DEALERSHIP

LINE:

1. "We put inflation in its place.
2. *We put inflation in its place.*
3. Inflating each deal with service and quality.
4. We put inflation in its place.
5. By never letting it touch our prices.
6. Isn't it time someone took the air out of prices?
7. We put inflation in its place.
8. By giving you the lowest prices,
9. You will find, saving money, saving time,
10. Putting it all in quality and care.
11. *We put inflation in its place.*
12. We put inflation in its place."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro/:07 vocal/:22 bed/:31 vocal close
4. :60 - :00 intro/:07 vocal/:40 bed/:12 vocal close
5. :60 - :48 bed/:12 vocal close
6. :31 - Full vocal
7. :31 - :00 intro/:04 vocal/:15 bed/:12 vocal close
8. :31 - :19 bed/:12 vocal close
9. :10 - Full vocal
10. :60 - instrumental
11. :31 - instrumental
12. :10 - instrumental

LINES:

- all lines
all lines
(1-2) (7-12)
(1-2) (11-12)
(11-12)
(7-12)
(7) (11-12)
(11-12)
(11-12)



"WE PUT INFLATION IN ITS PLACE"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

T-MAN: (:48) "Well, Jimmy, fighting tire price inflation has certainly taken a lot out of me."

JIMMY: "Guess that means you'll be needing the air hose."

T-MAN: "Right. Just attached it to this valve."

JIMMY: "Golly, Tire Man, when will tire buyers learn that they don't have to put up with inflated tire prices when there's _____."

T-MAN: "I don't know. But until they do, you and I will need to keep helping them. Ah, I feel much better. You can turn off the air."

JIMMY: "Nobody can match _____ for quality and value."

T-MAN: (SLIGHTLY HIGHER VOICE) "Right you are. Turn off the hose."

JIMMY: "And _____'s selection...So many brand names, for all different makes and models."

T-MAN: (SQUEALING VOICE) "Jimmy, the air."

JIMMY: "Oh, I know there'll always be someone who hasn't gotten the word about _____, and that's where you and I come in."

FX: POP

JIMMY: "Uh...Stay tuned for the further adventures of..."

T-MAN: "Bladder man."

JIMMY: "...brought to you by _____."

LYRICS: (:12) "We put inflation...in its place."



"WE PUT INFLATION IN ITS PLACE"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:19) *"Whatever else you might think, inflation does have its place when it comes to tires...Inside, where you can't see it, not on a price tag. Nobody knows this better than _____, and nobody does more to see you get your money's worth. _____, with a size to fit your car, and a price to fit your budget."*

LYRICS: (:12) *"We put inflation...in its place."*

:30 - Suggested for use with CUT 7

LYRICS: (:04) *"We put inflation in its place."*
YOU: (:15) *"Searching for the best tire buying bargain can have some folks running around in circles. But not anyone who knows about _____. They know that _____'s discount buying brings the price of tires down, and puts inflation in its place."*

LYRICS: (:12) *"We put inflation...in its place."*



IMAGE SONGS

"WE PUT A LITTLE YOU IN ALL WE DO"

(A-6223 - soft buy uptempo contemporary)

DEMONSTRATED FOR: WOMEN'S CLOTHING STORE

LINE:

- 1. "We put a little you in all we do.
- 2. We put a little you in all we do.
- 3. *For you a woman with style on her mind.*
- 4. For you, a woman that catches every eye.
- 5. We put a little you into everything we do.
- 6. We put a little you in all we do.
- 7. We put a little you in all we do.
- 8. For you, styles to fit your busy way of life.
- 9. *For you, we do everything just right.*
- 10. We put a little you into everything we do.

CUT:

- 1. :61 - Customized for demonstration purposes
- 2. :61 - Full vocal
- 3. :61 - :00 intro/:07 vocal/:24 bed/:30 vocal close
- 4. :61 - :00 intro/:07 vocal/:44 bed/:10 vocal close
- 5. :61 - :54 bed/:07 vocal close
- 6. :31 - Full vocal
- 7. :31 - :00 intro/:05 vocal/:15 bed/:11 vocal close
- 8. :31 - :20 bed/:11 vocal close
- 9. :11 - Full vocal
- 10. :61 - instrumental
- 11. :31 - instrumental
- 12. :11 - instrumental

LINES:

- all lines
- all lines
- (1) (6-10)
- (1) (9-10)
- (9-10)
- (1-6)
- (1) (4-5)
- (4-5)
- (1) (5)



"WE PUT A LITTLE YOU IN ALL WE DO"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

VOICE 1: (:54) "In all the world, there is only one..."

VOICE 2: "In all the world..."

VOICE 1: "Down through time...No other."

VOICE 2: "Down through time..."

VOICE 1: "Alone...Unique..."

VOICE 2: "One of a kind."

VOICE 1: "You."

VOICE 2: "Unique."

VOICE 1: "So how is it you can be satisfied with
cookie cutter clothes?"

VOICE 2: "Assembly line creations that conceal
your uniqueness."

VOICE 1: "They're not for you."

VOICE 2: "Not you."

VOICE 1: "Only _____ understands."

VOICE 2: "Understands you."

VOICE 1: "_____, with clothes as
unique as you are."

VOICE 2: "And you are unique."

VOICE 1: "That's because _____ puts
a lot of thought..."

VOICE 2: "And a little you..."

VOICE 1: "In everything they do."

VOICE 2: "Everything...for you."

VOICE 1: "_____."

VOICE 2: "In all the world, there is only one."

VOICE 1: "_____. The one for you."

VOICE 2: "And all you do."

VOICE 1: "_____."

VOICE 2: "Unique."

LYRICS: (:07) "For you, we...everything we do."

PACING SHOULD BE DREAM-LIKE AND SLIGHTLY OVERLAPPED/MALE VOICE

1 - FEMALE VOICE 2



"WE PUT A LITTLE YOU IN ALL WE DO"
SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:20) *"Size isn't everything, but sometimes when it comes to queen-size figures, it seems like the only thing. Well, _____ realizes that full-figured women are as style conscious as anyone, so they put a little you in all they do, reflecting your personality as well as your dress size. _____."*

LYRICS: (:11) *"For you, a...everything we do."*

:30 - Suggested for use with CUT 7

LYRICS: (:05) *"We put a...all we do."*

YOU: (:15) *"For some, individuality doesn't come easy. But there are others who've discovered the secret to personal style... _____ . And it's all because _____ puts a little you in all they do."*

LYRICS: (:11) *"For you, a...everything we do."*



IMAGE SONGS

"OUR REPUTATION'S AT STEAK"

(A-6226 - uptempo country)

USE: RESTAURANT

LINE:

1. "I guess you could say I'm a picky guy,
2. I don't like to see things that ain't just right.
3. So I got plum disgusted with most of the eating establishments,
4. Round here.
5. Then Bertha, my wife, said it ain't a big deal,
6. Just choke down the food it's only a meal,
7. And I said only a meal!
8. I am what I eat.
9. Uh, being a basic pain in the neck,
10. She wouldn't shut up,
11. She said what the heck.
12. If you're so smart,
13. Why don't you open your own restaurant.
14. Ooh, boy was I tempted to punch out her lights.
15. When I thought, hey she just might be right.
16. So I opened up the place to save my reputation.
17. (*Our reputation, our reputation, our reputation,*)
18. Our reputation's at steak.
19. Now every mornin', noon and night,
20. I'm down here makin' sure things are right.
21. But to tell ya the truth I'd rather be fishin'.
22. (*Our reputation,*) (My reputation's at steak.)
23. (*Our reputation,*) (Bertha won't see me eat crow!)"(FADE)

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro/:10 vocal/:26 bed/:24 vocal close
4. :60 - :00 intro/:10 vocal/:44 bed/:06 vocal close
5. :60 - :54 bed/:06 vocal close
6. :31 - Full vocal
7. :31 - :00 intro/:10 vocal/:08 bed/:13 vocal close
8. :31 - :18 bed/:13 vocal close
9. :11 - Full vocal
10. :61 - instrumental
11. :31 - instrumental
12. :11 - instrumental

LINES:

- all lines
- all lines
- (1-4) (17-23)
- (1-4) (22-23)
- (22-23)
- (1-4)*(24-33)
- (1-4)*(28-33)
- *(28-33)
- (17-18)

* SEE NEXT PAGE



DISC 50, SIDE 1, GROUP 1

LYRICS AND INDEX (CON'T)

IMAGE SONGS

"OUR REPUTATION'S AT STEAK"

*LINE:

24. "UH, then Bertha, my wife, whose a pain in the neck,
25. Looked at me and said, 'oh what the heck!'
26. If you're so smart,
27. Why don't you open your own restaurant?
28. (*Our reputation,*) (First time I did what she wanted.)
29. (*Our reputation,*) (You're gonna love it!)
30. (*Our reputation,*) (Best food in the whole world!)
31. Our reputation's at steak!
32. (My reputation's on the line!)
33. (*Our reputation.*)" (FADE)



IMAGE SONGS

:60 - Suggested for use with CUT 4

- VOCAL: (:10) "I guess you... 'stablishments round here."
- ANNCR: (:44) "Sound familiar? It's a common enough complaint. How many times have you thought about taking the family out to dinner, only to decide it wasn't worth all the bother and fuss? Well, at _____, you're gonna find more that's to your liking. First of all, you'll like _____'s friendly atmosphere, because their smiles are as genuine as the ingredients they use. You're gonna like the food, because it's cooked fresh daily, and served in generous, home-style portions. None of those skimpy, find-it-on-your-plate cafeteria servings at _____. Best of all, you're gonna like _____'s prices. _____ knows what it means to be a real family restaurant. It means being able to take the whole family out without having to also take out a loan. If all this sounds to your liking, come on in to _____. They're gonna make you forget all about those other guys. After all, _____ has a reputation to live up to!"
- VOCAL: (:06) "Our reputation, my...me eat crow."

IMAGE SONGS

:30 - Suggested for use with CUT 8

ANNCR: (:18) "A reputation is an extremely valuable thing, for unlike many material possessions in life, once lost, it can seldom be 'found' again. That's why _____ guards its reputation with good food and low prices. Afterall, that's how _____ got it in the first place."

VOCAL: (:13) "Our reputation, first...Our reputation."

:30 - Suggested for use with CUT 11

CHILD: (:31) "Daddy, what's a repukashun?"

DAD: "A reputation?"

CHILD: "Uh-huh."

DAD: "Well, that's something you get when you earn someone's respect."

CHILD: "Oh."

DAD: "It's kinda like...Uh...You like _____'s chicken, don't you?"

CHILD: "Uh-huh."

DAD: "And you wouldn't mind telling someone you liked it, would you?"

CHILD: "No."

DAD: "Well, then, you'd be giving _____ a good reputation. Now do you understand?"

CHILD: "I guess so...All of this has made me hungry. Could we go to _____ now?"

DAD: "You know, I think you were trying to get some of that good _____ chicken all along, weren't you?"

CHILD: (GIGGLING)



IMAGE SONGS

"LIVE YOUR LIFE IN STYLE"

(A-6201 - easy flowing)

USE: CLOTHING STORE

LINE:

1. "Live your life in style, be the best in all you do.
2. Feel and look well dressed in style that's right for you.
3. Chic for all occasions, elegance with flair.
4. High style fashion in the clothes you wear.
5. We'll help you live your life in style,
6. *(Live your life in style.)*
7. Feel good in clothes that do it all for you.
8. Look great in styles that make your dreams come true.
9. Chic for all occasions, elegance with flair.
10. High style fashion in the clothes you wear.
11. We'll help you live your life in style,
12. *(Live your life in style.)"*

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :02 intro/:25 vocal/:22 bed/:11 vocal close
4. :60 - :02 intro/:04 vocal/:43 bed/:11 vocal close
5. :60 - :49 bed/:11 vocal close

6. :30 - Full vocal
7. :30 - :02 intro/:04 vocal/:15 bed/:09 vocal close
8. :30 - :21 bed/:09 vocal close
9. :09 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-6)(11-12)
- (1)(11-12)
- (11-12)

- (1-6)
- (10((5-6)
- (5-6)
- (5-6)



"LIVE YOUR LIFE IN STYLE"
SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

ANNCR:

(:49) *"Chances are good that someone told you the story of Cinderella when you were young. Too bad there's no such thing as a Fairy Godmother who can outfit you for any occasion with a wave of a wand and some magic dust. Still, staying in style doesn't have to be an ordeal, thanks to _____ . There's no magic to _____'s methods. Just a whole lot of common sense and experienced insights into the course fashion follows. _____ helps you live your life in style sensibly, with clothes that feel as good as they look. The right colors, fabrics, and styles combine to keep you in fashion whatever the occasion. And that all adds up to the next best thing to a Fairy Godmother. See for yourself. Visit _____ today. There are _____ locations to serve you, including one at _____. Once you do, you'll live happily ever after...in style."*

VOCAL:

(:11) *"We'll help you...life in style."*



"LIVE YOU LIFE IN STYLE"
SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

VOICE 1: (:21) "What'll I wear while I wait for the clothes in my closet to come back in style?"

VOICE 2: "That was in style?"

VOICE 1: "It's an original tie dyed Nehru suit."

VOICE 2: "You're gonna have a long wait. In the meantime, visit _____."

VOICE 1: "I can't afford new clothes!"

VOICE 2: "That's what you think! _____ offers high fashion, not high prices. Thanks to _____, I can live my life in style at savings."

VOICE 1: "Say, that would make a terrific commercial!"

VOICE 2: "I think it just did."

VOCAL: (:09) "We'll help you...life in style."

:30 - Suggested for use with CUT 8

ANNCR: (:21) "When the question is style, the answer is _____. Whether you're dressing for a night on the town, or a quiet evening at home with a 'special' friend, you'll find the right clothes to compliment your every activity among the wide selection of designer lines and one-of-a-kind fashions at _____.

When it comes to style, there's never a question about _____'s ability to bring it all together."

VOCAL: (:09) "We'll help you...life in style."



IMAGE SONGS

"WE'LL SAVE YOU GREEN"

(A-6227 - uptempo, bright)

USE: CAR DEALERSHIP

LINE:

1. *"(We'll save you green)*
2. It goes without saying we've got the best.
3. Everybody wants what we've got.
4. So what have we got to say, that you could want to hear?
5. Listen up.
6. We'll save you green.
7. We'll save you green.
8. Save you money on everything we've got.
9. And that's a lot.
10. We'll save you green.
11. We'll save you green
12. *(We're the one's who save you green.)*
13. It doesn't mean much to charge a little when the quality is as low as the price.
14. But when your offered savings,
15. On the one thing you've waited for all of your life,
16. You better listen up!
17. We'll save you green.
18. We'll save you green.
19. Save you money on everything we've got.
20. And that's a lot.
21. *(custom line)*
22. We'll save you green.
23. We'll save you green."

CUT:

1. :62 - Customized for demonstration purposes
2. :62 - Full vocal
3. :62 - :00 intro/:14 vocal/:31 bed/:17 vocal close
4. :62 - :00 intro/:03 vocal/:43 bed/:17 vocal close
5. :62 - :45 bed/:17 vocal close
6. :31 - Full vocal
7. :31 - :00 intro/:05 vocal/:15 bed/:09 vocal close
8. :31 - :21 bed/:09 vocal close
9. :12 - Full vocal
10. :62 - instrumental
11. :31 - instrumental
12. :12 - instrumental

LINES:

- all lines
- all lines
- (1-5)(17-23)
- (1)(17-23)
- (17-23)
- (10-20)
- (10-11)(17-20)
- (17-20)
- (17-20)



IMAGE SONGS

:60 - Suggested for use with CUT 4

VOCAL: (:03) "We'll save you green."

VOICE 1: (:43) "There's green with envy."

VOICE 2: "Green with jealousy."

VOICE 1: "That's the same."

VOICE 2: "Okay, how 'bout green meaning untried?"

VOICE 1: "Fine. I say green as in savings."

VOICE 2: "Want to run that one past me again?"

VOICE 1: "Green as in savings."

VOICE 2: "What are you talking about?"

VOICE 1: "You know...at _____, we'll save you green."

VOICE 2: "I don't know..."

VOICE 1: "Oh, sure you do! Everybody knows _____ can save them green because _____ buys in volume and passes the discount savings along."

VOICE 2: "No, I don't know..."

VOICE 1: "Then there's _____ daily and weekly in-store specials when you save even more. Surely you know about those."

VOICE 2: "Yes, but I don't know..."

VOICE 1: "Okay, what is it you don't know about?"

VOICE 2: "I don't know why I ever let myself be talked into playing these games with you. I can't win."

VOICE 1: "Maybe so, but you can save lots of green at _____."

VOICE 2: "Now I know."

VOCAL: (:17) "We'll save you...save you green."

IMAGE SONGS

:30 - Suggested for use with CUT 8

- VOICE 1: (:21) "Hey-hey, you don't look so good.
You're kinda green."
- VOICE 2: "That's because Happy Harry just told me
how much it'd cost to fix my car. Now
I know what he's got to be happy about."
- VOICE 1: "Hey, instead of turning green over high
repair costs, try saving some, at _____
_____."
- VOICE 2: "Really?"
- VOICE 1: "Sure. _____'s staff of
professionals do reliable work at reason-
able cost."
- VOICE 2: "Happy Harry's not gonna like this."
- VOICE 1: "So what's he gonna do, turn green?"
- VOCAL: (:09) "We'll save you...that's a lot!"

:30 - Suggested for use with CUT 8

- ANNCR: (:21) "Green tis the color of shamrocks, leprechauns,
(Irish Accent) and the money ye'll be savin' when you shop
_____ 's St. Patrick's Day
Sale. Faith'n Begorrah, you won't be findin'
better buys on the color green, or any other
color for that matter! It's a fantastic sale
on a rainbow of paint colors, in time for all
your spring cleanin' and fix-up. It's _____
_____ 's St. Patrick's Day Sale, and
it's going on through Saturday, so stop in
today for a little...savin' of the green."
- VOCAL: (:09) "We'll save you...that's a lot."



IMAGE SONGS

"OUR PRICES SUIT YOU PERFECTLY"

(A-6204 - bright, energetic)

USE: CLOTHING STORE

LINE:

1. "If you're lookin' to build your wardrobe,
2. But you don't know where to start.
3. *(Let us help you, let us do our part.)*
4. If your money's short and your coat's too long,
5. Style is right but the price is wrong.
6. Make your move, come on along.
7. Suits, blazers, top coats too.
8. Style is what we've got for you.
9. *(You can dress in style!)*
10. Our prices suit you perfectly.
11. All the style accessories to make you look your best.
12. At yesteryear's prices you can be well dressed.
13. Best name brands and fashion from sport to business wear.
14. Clothes for all occassions, you'll look good everywhere.
15. Slacks, shirts, ties too.
16. Style is what we've got for you.
17. *(You can dress in style!)*
18. Our prices suit you perfectly!"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro/:08 vocal/:24 bed/:28 vocal close
4. :60 - :00 intro/:08 vocal/:45 bed/:07 vocal close
5. :60 - :53 bed/:07 vocal close
6. :30 - Full vocal
7. :30 - :00 intro/:08 vocal/:15 bed/:07 vocal close
8. :30 - :23 bed/:07 vocal close
9. :11 - Full vocal
10. :60 - instrumental
11. :30 - instrumental
12. :11 - instrumental

LINES:

- all lines
- all lines
- (1-3)(11-18)
- (1-3)(17-18)
- (17-18)
- (1-10)
- (1-3)(9-10)
- (9-10)
- (15-18)



"OUR PRICES SUIT YOU PERFECTLY"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 4

VOCAL:

(:08) "If you're lookin'...do our part."

ANNCR:

(:45) *"Sometimes the only fit you get from all those high faluttin' clothes stores is a feelin' that you're fit to be tied. I mean, the numbers on some of those price tags can take the wind out of your sails and the cash from your wallet. It's time to give your clothing allowance a breather. Come to _____, where their prices fit you as well as their clothes. You're gonna find a wide selection of sizes, fabrics, colors and styles you can feel good about, at prices you just can't beat. So if you're tired of being fit to be tied, come to _____ for a change. Their prices are gonna suit you perfectly. And be sure to listen for _____'s special sales events for even greater savings on suits, sportcoats, slacks, you-name-it. _____."*

VOCAL:

(:07) "You can dress...suit you perfectly!"



"OUR PRICES SUIT YOU PERFECTLY"
SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 7

- VOCAL: (:08) "If you're lookin'...do our part."
ANNCR: (:15) *"Clothes do make the man, but sometimes they can unmake your budget, unless you know about _____. They're doing their part to make you look your best without emptying your wallet. _____."*
- VOCAL: (:07) "You can dress...suit you perfectly!"

:30 - Suggested for use with CUT 8

- ANNCR: (:23) *"Okay, so your mother didn't tell you about _____. Is it her fault? She probably figured you'd hear about it on the radio, or from some friends who shop and save there. Give the woman a break. She tried her best with the material she had to work with, and you didn't turn out so bad...even if you haven't tried shopping at _____...yet. Don't put it off, okay? And remember, call your mother...And tell her you've discovered _____. She'll be proud of you."*
- VOCAL: (:07) "You can dress...suit you perfectly!"



IMAGE SONGS

"WE'RE SO MUCH MORE THAN A FURNITURE STORE"

(A-6230 - uptempo, contemporary)

USE: FURNITURE STORE

LINE:

1. "Your home is your castle,
2. But sometimes the hassle of finding the right touch,
3. Really gets to be too much.
4. Ya want a look that's you,
5. That fits ya like a shoe,
6. Cause the way you live says so much about you.
7. For whatever you have to spend,
8. We'll give you something you can be proud to own.
9. We're so much more than a furniture store,
10. *(We're people who care.)*
11. For whatever you have to spend,
12. We'll give you something you can be proud to own.
13. We're so much more than a furniture store.
14. *(We're people who care.)*
15. We're so much more than a furniture store."

CUT:

1. :61 - Customized for demonstration purposes
2. :61 - Full vocal
3. :61 - :04 intro/:08 vocal/:29 bed/:20 vocal close
4. :61 - :04 intro/:08 vocal/:38 bed/:11 vocal close
5. :61 - :50 bed/:11 vocal close

6. :31 - Full vocal
7. :31 - :04 intro/:08 vocal/:11 bed/:08 vocal close
8. :31 - :23 bed/:08 vocal close
9. :11 - Full vocal

10. :61 - instrumental
11. :31 - instrumental
12. :11 - instrumental

LINES:

- all lines
- all lines
- (1-3)(11-15)
- (1-3)(13-15)
- (13-15)

- (1-3)(11-15)
- (1-3)(13-15)
- (13-15)
- (13-15)

IMAGE SONGS

:60 - Suggested for use with CUT 5

DAVE: (:50) *"Mom, Dad, this is Margaret."*
DAD: *"Hi."*
MOM: *"So nice to meet you."*
MARGARET: *"Thanks."*
DAD: *"So now that you two are married, you'll probably be needin' some furniture."*
MOM: *"Dad brought along the sofa we had in our basement. You remember; the red velvet one."*
DAVE: *"But...We've already got a sofa."*
DAD: *"They've already got a sofa."*
DAVE: *"We got it at _____."*
MOM: *"Well, you'll need something to fill out the room, so we brought Uncle Ernie's recliner. It doesn't recline anymore, but..."*
DAVE: *"We also got a loveseat at _____, to match the sofa."*
MOM: *"A sofa and loveseat?"*
DAVE: *"And a bedroom set...And furniture for the dining room."*
MOM: *"So, Mr. Rockefeller, where did all the money come from for this furniture?"*
DAVE: *"_____ helped us establish credit. It was easy. I guess that's why _____ is so much more than a furniture store."*
DAD: *"I'm not moving the sofa again, Edna."*
MOM: *"It's all right, Frank. Maybe Julie can use it. I hope she hasn't heard of _____." I wonder where we can put Ernie's recliner."*
VOCAL: (:11) *"We're so much...a furniture store."*

NOTE: Build a series on Frank and Edna, left with so much furniture they planned to give their kids, who instead went to your account for new furniture and to establish credit.

MASTERPLAN

"WE'RE SO MUCH MORE THAN A FURNITURE STORE"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

- ANNCR: (:23) *"Chances are your first furniture was heirlooms donated by family, with a lot of sentimental value attached to each piece."*
- VOICE: *"Yes, Aunt Alice used to sit in this chair all the time. Day and night. She'd stare out the window...drool...and rub the fabric off the arms."*
- ANNCR: *"Sentiment aside, when you're ready for furniture of your own, come to _____ . For quality, savings, and the credit you deserve, it's _____."*
- VOCAL: (:08) *"We're so much...a furniture store."*

:30 - Suggested for use with CUT 7

- ANNCR: (:04) *"_____ means furniture."*
- VOCAL: (:08) *"Your home is...be too much."*
- ANNCR: (:11) *"But _____ also means selection and savings, so you can find the right touch, at the right price. _____."*
- VOCAL: (:08) *"We're so much...a furniture store."*



IMAGE SONGS

"WE NEVER FORGET HOW IMPORTANT YOU ARE"

(A-6232 - smooth flowing, classy)

USE: CLOTHING STORE

LINE:

1. "Like a lovely autumn sunset,
2. Like a snowflake, like your smile,
3. You're one of a kind, you're special.
4. We've known that for quite a while.
5. There's nobody else quite like you,
6. To find a friend you don't have to go far.
7. *(Because you matter to us,)*
8. We never forget how important you are.
9. You, you're one in a million,
10. You've got the flare, you've got the style.
11. You're one of a kind, you're special.
12. We've known that for quite a while,
13. There's nobody else quite like you,
14. To find a friend you don't have to go far.
15. *(Because you matter to us,)*
16. We never forget how important you are."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :03 intro/:13 vocal/:16 bed/:28 vocal close
4. :60 - :03 intro/:13 vocal/:35 bed/:09 vocal close
5. :60 - :45 bed/:15 vocal close

6. :30 - Full vocal
7. :30 - :03 intro/:06 vocal/:13 bed/:08 vocal close
8. :30 - :22 bed/:08 vocal close
9. :10 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-4)(9-16)
- (1-4)(15-16)
- (13-16)

- (1-8)
- (1-2)(7-8)
- (7-8)
- (6-8)



"WE NEVER FORGET HOW IMPORTANT YOU ARE"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

- ANNCR: (:45) *"Of course you didn't forget your anniversary. How could you? No, you didn't forget. You always meant to do something special. It just got...misplaced. It was always there...somewhere. Maybe you meant to stop by for something when you remembered to take the shirts to the cleaners...or when you needed to take the car in and find out what was making that odd thump-thumping sound. No, you didn't forget. But it might look that way. Lucky for you there's _____ . We know how important things can sometimes slip through your memory, winding up in a tidal pool of good intentions. Because _____ never forgets how important you are, you'll never have to worry about remembering something important for someone else at the last minute. _____ will be ready with gifts to make the occasion extra special...Even at the last minute."*
- VOCAL: (:15) *"There's nobody else...important you are."*



"WE NEVER FORGET HOW IMPORTANT YOU ARE"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

ANNCR: (:22) *"Like each of the countless snowflakes, you're unique. Just because you share the same dress size with other women doesn't imply you want to look just like other women. _____ understands perfectly. That's why you'll find a varied selection of one-of-a-kind designer fashions at _____. You see, they never forget how important, or unique, you are."*

VOCAL: (:08) "Because you matter...important you are."

:30 - Suggested for use with CUT 7

ANNCR: (:03) "_____."

VOCAL: (:06) "Like a lovely...like your smile."

ANNCR: (:13) *"Like you, your smile is one in an million, and you need proper dental care to keep it that way; the care you'll get from _____..."*

VOCAL: (:08) "Because you matter...important you are."



IMAGE SONGS

"WE'VE GOT SOMETHING FOR EVERYONE"

(A-6231 - bright, positive)

USE: SHOPPING MALL

LINE:

1. "We've got something for everyone,
2. And we've got something for you.
3. *(We've got something for everyone!)*
4. Have we got something for you.
5. To find what you want with that personal touch,
6. Shouldn't take a lot of running around.
7. We've got everything under the sun.
8. We're the most unique place in town.
9. *(We've got something for everyone!)*
10. We've got something for you.
11. Savings are waiting for everyone,
12. And savings are waiting for you.
13. This is a day for savings,
14. And we have savings for you.
15. We've got something for everyone,
16. And we've got something for you.
17. *(We've got something for everyone!)*
18. Have we got something for you.
19. We've got something for you!"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro/:11 vocal/:20 bed/:28 vocal close
4. :60 - :00 intro/:11 vocal/:39 bed/:10 vocal close
5. :60 - :50 bed/:10 vocal close

6. :32 - Full vocal
7. :32 - :00 intro/:07 vocal/:18 bed/:08 vocal close
8. :32 - :24 bed/:08 vocal close
9. :11 - Full vocal

10. :60 - instrumental
11. :32 - instrumental
12. :11 - instrumental

LINES:

- all lines
- all lines
- (1-4)(9-19)
- (1-4)(17-19)
- (17-19)

- (1-10)
- (1-2)(9-10)
- (9-10)
- (17-19)



"WE'VE GOT SOMETHING FOR EVERYONE"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

- VOICE 1: (:50) "We're at _____ today talking with..."
- VOICE 2: "Ed Smith."
- VOICE 1: "And what do you do for a living, Ed?"
- VOICE 2: "I'm the world's tallest midget."
- VOICE 1: "The world's tallest...Uh, Ed, why do you shop at _____?"
- VOICE 2: "It's like they say, _____ has something for everyone. I can tell you, they've got plenty for me. You know, it's not easy shopping for us midgets."
- VOICE 1: "Us midgets?"
- VOICE 2: "We midgets? Anyway, we have a hard time finding a lot that's right for us, but _____ more than fills the bill."
- VOICE 1: "Speaking of size, Ed."
- VOICE 2: "Oh, it's not just size. There's selection, quality, and the savings are great here at _____."
- VOICE 1: "How tall are you?"
- VOICE 2: "What?"
- VOICE 1: "How tall?"
- VOICE 2: "With or without shoes?"
- VOICE 1: "HOW TALL?!!"
- VOICE 2: "Six-one."
- VOICE 1: "Uh-huh. The world's tallest midget."
- VOICE 2: "Glandular problems?"
- VOICE 1: "I don't think so."
- VOICE 2: "Okay, so I'm really a CPA! Still want to talk with me?!"
- VOICE 1: "It's all right, Ed. _____ does have something for everyone...even CPA's."
- VOCAL: (:10) "We've got something...something for you!"



"WE'VE GOT SOMETHING FOR EVERYONE"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 9

ANNCR: (:19) " _____ has something for you for spring! It's _____'s spring thing; anything from cash to keys to a new car! Guess what it is and it's yours. Nothing to buy! Clues are scattered throughout _____, so come in today and give us your best guess for spring."

VOCAL: (:11) "We've got something...something for you!"

:30 - Suggested for use with CUT 8

ANNCR: (:24) "There's something going on at _____, and it's something for you. It's _____'s physical fitness fair, with special free aerobics demonstrations, diet planning seminars, and the latest in what to use and wear for shaping up. _____'s physical fitness fair, going on through _____."

VOCAL: (:08) "We've got something...something for you!"



IMAGE SONGS

"A TOUCH OF CLASS"

(A-6229 - soft melody)

USE: CARPET STORE

LINE:

1. "A touch of class,
2. *(That's something extra we give.)*
3. A touch of class,
4. A bit of elegance, the look of luxury.
5. A thing of beauty, a touch of class.
6. A touch of class,
7. *(That's something extra we give.)*
8. A touch of class.
9. A touch of class, a bit of happiness,
10. Some precious moments, a lot of love,
11. And...A touch of class.
12. A touch of class,
13. *(That's something extra we give.)*
14. A touch of class."

CUT:

1. :61 - Customized for demonstration purposes
2. :61 - Full vocal
3. :61 - :03 intro/:26 vocal/:20 bed/:12 vocal close
4. :61 - :03 intro/:07 vocal/:39 bed/:12 vocal close
5. :61 - :49 bed/:12 vocal close

6. :30 - Full vocal
7. :30 - :03 intro/:07 vocal/:10 bed/:10 vocal close
8. :30 - :20 bed/:10 vocal close
9. :11 - Full vocal

10. :61 - instrumental
11. :30 - instrumental
12. :11 - instrumental

LINES:

- all lines
- all lines
- (1-8)(12-14)
- (1-3)(12-14)
- (12-14)

- (1-8)
- (1-3)(6-8)
- (6-8)
- (1-3)



"A TOUCH OF CLASS"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 4

ANNCR: (:03) " _____ has..."

VOCAL: (:07) "A touch of...touch of class."

ANNCR: (:39) "In this price and item world, it sometimes seems that nothing but the bottom line matters much anymore. You're one of the few discriminating shoppers who gives consideration to quality...Who knows real value can't be measured by a price tag. That's why you shop at _____ . You've learned down through the years that _____'s standards are as high as your own. And that's a valuable lesson when you're shopping for quality merchandise. _____ . For the things that really matter, come to _____, because they give you..."

VOCAL: (:12) "A touch of...touch of class."



"A TOUCH OF CLASS"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

- ANNCR: (:20) *"Class...It's a vintage wine. A classic car. _____ . Each exhibits special qualities setting them apart from all other wines, cars, and stores. You know the differences, because you've always appreciated the finer things life has to offer. That's why you shop at _____ , because you take as much care in selecting stores as you do wines and cars."*
- VOCAL: (:10) "A touch of...touch of class."

:30 - Suggested for use with CUT 9

- ANNCR: (:19) *"Life's too short to settle for second best. You give your all in all you do, and expect the same from others. That's why _____ is your store for carpeting. The name brands, expertise of _____ 's staff, and reasonable pricing all work together to make sure you get..."*
- VOCAL: (:11) "A touch of...touch of class."



IMAGE SONGS

"YOU'VE GOT IT COMIN' TO YA"

(Y-5116 - uptempo rock with claps)

USE: DISCO

LINES:

1. *"(You!)"*
2. You've got it comin' to ya,
3. You've got it comin' to ya.
4. Makin' your life come alive,
5. *(Come alive.)*
6. You've got it comin' to ya,
7. Listen to your heart pound,
8. Every time you hear the sound.
9. We've got the best comin' your way.
10. Come in today,
11. We've got it all for you.
12. You've got it comin' to ya,
13. *"(You!)"*

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :04 intro/:06 vocal/:20 bed/:30 vocal close
4. :60 - :04 intro/:06 vocal/:41 bed/:09 vocal close
5. :60 - :51 bed/:09 vocal close

6. :31 - Full vocal
7. :31 - :00 intro/:04 vocal/:18 bed/:09 vocal close
8. :31 - :22 bed/:09 vocal close
9. :09 - Full vocal

10. :60 - instrumental
11. :31 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-2)(6-13)
- (1-2)(12-13)
- (12-13)

- (6-13)
- (6)(12-13)
- (12-13)
- (12-13)



"YOU'VE GOT IT COMIN' TO YA"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 8

ANNCR: (:51) *"For years, you've been told you had things coming to you."*

WOMAN: *"Because you were so good, and ate all your spinach, here's a second helping. You've got it coming to you."*

MAN 1: *"Okay, private. You done good, so I'm gonna give you a nice, easy assignment. KP duty. You got it coming to you."*

MAN #2: *"Well, it seems you made a slight error on your income tax form. It turns out we owe you money. Your check for two dollars and forty three cents is in the mail. You've got it coming to you."*

ANNCR: *"But it it always turned out that it either wasn't what you wanted, or enough of what you did want to make any difference, until now. You say you want a good time? Music? Fun? Friends? The best happy hour prices in town? Then come to _____ . They think that after all the disappointments in your life, large and small, that you really do deserve the best. It's like _____ 's people say... 'You've got it coming to you.'"*

WOMAN: *"More spinach?"*

ANNCR: *"Forget your troubles. Remember _____ ."*

VOCAL: (:09) *"You've got it...YOU!"*



"YOU'VE GOT IT COMIN' TO YA"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

ANNCR: (:22) *"Good things come to those who wait, right? At least, that's what we've all been told. Bull feathers! There's no need to wait any longer because this week _____'s happy hour lasts from when they open their doors to closing! Let someone else do the waitin'. This is where you want to be for the best, and longest, happy hour prices in town. _____."*

VOCAL: (:09) "You've got it...YOU!"

:30 - Suggested for use with CUT 7

VOCAL: (:04) "You've got it comin' to ya."

ANNCR: (:18) *"Another night of non-stop fun is comin' your way tonight at _____! Comin' to ya! Two for one on your favorite beverages! Comin' to ya! Live music with _____! Comin to ya! No cover charge! It's the best entertainment value in town, so you'd better be there! It's all comin' to ya at _____, tonight!"*

VOCAL: (:09) "You've got it...YOU!"



IMAGE SONGS

"ALWAYS IN GOOD TASTE"

(Y-6236 - soft contemporary)

USE: STEAK HOUSE

LINES:

1. "Dining elegance, friendly atmosphere,
2. Best in food and spirits.
3. Times of good cheer,
4. Gourmet food, service, style and flair,
5. Especially for you.
6. *(It's a dining experience,)*
7. Always in good taste.
8. Dining elegance, a staff to treat you right.
9. Gourmet cuisine on the menu, sumptuous or light.
10. Served with style, served with flair,
11. Served with special care.
12. *(It's a dining experience,)*
13. Always in good taste."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :03 intro/:12 vocal/:18 bed/:27 vocal close
4. :60 - :03 intro/:12 vocal/:37 bed/:08 vocal close
5. :60 - :52 bed/:08 vocal close

6. :30 - Full vocal
7. :30 - :03 intro/:06 vocal/:14 bed/:07 vocal close
8. :30 - :23 bed/:07 vocal close
9. :10 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-3)(8-13)
- (1-3)(12-13)
- (12-13)

- (1-7)
- (1)(6-7)
- (6-7)
- (12-13)



"ALWAYS IN GOOD TASTE"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

SNOB: (:52) "When it comes to good business judgement, I've cornered the market."

BUTLER: "What would you like done with your controlling stock in Mood Rings, Unlimited, sir?"

SNOB: "As I was saying, when it comes to being a good sport, I lead the field."

BUTLER: "I see by your nine iron that you were attacked by a vicious python at the 18th hole again, sir."

SNOB: "Ah-hem, yes, well, when it comes to having good taste in companions..."

BUTLER: "Bruno."

SNOB: "Cars."

BUTLER: "The Edsel."

SNOB: "Food?"

BUTLER: "_____."

SNOB: "That's it! When it comes to good taste in food, I choose _____ every time."

BUTLER: "A very wise choice, sir."

SNOB: "Thank you, Arnold."

BUTLER: "Perhaps you'd do better with your soup if you used your soup spoon."

SNOB: "What's this?"

BUTLER: "The ladle, sir."

ANNCR: "Even if you're new to the good life, you can be sure that dining out at _____ is always in good taste. _____"

Open ___ days a week for lunch and dinner."

VOCAL: (:08) "It's a dining...in good taste."

IMAGE SONGS

"ALWAYS IN GOOD TASTE"

SUGGESTED COPY

:30 - Suggested for use with CUT 8

ANNCR: (:23) *"Some people like seafood, others prefer steak. It's all a matter of... taste. Whichever is your favorite, you can be sure when you come to _____, it will always be in good taste. That's a promise, as _____'s customers know. So regardless of your choice, seafood or steak, remember the restaurant that serves both in good taste... _____."*

VOCAL: (:07) *"It's a dining...in good taste."*

:30 - Suggested for use with CUT 7

ANNCR: (:03) *"_____ has..."*

VOCAL: (:06) *"Dining elegance, friendly atmosphere."*

ANNCR: (:14) *"A lot of different things go into making a reputation, like the ingredients of your favorite dish. One taste of the food at _____, and you'll know the recipe for their reputation is perfect."*

VOCAL: (:07) *"It's a dining...in good taste."*



IMAGE SONGS

"FEELIN' GOOD ALL OVER"

(A-6208 - uptempo MOR)

USE: FITNESS CENTER

LINES:

1. "If your bones are beginning to drag,
2. And your muscles are startin' to sag,
3. It's time you made a visit,
4. *(To get things back in shape.)*
5. Get your body movin' again,
6. Feelin' like it should,
7. Smilin' on the outside,
8. Cause you know your lookin' good,
9. Get to feelin' good all over,
10. *(Feelin' good all over.)*
11. Feelin' good all over, feelin' good all over.
12. You'll feel like your in clover, feelin' good all over.
13. Feelin' good, lookin' good,
14. Feelin' good all over.
15. Get your body movin' again,
16. Feelin' like it should,
17. Smiling on the outside cause you know you're lookin'
good.
18. Get to feelin' good all over,
19. *(Feelin' good all over.)"*

CUT:

1. :61 - Customized for demonstration purposes
2. :61 - Full vocal
3. :61 - :02 intro/:10 vocal/:18 bed/:31 vocal close
4. :61 - :02 intro/:10 vocal/:43 bed/:06 vocal close
5. :61 - :55 bed/:06 vocal close
6. :30 - Full vocal
7. :30 - :02 intro/:10 vocal/:10 bed/:08 vocal close
8. :30 - :22 bed/:08 vocal close
9. :10 - Full vocal
10. :61 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-4) (11-19)
- (1-4) (18-19)
- (18-19)
- (1-10)
- (1-4) (9-10)
- (9-10)
- (7-10)



"FEELIN' GOOD ALL OVER"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

VOICE 1: (:55) *"What'd you know, it's the holiday season. That time of year when friends and relatives gather together, exchange stories and presents, and eat to their hearts' content. There's a special feeling that comes to practically everyone at this time of year. Do you know what that feeling is?"*

VOICE 2: *"Full."*

VOICE 1: *"Uh, yes, well, if you've over-indulged in all the delicious goodies of the season, you need _____.*

They'll help design a physical fitness program based on your needs and goals. Not just weight control, but complete physical fitness regimen to help keep you in shape even if you're already there.

_____, with special holiday fitness programs starting now. So if you've got that special holiday feeling."

VOICE 3: *"Boy, am I stuffed. I can't eat another bite."*

VOICE 1: *"Come by _____ and enroll today in their special holiday fitness program. In no time at all they'll have you feelin' good all over."*

VOCAL: (:06) *"Get to feelin'...good all over."*



"FEELIN' GOOD ALL OVER"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

VOICE 1: (:22) "Even a few pounds over your recommended weight can have you feelin'..."

VOICE 2: (Vari-speed Down for Drag) "Dooowwwwnnnn."

VOICE 1: "That extra weight can leave you depressed and feeling drained. In otherwords, just plain..."

VOICE 2: (Same Effect) "Baaaadddd."

VOICE 1: "After a couple of visits to _____, you can get rid of those unwanted pounds and regain lost vitality."

VOICE 2: (Vari-speed Up) "I feel great."

VOICE 1: "And the energy _____ restores can help you rebound."

VOICE 2: (Vari-speed up & out) "Weeeeeeee!"

VOICE 1: "_____."

VOCAL: (:08) "Get to feelin'...great all over."

:30 - Suggested for use with CUT 7

ANNCR: (:02) "_____."

VOCAL: (:10) "If your bones...back in shape."

ANNCR: (:10) "Now's the time to get in shape for the new summer swim-wear fashions, and _____ is the place. Call today to enroll in classes starting soon."

VOCAL: (:08) "Get to feelin'...great all over!"



IMAGE SONGS

"COOL IT WITH US"

(A-6205 - relaxed contemporary)

USE: RESTAURANT

LINES:

1. "Cool it with us,
2. Don't let the summer get ya down,
3. *(Cool it with us.)*
4. We'll make your summer come alive,
5. Summer good times are what we have,
6. We'll pour a cold one and have a laugh.
7. Reach out and turn your life into something good,
8. You can make it happen.
9. Cool it, cool it with us,
10. Cool it, cool it with us,
11. Turn it on, turn it up,
12. Turn on your life.
13. *(Cool it,)*
14. Cool it with us,
15. *(Cool it,)*
16. Cool it with us."

CUT:

1. :61 - Customized for demonstration purposes
2. :61 - Full vocal
3. :61 - :00 intro/:27 vocal/:22 bed/:12 vocal close
4. :61 - :00 intro/:08 vocal/:41 bed/:12 vocal close
5. :61 - :49 - bed/:12 vocal close

6. :31 - Full vocal
7. :31 - :00 intro/:07 vocal/:14 bed/:10 vocal close
8. :31 - :21 bed/:10 vocal close
9. :10 - Full vocal

10. :61 - instrumental
11. :31 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-8)(13-16)
- (1-2)(13-16)
- (13-16)

- (9-16)
- (9)(13-15)
- (13-15)
- (13-15)



"COOL IT WITH US"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

- VOICE 1: (:49) *"Lost in the desert...Can't stand the heat..."*
- VOICE 2: *"Then get out of the kitchen."*
- VOICE 1: *"Now I'm hearing things."*
- VOICE 2: *"Over here! In the tent."*
- VOICE 1: *"And seeing things."*
- VOICE 2: *"What you're seeing is _____
_____ 's 'COOL IT WITH US' tent sale."*
- VOICE 1: *"Really?"*
- VOICE 2: *"Absolutely. The best prices of the year on air conditioners, refrigerators, freezers, fans..."*
- VOICE 1: *"How much for this?"*
- VOICE 2: *"This _____ is on sale right now for just _____. You save _____."*
- VOICE 1: *"And this?"*
- VOICE 2: *"We've cooled the price on this _____ to _____ for this event."*
- VOICE 1: *"Great! I'll take'em both."*
- VOICE 2: *"Good. _____ is offering free delivery and three ways to pay during the 'COOL IT WITH US' tent sale. Cash, major credit cards, or our own charge plan."*
- VOICE 1: *"Oops. Left my wallet in my other pair of pants. I'll be right back."*
- VOICE 2: *"Hurry. The sale only lasts through _____
_____. (ASIDE) I didn't have the heart to tell him this was just a mirage and the sale's really at _____."*
- VOCAL: (:12) *"Cool it...it with us."*



"COOL IT WITH US"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

ANNCR: (:21) *"Has the summer sun turned your car into an oven? Why not wait at _____ till the sun sets? While your car cools down, you can, too, with _____'s sunset specials. Choose from a variety of super summer coolers at special savings. _____. When the sun sets, so do these prices, so hurry on in right now."*

VOCAL (:10) *"Cool it...it with us."*

:30 - Suggested for use with CUT 7

VOCAL: (:07) *"Cool it, cool it with us."*

ANNCR: (:14) *"Football fever's raging, but _____ has the cure...two for one prices on your favorite beverages till the playoffs at _____."*

VOCAL: (:10) *"Cool it...it with us."*



IMAGE SONGS

"WE GO THE DISTANCE"

(A-6249 - strong, fast paced)

USE: COURIER SERVICE

LINES:

1. "We go the distance,
2. *(We go the distance.)*
3. We go the distance for you.
4. Near or far, we go the distance from wherever you are.
5. Speed, security,
6. Bonded messenger delivery.
7. *(We go the distance,)*
8. We go the distance for you.
9. We pick up, we deliver,
10. Get things there, safe and on time.
11. Packages, large or small.
12. Delivered right, we're always on call.
13. Near or far, we go the distance from wherever you are.
14. Speed, security,
15. Bonded messenger delivery,
16. *(We go the distance,)*
17. We go the distance for you."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :03 intro/:26 vocal/:25 bed/:06 vocal close
4. :60 - :03 intro/:08 vocal/:43 bed/:06 vocal close
5. :60 - :54 bed/:06 vocal close

6. :30 - Full vocal
7. :30 - :03 intro/:08 vocal/:13 bed/:06 vocal close
8. :30 - :24 bed/:06 vocal close
9. :11 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :11 - instrumental

LINES:

- all lines
- all lines
- (1-8)(16-17)
- (1-3)(16-17)
- (16-17)

- (1-8)
- (1-3)(7-8)
- (7-8)
- (1-3)

MASTERPLAN

IMAGE SONGS

"WE GO THE DISTANCE"

SUGGESTED COPY

:60 - Suggested for use with CUT 4

LYRICS: (:08) "We go the...distance for you."

YOU: (:43) *"A lot of delivery services are competing these days to see who can talk fastest in their commercials. Well, fast talk just confuses me... Fast delivery is what I care about. That's why I use _____ . I can rely on _____ to deliver my important papers and packages quickly and safely. Their couriers are available 24 hours a day, 7 days a week. All their deliveries are insured, and their messengers are bonded so once I send my package, I can rest easy. Besides, _____ 's same day service costs no more than the other guy's next day service. So let the other companies keep running off at the mouth. I'll just let _____ run with my packages. It's true... _____ really goes the distance for you."*

LYRICS: (:06) "We go the...distance for you."

MASTERPLAN

IMAGE SONGS

"WE GO THE DISTANCE"

SUGGESTED COPY

:30 - Suggested for use with CUT 7

LYRICS: (:08) "We go the ...distance for you."

YOU: (:13) "I just have a few seconds to tell you about _____, so I thought I'd mention how reliable they are, how they deliver all over town, 24 hours a day, 7 days a week, and..."

FX: DOORBELL

YOU: "And they're already here, so I don't have time to mention how fast _____ are. Maybe next time..."

LYRICS: (:06) "We go the...distance for you."

:30 - Suggested for use with CUT 8

YOU: (:24) "Here's something you should do before calling _____. First, divide all your packages according to how urgent their delivery is. Then tell _____ which ones are urgent, which ones aren't, and which ones are somewhere in the middle. Why? Because the less urgent the delivery, the lower the price! If your package can wait a few hours, we'll charge you less for our famous safe delivery, anywhere, anytime. That's just one way that _____ goes the distance...For less."

LYRICS: (:06) "We go the...distance for you."



IMAGE SONGS

"SHOW YOUR GOOD TASTE"

(A-6242 - high-energy rock)

USE: RESTAURANT

LINES:

1. "You show your good taste,
2. When you go for good taste,
3. You go to the place,
4. That means good food and friends.
5. You show your good taste,
6. With a smile on your face.
7. You know it's the place,
8. You can always recommend.
9. You show your good taste,
10. *(At the best place to find it!)*
11. Satisfy your expectation,
12. Good taste and discrimination,
13. A standing invitation goes out to you.
14. Your good taste, yeah, how it shows,
15. 'Cause for good taste, you know where to go.
16. When you go for good taste,
17. You show your good taste,
18. *(And there's one place to get it!)"*

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro/:30 vocal/:20 bed/:10 vocal close
4. :60 - :00 intro/:12 vocal/:38 bed/:10 vocal close
5. :60 - :50 bed/:10 vocal close

6. :31 - Full vocal
7. :31 - :00 intro/:12 vocal/:12 bed/:07 vocal close
8. :31 - :24 bed/:07 vocal close
9. :11 - Full vocal

10. :60 - instrumental
11. :31 - instrumental
12. :11 - instrumental

LINES:

- all lines
- all lines
- (1-10)(16-18)
- (1-4)(16-18)
- (16-18)

- (1-10)
- (1-4)(9-10)
- (9-10)
- (16-18)

IMAGE SONGS

:60 - Suggested for use with CUT 5

- YOU: (:50) *"You know, Reggie, ever since you inherited that ten million, you don't seem to have any fun anymore."*
- REGGIE: *"Well...It's tough being priviledged, Dan. I've had to give up fun for...Good taste."*
- YOU: *"That's silly? You should join me for lunch at _____."*
- REGGIE: *"Will they let me in?"*
- YOU: *"Of course they'll let you in."*
- REGGIE: *"Then I'm sorry...They're not exclusive enough!"*
- YOU: *"Reggie, if you're going to enjoy that ten million, you need to learn...Good sense makes for good taste! And what makes better sense than going to _____?"*
- REGGIE: *"Well, my broker says..."*
- YOU: *"Reggie...Think of succulent Mexican food...Frozen Margueritas...Friendly people, music, laughter!!"*
- REGGIE: *"Okay...But I'm a little short today."*
- YOU: *"But you inherited ten million..."*
- REGGIE: *"Goldfish."*
- YOU: *"Ten Million Goldfish!?"*
- REGGIE: *"Wanna buy a couple?"*
- YOU: *"No...But I will treat you to lunch at _____."*
- REGGIE: *"Dan, I always said you showed good taste!"*

(Cont'd)

IMAGE SONGS

:60 - Suggested for use with CUT 5 (Cont'd)

YOU: *"Let's go..."*

REGGIE: *"Okay, but first help me with this aquarium..."*

FX: WATER SLOSHING

LYRICS: (:10) *"When you go...to get it!"*

:31 - Suggested for use with CUT 8

FX: RESTAURANT BACKGROUND

MAN: (:24) *"I thought you were going to give me some lessons in good taste?"*

YOU: *"I am...That's why we're eating here at _____."*

MAN: *"What's the connection?"*

YOU: *"Look around...See all the great food and drinks, and all these people having so much fun..."*

MAN: *"Yeah?"*

YOU: *"Well...These people know that the best food, friends, and fun are at _____. So they show their good taste just by being here. That's lesson one in good taste."*

MAN: *"What's lesson two?"*

YOU: *"The man pays the check."*

MAN: (MOCK OUTRAGE) *"What?"*

FX: GENERAL LAUGHTER FROM BOTH FADES TO JINGLE

LYRICS: (:07) *"When you go...to get it!"*

IMAGE SONGS

:31 - Suggested for use with CUT 8

YOU: (:24) *"Ever heard of someone whose taste was all in his mouth? Well...That's really a compliment! After all, who knows better than your taste buds where to find the best restaurant in town? It's _____, of course. Your taste buds will love the delicious Mexican dishes, the steaming appetisers, and the sparkling beverages at _____. So show your good taste... Take your friends to _____. But don't tell them your taste buds sent you...Just say you heard about it by...Word of mouth..."*

LYRICS: (:07) *"You show your...to find it!"*



IMAGE SONGS

"BLACK TIE MEANS THE ULTIMATE"

(A-6245 - mellow rock)

USE: FORMAL WEAR

LINES:

1. *"(The ultimate,)*
2. *(The ultimate.)*
3. You've got the time, you've got the place,
4. Make sure you arrive in taste.
5. Go black tie, go beyond the best,
6. Black tie means more than the way you dress.
7. It's more than style, more than finesse.
8. Black tie means the ultimate,
9. *(Black tie means the ultimate.)*
10. It's a special night, dress beyond compare,
11. Show them you are what you wear.
12. Go black tie, go beyond the best,
13. Black tie means so much more today.
14. It's more than first class all the way.
15. Black tie means the ultimate,
16. Black means *(the ultimate.)"*

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :00 intro/:05 vocal/:28 bed/:26 vocal close
4. :59 - :00 intro/:05 vocal/:47 bed/:07 vocal close
5. :59 - :52 bed/:07 vocal close

6. :31 - Full vocal
7. :31 - :00 intro/:05 vocal/:19 bed/:07 vocal close
8. :31 - :24 bed/:07 vocal close
9. :11 - Full vocal

10. :59 - instrumental
11. :31 - instrumental
12. :11 - instrumental

LINES:

- all lines
- all lines
- (1-2)(10-16)
- (1-2)(15-16)
- (15-16)

- (1-9)
- (1-2)(8-9)
- (8-9)
- (14-16)

IMAGE SONGS

:59 - Suggested for use with CUT 5

- YOU:** (:52) *"Fred, I told you this party was black tie!"*
- MAN:** *"I'm wearing a black tie."*
- YOU:** *"Yes, with a pink t-shirt and green golf pants!"*
- MAN:** *"I can't help it if I'm the life of the party."*
- YOU:** *"And the death of me! Come on, we're going to _____ . They'll have some evening wear that might even give you some class."*
- MAN:** *"But what'll I do with a tuxedo after tonight?"*
- YOU:** *"Just return it to _____. Their low rates apply whether you're buying a tuxedo or renting it. You can rent an outfit that looks custom-tailored... Make a splash at the party, and just drop it off at _____ tomorrow."*
- MAN:** *"I still need dress shoes..."*
- YOU:** *"_____ rents shoes, too. They have every accessory you could want, including a new black tie."*
- MAN:** *"What's wrong with this tie?"*
- YOU:** *"It's glowing in the dark."*
- MAN:** *"It helps me find my keys..."*
- LYRICS:** (:07) *"Black tie means...the ultimate."*

IMAGE SONGS

:31 - Suggested for use with CUT 8

YOU: (:24) "Here's a question from _____: When do you need a tuxedo?"

MAN 1: "At formal dinners."

BOY: "For the prom?"

MAN 2: "For... (GULPS)... My wedding?"

YOU: "You're all correct, but the real answer is: You need a tuxedo anytime you need to look your absolute best. Black tie means the ultimate in men's clothing, and _____ has the ultimate selection of formal wear and accessories at the best prices in town. That's why black tie means _____."

LYRICS: (:07) "Black tie means...the ultimate."

:31 - Suggested for use with CUT 8

YOU: (:24) "Most guys don't wear a tux very often so they don't know much about them. But when you do need a tuxedo, you'll need expert advice to choose one that makes you look your best. Come to _____. We've got the styles, the sizes and the accessories for you, and with our low-rate rentals and group discounts, you don't need to have a million dollars to look like a million dollars. That's why for every formal occasion, black tie means _____."

LYRICS: (:07) "Black tie means...the ultimate."



IMAGE SONGS

"THE DOWN TO EARTH PEOPLE"

(A-6244 - contemporary country)

USE: LANDSCAPING

LINES:

1. "When you want to start something good,
2. Come down to earth.
3. When you want to grow something green for all it's worth,
4. Come down to earth.
5. We're down to earth people,
6. Friendly, helpful people.
7. Practical people have the answers for you.
8. The down to earth people,
9. *(The start of something good.)*
10. Come down to earth,
11. With practical people,
12. Simple answers and the basic things you need.
13. We're down to earth people,
14. Honest caring people,
15. Neighborly people with the answers for you.
16. The down to earth people,
17. *(The start of something good.)"*

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :02 intro/:27 vocal/:23 bed/:07 vocal close
4. :59 - :02 intro/:06 vocal/:44 bed/:07 vocal close
5. :59 - :52 bed/:07 vocal close

6. :30 - Full vocal
7. :30 - :02 intro/:06 vocal/:15 bed/:07 vocal close
8. :30 - :23 bed/:07 vocal close
9. :09 - Full vocal

10. :59 - instrumental
11. :30 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-9)(16-17)
- (1-2)(16-17)
- (16-17)

- (1-9)
- (1-2)(8-9)
- (8-9)
- (8-9)

IMAGE SONGS

:59 - Suggested for use with CUT 4

LYRICS: (:06) "When you want...down to earth."

YOU: (:44) *"Sometimes you need a little help with your lawn or garden, or maybe just a little advice. But you hate to call a professional landscaper with such a small problem. Why not call 'The Down To Earth People' at _____? We're the experts on gardening and landscaping, and we know that small garden problems can blossom overnight into big headaches. A little patch of dead grass today can grow into a brown lawn tomorrow! So we won't make you feel small when you come to us with a small problem. Oh, _____ tackles the big jobs, too... Installing sprinkler systems, planting trees and shrubs, designing landscape irrigation...But we'll help with the little problems too. _____ will nip them in the bud!"*

LYRICS: (:07) "The down to...something good."

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:23) *"In the old days, farmers relied on the Almanac to tell them what phase of the moon was best for planting. Today, gardeners don't look to the moon...They call 'The Down To Earth People' at _____. With our gardening and landscaping expertise, and our full line of do-it-yourself lawn care equipment, _____ will make sure you'll never have to do your gardening in the dark."*

LYRICS: (:07) *"The down to...something good."*

:30 - Suggested for use with CUT 8

YOU: (:23) *"When I bought my house, the lawn was nothing but mud...So I seeded it myself. Came the first heavy rain and my lawn seceded to the next county! Then I called _____. They're landscaping experts, from planting shrubs to installing sprinkler systems. _____ handles the toughest landscaping problems and gives you down-to-earth advice. _____ guarantees you a beautiful lawn...Come rain or come shine."*

LYRICS: (:07) *"The down to...something good."*



IMAGE SONGS

"SOME LIKE IT HOT!"

(A-6258 - contemporary rock)

USE: CHILI RESTAURANT

LINES:

1. "Some like it hot,
2. Some like it hot,
3. Some wanna feel the fire.
4. Some like it hot,
5. Some like it hot,
6. Filling their heart's desire.
7. We're having a party everyday,
8. There's a thousand ways you'll love us.
9. Good food, good times,
10. (SSSSSSSSS,)
11. Some like it hot!
12. We're having a party everyday,
13. Everynight to your heart's delight,
14. So come have a party with your friends.
15. Just come on in,
16. You're gonna like it.
17. Some like it hot,
18. Some like it hot,
19. Some wanna feel the fire,
20. (SSSSSSSSS,)
21. Some like it hot!"

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro/:30 vocal/:17 bed/:13 vocal close
4. :60 - :00 intro/:06 vocal/:19 bed/:05 vocal/:17 bed/
:13 vocal close
5. :60 - :47 bed/:13 vocal close
6. :31 - Full vocal
7. :31 - :00 intro/:06 vocal/:19 bed/:06 vocal close
8. :31 - :25 bed/:06 vocal close
9. :10 - Full vocal
10. :60 - instrumental
11. :31 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-11)(17-21)
- (1-3)(10-11)(17-21)
- (17-21)
- (1-11)
- (1-3)(10-11)
- (10-11)
- (4)(10-11)

MASTERPLAN

IMAGE SONGS

"SOME LIKE IT HOT"

SUGGESTED COPY

:60 - Suggested for use with CUT 3

LYRICS: (:30) "Some like it...like it hot!"

FX: DOOR OPENING AND CLOSING

YOU 1: (:17) "What's for dinner?"

YOU 2: "Something hot! I like it hot."

YOU 1: "Hot? I don't smell anything cooking."

YOU 2: "It's not cooking here."

YOU 1: "Alright, I'll bite. Where's it cooking?"

YOU 2: "At _____ . We're going out to
dinner."

YOU 1: " _____ ! That is hot! Just the
way I like it. What are we waiting for? Let's
go!"

YOU 2: "I'm with you! _____ , here we
come!"

LYRICS: (:13) "Some like it...like it hot!"

MASTERPLAN

IMAGE SONGS

"SOME LIKE IT HOT"

SUGGESTED COPY

:31 - Suggested for use with CUT 8

FX: SIZZLING SOUND

MAN: (:25) *"There it goes again."*

YOU: *"What goes again?"*

MAN: *"That sizzling sound."*

YOU: *"What sizzling sound?"*

FX: SIZZLING SOUND

MAN: *"That sizzling sound...What is it?"*

YOU: *"That's _____."*

MAN: *"_____?"*

YOU: *"Yeah...It's my favorite restaurant. You know, some like it hot, but I really like it hot."*

MAN: *"I like it hot, too, but, why the sizzling sound?"*

YOU: *"It's a recording. I wasn't sure where you'd take me to dinner so I thought I'd drop a few hints."*

MAN: *"Why don't we go to _____ for dinner."*

YOU: *"What a great idea. How'd you ever think of it?"*

LYRICS:(:06) *"Ssssssss...like it hot!"*

MASTERPLAN

IMAGE SONGS

"SOME LIKE IT HOT"

SUGGESTED COPY

:31 - Suggested for use with CUT 8

FX: STREET SOUNDS

YOU 1: (:25) *"We're here on the street interviewing people to find out what they like. Excuse me, miss?"*

YOU 2: *"I like it hot."*

YOU 1: *"How hot?"*

YOU 2: *"Really hot."*

YOU 1: *"And where do you go to find it hot?"*

YOU 2: *"To _____ 's got it hot just the way I like it."*

YOU 1: *"It's a proven fact that some like it hot."*

YOU 2: *"That's me and I get exactly what I want at _____."*

YOU 1: *"Well, then, why don't we go to _____ and get to know each other, seeing that I like it hot too."*

LYRICS: (:06) *"Ssssssss...like it hot!"*



IMAGE SONGS

"WE ANSWER TO YOU!"

(A-6257 - positive contemporary)

USE: ANSWERING SERVICE

LINES:

1. "We answer to you,
2. *(We'll keep doing what you want us to do.)*
3. Even when you're far away,
4. We keep all of your business straight.
5. We answer to you, we answer to you,
6. We answer to you.
7. Any time you want us,
8. Any time you need us,
9. We'll be on call for you.
10. *(We answer to you, we answer to you,)*
11. We answer to you.
12. We answer to you,
13. When you're caught out in a shower,
14. We're at home every hour,
15. Answerin' the phone for you.
16. We answer to you, we answer to you,
17. We answer to you,
18. *(We answer to you, we answer to you,)*
19. We answer to you."

CUT:

1. :61 - Customized for demonstration purposes
2. :61 - Full vocal
3. :61 - :00 intro/:18 vocal/:28 bed/:15 vocal close
4. :61 - :00 intro/:06 vocal/:40 bed/:15 vocal close
5. :61 - :52 bed/:09 vocal close
6. :31 - Full vocal
7. :31 - :00 intro/:06 vocal/:18 bed/:07 vocal close
8. :31 - :18 bed/:13 vocal close
9. :31 - :23 bed/:08 vocal close
10. :10 - Full vocal
11. :61 - instrumental
12. :31 - instrumental
13. :10 - instrumental

LINES:

- all lines
- all lines
- (1-6)(16-19)
- (1-2)(16-19)
- (18-19)
- (1-11)
- (1-2)(10-11)
- (7-11)
- (10-11)
- (10-11)



"WE ANSWER TO YOU"

SUGGESTED COPY

IMAGE SONGS

:31 - Suggested for use with CUT 9

FX: RINGING PHONE

YOU: (:23) *"You've missed another call. It could have been the most important call of your life. The big deal you've been working on, or the confirmation of your travel plans for that special trip. But you'll never know...Maybe they'll call back...Maybe not. If you'd called _____ first, you wouldn't have missed that call. At _____ we answer to you. Call us and you'll never again have to wonder about those calls you missed."*

LYRICS: (:08) *"We answer to...answer to you."*

MASTERPLAN

IMAGE SONGS

"WE ANSWER TO YOU"

SUGGESTED COPY

:31 - Suggested for use with CUT 9

YOU: (:23) " _____, we answer to you."
PRESIDENT: "I need a reliable answering service."
YOU: "We take accurate messages, any time of
the day."
PRESIDENT: "Good! Good! That's what I need. Worry-
ing about missing a call from my red phone
keeps me awake at night. And I need my
sleep."
YOU: "Red phone?"
PRESIDENT: "Yes, any message on that phone is extremely
important."
YOU: "Yes, sir. _____ will answer
your phone no matter what color it is. At
_____ we answer to you."
LYRICS: (:08) "We answer to...answer to you."



"WE ANSWER TO YOU"

SUGGESTED COPY

IMAGE SONGS

:61 - Suggested for use with CUT 4

LYRICS: (:06) "We answer to...us to do."

YOU: (:40) (FILTERED OVER THE PHONE) "_____,
we answer to you."

MAN: "I'm looking for an answering service."

YOU: "You've found one! We'll answer your phone
and take accurate messages for you any time of
the day. With _____ answering
your phone, you'll never be out of touch."

MAN: "That's exactly what I need. Sometimes I'm
gone for weeks at a time and I don't want
to miss any business calls."

YOU: "You can check your messages at any time by
just calling _____. We make it
easy for you."

MAN: "Good, sometimes it's hard to get to a phone in
my business. The jungles of Central America
are short on the everyday conveniences."

YOU: "Jungles?"

MAN: "Yeah, but with you answering my phone, I'll
have one less thing to worry about...That'll
make being away from home less troublesome."

YOU: "_____ answers to you, sir."

LYRICS: (:15) "We answer to...answer to you."

MASTERPLAN

IMAGE SONGS

"SUPER DEALS SET US APART"

(A-6246 - strong contemporary)

USE: CAR DEALER

LINES:

1. "Super deals set us apart from the rest,
2. *(They set us apart.)*
3. Super deals set us apart from the rest,
4. Just give us a test.
5. A super deal is what you need,
6. A super deal is what you'll see from us.
7. Super deals set us apart from the rest,
8. *(They set us apart.)*
9. Think for a minute,
10. When is a deal a good deal?
11. When you get exactly what you want,
12. At the price you wanna pay.
13. Well, ask those who've bought from us,
14. And that's what they'll say we do.
15. Super deals set us apart from the rest,
16. *(They set us apart,)*
17. Super deals set us apart."

CUT:

1. :58 - Customized for demonstration purposes
2. :58 - Full vocal
3. :58 - :00 intro/:30 vocal/:18 bed/:10 vocal close
4. :58 - :00 intro/:07 vocal/:41 bed/:10 vocal close
5. :58 - :48 bed/:10 vocal close

6. :30 - Full vocal
7. :30 - :00 intro/:07 vocal/:16 bed/:07 vocal close
8. :30 - :23 bed/:07 vocal close
9. :11 - Full vocal

10. :58 - instrumental
11. :30 - instrumental
12. :11 - instrumental

LINES:

- all lines
 all lines
 (1-8)(15-17)
 (1-2)(15-17)
 (15-17)

 (1-8)
 (1-2)(7-8)
 (7-8)
 (15-17)



"SUPER DEALS SET US APART"

SUGGESTED COPY

IMAGE SONGS

:58 - Suggested for use with CUT 4

LYRICS: (:07) "Super deals set...set us apart."

VOICE 1: (:41) "Well, Lois, what'd ya think? Did I get a super deal, or what?"

VOICE 2: "I think you could've done better at _____, Super Guy."

VOICE 1: "I'll admit that I had to pay a little..."

VOICE 2: "A lot."

VOICE 1: "All right, a lot more for the style I wanted, but it was worth it. Was that your main objection?"

VOICE 2: "Not really. _____ also offers first rate service for everything they sell."

VOICE 1: "Service, smer-vish...A car like this doesn't need to be babied all the time. It's built to take it... Was that your objection?"

VOICE 2: "Not really, Super Guy. There's also the engine."

VOICE 1: "I know, I know...At _____ I could have had my choice of the economical V-6 or the turbo diesel engine, right?"

VOICE 2: "No, I was thinking you could have gotten an engine, period."

VOICE 1: "What'd you mean? It's right there in the front..."

FX: HOOD OPENING

(Cont'd)

MASTERPLAN

IMAGE SONGS

"SUPER DEALS SET US APART"

SUGGESTED COPY

:30 - Suggested for use with CUT 8

- VOICE 1: (:23) "Hey, Ray, what are you doing here in Cozumel?"
- VOICE 2: "Taking my vacation. And you?"
- VOICE 1: "Me too. Who's at _____?"
- VOICE 2: "Just that kid and Harry."
- VOICE 3: "Wrong guys, I'm here, too."
- VOICES 1 & 2: "Harry?!"
- VOICE 3: "And look what I just got. A telegram from the old man telling me how great the super sale is going at _____."
- VOICE 1: "Why that kid..."
- VOICE 2: "He's cut all the prices on the ___ models and they're selling like hotcakes."
- VOICE 3: "We gotta get back to _____, and fast."
- VOICE 1: "Almost too late guys...The super sale ends _____ at _____, so hurry!"
- LYRICS: (:07) "Super deals set...set us apart."

Note: This is a variation of the old "when the cat's away the mice will play" gambit. Play off the fact that many salesmen are away, enjoying trips or vacations they won during a big sale, but while they're away, the savings are even greater than before. You might set up an airport watch report, to see if they've heard and are coming back to get in on the action. As long as there's no sign of the salesmen, the sale will continue, but when they return, the sale's gone.

MASTERPLAN

IMAGE SONGS

"SEE THINGS IN A DIFFERENT LIGHT"

(A-6259 - light contemporary)

USE: LIGHTING CENTER

LINES:

1. "See things in a different light,
2. *(Your world should be a little brighter,)*
3. See things in a different light,
4. *(Your world should be a little brighter.)*
5. We'll help you decide what's right for your home,
6. We've got bright ideas for you.
7. See things in a different light,
8. *(Your world should be a little brighter.)*
9. It's a question of style,
10. It's a question of taste,
11. For your office, for your home.
12. See things in a different light,
13. *(Your world should be a little brighter.)"*

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro/:16 vocal/:14 bed/:30 vocal close
4. :60 - :00 intro/:08 vocal/:22 bed/:30 vocal close
5. :60 - :00 intro/:08 vocal/:42 bed/:10 vocal close
6. :60 - :50 bed/:10 vocal close
7. :30 - Full vocal
8. :30 - :00 intro/:08 vocal/:12 bed/:10 vocal close
9. :30 - :20 bed/:10 vocal close
10. :10 - Full vocal
11. :60 - instrumental
12. :30 - instrumental
13. :10 - instrumental

LINES:

- all lines
 all lines
 (1-4)(7-13)
 (1-2)(7-13)
 (1-2)(12-13)
 (12-13)
 (7-13)
 (7-8)(12-13)
 (12-13)
 (12-13)



"SEE THINGS IN A DIFFERENT LIGHT"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

LYRICS: (:08) "See things in...a little brighter."

MAN 1: (:42) "All right, sweetheart, I've got some very serious questions I'd like you to answer about the stiff we found in your boudoir."

MAN 2: "Uh, I thought we found him in her bedroom?"

MAN 1: "Just turn on the light."

FX: LIGHT SWITCH ON (MT-7, Side 2, Cut 12,b)

WOMAN: "Would you mind, fellas? It's shining right in my eyes."

MAN 1: "Deep blue eyes that reflected all my innermost thoughts. A man could get lost forever in her icy blues..."

MAN 2: "What's that?"

MAN 1: "Turn on the light."

WOMAN: "My, that is an attractive lamp."

MAN 1: "Like it? I got it at _____."

WOMAN: "Really?"

MAN 1: "Yeah. _____ has a wide variety of different lights and fixtures for your home, your office, wherever...And they're all reasonably priced."

(Cont'd)



'SEE THINGS IN A DIFFERENT LIGHT'

SUGGESTED COPY
page 2

IMAGE SONGS

WOMAN: " _____, you say?"

MAN 1: "That's right, where you'll see things in a different light."

WOMAN: "I think I'll stop by on my way home."

MAN 1: "Not so fast, sister. You're not going anywhere until I get some answers."

MAN 2: "Two plus two equals four. How's that?"

MAN 1: "Give me the...you-know-what."

MAN 2: "Okay. (PINCHED NOSE EFFECT) Surprise!"

MAN 1: "No, no, no! I said rubber hose, not rubber nose!"

LYRICS: (:10) "See things in...a little brighter."

:30 - Suggested for use with CUT 8

LYRICS: (:08) "See things in...a little brighter."

VOICE 1: (:12) "Since I got new lighting fixtures from _____..."

VOICE 2: "Uh-huh."

VOICE 1: "I've found \$37.53 in change I lost on my bedroom floor, three laundry tickets, and love."

VOICE 2: "Love?"

VOICE 1: "Yeah, the girl in the apartment next to mine loves my lights from _____."

LYRICS: (:10) "See things in...a little brighter!"

MASTERPLAN

'SEE THINGS IN A DIFFERENT LIGHT'

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 9

VOICE 1: (:20) *"Welcome to the new dark ages."*

VOICE 2: *"What's the problem?"*

VOICE 1: *"I just can't seem to get enough light for my apartment."*

VOICE 2: *"Have you tried _____?"*

VOICE 1: *"Who?"*

VOICE 2: *"_____. You see, _____ offers a complete selection of lighting ideas... ceiling fixtures, table styles, floor designs, even wall models, so you can see things in a different light."*

VOICE 1: *"_____, huh?"*

VOICE 2: *"Right. Visit their _____ today and stop living in the...dark ages."*

LYRICS: (:10) *"See things in...a little brighter."*



IMAGE SONGS

"WE'RE A HOUSEHOLD WORD"

(A-6252 - bright contemporary)

USE: APPLIANCE STORE

LINES:

1. *"(Custom phrase)*
2. *(Thanks to you,)*
3. Thanks to you we're a household word.
4. Thanks to you we're growin',
5. Stronger so we can keep servin' you better,
6. With all of the name brands,
7. And friendly people who understand,
8. So they can help you decide just what you need.
9. *(Thanks to you, thanks to you we're a household word.)*
10. With low prices,
11. Better service,
12. Thank you for trusting us enough,
13. To choose us for the one you come to.
14. So we're doin' our part,
15. Right from the heart we say,
16. Thanks to you we're a household word,
17. *(Thanks to you.)"*

CUT:

1. :61 - Customized for demonstration purposes
2. :61 - Full vocal
3. :61 - :00 intro/:30 vocal/:24 bed/:07 vocal close
4. :61 - :00 intro/:08 vocal/:46 bed/:07 vocal close
5. :61 - :54 bed/:07 vocal close

6. :31 - Full vocal
7. :31 - :00 intro/:06 vocal/:18 bed/:07 vocal close
8. :31 - :24 bed/:07 vocal close
9. :10 - Full vocal

10. :61 - instrumental
11. :31 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-8)(17-18)
- (1-3)(17-18)
- (17-18)

- (9-17)
- (9)(16-17)
- (16-17)
- (16-17)



"WE'RE A HOUSEHOLD WORD"

SUGGESTED COPY

IMAGE SONGS

:61 - Suggested for use with CUT 4

LYRICS: (:08) "Thanks to you...a household word."

ANNCR: (:46) "I'd like to have a word with you. _____
_____. That's it. Oh, I know it's not a
word in the literal, dictionary sense. It's a
name, but that's not the point. The point is
_____ is a name that's fast becoming
a household word. That's because _____
offers both an incredible selection and hard-to-
beat savings. Well, enough said. Now that you've
gotten the word about _____, so to
speak, what are you doing standing around, listen-
ing to me? Don't you have something you need
to pick up at _____? Oh, by-the-by,
not a word about this little conversation to any-
one...Well, maybe one word. _____."

LYRICS: (:07) "Thanks to you...thanks to you."



"WE'RE A HOUSEHOLD WORD"

SUGGESTED COPY

IMAGE SONGS

:31 - Suggested for use with CUT 8

WOMAN: (:24) *"I don't know about you, but around this place, we've got a word for savings and selection... It's _____. I can understand why it's becoming a household word, because at _____, we can find the brand names we all grew up with at the lowest prices anywhere. Take my word for it...And my word for it is _____."*

LYRICS: (:07) "Thanks to you...thanks to you."

:31 - Suggested for use with CUT 8

LYRICS: (:06) "Thanks to you...a household word."
ANNCR: (:18) *"Kleenex...Jello...Xerox...All names that have become household words because they represent the epitome of their field. Here in _____, you can add _____ to that list, because _____ means the best; savings and selection. _____."*

LYRICS: (:07) "Thanks to you...thanks to you."



IMAGE SONGS

"WE BRING THE WORLD TO IT'S FEET"

(A-6254 - powerful, contemporary)

USE: SHOE STORE

LINES:

1. "We bring the world to it's feet,
2. *(We bring the world to it's feet.)*
3. All the comfort your feet deserve,
4. All the styles that you've been lookin' for.
5. We bring the world to it's feet,
6. *(We bring the world to it's feet.)*
7. For runnin' or dancin' or walkin' around,
8. You'll have the best lookin' feet in town.
9. Stand up,
10. Stand up America,
11. We bring the world to it's feet.
12. Stand up,
13. Stand up America,
14. Don't your feet feel good.
15. We bring the world to it's feet,
16. We bring the world to it's feet.
17. Shoes for your way of life,
18. Selection and price,
19. *(We bring the world to it's feet.)"*

CUT:

1. :61 - Customized for demonstration purposes
2. :61 - Full vocal
3. :61 - :00 intro/:06 vocal/:26 bed/:29 vocal close
4. :61 - :00 intro/:06 vocal/:51 bed/:04 vocal close
5. :61 - :57 bed/:04 vocal close

6. :31 - Full vocal
7. :31 - :01 intro/:06 vocal/:20 bed/:04 vocal close
8. :31 - :27 bed/:04 vocal close
9. :09 - Full vocal

10. :61 - instrumental
11. :31 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-2)(9-19)
- (1-2)(19)
- (19)

- (9-19)
- (9-11)(19)
- (19)
- (17-19)



IMAGE SONGS

"WE BRING THE WORLD TO IT'S FEET"

SUGGESTED COPY

:61 - Suggested for use with CUT 4

LYRICS: (:06) "We bring the...to it's feet."

VOICE 1: (:51) "Hey, Lieutenant! Congratulations on the collar."

VOICE 2: "I always knew we'd get him. It as just a matter of time."

VOICE 1: "His crime...It was so...so..."

VOICE 2: "Heinous?"

VOICE 1: "Unusual. I mean, stealing women's shoes."

VOICE 2: "It happens more than you think."

VOICE 1: "While the women are still in them?"

VOICE 2: "You've got a point. Once I discovered the pattern, I knew we had him."

VOICE 1: "Pattern? There was a pattern?"

VOICE 2: "Yeah, we keep it outta the press, to avoid copycat thefts."

VOICE 1: "What was it?"

VOICE 2: "He only stole _____ shoes."

VOICE 1: "Really?"

VOICE 2: "Yeah...He had a very discerning eye. He appreciated the fashion flair exhibited by _____ 's many styles. The varied colors. Even the hard-to-find sizes _____ stocks."



IMAGE SONGS

"WE BRING THE WORLD TO IT'S FEET"

SUGGESTED COPY

CONT'D

VOICE 1: "How'd you finally nab him?"

VOICE 2: "Went undercover, posing as a fashion conscious shopper who also appreciated _____'s shoes. First I bought flats...Then high heels... Then these strapless shoes."

VOICE 1: "Very nice."

VOICE 2: "Imported. Real leather. Finally, he made his move, and the rest is history. You know, I'm kinda sorry."

VOICE 1: "There's always a letdown after wrapping a big case."

VOICE 2: "No, you see, I saw these pumps at _____
_____..."

LYRICS: (:04) "We bring the...to it's feet!"



IMAGE SONGS

"WE BRING THE WORLD TO IT'S FEET"

SUGGESTED COPY

:31 - Suggested for use with CUT 8

VOICE 1: (:27) " _____ promises to keep you
in stitches."

VOICE 2: " _____ ? That's a shoe store,
right."

VOICE 1: "Yes."

VOICE 2: "Listen, there's nothing funny about buying
shoes nowadays."

VOICE 1: "Precisely the point _____ wishes
to make. _____ will keep you in
stitches because they only sell the finest
quality shoes; handsome all leather uppers
sewn to durable all leather soles. Sewn, not
glued!"

VOICE 2: "I get it. Sewn...stitches...Ha, that is pretty
funny when you put it like that."

VOICE 1: "When _____ puts it like that."

LYRICS: (:04) "We bring the...to it's feet!"



"WE BRING THE WORLD TO IT'S FEET"

SUGGESTED COPY

IMAGE SONGS

:31 - Suggested for use with CUT 9

FX: DOORBELL AND OPEN DOOR

WOMAN 1: (:21) *"It's time for Tina to come home."*

WOMAN 2: *"She and Tommy are playing doctor in the living room."*

WOMAN 1: *"Playing doctor?!"*

WOMAN 2: *"It's all right. Tommy's a podiatrist."*

WOMAN 1: *"A what?"*

WOMAN 2: *"Foot doctor. If I know him, he's pulled all my _____ shoes boxes out and is having Tina try on imaginary shoes."*

WOMAN 1: *"_____?"*

WOMAN 2: *"I wouldn't shop anywhere else for shoes. You mean you've never heard of _____?"*

WOMAN 1: *"No."*

WOMAN 2: *"Right this way...I'd like you to meet my son, the doctor."*

FX: CHILDREN LAUGHING

LYRICS: (:09) *"Shoes for your...to it's feet!"*



IMAGE SONGS

"WE'LL GIVE YOU SOMETHING TO SMILE ABOUT"

(A-6247 - bright, contemporary)

USE: DENTAL CENTER

LINES:

1. "Here's to your good health,
2. Wishin' you good health,
3. 'Cause good health helps you look and feel your best.
4. Protecting your good health takes regular care,
5. The fine professional care that we suggest.
6. We'll give you something to smile about,
7. *(A healthier you.)*
8. When you're feelin' good,
9. You live each day with a smile,
10. A healthy you can face the world with zest.
11. When you're feelin' good,
12. You're out ahead by a mile.
13. Fine quality care can make you feel your best.
14. We'll give you something to smile about,
15. *(A healthier you.)"*

CUT

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :02 intro/:10 vocal/:28 bed/:20 vocal close
4. :60 - :02 intro/:10 vocal/:39 bed/:09 vocal close
5. :60 - :51 bed/:09 vocal close

6. :30 - Full vocal
7. :30 - :02 intro/:05 vocal/:16 bed/:07 vocal close
8. :30 - :23 bed/:07 vocal close
9. :09 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-3)(11-15)
- (1-3)(14-15)
- (14-15)

- (1-7)
- (1-2)(6-7)
- (6-7)
- (6-7)



IMAGE SONGS

"WE'LL GIVE YOU SOMETHING
TO SMILE ABOUT"

SUGGESTED COPY

:60 - Suggested for use with CUT 5

ANNCR: (:51) *"You think it's easy being a dentist? Well, think again. You don't know what it's like to have people think of you the same way they think about a tax audit by the internal revenue. Is it any wonder that a higher percentage of dentists suffer from severe depression than any other occupational group? Oh, you can kid about it...Say we're just...down in the mouth. No, it's not easy...Especially now since _____ came along. They're telling people it doesn't have to be the way they remembered. _____ makes it easy for people to care for their teeth. They have longer hours to accommodate your busy schedule. _____ has a large, professional, courteous staff to give you the care and attention you deserve. They've got a convenient location. _____ even arranges their own financing. You think it's easy being a dentist... Especially since _____ came to town? Go ahead. Smile. I can't stand it. Even _____'s singers have perfect teeth."*

(Cont'd)



IMAGE SONGS

"WE'LL GIVE YOU SOMETHING
TO SMILE ABOUT"

SUGGESTED COPY

CONT'D

LYRISC: (:09) "We'll give you...a healthier you."

*Note: MT-24 contains a commercial which can be used with conjunction with this theme. MT-24, Side 1, Group 1, "Appointment With Dentistry."



IMAGE SONGS

"WE'LL GIVE YOU SOMETHING
TO SMILE ABOUT"

SUGGESTED COPY

:30 - Suggested for use with CUT 8

ANNCR: (:23) *"At sometime or other, you've probably heard someone remark that an acquaintance has a 'winning smile', and you thought it was something you had to be born with... Wrong. _____ can help you have a winning smile with their complete orthodontia program. And to keep you smiling, _____ will even help arrange financing you can live with..._____."*

LYRICS: (:07) *"We'll give you...a healthier you."*

:30 - Suggested for use with CUT 7

ANNCR: (:02) *"_____."*

LYRICS: (:05) *"Here's to your...you good health."*

ANNCR: (:16) *"Proper dental care is an important part of staying healthy. _____ reminds you that a visit to the dentist at least once a year is a good idea to insure continued good health and strong teeth. _____."*

LYRICS: (:07) *"We'll give you...a healthier you."*



IMAGE SONGS

"IT'S COMFORTING TO KNOW"

(A-6248 - light contemporary)

USE: MINOR EMERGENCY CLINICS

LINES:

1. "Life is full of surprises,
2. It happens to me and you.
3. The little accidents that happen,
4. When you least expect them to.
5. That's why it's nice to know,
6. It's comforting to know,
7. *(We're right here.)*
8. When little emergencies happen,
9. Help is just minutes away.
10. There's no long drive,
11. And no long wait,
12. You get help without delay.
13. That's why it's nice to know,
14. It's comforting to know,
15. *(We're right here.)"*

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro/:29 vocal/:24 bed/:07 vocal close
4. :60 - :00 intro/:16 vocal/:36 bed/:07 vocal close
5. :60 - :53 bed/:07 vocal close

6. :30 - Full vocal
7. :30 - :00 intro/:07 vocal/:15 bed/:08 vocal close
8. :30 - :22 bed/:08 vocal close
9. :09 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-7)(14-15)
- (1-4)(14-15)
- (14-15)

- (1-7)
- (1-2)(6-7)
- (6-7)
- (6-7)



IMAGE SONGS

"IT'S COMFORTING TO KNOW"

SUGGESTED COPY

:60 - Suggested for use with CUT 4

LYRICS: (:16) "Life is full...expect them to."

ANNCR: (:36) *"There's a difference between life threatening situations and life's little accidents. And yet, it used to be that for proper treatment of either, you had to go to the nearest hospital's emergency room. Well, thanks to _____, that's changed. _____ is professionally staffed to handle those little mishaps without the long wait you sometimes had to suffer through in over-crowded emergency waiting rooms. _____. It's a comforting name to know when you or someone you know has suffered one of life's little accidents."*

LYRICS: (:07) "It's comforting to...we're right here."



"IT'S COMFORTING TO KNOW"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

ANNCR: (:22) *"The more active we become, the greater the likelihood of us needing some sort of medical attention, regardless of how careful we are. It can be anything from tennis elbow to a sprained ankle. For things like these you don't need a long wait in a hospital's emergency room. You need _____, offering fast, professional, personal attention. _____."*

LYRICS: (:08) "It's comforting to...we're right here."

:30 - Suggested for use with CUT 7

LYRICS: (:07) "Life is full...me and you."

ANNCR: (:15) *"The people at _____ believe that minor emergencies shouldn't carry major medical price tags. For a cost break that's as painless as their professional treatment, come to _____."*

LYRICS: (:08) "It's comforting to...we're right here."



IMAGE SONGS

"IT ONLY TAKES A MINUTE"

(A-6261 - uptempo, contemporary)

USE: CAR DEALER

LINE:

- 1. "Only a minute,
- 2. That's all it takes.
- 3. It only takes a minute,
- 4. To make a better deal,
- 5. Only a minute,
- 6. Findin' your dream car,
- 7. Only a minute,
- 8. To make a deal.
- 9. *(Come and look at the very best,)*
- 10. It only takes a minute.
- 11. Only a minute,
- 12. Findin' your dream car,
- 13. Only a minute,
- 14. To make a deal.
- 15. Only a minute,
- 16. Findin' your dream car,
- 17. Only a minute to make a deal.
- 18. *(Come and look at the very best,)*
- 19. It only takes a minute.
- 20. Only a minute,
- 21. Findin' your dream car,
- 22. Only a minute,
- 23. To make a deal."

CUT:

- 1. :60 - Customized for demonstration purposes
- 2. :60 - Full vocal
- 3. :60 - :02 intro/:05 vocal/:24 bed/:29 vocal close
- 4. :60 - :02 intro/:05 vocal/:39 bed/:14 vocal close
- 5. :60 - :46 bed/:14 vocal close
- 6. :29 - Full vocal
- 7. :29 - :00 intro/:07 vocal/:08 bed/:14 vocal close
- 8. :29 - :15 bed/:14 vocal close
- 9. :09 - Full vocal
- 10. :60 - instrumental
- 11. :29 - instrumental
- 12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-2)(11-23)
- (1-2)(18-23)
- (18-23)
- (11-23)
- (11-14)(18-23)
- (18-23)
- (20-23)



"IT ONLY TAKES A MINUTE"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

VOICE 1: (:46) "Well?"

VOICE 2: "Well what?"

VOICE 1: "The clock's running. You've only got 56 seconds left to make me a better deal."

VOICE 2: "You actually brought a stop-watch here to _____?"

VOICE 1: "Yes, I did, and now you've only got 52 seconds."

VOICE 2: "I see. You could help by telling me what kind of car you're looking for."

VOICE 1: "Expect me to do your job for you, eh? Make it easier, huh? Nothing doing. You've got 44 seconds left."

VOICE 2: "Honestly, sir, I don't know how you expect me to make you a better deal when you won't tell me what you're looking fo-..."

VOICE 1: "38 seconds."

VOICE 2: "Well, we do have the new _____ model _____ here at _____. It's _____, _____, and _____."

VOICE 1: "Thirty seconds."

VOICE 2: "Best of all, it's just \$_____."

VOICE 1: "That's all?"

VOICE 2: "That's all."

VOICE 1: "I'm sold."

VOICE 2: "What's the time?"

VOICE 1: "Who cares? Time isn't everything you know. Look, about financing..."

VOICE 2: "Yes?"

VOICE 1: "You've still got fifteen seconds left."

VOCAL: (:14) "Come and look...make a deal."



IMAGE SONGS

"IT ONLY TAKES A MINUTE"

SUGGESTED COPY

:30 - Suggested for use with CUT 8

YOU: (:15) *"Time is money, right? So why are you wasting both when you know it only takes a minute to make a better deal at _____? They'll save you time and money, too, because they offer a complete selection of _____."*

VOCAL: (:14) *"Come and look...make a deal."*

:30 - Suggested for use with CUT 9

VOICE 1: (:21) *"Hi."*

VOICE 2: *"Hello. May I help you?"*

VOICE 1: *"I'm looking for a good deal on a car."*

VOICE 2: *"Well, here at _____, it only takes a minute to make a better deal."*

VOICE 1: *"Seeing as how this is only a thirty second commercial, maybe you could cut the time in half and give me a good deal on a used car."*

VOICE 2: *"Fine. _____ has this..."*

VOICE 1: *"I'll take it."*

VOICE 2: *"But I haven't told you..."*

VOICE 1: *"No time now, here come the singers."*

VOCAL: (:09) *"Only a minute...make a deal."*



IMAGE SONGS

"LIVING AT IT'S BEST"

(A-6251 - moderate tempo, contemporary)

USE: REALTOR/BUILDER

LINE:

- 1. "Livin',
- 2. Really livin',
- 3. Really lovin',
- 4. Every minute,
- 5. Isn't that what you've been wishing for every day.
- 6. Livin' at it's best,
- 7. Someone stands up to your test,
- 8. *(Come on home to your home.)*
- 9. Quality and luxury,
- 10. Just the way you wanna live.
- 11. Livin' at it's best,
- 12. Someone stands up to your test,
- 13. *(Come on home to your home.)"*

CUT:

- 1. :60 - Customized for demonstration purposes
- 2. :60 - Full vocal
- 3. :60 - :01 intro/:16 vocal/:15 bed/:28 vocal close
- 4. :60 - :01 intro/:16 vocal/:36 bed/:07 vocal close
- 5. :60 - :53 bed/:07 vocal close

- 6. :28 - Full vocal
- 7. :28 - :00 intro/:09 vocal/:12 bed/:07 vocal close
- 8. :28 - :21 bed/:07 vocal close
- 9. :10 - Full vocal

- 10. :60 - instrumental
- 11. :28 - instrumental
- 12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-5)(9-13)
- (1-5)(13)
- (13)

- (9-13)
- (9-10)(13)
- (13)
- (11,13)



IMAGE SONGS

"LIVING AT ITS BEST"

SUGGESTED COPY

:60 - Suggested for use with CUT 4

VOCAL: (:16) "Livin', really livin',...for every day."

YOU: (:36) "The best. It's a superlative we apply to those things which are out-of-the-ordinary; beyond the expected...Like _____ homes. When you enter a _____ home, you're surrounded by innovative design and little accent touches that clearly set them in a class by themselves. From subtle indirect lighting in the main living area to kitchens lovingly crafted for use, not just looks, _____ homes earn their reputation as the best. This is the way living was meant to be; exciting, unique, and most important, affordable. In short, a _____ home offers living at its best. Visit a _____ model home today."

VOCAL: (:07) "Come on home to your home."



IMAGE SONGS

"LIVING AT ITS BEST"

SUGGESTED COPY

:30 - Suggested for use with CUT 8

YOU: (:21) *"Not all four letter words are bad. For example, there's warm, and love, and perhaps the best word of all: home. Through the years, _____ has helped many people discover the special meaning of home ownership. It's a feeling that no words can describe. Share the joy...Visit a _____ model home today."*

VOCAL: (:07) *"Come on home to your home."*

:30 - Suggested for use with CUT 7

VOCAL: (:09) *"Quality and luxury...you wanna live."*
YOU: (:12) *"Sometimes people settle for less than the best. But not anyone who's discovered a _____ home. The best can cost less, thanks to _____."*

VOCAL: (:07) *"Come on home to your home."*



IMAGE SONGS

"FOR THAT EXTRA MEASURE OF COMFORT"

(A-6253 - uptempo, contemporary)

USE: MEN'S WEAR

LINE:

1. "Feelin' free and easy,
2. Feelin' right about yourself,
3. Knowing that the clothes your wearing look right,
4. Fit right,
5. Feel right and they're right in style,
6. Clothes designed to fit you.
7. For that extra measure of comfort,
8. *(Get the clothes designed to fit you.)*
9. Dress for business or for play,
10. Everything you wear is gonna feel good, look good,
11. Good lookin' in every way,
12. Shop today for clothes designed to fit you,
13. For that extra measure of comfort,
14. *(Get the clothes designed to fit you.)"*

CUT:

1. :61 - Customized for demonstration purposes
2. :61 - Full vocal
3. :61 - :01 intro/:28 vocal/:23 bed/:09 vocal close
4. :61 - :01 intro/:07 vocal/:44 bed/:09 vocal close
5. :61 - :52 bed/:09 vocal close

6. :30 - Full vocal
7. :30 - :01 intro/:07 vocal/:14 bed/:08 vocal close
8. :30 - :22 bed/:08 vocal close
9. :09 - Full vocal

10. :61 - instrumental
11. :30 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-8)(13-14)
- (1-2)(13-14)
- (13-14)

- (1-8)
- (1-2)(7-8)
- (7-8)
- (7-8)



"FOR THAT EXTRA MEASURE OF COMFORT"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

- YOU 1: (:52) *"Size isn't everything."*
- YOU 2: *"That's easy for you to say. You can walk into any menswear store in town and find a coupla racks of styles in your size."*
- YOU 1: *"So?"*
- YOU 2: *"Have you ever checked out the extra-large selection in one of those stores?"*
- YOU 1: *"Well,..uh..no."*
- YOU 2: *"I have."*
- YOU 1: *"And?"*
- YOU 2: *"All I can say is that if you looked up the word 'nonexistant' in the dictionary, it would say, 'see extra-large.'"*
- YOU 1: *"That bad...It must be a great relief to know there's a store around like _____ offering a complete selection of large and tall sizes."*
- YOU 2: *"What?"*
- YOU 1: *"_____ . See, they believe size alone is no criteria for choosing clothes, so they offer a varied selection of today's most popular menswear styles in a wide variety of large and tall sizes."*
- YOU 2: *"You don't say?"*
- YOU 1: *"I just did. And _____ doesn't believe that just because the size is extra large, the price should be. So _____ 's prices are as comfortable as their clothes. Did I mention _____ 's clothes are famous maker designs?"*
- YOU 2: *"No, but you got it in just in time."*
- VOCAL: (:09) *"For that extra...to fit you."*



"FOR THAT EXTRA MEASURE OF COMFORT"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:22) *"Bigger isn't always better. You only have to look at the selection of extra large clothes at any regular menswear store to realize that. But not at _____ . The selection of big and tall sizes at _____ is just as varied as those of smaller sizes at regular stores. See for yourself, today, at _____."*

VOCAL: (:08) *"For that extra...to fit you."*

:30 - Suggested for use with CUT 9

YOU: (:21) *"Size isn't the only thing you look for in clothing, but sometimes, at many stores, you might find yourself settling for the right size instead of the right style, and that's wrong! At _____ , comfort's always in style because _____ offers a complete selection of big and tall sizes in the most popular styles. The right size, and the right style, right here, at _____ ."*

VOCAL: (:09) *"For that extra...to fit you."*



IMAGE SONGS

"THE MOST TRUSTED NAME IN YOUR FIELD"

(A-6260 - bouncy, contemporary)

USE: AGRICULTURAL SUPPLY

LINE:

1. "Trust,
2. And confidence go hand in hand,
3. Service and quality,
4. To help you farm your land,
5. When it comes to farm supply,
6. We're the most trusted name in your field,
7. We think of you in all we do,
8. To give you a bigger yield.
9. *(Come to us to help you grow,)*
10. The most trusted name in your field.
11. The big things, the little things,
12. Everything to fill your needs,
13. All the tools to rake and hoe,
14. To plant your seeds.
15. When it comes to farm supply,
16. We're the most trusted name in your field,
17. We think of you in all we do,
18. To give you a bigger yield.
19. *(Come to us to help you grow,)*
20. The most trusted name in your field."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :01 intro/:05 vocal/:25 bed/:29 vocal close
4. :60 - :01 intro/:05 vocal/:48 bed/:06 vocal close
5. :60 - :54 bed/:06 vocal close

6. :30 - Full vocal
7. :30 - :01 intro/:05 vocal/:18 bed/:06 vocal close
8. :30 - :24 bed/:06 vocal close
9. :10 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-2)(11-20)
- (1-2)(19-20)
- (19-20)

- (1-10)
- (1-2)(9-10)
- (9-10)
- (9-10)



"THE MOST TRUSTED NAME IN YOUR FIELD"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 4

YOU: (:01) "You know..."

LYRICS: (:05) "Trust and confidence go hand and hand."

YOU: (:48) "It's true. You can't place your confidence in someone, or something, you don't trust. That's why _____ works so hard, growing season after growing season, to improve current formulas and introduce new ones to help you produce the largest yield from your land. And because you know _____ is constantly hard at work on your behalf, you trust the _____ name and products. And that's just how it should be. _____ got to be a leader in their field the same way you are in yours, through hard work. So if you need help with pest control or disease prevention for your crops, turn to the name more farmers have turned to for ___ years; _____ . With so many years of trust and confidence, you know why _____ is the most trusted name in your field."

VOCAL: (:06) "Come to us...in your field."



"THE MOST TRUSTED NAME IN YOUR FIELD"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

YOU: (:24) *"Trust. It's not something people take lightly in farming country. Because you can't trust so much; the weather, pests, diseases, you need a name you can trust season and season to help increase your yield regardless of the elements or anything else. You need _____ . It's the name you know, and trust, for the best protection you can give your crops. _____ . We earn your trust every growing season with results."*

VOCAL: (:06) *"Come to us...in your field."*

:30 - Suggested for use with CUT 7

YOU: (:01) *"You know..."*

VOCAL: (:05) *"Trust and confidence go hand and hand."*

YOU: (:18) *"Some people talk of trusting to luck, but in today's booming agri-business industry, you'd rather trust in something with a better record than luck, like _____ . They've earned a reputation for trust that's growing with each new harvest. _____ ."*

VOCAL: (:06) *"Come to us...in your field."*



IMAGE SONGS

"CONVENIENCE X-PRESS"

(A-6264 - high energy, contemporary)

USE: CONVENIENCE STORE

LINES:

1. *"(Convenience X-press,)*
2. Convenience X-press,
3. All aboard,
4. The convenience X-press.
5. The convenience X-press,
6. All aboard.
7. Getting you in and out on time,
8. 'Cause we know that you've got other things in mind,
9. Things to do,
10. All aboard the convenience X-press.
11. You're on the right track,
12. Come in once and you'll come back again,
13. Because we know what you need,
14. Time, precious time,
15. *(All aboard,)*
16. The convenience X-press,
17. The convenience X-press.
18. Fast in, fast out,
19. *(All aboard,)*
20. All aboard the convenience X-press."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :01 intro/:05 vocal/:24 bed/:30 vocal close
4. :60 - :01 intro/:05 vocal/:49 bed/:05 vocal close
5. :60 - :55 bed/:05 vocal close

6. :30 - Full vocal
7. :30 - :01 intro/:05 vocal/:21 bed/:03 vocal close
8. :30 - :27 bed/:03 vocal close
9. :10 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
- all lines
- (1-2)(11-20)
- (1-2)(19-20)
- (19-20)

- (1-10)
- (1-2)(10)
- (10)
- (15-16)(18)(20)



"CONVENIENCE X-PRESS"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 3

- VOCAL: (:05) "Convenience X-press, convenience X-press."
VOICE 1: (:24) "Late for work again, Harrington? That's the second time this week."
VOICE 2: "Sorry, Mr. Tutwilder, but I couldn't leave this morning until I went to the store... My wife's car is in the garage and..."
VOICE 1: "There's no need to explain, Harrington... I understand...but you should try stopping at _____ instead. You'll be in and out in no time...That's why _____'s called the convenience X-press."
VOICE 2: "Convenience X-press."
VOICE 1: "Fast, convenient and you'll get to work on time."
VOICE 2: "Yes, sir, Mr. Tutwilder."
VOCAL: (:30) "You're on the...the convenience X-press."

:30 - Suggested for use with CUT 7

- VOCAL: (:05) "Convenience X-press, convenience X-press."
ANNCR: (:21) "When your in a hurry there's only one store to stop at... _____. It's on the way, so you won't have to make a special detour. There're no long lines like at the supermarket, and you won't have trouble finding what you need, so you'll be on your way in no time... That's why _____'s called the convenience X-press, for when your in a rush. But _____'s just as convenient when your not in a hurry...because we know you've got better things to do with your time."
VOCAL: (:03) "All aboard the convenience X-press."



"CONVENIENCE X-PRESS"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 11

FX: RAILROAD CROSSING SIGNALS

VOICE 1: (:30) *"All aboard! All aboard the convenience X-press!"*

VOICE 2: *"Hey, Joe, some outfit you got there... conductor's hat, jacket...even a pocket watch...It's not Halloween. What're you up to?"*

VOICE 1: *"I'm leaving for work."*

VOICE 2: *"You're not a railroad conductor."*

VOICE 1: *"No, I work at _____, the convenience X-press."*

VOICE 2: *"I know stopping at _____ is convenient, but don't you think the outfit and the sound effects are going a little overboard?"*

VOICE 1: *"I can't over-do the excitement I feel when I work at _____. Helping all those people who come in and find what they need and getting them on their way as quick as a flash is very rewarding...That's why I go all out for _____."*

VOICE 2: *"The convenience X-press!"*

VOICE 1: *"Right! All aboard!"*

FX: TRAIN PULLING OUT AND RR CROSSING SIGNALS



IMAGE SONGS

"THE THRILL OF A LIFETIME"

(A-6268 - uptempo, contemporary)

USE: GENERAL RETAIL

LINES:

1. "There are few things in life that are thrillin',
2. A few things that turn you on,
3. A few good times fulfillin',
4. Like a sunrise breakin' the dawn,
5. There are friends you know,
6. Loves you've had,
7. Some good thrills and some real bad,
8. But you'll get the thrill of a lifetime,
9. *(Get it now before the thrill is gone,)*
10. *(Get it now before the thrill is gone.)*
11. Runnin' a race is a thriller,
12. 'Specially when you win,
13. Skiing a fast down hiller,
14. Takin' the good times in,
15. Findin' the one,
16. Your one true love,
17. But there's no thrill that stands above,
18. The thrill of a lifetime,
19. *(Get it now before the thrill is gone,)*
20. *(Get it now before the thrill is gone.)"*

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :03 intro/:05 vocal/:22 bed/:29 vocal close
4. :59 - :03 intro/:05 vocal/:41 bed/:10 vocal close
5. :59 - :49 bed/:10 vocal close

6. :30 - Full vocal
7. :30 - :00 intro/:05 vocal/:14 bed/:11 vocal close
8. :30 - :19 bed/:11 vocal close
9. :12 - Full vocal

10. :59 - instrumental
11. :30 - instrumental
12. :12 - instrumental

LINES:

- all lines
- all lines
- (1-2)(11-20)
- (1-2)(18-20)
- (18-20)

- (11-20)
- (11-12)(18-20)
- (18-20)
- (18-20)



"THE THRILL OF A LIFETIME"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 5

MAN 1: (:49) *"We're here at the Grand Canyon where Max Dare is about to perform the most daring stunt of his entire career as a daredevil... Mas, exactly what is this thrill you're preparing for?"*

MAN 2: *"Well, Jim, I was going to perform what I considered to be the thrill of a lifetime, jumping across the Grand Canyon on a jet powered motor cycle, but since I found out how exciting it is to shop at _____, I'm not looking anywhere else for thrills."*

MAN 1: *"You mean, you've cancelled the stunt? But we're all set up. All these people came out to see you jump, you've got to jump!"*

MAN 2: *"Are you nuts? I could get killed trying to jump this canyon...I'm finished looking for new ways to get a thrill...I've found _____ and they've got all the thrills I'm ever gonna need...I got this great TV..."*

MAN 1: *"You could've told us before..."*

MAN 2: *"I meant to, but I was at _____ and the time just sort of got away from me...And as soon as we wrap-up here, I'm goin' back to _____."*

MAN 1: *"That's a wrap, I'm goin' with you!"*

VOCAL: (:10) *"The thrill of...thrill is gone."*



IMAGE SONGS

:30 - Suggested for use with CUT 7

- VOCAL: (:05) "Runnin' a race...when you win."
WOMAN: (:14) "Oh, Jon, it's beautiful!"
MAN: "Not as beautiful as you are."
ANNCR: "Special occasions call for special gifts.
And when it comes time to give that special
person something special, come to _____
_____. At _____ you'll find
that perfect something from among our fine
selection, a gift that will give her the thrill
of a lifetime."
VOCAL: (:11) "The thrill of...thrill is gone."

:30 - Suggested for use with CUT 8

- GROUP: (:19) "Oooooooh!"
ANNCR: "There they go again. You hear it all the time
at _____."
GROUP: "Aaaaaaah!"
ANNCR: "With all the great deals at _____
on the best and most wanted items, it's a thrill
just watching them go...but when _____
has a sale..."
GROUP: "Oooooooh!"
ANNCR: "It's even more thrilling...So hurry into _____
_____ for the thrill of a lifetime...before
the thrill is gone."
VOCAL: (:11) "The thrill of...thrill is gone."



IMAGE SONGS

"WE GET AROUND"

(A-6255 - positive, contemporary)

USE: DELIVERY SERVICE

LINES:

1. *"(We get around,)*
2. We get around,
3. We deliver,
4. From town to town.
5. We believe in quickness,
6. In getting things there for you,
7. Big or small, we deliver it all,
8. *(We get around,)*
9. We get around.
10. We get around,
11. We get around,
12. We deliver,
13. From town to town.
14. Bonded, safe, security,
15. We get things there for you.
16. Big or small, we deliver it all,
17. *(We get around,)*
18. We get around."

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :02 intro/:27 vocal/:25 bed/:06 vocal close
4. :60 - :02 intro/:04 vocal/:48 bed/:06 vocal close
5. :60 - :54 bed/:06 vocal close

6. :30 - Full vocal
7. :30 - :02 intro/:04 vocal/:18 bed/:06 vocal close
8. :30 - :24 bed/:06 vocal close
9. :10 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :10 - instrumental

LINES:

- all lines
all lines
(1-9)(17-18)
(1-2)(17-18)
(17-18)

(1-9)
(1-2)(8-9)
(8-9)
(8-9)



"WE GET AROUND"
SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 3

VOCAL: (:27) "We get around...we get around."

MUSIC: CHILDREN SINGING RING AROUND THE ROSIE...
ASHES ALL FALL DOWN

ANNCR: (:25) *"As children, it was fun skipping around in circles getting nowhere. But you're not a child anymore and in business, circles only cause delays and lost opportunities...Often, choosing the right delivery service can make the difference between making a profit or losing the job...When you can't afford to spin your wheels waiting for deliveries to arrive, call _____ . At _____ , we'll deliver your package without delays, so you won't miss out on those important opportunities that depend on promptness."*

VOCAL: (:06) "We get around, we get around."



"WE GET AROUND"
SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 7

VOCAL: (:04) "We get around, we get around."

FX: DOORBELL AND DOOR OPENING

VOICE 1: (:18) "Who's there?"

VOICE 2: "_____ delivery. I've got a package here for Alex Smith."

VOICE 1: "That's me!"

VOICE 2: "Sign here, please."

VOICE 1: "I thought you guys only delivered for businesses...This is from my Aunt May."

VOICE 2: "We get around Mr. Smith... _____ gives your packages the same care we give to the ones from big businesses."

VOICE 1: "Sounds pretty good."

VOICE 2: "We are."

VOCAL: (:06) "We get around, we get around."

:30 - Suggested for use with CUT 7

VOCAL: (:04) "We get around, we get around."

MAN: (:18) "Miss Henry, this bid has to be delivered this afternoon...Get someone from the mail-room..."

WOMAN: "They're on strike."

MAN: "Then you'll have to..."

WOMAN: "That's not part of my job description... Coffee yes, deliveries, no."

MAN: "It's got to be..."

WOMAN: "Don't worry, I'll call _____ They'll take care of it."

MAN: "_____?"

WOMAN: "Yeah, it'll get there quick as can be. _____ gets around."

VOCAL: (:06) "We get around, we get around."



IMAGE SONGS

"WE'LL IMPROVE YOUR FACE VALUE"
(A-6266 - uptempo, contemporary)
USE: BEAUTY SALON/COSMETIC SHOP

LINES:

1. "You're attractive and you know it,
2. Just make sure your make-up shows it,
3. We'll improve your face value.
4. Put a smile on your face,
5. That brings out the inner you.
6. We bring out all your natural beauty,
7. Give you the look that makes you new,
8. We'll improve your face value,
9. *(Improve your face value.)*
10. You have individuality,
11. Only you know how you feel,
12. And we know you'll feel good when you look good,
13. You'll look great 'cause our experts care about you.
14. We bring out all your natural beauty,
15. Give you the look that makes you new,
16. We'll improve your face value,
17. *(Improve your face value.)"*

CUT:

1. :60 - Customized for demonstration purposes
2. :60 - Full vocal
3. :60 - :00 intro/:29 vocal/:24 bed/:07 vocal close
4. :60 - :00 intro/:06 vocal/:47 bed/:07 vocal close
5. :60 - :53 bed/:07 vocal close

6. :30 - Full vocal
7. :30 - :00 intro/:06 vocal/:17 bed/:07 vocal close
8. :30 - :23 bed/:07 vocal close
9. :09 - Full vocal

10. :60 - instrumental
11. :30 - instrumental
12. :09 - instrumental

LINES:

- all lines
- all lines
- (1-9)(16-17)
- (1-2)(16-17)
- (16-17)

- (1-9)
- (1-2)(8-9)
- (8-9)
- (1)(8-9)



"WE'LL IMPROVE YOUR FACE VALUE"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 4

- VOCAL: (:06) "You're attractive and...make-up shows it."
- WOMAN 1: (:47) "Hi, Betty...Why look so glum?"
- WOMAN 2: "Hi, Sue, I'm just tired of the way I look...
I've bought new clothes, changed my hair
style, but it's just not enough."
WOMAN 1: "I've got it. _____!"
WOMAN 2: "Just what I need, more make-up."
WOMAN 1: "They're a lot more than make-up, Betty. They
can give your face a real lift. They've got
a complete line of skin care products and
cosmetics, and their specialists can show
you how to use them to make you look your
best. They're experts at _____
and they'll improve your face value."
WOMAN 2: "So you think changing my make-up will make
that much of a difference."
WOMAN 1: "It did for me. I went in to _____
for a make-over one day and have been using
their products ever since."
WOMAN 2: "I think I'll try _____, too."
VOCAL: (:07) "We'll improve your...your face value."



"WE'LL IMPROVE YOUR FACE VALUE"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 7

VOCAL: (:06) "You're attractive and...make-up shows it."

WOMAN 1: (:17) "Hi...Do you give face lifts?"

WOMAN 2: "Not exactly, here at _____ we do make-overs."

WOMAN 1: "That's what I mean...I want to look stunning."

WOMAN 2: "We start with good skin care and then style your make-up to compliment your coloring and facial structure. We at _____ don't claim to work miracles, but we'll improve your face value."

WOMAN 1: "That's just what I want...Let's get started."

VOCAL: (:07) "We'll improve your...your face value."

:30 - Suggested for use with CUT 8

WOMAN: (:23) "When you take something on face value, you don't look too closely...But at _____ we want you to look closely at our cosmetics and skin care products...After all, they're going on your face. We sell only quality products and our specialists will help you choose the right products to suit your individual skin type. At _____, we'll improve your face value, no matter how closely you, or anyone else, looks."

VOCAL: (:07) "We'll improve your...your face value."



IMAGE SONGS

"WHATEVER IT TAKES"

(A-6269 - strong contemporary)

USE: MEN'S AND WOMEN'S CLOTHIER

LINE:

- 1. "Whatever it takes,
- 2. To keep you in fashion,
- 3. Whatever it takes,
- 4. *(To keep you in style,)*
- 5. Whatever it takes,
- 6. If clothes are your passion,
- 7. Whatever it takes,
- 8. To bring you a smile,
- 9. We'll do it,
- 10. *(Whatever it takes.)*
- 11. Whatever it takes,
- 12. Whatever it takes.
- 13. Tryin' to make you look good,
- 14. Doin' everything you should,
- 15. Whatever it takes.
- 16. Whatever it takes,
- 17. To keep you in fashion,
- 18. Whatever it takes,
- 19. *(To give you a smile.)"*

CUT:

- 1. :61 - Customized for demonstration purposes
- 2. :61 - Full vocal
- 3. :61 - :00 intro/:12 vocal/:21 bed/:28 vocal close
- 4. :61 - :00 intro/:12 vocal/:34 bed/:15 vocal close
- 5. :61 - :46 bed/:15 vocal close

- 6. :31 - Full vocal
- 7. :31 - :01 intro/:06 vocal/:09 bed/:15 vocal close
- 8. :31 - :16 bed/:15 vocal close
- 9. :14 - Full vocal
- 10. :13 - Full vocal

- 11. :61 - instrumental
- 12. :31 - instrumental
- 13. :14 - instrumental

LINES:

- all lines
- all lines
- (1-4)(11-19)
- (1-4)(16-19)
- (16-19)

- (11-19)
- (11-12)(16-19)
- (16-19)
- (16-19)
- (18-19)



IMAGE SONGS

"WHATEVER IT TAKES"

SUGGESTED COPY

:60 - Suggested for use with CUT 4

- VOCAL: (:12) "Whatever it takes...you in style."
- FEMALE 1: (:34) "I'm not the kind of woman who can say, 'money is no object. Whatever it takes to keep me in style, I'll pay.'"
- FEMALE 2: "I know what you mean. I'm the same way. That's why I shop at _____."
- FEMALE 1: "Where?"
- FEMALE 2: "At _____ in _____
_____. Their slogan is 'WHATEVER IT TAKES,' so ours doesn't have to be."
- FEMALE 1: "You mean they understand what it means to live on a budget?"
- FEMALE 2: "Do they ever! So _____'s buyers find the best deals on the latest styles so you and I don't have to spend a lot of time or money to look terrific."
- FEMALE 1: "It's about time somebody consider us working gals."
- FEMALE 2: "Whatever it takes to keep us happy and fashionable, _____ will do!"
- VOCAL: (:15) "Whatever it takes...you a smile."



IMAGE SONGS

"WHATEVER IT TAKES"

SUGGESTED COPY

:30 - Suggested for use with CUT 8

FEMALE: (:16) *"Can we talk? I mean, talk is cheap.
It's one of the few things you can still
say that about if you've looked at clothes
prices...Unless you've looked at _____
_____. Whatever it takes, including
low, low prices, they'll do for us. Oh,
I love it when _____ talks
cheap to me."*

VOCAL: (:15) *"Whatever it takes...you a smile."*

:30 - Suggested for use with CUT 8

ANNCR: (:16) *"When's the last time that somebody told
you that whatever it took, they'd do to
get your business...And then did it? If
you can't remember, remember this..._____
_____. When they tell you they'll
do whatever it takes, _____
means it."*

VOCAL: (:15) *"Whatever it takes...you a smile."*



DISC 58, SIDE 1, GROUP 2

LYRICS AND INDEX

IMAGE SONGS

"YOUR COMPANY IS ALWAYS WELCOME"

(A-6237 - uptempo, contemporary)

USE: HOTEL CONVENTIONS/BANQUET FACILITIES

LINE:

1. "We cater to you,
2. You're company is always welcome.
3. We've got meeting rooms, banquet rooms,
4. Sleeping rooms and coffee shops.
5. We've got exhibit rooms, rooms for dancin',
6. Fine champagne to soda pop's.
7. So whether your group is large or small,
8. You're company is always welcome,
9. *(We cater to you.)*
10. Formal balls and cocktail parties,
11. Breakfast, lunches and dinners,
12. Conferences, sales meetings,
13. To recognize your company's winners.
14. We cater to your every need,
15. You're satisfaction's guaranteed.
16. So whether your group is large or small,
17. You're company is always welcome,
18. *(We cater to you.)"*

CUT:

1. :59 - Customized for demonstration purposes
2. :59 - Full vocal
3. :59 - :01 intro/:06 vocal/:23 bed/:29 vocal close
4. :59 - :01 intro/:06 vocal/:42 bed/:10 vocal close
5. :59 - :49 bed/:10 vocal close

6. :30 - Full vocal
7. :30 - :01 intro/:06 vocal/:17 bed/:06 vocal close
8. :30 - :24 bed/:06 vocal close
9. :10 - Full vocal

10. :59 - instrumental
11. :30 - instrumental
12. :10 - instruemntal

LINES:

- all lines
- all lines
- (1-2)(10-18)
- (1-2)(16-18)
- (16-18)

- (1-9)
- (1-2)(8-9)
- (8-9)
- (7-9)



"YOUR COMPANY IS ALWAYS WELCOME"

SUGGESTED COPY

IMAGE SONGS

:60 - Suggested for use with CUT 4

VOCAL: (:06) "We cater to...is always welcome."
VOICE 1: (:42) "Last year I was in charge of the company's annual awards banquet."
VOICE 2: "That's some honor."
VOICE 1: "It sure is. So naturally I did everything I could to make it an occasion everybody would remember for a long time."
VOICE 2: "So, what happened?"
VOICE 1: "Everybody remembers...And they won't let me forget. The room was hot, the food was cold, and now I'm here."
VOICE 2: "What do they call this?"
VOICE 1: "A closet."
VOICE 2: "Oh...You know, if you had contacted _____, they could have handled all the arrangements."
VOICE 1: "Really?"
VOICE 2: "Sure. _____'s professional meetings staff coordinates all the business functions for my company, from awards banquets to sales meetings. We've never had a hitch, thanks to _____."
VOICE 1: "Thanks. I'll remember them when..."
VOICE 2: "If..."
VOICE 1: "If I ever get another chance."
LYRICS: (:10) "So whether your...cater to you."



IMAGE SONGS

"YOUR COMPANY IS ALWAYS WELCOME"

SUGGESTED COPY

:30 - Suggested for use with CUT 8

YOU: (:24) *"Your company is always welcome at _____
 _____; for business meetings, sales
 conferences, conventions, awards banquets,
 and any other occasion requiring the ser-
 vices of _____'s professionally
 trained business relations team. For business
 events you'll remember with pride, remember
 _____. For information about
 our services, call ____-_____."*

VOCAL: (:06) "Your company is...cater to you."

:30 - Suggested for use with CUT 7

YOU: (:01) "_____."

VOCAL: (:06) "We cater to...is always welcome."

YOU: (:17) *"The catering services offered by _____
 _____ aren't limited strictly to func-
 tions held at _____. Our
 professional catering staff can serve you
 anytime, and anywhere. It's just another way
 your company is always welcome at _____
 _____."*

VOCAL: (:06) "Your company is...cater to you."



IMAGE SONGS

"OPENS THE DOOR TO A NEW WAY OF LIFE"

(A-6199 - starts slow then builds into strong contemporary)

USE: TECHNOLOGICAL COLLEGE

LINE:

- 1. "I'm so uncertain,
- 2. Where do I go,
- 3. Who can I talk to,
- 4. It seems like no one can tell me,
- 5. What I need to know.
- 6. But it's so easy,
- 7. When someone takes the time,
- 8. To show you how.
- 9. *(We can help you open the door,)*
- 10. To a new way of life.
- 11. We can help you open the door,
- 12. To a new way of life.
- 13. We can help you open the dorr,
- 14. To a new way of life.
- 15. Just when you thought there was no place,
- 16. You could turn for a change.
- 17. We come along and offer you a new way of life.
- 18. *(We can help you open the door) to a new way of life.* (FADE)

*NOTE: Lines 1-5 are spoken.

CUT:

- 1. :61 - Customized for demonstration purposes
- 2. :61 - Full vocal
- 3. :61 - :01 intro/:26 vocal/:28 bed/:06 vocal close
- 4. :61 - :01 intro/:10 vocal/:44 bed/:06 vocal close
- 5. :61 - :43 bed/:18 vocal close
- 6. :30 - Full vocal
- 7. :30 - :00 intro/:11 vocal/:13 bed/:06 vocal close
- 8. :30 - :24 bed/:06 vocal close
- 9. :11 - Full vocal
- 10. :61 - instrumental
- 11. :30 - instrumental
- 12. :11 - instrumental

LINES:

- all lines
- all lines
- (1-10)(18)
- (1-5)(18)
- (15-18)
- (11-18)
- (11-14)(18)
- (18)
- (18)**

**NOTE: "We can help you open the door to a new way of life.
We can help you open the door...(FADE)"



"OPENS THE DOOR TO A NEW WAY OF LIFE"

IMAGE SONGS

SUGGESTED COPY

:60 - Suggested for use with CUT 5

VOICE 1: (:43) *"As the world changes, so do the opportunities for people like you."*

VOICE 2: *"New technology means new careers."*

VOICE 1: *"New challenges."*

VOICE 2: *"New choices."*

VOICE 1: *"_____ can prepare you for the future that's unfolding today in a variety of different fields."*

VOICE 2: *"_____ offers hands-on training that'll put you out front in the race for positions in a number of exciting and lucrative occupations."*

VOICE 1: *"The world of tomorrow will be very different from the one you're living in today..."*

VOICE 2: *"And _____ is ready to open the door to a new way of life for you right now."*

VOICE 1: *"All it takes is a phone call to one of the guidance counselors at _____. Call now, ____-____. The future won't wait forever. New classes are forming right now at _____."*

VOICE 2: *"That number again is ____-_____."*

VOICE 1: *"It's a call that can put you in touch with the opportunities of tomorrow today."*

VOICE 2: *"_____ will teach you the skills you'll need to open the door to a new way of life."*

VOICE 1: *"_____."*

VOCAL: (:18) *"Just when you...way of life. (FADE)"*



"OPENS THE DOOR TO A NEW WAY OF LIFE"

SUGGESTED COPY

IMAGE SONGS

:30 - Suggested for use with CUT 8

ANNCR: (:24) *"Imagine a long hallway, divided by doors. Behind you, the doors are open. This is your past. Ahead, the doors are closed. It is the future. Knowledge is the key that will determine which of the future's doors you can open. _____ can help you become more selective about which door to the future you choose. _____."*

VOCAL: (:06) *"We can help...way of life. (FADE)"*

:30 - Suggested for use with CUT 7

VOCAL: (:11) *"We can help...way of life."*

ANNCR: (:13) *"The future waits for no one, which is one reason for calling _____ today. _____ can start preparing you for a brighter future immediately."*

VOCAL: (:06) *"We can help...way of life. (FADE)"*



IMAGE SONGS

"FASHION YOU CAN COUNT ON"

(A-6270 - classy, contemporary)

USE: FURRIER

LINE:

1. "So luxurious,
2. So in fashion.
3. The fur you love,
4. The fur you want,
5. That fur is so affordable,
6. And it can be yours,
7. (*A beautiful fur,*)
8. Fashion you can count on.
9. A fur jacket or coat,
10. Goes with anything you wear,
11. On a plane or a boat,
12. It can go most anywhere.
13. The fur of your dreams,
14. The thrill of your life,
15. It all can be yours,
16. At a sensible price.
17. Cozy and warm,
18. (*Beautiful furs,*)
19. Fashion you can count on."

CUT:

1. :61 - Customized for demonstration purposes
2. :61 - Full vocal
3. :61 - :01 intro/:07 vocal/:26 bed/:27 vocal close
4. :61 - :01 intro/:07 vocal/:44 bed/:09 vocal close
5. :61 - :52 bed/:09 vocal close

6. :29 - Full vocal
7. :29 - :01 intro/:07 vocal/:11 bed/:10 vocal close
8. :29 - :19 bed/:10 vocal close
9. :09 - Full vocal
10. :10 - Full vocal

11. :61 - instrumental
12. :29 - instrumental
13. :09 - instrumental

LINES:

- all lines
- all lines
- (1-2)(9-19)
- (1-2)(17-19)
- (17-19)

- (1-8)
- (1-2)(6-8)
- (6-8)
- (17-19)
- (19)



IMAGE SONGS

"FASHION YOU CAN COUNT ON"

SUGGESTED COPY

:60 - Suggested for use with CUT 4

VOCAL: (:07) "So luxurious, so in fashion."

FEMALE: (:44) *"When I was growing up, I thought only the rich could afford furs. You know, the diamonds, caviar, and champagne set. Boy, was I wrong. It took _____ to show me the practical side of furs. Furs aren't just for show. They're comfortable, sensible, and on chilly evenings, they're warm. And at _____, furs are even reasonably priced. So if you think furs are just for the rich, think again. Think mink, fox, rabbit...And most important, think _____, because _____ makes furs affordable. Not just for jet-setters, but even for aspiring secretaries like me."*

MALE: "So you're an aspiring secretary?"

FEMALE: "That's right. I'm taking night classes."

MALE: "Really?"

FEMALE: "Yes. Automotive maintenance."

MALE: "You're going to become a mechanic?!"

FEMALE: "Actually I was thinking more along the lines of the head of GM."

MALE: "Oh."

VOCAL: (:09) "Cozy and warm...can count on."



"FASHION YOU CAN COUNT ON"

IMAGE SONGS

SUGGESTED COPY

:30 - Suggested for use with CUT 8

- VOICE 1: (:19) "Furs from _____ . They're rich..."
- VOICE 2: "Yes."
- VOICE 1: "Soft."
- VOICE 2: "Right."
- VOICE 1: "Warm."
- VOICE 2: "Agreed."
- VOICE 1: "And very affordable."
- VOICE 2: "Very affordable?"
- VOICE 1: "If you have to ask, you have to go to _____. You see, only _____ makes furs affordable."
- VOCAL: (:10) "And it can...can count on."

:30 - Suggested for use with CUT 7

- YOU: (:01) "_____."
- VOCAL: (:07) "So luxurious, so in fashion."
- YOU: (:11) "This holiday season Santa doesn't have to be the only one around your house with fur-trimmed clothes. _____ makes furs affordable for the ones you love."
- VOCAL: (:10) "And it can...can count on."

MIND TRAPS

Support Stage Four contains "Mind Traps", including random- and commercial-length components from a cappellas to fully-produced :60's featuring dialogue. The random-length elements are generally for use as "stagers" to set the mood or scene of a larger spot of your own creation. You will find through experimentation that many of the a cappellas and all of the spoken productions fit nicely over Image Music, which you can use to produce completed spots of all sorts.

Many of the Mind Traps, however, already include background music and/or effects, and are essentially ready to use. Some are random-length, totally-generic stagers. To these, the addition of just a little copy with or without Image Music will round out the production to a finished spot.

Some Mind Traps can be customized, either by your own station personnel or by TM, using the original actors heard in the demonstration version provided with each. To customize any of this type of Mind Trap yourself, simply follow along with the furnished script, mixing your own voice with the pre-recorded "generic version" of the Mind Trap, reading the part in *italics*, marked "YOU". With just a couple of rehearsals, you'll quickly get the knack of proper timing, inflections, and so on. The customized sample should serve as a guide. The opportunities for local customization are extensive: not only can you change the advertiser's name, but all of the *italicized* copy, inserting whatever information you choose. Mind Traps are a marvelous source for instant spec spots.

In addition to the demonstration sample, and the generic version intended for your use, each of the elements is provided in the clear for you to alter, or combine with other Masterplan components. These elements include the generic voice track only, the background music, and whatever Visual Effects were used.

As mentioned, Mind Traps can be customized by TM, using the original actors. The cost is one-half ($\frac{1}{2}$) customization credit or unit, and covers all *italicized* parts in the script. An order form is provided at the front of the Master Manual.



MIND TRAPS

PRODUCTION BUILDERS

CUT

- | | | | |
|-----|-----|---------|---------------------------------------|
| 1. | :03 | TMA4000 | "The Sensible Solution" |
| 2. | :02 | TMA4001 | "We Can Do It Now" (CHANT) |
| 3. | :03 | TMA4002 | "We Can Do It Now" (EXUBERANT) |
| 4. | :02 | TMA4003 | "Pull The Switch" |
| 5. | :02 | TMA4004 | "When In Doubt, Do It!" |
| | | | |
| 6. | :02 | TMA4005 | "How Long Has This Been Going On?" |
| 7. | :05 | TMA4006 | "Do Something Nice For Yourself" |
| 8. | :01 | TMA4007 | "We've Got The Answer" |
| 9. | :05 | TMA4027 | "It's Time You Did Something for You" |
| 10. | :01 | TMA4028 | "Period!" |
| | | | |
| 11. | :04 | TMA4029 | "We Do It Right...The First Time" |
| 12. | :01 | TMA4008 | "Beautiful" (EXHILARATED) |
| 13. | :01 | TMA4009 | "Beautiful" (MELLOW) |
| 14. | :01 | TMA4010 | "Beautiful" (HUSHED) |
| 15. | :05 | TMA4011 | "Beautiful...Beautiful...Beautiful" |

MIND TRAPS

PRODUCTION BUILDERS

CUT			
1.	:03	TMA4012	"We'll Make Ya Feel Good"
2.	:03	TMA4013	"We'll Make You Happy"
3.	:01	TMA4014	"Can Ya Keep A Secret?"
4.	:04	TMA4015	"Feelin' Good Never Felt This Good Before"
5.	:02	TMA4016	"Do You Have A Headache?"
6.	:02	TMA4017	"Not Tonight, I Have A Headache"
7.	:03	TMA4018	"We're The No-More-Headache People"
8.	:02	TMA4019	"Wouldn't Ya Love An Easier Way?"
9.	:02	TMA4020	"Take A Good Look"
10.	:04	TMA4021	"We've Got The Lovin' Touch"
11.	:03	TMA4022	"Put Sunshine In Your Pocket"
12.	:03	TMA4023	"We Know The Feeling"
13.	:01	TMA4024	"Oops!"
14.	:02	TMA4025	"Yes, Yes, Yes"
15.	:04	TMA4026	"No, No, A Thousand Times No!"

MASTERPLAN

DISC 2, SIDE 1

MIND TRAPS

"HOW MUCH DO YOU WEIGH NOW?"
(TMA4030 - Happy party atmosphere)
USAGE: CLOTHIER

Cut

1. :44 - Customized for demonstration purposes
2. :44 - Generic version
3. :44 - Generic voices only
4. :46 - Music background
5. :46 - Visual effects background

"THE PIZZA WAR"
(TMA4031 - Fast-paced humor)
USAGE: PIZZA PARLOR

6. :60 - Customized for demonstration purposes
7. :56 - Generic version
8. :50 - Generic voices only
9. :54 - Visual effects background

"I THOUGHT IT WAS SAM"
(TMA4032 - Sultry phone call)
USAGE: SUPERMARKET/GENERAL

10. :31 - Customized for demonstration purposes
11. :31 - Generic version
12. :26 - Generic voice only
13. :31 - Music background
14. :02 - Visual effects

"I KNEW YOU'D LIKE THE FOOD HERE"
(TMA4033 - Confrontation, resolved)
USAGE: RESTAURANT

15. :60 - Customized for demonstration purposes
16. :60 - Generic version
17. :58 - Generic voice only
18. :61 - Music background
19. :60 - Visual effects background

MIND TRAPS

"WHAT A BULLFROG DOES TO A BUG"
(TMA4034 - Fast-paced humor)
USAGE: AUTOMOBILE SERVICE

CUT

1. :50 - Customized for demonstration purposes
2. :40 - Generic version
3. :40 - Generic voices only
4. :32 - Visual effects background
5. :03 - Visual effects background

"UNLESS YOU WANT"
(TMA4035 - Authoritative and intriguing)
USAGE: NIGHTSPOT

6. :58 - Customized for demonstration purposes
7. :58 - Generic version
8. :55 - Generic voices only
9. :58 - Music background

"INK BLOTS"
(TMA4036 - Psychiatric dialogue)
USAGE: SUMMER SALES AND CLEARANCE

10. :55 - Customized for demonstration purposes
11. :54 - Generic version
12. :49 - Generic voice only
13. :11 - Visual effects

"A TASTE OF SLOWER DAYS"
(TMA4037 - Serious, serene, and nostalgic)
USAGE: "OLD TOWN" SHOPPING

14. :61 - Customized for demonstration purposes
15. :61 - Generic version
16. :58 - Generic voice only
17. :42 - Music background
18. :60 - Visual effects background



"HOW MUCH DO YOU WEIGH NOW?"

For customized sample, see:
DISC 2, SIDE 1, CUT 1

MIND TRAPS

:44 SCRIPT - Requires: Male & Male or Female

EFFECTS: PARTY CROWD AND MUSIC

VOICE 1: "Well, I've been dieting more for about two months now..."

VOICE 2: "I lost it very quickly..."

VOICE 3: "Oh yeah..."

VOICE 4: "Incredibly svelt..."

VOICE 5: "Oh thank you, do you like my hip bones?"

VOICE 6: "Three is there? One, two, three, that's..."

VOICE 1: "Uh, just two...the other is my belt buckle....and you, darling, look perfect..."

VOICE 7: "Well, thank you very much..."

VOICE 1: "What do you do?"

VOICE 7: "Well, I eat salad or watercress, and you know those plastic cups?"

VOICE 1: "I caught you looking much better than I saw you last..."

YOU: Oh, uh thank you, thank you very much.

VOICE 1: "Have you been dieting?"

YOU: No...no, not a bit.

VOICE 1: "Well, how much do you weigh now?"

YOU: About 370.

VOICE 6: "No kidding."

VOICE 1: "I don't believe it."

*YOU: Well, look, it's the _____ suit. Just let me...uh
...take the jacket off here, and...*

VOICES: (GENERAL COMMOTION)

MIND TRAPS

VOICE 1: "Yuk! Oh, he fills up the whole room. Put it back on there's more people coming."

YOU #2: *Don't fill up rooms when you walk in....get into a suit from_____ . We make certain that when you leave _____ in one of our expertly tailored suits, only your strong suits will show. Not responsible for what may happen if you take the suit off.*



"THE PIZZA WAR",

For customized sample, see:
DISC 2, SIDE 1, CUT 6

MIND TRAPS

:60 SCRIPT - Requires: Male or Female

- VOICE 1: "We're reporting from the front lines of Pizza War. Pizza eaters have killed hundreds of Pizzas---"
- VOICE 2: "Did ya hear about one of the big guns over at the Pizza Putt?"
- VOICE 3: "No-----"
- VOICE 2: "He was just fired....heh-heh---"
- VOICE 4: "We have to make our Pizzas here at Skimpy's Pizza Parlor with as little of each ingredient as possible, understand?"
- VOICE 5: "Hic - uh yeah I - hic - understand."
- VOICE 4: "I think you're hitting the sauce too hard."
- VOICES: "Hitting the sauce! Get it?!?!"
- YOU: *Right now it looks like _____ may win the pizza war. Delicious crust, more sauce than you'd put on at home, and piles of each ingredient you order. Mmmm.*
- VOICE 1: "We have a little localized fighting over here about crust."
- VOICE 6: "I'd stay with you through thick and thin."
- VOICE 4: "Crust."
- VOICE 7: "This is diet crust. It makes me thin."
- VOICE 8: "Not thith crutht. It maketh me thick."

(Continued)

MIND TRAPS

YOU: _____ is winning the Pizza War!

VOICE 9: "Hi, Mom!"

VOICE 1 "We're interviewing a participant in the Pizza War."

VOICE 9: "I'm David and I just killed a whole Goliath PIZZA. AAuugggh!"

YOU: *Winning the Pizza War doesn't mean having the largest or the thinnest or thickest crust or the best decor----it means having the BEST PIZZA! Come in and kill a _____ Pizza!*



MIND TRAPS

"I THOUGHT IT WAS SAM"

For customized sample, see:
DISC 2, SIDE 1, CUT 10

:30 SCRIPT - Requires: Male (Filtered voice preferred)

EFFECT: PHONE RING, PICKUP, MUSIC BG

YOU: *Hello, is this Mrs. Anna Simpson, that fabulous blonde?*

VOICE: *"Yes, who is this?"*

YOU: *Hey, you've been missing out on something, baby. _____
lower meat prices. From ground round to sirloin, the
value's higher 'cause the cost is lower.*

VOICE: *"How did you get this number?"*

YOU: *Nevermind, just look for the advertised specials in
today's paper, and--*

VOICE: *"Look, I've heard about these calls. I'm going to
report you to the police, now who is this?"*

YOU: *It's your husband, silly.*

VOICE: *"Oh, sweet, I thought it was Sam."*

YOU: *Sam?*

MASTERPLAN

MIND TRAPS

"I KNEW YOU'D LIKE THE FOOD HERE"

For customized sample, see:
DISC 2, SIDE 1, CUT 15

:60 SCRIPT - Requires: Male

EFFECT: RESTAURANT BG WITH MUSIC

VOICE: "Harry, this can't go on any longer. I just can't go on... I just can't go on."

YOU: *Julie, please. Calm down. I didn't bring you to _____ just to sit there and stew.*

VOICE: "Harry... you... Harry, I can't go on! I just can't go on meeting you in places like this. Harry, everyone in the office knows about us. I can't come to lunch with you like this. We meet in the elevator, in the mail room, your apartment, we're always meeting secretly, and I just can't go on! You've got to tell your wife tonight. You tell her tonight! Oh, uh, yes, waiter, I'll have the shrimp creole. Harry! You tell her tonight 'cause I can't live like this. Everyone knows about us, and it's too... it's too much for... Oh, thank you... Harry..."

YOU: *Julie, I... uh...*

VOICE: "Oh... that's delicious... delicious!"

YOU: *I thought you'd like the food here at _____.*

VOICE: "Delicious. Harry, dear, tell her anytime you like."

MASTERPLAN

MIND TRAPS

"WHAT A BULLFROG DOES TO A BUG."

For customized sample, see
DISC 2, SIDE 2, CUT 1

:59 SCRIPT - Requires: Male or Female

VOICE 1: "Does your car look like an exhibit at the Smithsonian?"

VOICE 2: "Does it do to a gallon of gas what a bullfrog does to a bug?"

VOICE 1: "Does it smoke a lot?"

VOICE 3: "Oh, it gets about 8 miles to the pack... (wheeze)"

VOICE 4: "My car dropped its transmission!"

VOICE 5: "In public?!?"

YOU: *Don't sell it. Get it fixed. At _____.*
We don't "Service" cars, we fix 'em. Right. The
first time.

VOICE 6: "When other car dealers say 'service', it's usually just lip service."

EFX: (LIPS FLAPPING)

VOICE 7: "How much is it gonna cost me to get my car fixed?"

VOICE 1: "Well, uh, first, how much ya know about cars. Heh, heh.

VOICE 1: "RipRipRipRipRipoff"

YOU: *When it comes to getting your car fixed, we rip off*
---th' red tape. And that's the only ripoff at _____
_____. *When you want your car fixed, you*
want it FIXED. We couldn't stay in business unless
we did what we say. And _____ fixes
cars. BECAUSE WE KNOW HOW.

MASTERPLAN

MIND TRAPS

"UNLESS YOU WANT"

For customized sample, see:
Disc 2, Side 2, Cut 6

:60 SCRIPT - Requires: (1) Whisper, (2) Female or male, (3)
group chant.

YOU (1): _____!

YOU (2): _____!

VOICE 1: It's not a Disco. You don't have to dance or sit and drink surrounded by sound unless you want. It's not a night club. You don't have to sit and chat with interesting people in quiet, live music, unless you want. It's not a movie theatre. You don't have to sit in soft theatre chairs with refreshments and watch a full-length, first-run made-for-television-but-not-allowed-on-television movie, unless you want.

YOU (3): _____!

VOICE 1: It's not a pinball arcade. You don't have to play some of the world's most advanced electronic games of skill and chance, unless you want. You don't even have to go there unless you want. You don't even have to think about it as an indescribable fun spot unless you want.

YOU (3): _____!

VOICE 2: What is it?

YOU (3): _____!

VOICE 3: You tell us. We think you know.

VOICE 1: We know...(deep, resonant laugh)

YOU (3): _____!

MASTERPLAN

MIND TRAPS

"INK BLOTS"

For customized sample, see:
Disc 2, Side 2, Cut 10

:55 SCRIPT - Requires: Male

YOU: *Now, I want you to look at these ink blots, and tell me exactly what you see.*

VOICE: OK

YOU: *Alright, now, here's the first one.*

VOICE: *Umm, looks like two of those long dresses with the halter tops that are so popular this summer.*

YOU: *Oh, like _____ has, um-hum.*

VOICE: *Yeah, they're on sale now, during the big summer sales and clearance.*

YOU: *Um-hum. Now, this ink blot.*

VOICE: *Uh, that's a sack of sheets and pillow cases. They're on sale during the summer sales and clearance, too.*

YOU: *I see...at _____. And, uh, this next ink blot.*

VOICE: *Oh, that's a pair of those polyester, double-knit slacks like my husband bought there last night. You see, during their big summer sales and clearance....*

YOU: *You seem obsessed with the summer sales and clearance at _____.*

VOICE: *Well, sure. They're not only clearing out all their summer things but a lot of their regular merchandise is on sale, too.*

YOU: *Oh, really?*

VOICE: *Every department has discounts you won't believe.*

YOU: *No kidding?*

VOICE: *Television sets, carpets, drapes, jewelry, cosmetics... Hey, what are you doing?*

YOU: *Let me see the picture of those double-knit slacks again.*



MIND TRAPS

"A TASTE OF SLOWER DAYS"

For customized sample, see:
DISC 2, SIDE 2, CUT 14

:61 SCRIPT - Requires Male or Female

VOICE 1: "It was still, in the early morning as the sun began to warm up the alleys and sidewalks that had grown cold during the night"

YOU: *As the darkness became sliced with the razor-thin sunlight, the breeze would soon be broken by the clatter of the first produce wagon arriving at*

VOICE 1: "Soon the quiet quaintness of the street would resound with the banging of shutters, crates full of wares being tugged into place, and friends calling morning greetings to each other."

YOU: *This was _____ in the early 1900's.*

VOICE 1: "Picturesque, friendly---"

YOU: *Today, the charm of old _____ still lives. In its cobblestone streets, restored buildings, and family-run shops.*

VOICE 1: "Warm, friendly, and relaxed."

YOU: *For the kind of shopping our grandparents enjoyed. For dining or a leisurely drink.*

VOICE 1: "Something old, something new, a taste of--- slower days gone by."

YOU: _____ --- _____ (location)

VOICE 1: "Come savor it yourself."

MIND TRAPS

"MY MOTHER-IN-LAW SITS IN IT"
(TMA4038 - Up-beat commentary)
USAGE: FURNITURE

Cut

1. :57 - Customized for demonstration purposes
2. :41 - Generic version
3. :39 - Generic voices only
4. GENERIC VOICE COMPONENTS
 - a. :03 - "Swell party"
 - b. :08 - "Good time chatter"
 - c. :18 - "Mother-in-law"
5. :41 - Visual effects background
6. :30 - Music background

"DOWN TO THE STATION"
(TMA4039 - Nostalgic, easy pace)
USAGE: RESTAURANT, RAILROAD MOTIF

7. :63 - Customized for demonstration purposes
8. :63 - Generic version
9. :54 - Generic voices only
10. :61 - Music background

"AM I HONEST?"
(TMA4040 - Humorous, narrated action)
USAGE: AUTOMOBILE

11. :58 - Customized for demonstration purposes
12. :53 - Generic version
13. :48 - Generic voices only
14. :49 - Visual effects background

"LOOK ME SQUARE IN THE SHOULDER"
(TMA4041 - Understated levity)
USAGE: OPTICAL

15. :55 - Customized for demonstration purposes
16. :54 - Generic version
17. GENERIC VOICE ONLY PORTIONS
 - a. :16 - "I have this friend..."
 - b. :09 - "Do you love me?"
18. :07 - Visual effects background
19. :33 - Music background

MIND TRAPS

"TWENTY-NINE HOT DOGS"
(TMA4042 - Off-camera problem)
USAGE: DRUGSTORE

CUT

1. :62 - Customized for demonstration purposes
2. :62 - Generic version
3. :39 - Generic voices only
4. :39 - Visual effects background
5. :30 - Music background

"IT'S NOT JUST MY RACQUET"
(TMA4043 - Short-winded dialogue)
USAGE: SPORTING GOODS

6. :39 - Generic version (no customization needed)
7. :37 - Generic voices only
8. :38 - Visual effects only

"ALL YOU CAN DRINK"
(TMA4044 - Enterprising kids, innocent humor)
USAGE: SUPERMARKET

9. :62 - Customized for demonstration purposes
10. :62 - Generic version
11. :62 - Generic voices only
12. :62 - Visual effects background

"BACKSCRATCHIN' GIRLS"
(TMA4045 - Intense voice interplay)
USAGE: MODERN WOMEN'S CLOTHIER

13. :60 - Customized for demonstration purposes
14. :60 - Semi-generic version
15. :60 - Totally-generic version
16. GENERIC GROUP SHOUTS
 - a. "Here they come"
 - b. "Dyn-o-mite"
 - c. "Nifty"
 - d. "Incredible"
 - e. "We love 'em"
 - f. "They got it"
 - g. "Clothes that'll scratch your back"
17. :60 - Music background

MASTERPLAN

MIND TRAPS

"MY MOTHER-IN-LAW SITS IN IT"

For customized sample, see:
DISC 3, SIDE 1, CUT 1

:60 SCRIPT - Requires Male or Female

YOU: *Inside these two apartments there are two parties going on. Unbeknownst to any of the people in either party, we've placed ordinary furniture in one apartment and furniture from _____ in the other. Let's see what happens. First, the apartment with the ordinary furniture.*

VFX: (YAWN. LOW EBB OF GROUP CHATTER)

GROUP: "This sure is a swell party."

VFX: (DOOR CLOSES)

YOU: *Now, the party in the apartment with the furniture from _____.*

VFX: (HAPPY SOUNDS OF GROUP PARTY)

FEMALE 1: "Wow! I've never been to a party like this before."

FEMALE 2: "Isn't he great?!?!?"

MALE 1: "Mama told me not to come!"

MALE 2: "What a figure, it reminds me of a bearskin rug."

YOU: *Isn't it amazing the difference furniture from _____ can make in your life?*

MALE 3: "...so I bought this real neat soft recliner and the first thing you know, my mother-in-law sits in it."

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FEMALE 3: "So?"

MALE 3: "Well, she sank so far down in it, I told her that the recliner was so soft and she was so fat, I'd be willing to bet she couldn't get up out of it. Well, she almost killed me."

FEMALE 3: "What stopped her?"

MALE 3: "She couldn't get up out of it."

YOU: *Isn't it amazing the difference furniture from
_____ makes in your life?*

MASTERPLAN

MIND TRAPS

"DOWN AT THE STATION"

For customized sample, see:
DISC 3, SIDE 1, CUT 6

:60 SCRIPT - Requires Male or Female

VOICE: "You know, I can remember the day I went away to school."

BACKGROUND: MUSIC

VOICE: "Dad and Mom drove me down to the station and...and on the way to Denver a whole new world opened up before my eyes. I saw life from ground level...on the train. That was really the way to go. Time to relax and enjoy the scenery. The fabulous service and fantastic food...it's an experience that...well, I'll just never forget it."

YOU: *The Railroad. An experience all but forgotten by many of us.*

VOICE: "You know, there's still a way to relive those days. To remember what it used to be like to travel."

YOU: _____, a remembrance of times gone by. The excitement, the glamour with excellent prime rib, superb spirits and service second to none.

VOICE: "I've even taken my two daughters there to show them what it was like way back then. You know what, they've actually taken real railroad cars and joined them together to form this fantastic restaurant."

YOU: *Spend some time with us, at _____.* The prime rib and the service is so good. Perhaps you'll even feel like the cars are rolling again.

MASTERPLAN

"AM I HONEST?"

For customized sample, see:
DISC 3, SIDE 1, CUT 11

MIND TRAPS

:58 SCRIPT - Requires Female or Male

YOU: *Now! The Soggy Saga of Harry Corpus, who searched high and low for an honest new car deal.*

VOICE 1: "Hi! Are you an honest new car dealer?"

VOICE 2: "Heh heh heh heh ___YEEEEAAHHH!"

VOICE 1: "Are you an honest new car dealer?"

VOICE 3: "Am I HONEST?!?! Does the sun rise in the evening? Is the Poke Lewish? Is the Prank polla Guzzingus? SURE I'm honest....Uh, ya got any money?"

YOU: *Harry checked their warranty coverage...*

VOICE 2: "Heh heh heh Yeah!! 30 feet or 3rd gear: whichever comes first."

VOICE 3: "Sure it's guaranteed. If anything should break or wear out, we'll fix it. At absolutely no cost to us."

YOU: *Then, Harry came to _____ and was he surprised!*

VOICE 4: "Here's the bottom line, Mr. Corpus."

VOICE 1: "Boy, I'd think that a low price like that would be just for your best customer."

VOICE 4: "EVERYONE'S our best customer, sir; and if you want, we can handle the financing just like a bank, and, except for just routine maintenance, we can handle everything at no charge under your warranty."

VOICE 1: "Wow. Things sure are different here!"

VOICE 4: "Thank you, sir. We try."

YOU: *Try _____, where everyone is our best customer!*

MASTERPLAN

MIND TRAPS

"SQUARE IN THE SHOULDER"

For customized sample, see:
DISC 3, SIDE 1, CUT 16

:60 SCRIPT - Requires Male or Female

VOICE 1: "I have this friend and she doesn't see too good. First time I tried to kiss her she slapped me on the foot. 'Look,' I said, 'why don't you get yourself some nice glasses.' Looking me square in the shoulder, she said, 'It's getting late, I have to go.'" And, with that, she opened the closet door and walked into a rack of coat hangers."

VFX: (CRASH OF COATHANGERS)

YOU: *Seeing well doesn't have to mean looking bad at _____ . There's a lot to see out there. Don't miss out on it just because you're afraid of how you look in glasses. _____ cannot only precision-grind the right prescription so you can see what you want to, but also put your lenses in frames that don't look like a frame up. _____ .*

VOICE 2: "Do you love me?"

VOICE 3: "I don't know."

VOICE 2: "Do you want me?"

VOICE 3: "I don't know."

VOICE 2: "Do you need me?"

VOICE 3: "I don't know."

VOICE 2: "Well, what's the problem?"

VOICE 3: "I...I don't know what you look like!"

YOU: *That's right..._____ .*

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MIND TRAPS

"TWENTY-NINE HOT DOGS"

For customized sample, see:
DISC 3, SIDE 2, CUT 1

:60 SCRIPT - Requires Male or Female

SFX: (SOUND OF COMMOTION AND VERBAL ORDER GIVEN IN BACKGROUND)

YOU: *When five year old Bobby Mathews made his first TV commercial in front of a camera by taking one bite out of a hotdog and saying...*

CHILD: *"Boy, is that good!"*

YOU: *It took twenty-nine takes,*

VOICE 1: *"And twenty-nine hot dogs"*

YOU: *Before Little Bobby got it right.*

VOICE 2: *"My poor little Bobby."*

YOU: *Bobby's mommy felt sorry for the boy.*

VOICE 2: *"Your stomach looks like a blimp".*

YOU: *So, she went to _____ and got him something from the largest selection of discount priced health and beauty aids anywhere. And, with the help of _____, soon Bobby was feeling all better again.*

VOICE 2: *"Guess what we're having for supper tonight, Bobby?"*

CHILD: *"Next time, I'd like to make a commercial about antacids."*

YOU: *Any time your family needs health and beauty aids, prescription drugs or any of the hundreds of other*



MIND TRAPS

items that make life worthwhile, you can depend on _____ to make life a little less costly, too. Discount prices on everything we sell. Or, we couldn't call ourselves, "discount."

CHILD: "Boy! Is that good.!"

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MIND TRAPS

"MUST BE THE RACKET"

No Customized Sample

:44 SCRIPT

MALE: "Hey! Your backhand's really improving."

FEMALE: "Oh, I didn't know anyone was noticing. Thanks. It's really nice to have someone pay attention to you. Most people just care about the game or ..."

MALE: "It must be the new racket, uh?"

FEMALE: "...the equipment."

MALE: "Amazing what a good racket can do for the old serve."

FEMALE: "Yeh, you think my serve's improving, too?"

MALE: "Oh, sure!"

FEMALE: "Oh, thanks. Then it's not just my racket..."

MALE: "It's gotta be those tennis balls...great response... nice..."

FEMALE: "Tennis balls...uh, huh..."

MALE: "In fact, everything about you is perfect."

FEMALE: "About me! Oh, now you're talking."

MALE: "Your shoes, your racket, the best. The tennis balls, excellent quality. I really like the, uh, tennis outfit, too."

MASTERPLAN

MIND TRAPS

"ALL YOU CAN DRINK"

For customized sample, see:
DISC 3, SIDE 2, CUT 9

:60 SCRIPT - Requires Male or Female

CHILD 1&2: "Hi!"

YOU: *Hi.*

CHILD 1: "Are you the manager of this big food store?"

YOU: *That's right. And this is a _____. Can I help you?*

CHILD 1: "We need to buy some lemonade."

CHILD 2: "It's for our mobile lemonade stand."

YOU: *Oh...is that what this handsome vehicle is?*

CHILD 2: "Uh huh. We roll it around and sell lemonade to everyone in the neighborhood."

CHILD 1: "But we're almost out and we want to buy some more."

YOU: *You mean you don't make your own lemonade?*

CHILD 1: "Naw, it's cheaper to buy it here."

YOU: *Oh!*

CHILD 2: "Say, if we buy a whole big lot of lemonade, would you give us a discount because we're such good customers?"

YOU: *Well, that sounds like a pretty good business deal to me. And we here at all the _____ try to give everyone the lowest possible price on all their grocery lists. We have weekly specials, of course, but almost every item _____ sells is rock-bottom*

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priced anyway. Say, how much is your lemonade, I'm kind of thirsty?

CHILD 2: "All you can drink, just ten cents."

YOU: *Boy, that's a deal! I'll take some.*

CHILD 2: "OK, here."

YOU: *Wow! that's really good. Can I have some more?*

CHILD 1: "No!"

YOU: *No? Well, you said for ten cents, I'd get all I could drink.*

CHILD 1: "That's right and that's all you can drink."

YOU *OH...*

MASTERPLAN

"BACKSCRATCHIN' GIRLS"

For customized sample, see:
DISC 3, SIDE 2, CUT 13

MIND TRAPS

:60 SCRIPT - Requires Male or Female

GROUP: "Here they come!"

YOU: _____ girls.

GROUP: "DYNAMITE!"

YOU: _____ girls.

GROUP: "NIFTY"

YOU: _____, _____ girls.

GROUP: "INCREDIBLE!"

YOU: _____ girls.

GROUP: "WE LOVE 'EM!"

YOU: _____ girls are un-believable! Girls who know what's happenin' and how to make it happen! Girls who get their clothes at _____. _____, in the _____ (location) _____ is a special place for a special...BREED of girl! She's your kinda girl, and if she's your kinda girl, she'll dig her kinda clothes at _____. Clothes that make it. Like SHE makes it. Fashions that are NOW. Cuddle her now in clothes from _____.

GROUP: "THEY GOT IT!"

YOU: Wanna take ya home!

GROUP: "Clothes that'll scratch your back"

YOU: From _____. The SECOND best way to feel GOOOOD!

MASTERPLAN

DISC 4, SIDE 1

MIND TRAPS

"BRAKES FAILED"
(TMA4046 - Police communications)
USAGE: BRAKE SERVICE

Cut

1. :55 - Customized for demonstration purposes
2. :55 - Generic version
3. :15 - Police dialogue
4. :45 - Music background

"NEXT TO MY MANIFOLD"
(TMA4047 - Under-the-hood dialogue)
USAGE: AUTO SUPPLY

5. :60 - Customized for demonstration purposes
6. :60 - Generic version
7. :55 - Generic voice only
8. :61 - Visual effects background

"MULTIPLE-CHOICE"
(TMA4048 - Humorous quiz)
USAGE: TIRE DEALER

9. :60 - Customized for demonstration purposes
10. :55 - Generic version
11. :33 - Generic voices only
12. :33 - Visual effects background

"ONE OWNER, LOW MILES"
(TMA4049 - Dialogue with vivid examples)
USAGE: PRE-OWNED CARS

13. :61 - Customized for demonstration purposes
14. :61 - Generic version
15. :48 - Generic voices only
16. :32 - Visual effects background
17. :08 - Vivid examples background
18. :03 - Mystic gliss

MASTERPLAN

DISC 4, SIDE 2

MIND TRAPS

"IT'S ALL HERE"
(TMA4050 - Straight monologue)
USAGE: AUTO SUPPLY

Cut

1. :58 - Customized for demonstration purposes
2. :58 - Generic version (visual effects background)

"TIRELESS INTERVIEWER"
(TMA4051 - Comic tire interview)
USAGE: TIRE DEALER

3. :62 - Customized for demonstration purposes
4. :61 - Generic version
5. :35 - Generic voices only
6. :61 - Visual effects background

"THIS IS YOUR CAR RADIO"
(TMA4052 - Opinionated radio monologue)
USAGE: TIRE DEALER

7. :60 - Customized for demonstration purposes
8. :60 - Generic version
9. :62 - Visual effects background

"FLASHIN' BLUES"
(TMA4053 - Highway dialogue)
USAGE: CB RADIO DEALER

10. :62 - Customized for demonstration purposes
11. :51 - Generic version
12. :47 - Generic voice only

MASTERPLAN

MIND TRAPS

"BRAKES FAILED"

For customized sample, see:
DISC 4, SIDE 1, CUT 1

:55 SCRIPT - Requires: Male or Female

EFFECTS: TWO-WAY RADIO NOISE AND FILTERED VOICES

VOICE 1: "Car 17 calling dispatcher. Car 17 calling dispatcher. Over."

VOICE 2: "Uh...go ahead 17."

VOICE 1: "Reporting a two-car collision at Davis and Stevens."

VOICE 2: "Reason behind collision, 17?"

VOICE 1: "The brakes on the car proceeding north had failed to engage."

MUSIC: DRAMATIC INTO LIGHT

YOU: Brakes on car proceeding north failed to engage. A dangerous sign of neglect on the part of the motorist. What about your brakes? Your _____ brake man urges you to replace those worn brakes now. Don't wait until it is too late. Make an appointment today to have the _____ free safety inspection. This free inspection involves a thorough check of brakes, tires, shock absorbers and front wheel alignment. _____ Brakes cares about your safety and that's why they offer a free safety inspection. For an appointment call: (phone) _____. _____ Brakes. _____ (address) _____.

MASTERPLAN

MIND TRAPS

"NEXT TO MY MANIFOLD"

For customized sample, see:
DISC 4, SIDE 1, CUT 5

:60 SCRIPT - Requires: (1) Male, (2) Male or Female

EFFECTS: CRANKY CAR STARTER AND AUTO SOUNDS

VOICE: "Look, I know I'm just your car, and you're my owner and all that, but if you don't start taking better care of me it's going to wind up costing YOU MONEY."

YOU (1): *I know, but you know tune-ups...*

VOICE: "No buts about it. For instance, I haven't had a tune-up in months."

YOU (1): *Yeah, but tune-ups are expensive...*

VOICE: "Well, not if ya do it yourself." You could buy a tune-up kit for..practically nothing..."

YOU (1): *Oh, ya mean like they have at _____ Auto Supply for about three bucks?*

VOICE: "YEAH! And buy a set of spark plugs and a timing light, and a few other..."

YOU (1): *Yeah, the plugs are only 59¢ each and all together I guess it'd only cost me about eleven bucks, but..."*

VOICE: "Well, see? For just a few dollars you could have my pistons running as smooth..."

YOU (1): *But I don't know HOW to...uh...tune you...*

VOICE: "But...uh, the people you mentioned before..."

YOU (1): *Oh, _____ Auto Supply...*

VOICE: "Yeah. THEY'LL show you HOW TO DO IT YOURSELF. You'll save sooo much money on the tune-up, and on gas, and besides, I just love it when you gently raise my hood and play around next to my manifold."

MASTERPLAN

MIND TRAPS

"NEXT TO MY MANIFOLD"

Page 2

YOU (2): _____ Auto Supply makes it so easy to do it yourself. Not only with discount priced parts and accessories, but with complete advice on how to do it fast...and RIGHT.

VOICE: "I'll make it worth your...while."

MASTERPLAN

MIND TRAPS

"MULTIPLE CHOICE"

For customized sample, see:
DISC 4, SIDE 1, CUT 9

:60 SCRIPT - Requires: Male or Female

YOU: Now, the _____ "Tire Quiz".

EFFECT: BELL

YOU: Question number one.

VOICE 1: "When your tire has a blowout, this means:

- (a) it is having a party.
- (b) is in no condition to drive, or
- (c) it got tired of inflation."

YOU: Mark your answer sheet.

EFFECT: BELL

YOU: Question number two.

VOICE 1: "True or false. We'd be better off with rubber roads and concrete tires."

VOICE 2: "Oh, that's true! Think of all the air we'd save!"

EFFECT: BOING

VOICE 1: "End of quiz."

YOU: Obviously, we weren't serious about the tire quiz, but we are serious about saving you money and trouble on your tires...at _____. _____ will ask YOU questions about how you drive, and will match your driving with a fine quality Goodyear or Atlas tire that'll save you money in the long run. And our balancing, rotation, and free inspection keeps you rolling.

MASTERPLAN

MIND TRAPS

"MULTIPLE CHOICE"

Page 2

EFFECT: SERVICE STATION BELL

VOICE 2: "Hi...could you look at my left front tire and see if it's flat?"

VOICE 3: "Well, the bottom part's flat, but the rest of it looks OK."

YOU: *Time to call _____!*

MASTERPLAN

MIND TRAPS

"ONE OWNER, LOW MILES"

For customized sample, see:
DISC 4, SIDE 1, CUT 13

:61 SCRIPT - Requires: Male or Female

YOU: *Could I help you sir?*

VOICE 1: *"Yeah, I'm looking for a new car."*

YOU: *Well, we only sell pre-owned cars here at _____.*

VOICE 1: *"Oh. Pre-owned. That means used, right?"*

MALE 4: *"Pre-owned means used right. Yes sir, as opposed to used wrong, ha ha. Well, actually, there is a tremendous advantage to buying a pre-owned _____ creampuff compared to buying a brand-new car."*

VOICE 1: *"Oh, really?"*

YOU: *Um hmm. Here, let me show you what happens when you buy a new car.*

EFFECTS: GLORIOUS SOUNDS

VOICE 2: *"The new car syndrome. First, everything's hunky-dory. But then, you've got to get the bugs out."*

EFFECTS: BUGS

VOICE 2: *"Then there's the break-in period."*

VOICE 3: *"Break-in period. Change oil after 500 miles (no rapid acceleration), complete checkup (quick stops), at 1500 miles, (high speed or steady speed driving), Whew...I might as well just park it."*

YOU: *But, at _____ with a pre-owned car, you don't have any of the hassles of buying new, and the previous owner pays that enormous initial depreciation, not you. So you get a virtually new car, without the bugs and hassles, and at a much lower price. That's our way of doing business at _____.*



"ONE OWNER, LOW MILES"

Page 2

MIND TRAPS

VOICE 1: "Great...but do I still get the...uh..."

YOU: *Oh, you mean this?*

EFFECTS: GLORIOUS SOUNDS

YOU: *Sure.*

MASTERPLAN

MIND TRAPS

"IT'S ALL HERE"

For customized sample, see:
DISC 4, SIDE 1, CUT 1

:58 SCRIPT - Requires: Male or Female

EFFECTS: FOOTSTEPS IN ECHO, DISTANT CHIMES

YOU: *(Fades in) Hmmm. mufflers, batteries, hood scoops, windshield wipers... I suppose you wonder what I'm doing. Well, tomorrow we begin the biggest sale in the history of _____ . It's a sale on just about everything in our building. And I have to make sure that it's all here, ready to go. It's lonely work, but I feel as though it's worth it. Especially when I look around and see everything we've got on sale... Things for everyone, and every car on the road. Touch-up paint for those minor scratches, tune-up kits for the do-it-yourselfers, even headlights and motor oil. There's gonna be a lot of happy folks in here tomorrow savin' a lot of money. And that's what _____ is all about...helpin' people, helpin' 'em save money... And I'm glad to be a part of it. Well, better get back to work here. Let's see, the wheel covers are over there... (Fades out.)*

MASTERPLAN

MIND TRAPS

"TIRELESS INTERVIEWER"

For customized sample, see:
DISC 4, SIDE 2, CUT 3

:60 SCRIPT - Requires: Male or Female

EFFECTS: STREET BACKGROUND

YOU: This is your tireless interviewer here in this big parking lot to continue our series of interviews with tires. You, sir, as a tire, what do you think of inflation?

VOICE 1: "I'm not gettin' enough."

YOU: Not enough inflation?

VOICE 1: "No. My owner doesn't inflate me enough, so my sidewalls just bag onto the road...and I wear myself out just trying to keep up."

YOU: And you, sir...as a tire, how do you cope with life's little ups and downs?

VOICE 2: "Not too well...I'm sorta unbalanced!"

YOU: Some sort of mental problem?

VOICE 2: "No! My owner never has us tires balanced, so we vibrate...and wear out too fast."

YOU: AH...I see. Well, _____ could do wonders with you. Fast, hi-speed balancing would smooth out your life. And when it comes time for new tires, _____ can expertly fix you up with tires that suit your driving style and car...mounted free, of course...and no one has lower tire prices than _____. Uh, you, sir, as a tire, how do you react to today's shocking world?

MASTERPLAN

"TIRELESS INTERVIEWER"

Page 2

MIND TRAPS

VOICE 3: "Oh, just fine."

YOU: *You must have come from _____.*

VOICE 3: "You guessed it. Those guys are 'tireless' workers, ha."

YOU: *Uh, that's my line.*



MIND TRAPS

"THIS IS YOUR CAR RADIO"

For customized sample, see:
DISC 4, SIDE 2, CUT 7

:60 SCRIPT - Requires: Male or Female (Filtered voice preferred)

EFFECTS: RADIO AND TRAFFIC NOISE

VOICE: "And now. A word from your car radio."

YOU: *(Fades in) Turn me up a little. Turn me up a little!
I have something important to tell you. For years,
I've given you the news, the time, and the weather
at the push of a button. I've soothed you, played
your music for you, and I've never asked you to do
anything for me. Well, now I am asking. Stop risking
our necks on those tires we ride on. Unless we take
a turn at a snail's pace, they actually lift off the
road. Listen, if something should happen to this car
I have just as much to lose as you do, which is why
I am asking you to buy a set of _____. You know,
the tire everybody's talking about. It's got radial
ply construction that makes it flatten out and grip
the road like the treads of a tank. Even at speeds
up to 130, although I hope we never do 130. If you
don't buy a set of _____, I'll never speak to
you again.*

EFFECTS: HORNS AND TUNING

MASTERPLAN

MIND TRAPS

"FLASHIN' BLUES"

For customized sample, see:
DISC 4, SIDE 2, CUT 10

:62 SCRIPT - Requires: (1) Male, (2) Male or Female

EFFECTS: TRAFFIC AND CB RADIO CHATTER

YOU (1): *Break one-nine for a Turnpike westbound...you got an eastbound lookin'...come on.*

VOICE: "Hey, you got a westbound, bring it on."

YOU (1): *Hey, 10-4, good buddy, thanks for the comeback. I just got my ears installed a little while ago and I wanted to make sure I was gettin' out!*

VOICE: "Hey, a big 10-4 on that...you're wall-to-wall, 'bout to blow my doors off. Where'd you get that smokin' radio?"

YOU (1): *Hey, 10-4. Got it at _____. They're havin' a sale on just about every brand of CB radio they carry, and they give you the antenna free when you buy the ears, and they even installed it for me. Took about 20 minutes, and I love it...it's a great way to meet people. Say, good buddy, what's the Smokey situation look like, come on.*

VOICE: "Well, what kinda wheels are you in?"

YOU (1): *Red four-wheeler with vinyl roof.*

VOICE: "Well, the smokey situation is definitely fine, good buddy, if you look in your mirror and you'll see me at your back door with the flashing bubble-gum machine. Uh, you wanna pull it on over?"



MIND TRAPS

YOU (2): CB's a great way to meet people, and you'll meet the best at _____. You can't beat our prices on new CB's, and we'll give you a free antenna with every rig you buy. That's _____. Home of the smokin' radios!

MASTERPLAN

DISC 5, SIDE 1

MIND TRAPS

"THEY RENT IT ALL"
(TMA4054 - Jazzy rhyme)
USAGE: RENT-ALL STORE

CUT

1. :56 - Customized for demonstration purposes
2. :56 - Generic version
3. :56 - Music background

"LOST FOR AN ANSWER"
(TMA4055 - Desert scenario)
USAGE: CONVENIENCE STORES

4. :59 - Customized for demonstration purposes
5. :59 - Generic version
6. :59 - Visual effects background

"NOAH KNOWS"
(TMA4056 - Improbable duo dialogue)
USAGE: PET SHOP

7. :58 - Customized for demonstration purposes
8. :58 - Generic version
9. :56 - Visual effects background: thunder, rain
10. :58 - Visual effects background: animals

"JOHN AND GRACE"
(TMA4057 - Soap opera)
USAGE: FURNITURE STORE

11. :60 - Customized for demonstration purposes
12. :60 - Generic version
13. :22 - Music background

MIND TRAPS

"DID YOU KNOW"
(TMA4058 - Fast paced statistical query)
USAGE: CAR DEALER

CUT

1. :60 - Customized for demonstration purposes
2. :59 - Generic version

"THE COMPLETE RECORD SHOP"
(TMA4059 - Alphabetical sleeptalker)
USAGE: RECORD STORE

3. :60 - Customized for demonstration purposes
4. :60 - Generic version

"TWO NUMBERED TREES"
(TMA4060 - Blind innocence)
USAGE: RESTAURANT

5. :60 - Customized for demonstration purposes
6. :60 - Generic version
7. :45 - Generic voices only

"CANDY KISSES"
(TMA4061 - Intimate drive-in chat)
USAGE: GENERAL

8. :58 - Customized for demonstration purposes
9. :58 - Generic version
10. :32 - Generic voice only

MASTERPLAN

"THEY RENT IT ALL"

For customized sample, see
DISC 5, SIDE 2, CUT 1

MIND TRAPS

:56 SCRIPT - Requires: (1) Male, (2) Male or Female

BACKGROUND: PERCUSSION TRACK

VOICE 1: Need a mower to cut your grass,

VOICE 2: Tools to put up a window sash,

VOICE 3: An outboard motor,

VOICE 4: Or a soccer ball,

YOU 1: *See Henderson's now, they rent it all.*

VOICE 5: From punch bowl sets,

VOICE 6: To volleyball nets,

VOICE 2: Extra tables...extra chairs,

VOICE 3: Pots'n'pans

VOICE 4: And kitchenware.

VOICE 7: Hoses...tents...

VOICE 6: Automotive tools,

VOICE 2: Typewriters, too, for work or school,

VOICE 5: Ladders many, short and tall,

YOU 1: *See Henderson's now, they rent it all.*

YOU 2: *Yes, Henderson's rents almost everything. For an hour or a month. Henderson's is the rent all store that rents all the things you'll ever need, and the beautiful part is, at Henderson's you pay only for the time you rent, not forever. Henderson's has what you need, when you need it. Henderson's has almost*



MIND TRAPS

"THEY RENT IT ALL"

Page 2

YOU 2: (cont'd) everything.

VOICE 4: Things for work, things for play,

VOICE 8: Things you need most every day,

VOICE 5: For picnics, parties, weddings, too,

VOICE 8: Cleanup...fixup...

VOICE 9: It's here for you.

YOU 1: Stop by today,

VOICE 2: Or give'em a call,

YOU 1: At Henderson's

ALL: They rent it all!

MASTERPLAN

MIND TRAPS

"LOST FOR AN ANSWER"

For customized sample, see
DISC 5, SIDE 1, CUT 4

:59 SCRIPT - Requires: Male

EFFECTS: DESERT WIND

VOICE: Water...water...I've been lost in this desert for days...If I don't find some water soon, I'll...

YOU: *Oh, excuse me...You don't mind if I ask you a few questions, do you?*

VOICE: Say, you don't happen to have any water with ya, do you?

YOU: *Sorry, I'm a mirage.*

VOICE: I've been wanderin' round this desert for days...

YOU: *Couldn't find what you were after, right?*

VOICE: What?!

YOU: *Listen...Have you seen _____?*

VOICE: I've seen a lot of things, mister...In fact, all I do is see things.

YOU: *Well, if you had seen _____, you would have found what you were after. They're the convenience stores that are quick, and close to wherever you are.*

VOICE: In case you hadn't noticed, mister, this here's a desert!

YOU: *Not very observant, are we? There's one right up ahead... Beside the lake...next to the palm trees.*

VOICE: I see it! I see it! Come on! Come on!

YOU: *Oh, that's actually a mirage, too.*

MASTERPLAN

MIND TRAPS

"LOST FOR AN ANSWER"

Page 2

VOICE: Arrrgh!

YOU: *But everywhere else, _____ are real...
real close...real convenient...Try'em next time
you need something in a hurry...Only, don't look
for'em in the desert.*

VOICE: Now he tells me.

MASTERPLAN

MIND TRAPS

"NOAH KNOWS"

For customized sample, see
DISC 5, SIDE 1, CUT 7

:58 SCRIPT - Requires: Male

EFFECTS: PET STORE INTERIOR, RAINSTORM OUTSIDE

YOU: *Welcome to _____ . May I help
you?*

VOICE: *Sure looks like you have a lot of animals.*

YOU: *Oh, we do. We always try to keep a large variety
on hand.*

VOICE: *That's good.*

YOU: *Yes, we have dogs and cats, mice, gerbils, hamsters,
guinea pigs, all kinds of birds, tropical fish, rep-
tiles...oooh..*

VOICE: *Excellent. By the way, do you have the stuff someone
would need to take care of all these animals?*

YOU: *Of course. Here at _____ we handle
the best pet care lines in the business, and _____
_____ also offers expert grooming service. That's
important, you know.*

VOICE: *Fine. I'd like to order some animals...in pairs.*

YOU: *Right...In pairs...And your name?*

VOICE: *Noah.*

YOU: *Good, Mr. Noah...Although all this rain does make delivery
a bit of a problem..*

VOICE: *Can I dock my ark around back?*

YOU: *Your ark? Uh, Of course, Mr. Noah...That'll be...fine.*

MASTER PLAN

MIND TRAPS

"JOHN AND GRACE"

For customized sample, see
DISC 5, SIDE 1, CUT 11

:60 SCRIPT - Requires: Female

EFFECTS: SOAP OPERA UNDERSCORE

YOU: *John?*

VOICE: *What is it, Grace?*

YOU: *John...I'm leaving you.*

VOICE: *Leaving me? But why? Is it...another man?*

YOU: *No, it's...something else.*

VOICE: *Something else?*

YOU: *Don't ask me to explain. You...wouldn't understand.*

VOICE: *But you must tell me the reason.*

YOU: *Alright. I...love...your _____ from*

_____.

VOICE: *Yeah...well...I love it, too, but...*

YOU: *We're going away together.*

VOICE: *I don't understand...*

YOU: *Oh, John, it's not your fault...It was love...at*

first... _____. It started in _____.

*We tried to be so...discreet...But I just can't hide
it any longer.*

VOICE: *But, Grace, how could you? What can it give you I can't?*

YOU: *Whenever I feel _____, I'm totally at ease.*

VOICE: *Then there's just one thing left. We've got to decide
who gets custody of the...couch.*



"JOHN AND GRACE"

Page 2

MIND TRAPS

YOU: *You can have it, John. Your _____
and I...want to be alone.*



MIND TRAPS

"DID YOU KNOW?"

or customized sample, see
DISC 5, SIDE 2, CUT 1

:60 SCRIPT - Requires: Male or Female

YOU: *Did you know that the average car has about
10,000 individual parts?*

VOICE 1: *Uh...No...I didn't know.*

YOU: *Did you know that every mile you drive each
and every part has to work perfectly a total
of about 12,000,000 times?*

VOICE 1: *Staggering.*

YOU: *Did you know that there's a car dealer that
guarantees each new car he sells to perform its
first 2 hundred, 28 trillion functions perfectly
or they'll fix it at no charge.*

VOICE 1: *WhaddoIhavetodo, count'em?*

YOU: *Not really. All those functions of each individual
part averaged out comes to 24,000 miles. So, _____
_____ guarantees each new car he
sells unconditionally for 2 years or 24,000 miles.
If any part of your new _____ should fail to
work properly, _____ will fix it...Free. And
that includes the normal maintenance needed to keep up
that guarantee.*

VOICE 1: *Did you know that it takes five elephants to make just
one piano?*

MIND TRAPS

YOU: _____ is so confident about the way _____ builds'em that he backs'em unconditionally for 2 years or 24,000 miles. If he's that confident, you know you can be, too.

VOICE 2: It's amazing what they're teaching animals to do these days.

YOU: Did you know _____'s at _____?

VOICE 3: I couldn't tell you...I'm not married.

MASTERPLAN

MIND TRAPS

"THE COMPLETE RECORD SHOP"

For customized sample, see
DISC 5, SIDE 2, CUT 3

:60 SCRIPT - Requires: Male or Female

VOICE 1: Abba...Aerosmith...Atlanta Rhythm section...

VOICE 2: Fred...You're doing it again...Wake up, Fred.

VOICE 1: Bachman Turner Overdrive...The Beach Boys...
The Beatles...

VOICE 2: Oh, Fred...It's been like this ever since he
started working at the record store. Now he's
got records on the mind, all the time...He even
talks about them in his sleep...

VOICE 1: Captain and Tennille...Harry Chapin...Chicago...

YOU: *It's time you woke up to the complete selection of
albums and artists waiting for you at _____
_____...They've got everything...From today's
most popular performers, caught in the act, to the
classics from yesteryear, on albums, forty-fives,
eight track, cassette and reel to reel tapes.*

VOICE 1: John Lennon...Gordon Lightfoot...Bette Midler...

VOICE 2: Oh, Fred...It's not fair. How can I compete with the
complete record shop?

VOICE 1: The Mothers of Invention...Moody Blues...Walter Murphy...
Anne Murray...

YOU: _____ has people talking...even
in their sleep..._____.

VOICE 1: Ohio Express...Ohio Players...O'Jays...

VOICE 2: Wake up, Fred!!!

MASTERPLAN

MIND TRAPS

"TWO NUMBERED TREES"

For customized sample, see
DISC 5, SIDE 2, CUT 5

:60 SCRIPT - Requires: Female

EFFECTS: RESTAURANT INTERIOR

VOICE 1: Ho, ho, Elwood, I tell you this is great, you taking me out to lunch and all.

VOICE 2: Nothing's too good for you, Unc.

YOU: *Welcome to _____ . May I take your order?*

VOICE 1: Elwood? Your voice had changed!

VOICE 2: That's the waitress, Unc.

VOICE 1: We'll have to wait on what? What ever happened to quick service?

VOICE 2: I'll order, Miss...We'd like two number threes.

VOICE 1: Numbered trees?! What kind of place is this, boy?

YOU: *Excuse me, Sir, but do you know about _____ 's feed-a-friend-for-free luncheon special?*

VOICE 1: Keep talking, Elwood.

YOU: *What it means is that when you and a friend come to _____ for lunch from eleven til two, and you order a great meal from our menu at regular price, your friend gets any meal of equal value or less for free. Here you are, Sir, two number threes. And because of _____ 's feed-a-friend-for-free luncheon special, you pay for only one.*

MIND TRAPS

VOICE 1: I say, these numbered trees are delicious! I must take you to my favorite restaurant, Elwood.

VOICE 2: Not the laundry again.

MASTERPLAN

MIND TRAPS

"CANDY KISSES"

For customized sample, see
DISC 5, SIDE 2, CUT 8

:58 SCRIPT - Requires: Male

EFFECTS: DRIVE IN MOVIE BACKGROUND

YOU: *Oh, you don't know how long I've wanted to kiss you.*

VOICE: *Oooh, that's the way I feel, too.*

YOU: *I've been thinking about it forever.*

VOICE: *Oh, yes, so have I. To have our lips meet at last.*

YOU: *But the time...The time's got to be perfect.*

VOICE: *Oh, yes.*

YOU: *How does...how does 10 til 9 Monday through Saturday sound?*

VOICE: *What?!*

YOU: *And it's gotta be the right place, too.*

VOICE: *Oh, yes, take me in your arms.*

YOU: *I'd rather take you in a car.*

VOICE: *What?*

YOU: *To _____, at _____.*

VOICE: *You mean?*

YOU: *Yes, the celebration of _____'s new store hours, from 10 a.m. til 9 p.m. daily through Saturday. They're giving away candy kisses to everyone who comes to _____ during their first week with new hours. They'll have over two tons of candy kisses in the window, and if we can guess how*



MIND TRAPS

"YOU BEAT YOUR WASH"
(TMA4062 - Frenzied quiz show)
USAGE: CLEANERS

CUT

1. :60 - Customized for demonstration purposes
2. :60 - Generic version
3. :60 - Visual effects background
4. :12 - Theme music
5. :07 - Fanfare and glop

"YOU MEAN MY PUNCTUATORS"
(TMA4063 - Humorous vocal sounds)
USAGE: BOOKSTORE

6. :58 - Customized for demonstration purposes
7. :58 - Generic version
8. :06 - Punctuation sounds.

"SOUNDS OF SAVINGS"
(TMA4064 - Slice of life fantasies)
USAGE: SAVINGS AND LOAN

9. :58 - Customized for demonstration purposes
10. :53 - Generic version
11. :44 - Visual effects background
12. :41 - Generic voices only

"I HATE YOUR CLOTHES"
(TMA4065 - Lover's wish)
USAGE: CLOTHING STORE

13. :59 - Customized for demonstration purposes
14. :59 - Generic version
15. :02 - Coin in the well

MASTERPLAN

DISC 6, SIDE 2

MIND TRAPS

"THE WILLIAMSON'S FILES"
(TMA4066 - Untouchable dialogue)
USAGE: OFFICE SUPPLY

CUT

1. :58 - Customized for demonstration purposes
2. :52 - Generic version
3. :09 - Detective theme

"EAGER BEAVER"
(TMA4067 - Anxious housecaller, skeptical resident)
USAGE: APPLIANCE CENTER

4. :58 - Customized for demonstration purposes
5. :58 - Generic version
6. :03 - Doorbell and door
7. :03 - Oak tree in pool

"WHAT'S THIS GOT TO DO WITH MY BIRD?"
(TMA4068 - Lounge conversation)
USAGE: LOUNGE

8. :54 - Customized for demonstration purposes
9. :53 - Generic version

"OUR SHARE OF NUTS"
(TMA4069 - Manager to secretary)
USAGE: HARDWARE STORES

10. :55 - Customized for demonstration purposes
11. :55 - Generic version
12. :54 - Visual effects background

MASTERPLAN

MIND TRAPS

"YOU BEAT YOUR WASH"

For customized sample, see
DISC 6, SIDE 1, CUT 1

:60 SCRIPT - Requires: Male

EFFECTS: GAME SHOW MUSIC

YOU: *Welcome, welcome, welcome. Once again it's time to play, "You Beat Your Wash" for _____ Fenderman, send in our first customer.*

VOICE 1: *Ladies and Gentlemen, would you welcome Hiram Flywheel.*

EFFECTS: APPLAUSE

YOU: *Welcome to "You Beat Your Wash", Mr. Flywheel.*

VOICE 2: *I'm glad to...*

YOU: *Welcome to "You Beat Your Wash", Mr. Glad.*

VOICE 2: *No, I'm Flywheel...*

YOU: *And I'm Cliff, drop over some time. Now here's how we play the game. When you answer a question correctly, you'll hear...*

EFFECTS: FANFARE

YOU: *But, if you answer a question incorrectly, you'll hear...*

EFFECTS: GLOP

YOU: *Now, are you ready for the first question?*

VOICE 2: *I...uh...*

EFFECTS: GLOP

MASTERPLAN

MIND TRAPS

"YOU BEAT YOUR WASH"

Page 2

YOU: *I'm sorry. That answer was incorrect. And you didn't even say the secret word, "Starch".*

VOICE 2: *Starch?*

EFFECTS: FANFARE

YOU: *Well, Mr. Flywheel, for saying the secret word, "Starch", you win an all expense paid trip to*

VOICE 2: *But I'm already here!*

You: *Don't waste any time, do you? Mr. Flywheel certainly knows where to come when he wants to come clean. _____, offering professional drycleaning that adds life to clothes that ordinary washing doesn't. Well, it's been a pleasure having you on "You Beat Your Wash", Mr. Flywheel.*

VOICE 2: *It's been a pleasure...*

YOU: *Let's hear it for Mr. Flywheel.*

EFFECTS: APPLAUSE OUT

MASTERPLAN

MIND TRAPS

"YOU MEAN MY PUNCTUATORS"

For customized sample, see
DISC 6, SIDE 1, CUT 6

:58 SCRIPT - Requires: Male or Female

EFFECTS: BOOKSTORE INTERIOR

YOU: Welcome to _____ (.) May I help you (?)

VOICE: Why did you do that?

YOU: Do what (?)

VOICE: Make that sound.

YOU: Oh (,) You mean my punctuators (.) Force of
habit (,) I guess (.)

VOICE: Mind explaining that?

YOU: Not at all (.) You see (,) working here at
_____ (,) I see a lot of punctua-
tion (.) You know (,) All the bestsellers
magazines (,) and like that (.) Before I knew it
(,) I found myself making sounds for all the punc-
tuation I read (.)

VOICE: That's amazing.

YOU: Oh (.) We always offer the most complete selection
of hardbacks and paperbacks (.)

VOICE: No, I meant your punctuators are amazing. Do you always
do that?

YOU: Certainly not (!) I mean (,) if I did (,) which I
don't (,) Well (. . .) You know what people would think
(,) don't you (?) Well (,) it's been nice talking
to you (.) You'll let me know if you need help (,)

MASTERPLAN

MIND TRAPS

"YOU MEAN MY PUNCTUATORS"

Page 2

YOU: (cont'd) won't you(?)

VOICE: Of course(.) Oh (,) No (,) It's catching
(!)

MASTERPLAN

MIND TRAPS

"SOUNDS OF SAVINGS"

For customized sample, see
DISC 6, SIDE 1, CUT 9

:58 SCRIPT - Requires: Male or Female

YOU: *How does saving sound to you?*

VOICE 1: *Well, I'd like...I...I'd like...I think it sounds great...But...uh...You know...*

YOU: *No, I meant, "How does it sound"?*

EFFECTS: CAR

VOICE 2: *Gee, honey, do you think we can afford to get this car? I mean...we've always wanted one like it, I know...but are you sure now's the time to go ahead and spend the money?*

EFFECTS: JET TAKEOFF

VOICE 3: *This is the year we take that European vacation we've always dreamed about.*

EFFECTS: COMMENCEMENT EXERCISE

VOICE 4: *President Harris...Distinguished members of the faculty...parents...members of the graduating class...This graduation day represents the culmination of four years of planning and hard work...*

EFFECTS: BANQUET CROWD

VOICE 5: *Just because you're retiring, don't think you'll be forgotten by any of us who remain on the job...*

EFFECTS: APPLAUSE

YOU: *These are the sounds you save for...A new car...A home of your own...Vacations...College...Retirement...Putting your money into a _____ savings ac-*



MIND TRAPS

*YOU: (cont'd) count each month is a...sound...investment
in your future. How does saving sound to you?
It'll sound better, sooner, when you open a
savings account at _____,
member F.S.L.I.C...*

MASTERPLAN

MIND TRAPS

"I HATE YOUR CLOTHES"

For customized sample, see
DISC 6, SIDE 1, CUT 13

:58 SCRIPT - Requires: (1) Female, (2) Male

EFFECTS: NIGHT SOUNDS

VOICE: Sure is a pretty night for a walk.

YOU 1: *It sure is.*

VOICE: I like your dress.

YOU 1: *I hate your clothes.*

VOICE: What? My clothes? But why?

YOU 1: *Oh, look! A wishing well. Give me a penny, I want to
make a wish.*

VOICE: All I've got is this quarter...

YOU 1: *Thanks!*

EFFECTS: PLUNK

VOICE: You can't go throwing money away like that.

YOU 1: *Why not? You throw money away all the time on no
where fashions, when you could be going to _____
_____, the clothing place.*

VOICE: What am I gonna do?

YOU 1: *Oh, forget the quarter! You've got more important
things to consider. Styling. Fit. Fabric. _____
offers only the finest of all three. Now what are you
doing?*

VOICE: Getting change.

MASTERPLAN

MIND TRAPS

"I HATE YOUR CLOTHES"

Page 2

YOU 1: *You haven't been listening. I'm talking about a change for the better.*

VOICE: *Okay. First thing tomorrow. But I'll have to walk.*

YOU 1: *What?*

VOICE: *The car ran out of gas, remember? And you just threw my quarter for a phone call down the well.*

YOU 1: *Maybe if I held your ankles you could lean further...*

EFFECTS: SPLASH

YOU 2: *Make a splash...in clothes from _____.*

MASTERPLAN

MIND TRAPS

"THE WILLIAMSON'S FILES"

For customized samples, see
DISC 6, SIDE 2, CUT 1

:58 SCRIPT - Requires: Male

MUSIC: Detective theme

VOICE 1: Now, before we get this meeting started, I think we'd better introduce ourselves. I'm Harrison, for the bureau.

VOICE 2: I'm Stevens, for the cabinet.

VOICE 3: I'm Evans, for the desk.

YOU: *I'm Johannson, for the water cooler.*

VOICE 1: Alright...Now the problem is...

YOU: *The _____ files.*

VOICE 1: Right. Now, they're part of the organization. They mean business. They've got it all. Names, contracts, phone numbers, addresses...The big numbers, too... Account files and billing systems...And, they can be bought by anyone for the right price.

YOU: *Isn't that the way _____ has always operated?*

VOICE 1: Say, you're not Johannson!

YOU: *You're right! I'm from _____*

VOICES 1, 2, 3: You mean?!

YOU: *I mean business, wherever I go. Now instead of there being on person for the bureau, one for the cabinet, and another for the desk, one call does it all. _____ offers everything for the office, from pencils, pens and paperclips to typewriters, water coolers and*

MASTERPLAN

MIND TRAPS

"THE WILLIAMSON'S FILES"

Page 2

YOU: (cont'd) office furniture.

VOICE 1: Even office files?

*YOU: Especially office files. _____,
where one call does it all for the office.*

MASTERPLAN

MIND TRAPS

"EAGER BEAVER"

For customized sample, see
DISC 6, SIDE 2, CUT 4

:58 SCRIPT - Requires: Male

EFFECTS: DOORBELL RING, DOOR OPENS

VOICE: Yeah?

YOU: *Oh, hello there. I'm _____'s
Eager Beaver, eager to tell you about the flood of
appliance values coming your way during _____
_____ 's giant anniversary sale.*

VOICE: You're not a beaver. You're just some kid in a costume.

YOU: *It's no costume. I'm a real eager beaver. Look, everyone at _____ is as eager as I am to show you the fantastic selection of dam-busting bargains, including Whirlpool washer/dryer combinations for \$150 off the regular retail price.*

VOICE: I'll prove it to you that you ain't no beaver. Hey, Alice, come here and see the kid in the beaver costume.

YOU: *And through Saturday, Sure-temp toaster ovens are just 29.95.*

VOICE: I've got it! You're little Johnny Jenkins from across the street, right?

YOU: *Say, Mister, don't you want to hear about the Frigidaire no-frost refrigerators, marked down 20% during _____
_____ 's anniversary sale?*

VOICE: You sure are eager, but you're no beaver.

YOU: *I guess I'll just have to prove it to you. You want me*

MASTERPLAN

MIND TRAPS

"EAGER BEAVER"

Page 2

YOU: (cont'd) to build a dam, I suppose?

VOICE: A dam? Sure, kid, you're gonna build a dam...
Hey...What are you doing?...Wait a minute...
Not the oak tree...Not in the pool!

EFFECTS: TREE FALLING IN POOL

MASTERPLAN

MIND TRAPS

"WHAT'S THIS GOT TO DO WITH MY BIRD?"

For customized sample, see
DISC 6, SIDE 2, CUT 8

:54 SCRIPT - Requires: Male

EFFECTS: LOUNGE INTERIOR

YOU: *Oh, Hi...Welcome to _____ . What'll
it be?*

VOICE: *Something tall and cool...and the same thing for my
bird here...*

YOU: *Bird? Say, that is a bird.*

VOICE: *Yeah.*

YOU: *Well, I...I don't know. You see...Here at _____
_____ we cater to a pretty discriminating
crowd.*

VOICE: *Yeah...I see what you mean...*

YOU: *You bet. _____ is...an oasis...for people
who want to relax.*

VOICE: *Right. But what's all this got to do with my bird?*

YOU: *It's just that I don't think...I mean...Everything here
at _____ is for people. He's just a bird.*

VOICE: *Norman's no ordinary bird! He talks!*

YOU: *Talks?*

VOICE: *That's right. He talks...after he loosens up a bit. Now,
what about that drink?*

YOU: *Well...Would you mind telling me what kinda bird he is?*

VOICE: *Norman's a mynah bird.*

YOU: *Too bad...I guess he'll have to leave, then...*

VOICE: *Leave? But why?*

MASTERPLAN

MIND TRAPS

"WHAT'S THIS GOT TO DO WITH MY BIRD?"

Page 2

YOU: *Everybody knows that here at _____*
 We don't serve mynahs.

MASTERPLAN

MIND TRAPS

"OUR SHARE OF NUTS"

For customized sample, see
DISC 6, SIDE 2, CUT 10

:55 SCRIPT - Requires: Female

EFFECTS: STORE INTERIOR

VOICE: First day at work, eh, Miss Bottomsly?

YOU: *Yes. I know I'm just going to love working here at*
_____.

VOICE: Any problems so far?

YOU: *Just that I keep getting calls for items we don't
have.*

VOICE: Oh? Like what?

YOU: *One gentleman was after a basketball.*

VOICE: But...but we do have basketballs, Miss Bottomsly,
as part of our complete sporting goods department.

YOU: *Really?*

VOICE: Really. Plus we have tennis equipment, fishing tackle,
even sporting outfits...Uh...What about those other
calls, Miss Bottomsly?

YOU: *One was for...heating equipment?*

VOICE: Uh...We have heating equipment, too...Plus appliances,
linoleum, plumbing fixtures, lawn mowers, fireplace
fixtures, electrical supplies, garden tools and...

YOU: *I just thought that because our name was _____,
that _____ was all we had.*

VOICE: Not quite.

EFFECTS: PHONE RINGS

VOICE: Your phone, Miss Bottomsly.

MASTERPLAN

DISC 7, SIDE 1

MIND TRAPS

"SAVALOT HOMES"

(TMA4069 - Deductive reasoning thriller)

USAGE: MOBILE HOME DEALERS

CUT

1. :60 - Customized for demonstration purposes
2. :60 - Generic version
3. :60 - Visual effects background

"GARDEN OF EDEN"

(TMA4070 - Adam and Eve dialogue)

USAGE: CLOTHING STORE

4. :60 - Customized for demonstration purposes
5. :60 - Generic version
6. :06 - Apple crunch
7. :04 - Thunderclap

"UNFINISHED BUSINESS"

(TMA4071 - A classic talk show confrontation)

USAGE: UNFINISHED FURNITURE STORE

8. :58 - Customized for demonstration purposes
9. :58 - Generic version
10. :09 - Theme music
11. :04 - Door, open, close

"ROLLS CAN'T CUT IT"

(TMA4072 - A dubious demonstration)

USAGE: LAWN AND GARDEN SHOPS

12. :30 - Customized for demonstration purposes
13. :19 - Generic version
14. :18 - Visual effects background

"THE NATURAL GIFTS"

(TMA4083 - An atmospheric tale of creation)

USAGE: JEWELERS

15. :31 - Customized for demonstration purposes
16. :31 - Generic version
17. :27 - Music track
18. :04 - Bell tree

MASTERPLAN

DISC 7, SIDE 2

MIND TRAPS

"DEAR MOM"

(TMA4074 - A love story in a letter)
USAGE: JEWELERS

CUT

1. :60 - Customized for demonstration purposes
2. :47 - Generic version
3. - Acappella drop ins
 - a. :02 - Monday
 - b. :02 - Lost
 - c. :02 - Love
 - d. :02 - Lost
 - e. :03 - The Pacific Ocean
 - f. :02 - Rescued
 - g. :03 - Love

"FATHER KNOWS BEST"

(TMA4075 - Washington has a capital idea)
USAGE: FURNITURE STORES

4. :59 - Customized for demonstration purposes
5. :59 - Generic version
6. :04 - Theme music

"THE SIX O'CLOCK EVENING MEAL"

(TMA4076 - A miscast newscast)
USAGE: GROCERY STORES

7. :60 - Customized for demonstration purposes
8. :60 - Generic version
9. :46 - Teletype effect

"THE TIPS OF OUR FINGERS"

(TMA4077 - Timely conservation message)
USAGE: APPLIANCE CENTERS

10. :29 - Customized for demonstration purposes
11. :21 - Generic version
12. - Effects
 - a. :02 - Water dripping
 - b. :01 - Light switch shut-off
 - c. :05 - Air conditioner

"FLIGHT OF FANCY"

(TMA4078 - A daydream takes wing)
USAGE: TRAVEL AGENT

13. :29 - Customized for demonstration purposes
14. :29 - Generic version
15. :09 - Bus effect
16. :22 - Jetplane effect



MIND TRAPS

"SAVALOT HOMES"

For customized sample, see:
DISC 7, SIDE 1, CUT 1

:60 SCRIPT - Requires: (1) Male or Female (2) Male

MUSIC: THEMATIC OPENING

YOU 1: *"The Cases of Savalot Homes" are brought to you
by _____.*

MUSIC: TRANSITIONAL

EFFECTS: HORSE-DRAWN CARRIAGE/BIG BEN

VOICE: Good show, Homes, you've done it again.

YOU 2: *Was there ever any doubt, Worthsome?*

VOICE: Of course not! Still and all, there is one thing
that puzzles me.

YOU 2: *Out with it, man.*

VOICE: Well, It amazes me how you...

YOU 2: *How I knew Lady Rathburne could afford more space
for her money in a _____ mobile home?*

VOICE: No. It astonishes me how you...

YOU 2: *Knew of the wide range of decors Lady Rathburne could
choose from with a _____ mobile home. Yes,
color coordinated kitchens, drapes, carpets...*

VOICE: No, it bothers me how you...

(Continued)

MASTERPLAN

MIND TRAPS

"SAVALOT HOMES"

Page 2

YOU 2: *Of course! It's how I advised her to shop around first. I knew all along that no one can top a _____ deal. The lowest prices in town. Delivery and setup are included in the price of each _____ home. And they offer outstanding after-the-sale service. Is that what amazes you?*

VOICE: *No.*

YOU 2: *Then what is it, Worthsome, that baffles you so?*

VOICE: *It always amazes me how you never let me complete a question.*

MASTERPLAN

MIND TRAPS

"GARDEN OF EDEN"

For customized sample, see:
DISC 7, SIDE 1, CUT 4

:60 SCRIPT - Requires: (1) Female, (2) Male

EFFECTS: JUNGLE SOUNDS

VOICE: Just look at me, Eve.

YOU 1: *I'm looking.*

VOICE: See...these fig leaves are making me break out all over.

YOU 1: *Of course, Adam...those aren't fig leaves...it's poison oak. I've been meaning to talk to you. Here.*

VOICE: What? Oh, another apple? You know the last one you gave me was green? ...or have you been talking to that snake again?

YOU 2: *I've just had it with this...back to nature bit...I've been looking at clothes from _____.*

VOICE: You've been looking at what?

YOU 1: *Clothes...here, Adam, take another bite of the apple.*

EFFECTS: CRUNCH

VOICE: Yeah ...I see it all so clearly now...

YOU 1: _____ *is all that we've needed for so long, Adam.*

VOICE: Okay...you've convinced me. From now on, no more fig leaves. But wait...how will we know where to find it? Here, let's try an apricot.

YOU 1: *No, Adam.*

VOICE: An avocado?

YOU 1: *Don't be silly.*

VOICE: It's not a prune, is it?

YOU 1: *No, just listen to the announcer.*

EFFECTS: THUNDERCLAP. VOICE IN THICK ECHO.

YOU 2: _____, _____.

MASTERPLAN

MIND TRAPS

"ROLLS CAN'T CUT IT"

For customized sample, see:
DISC 7, SIDE 1, CUT 12

:30 SCRIPT - Requires: Male or Female

YOU: *We blindfolded 15 professional gardeners and let them test drive a Rolls Royce Silver Cloud against a 1977 _____ riding lawn mower from _____.* Here are some of their comments.

EFFECTS: LAWN MOWER

VOICE 1: You want me to drive blindfolded?

VOICE 2: I found it difficult to maneuver the Rolls Royce in the tight spots. You know...next to the lily pond and in between the trees.

YOU: *What about the _____?*

VOICE 2: For mowing it definitely outperforms the Rolls Royce.

YOU: _____, your headquarters for _____
_____ sales and service.

MASTERPLAN

MIND TRAPS

"UNFINISHED BUSINESS"

For customized sample, see:
DISC 7, SIDE 1, CUT 8

:60 SCRIPT - Requires: Male

EFFECTS: MUSIC

VOICE 1: Today on Culture Corner we're talking with Franz Schubert, composer of the unfinished symphony, about his latest work. What is it exactly, Mr. Schubert?

YOU: *It's an unfinished chair from _____'s large selection of fine unfinished furniture. They've got tables, benches, cabinets, desks, chests, chairs, and they also offer everything you need to finish unfinished furniture.*

VOICE 1: That is interesting.

YOU: *Interesting and very inexpensive. You can really save a bundle by buying unfinished furniture.*

VOICE 1: Right. Tell me, Mr. Schubert, why is it you never seem to finish anything?

VOICE 2: Franz! Take out the garbage! Walk the dog! Then come in here and help with the dishes!

VOICE 1: I see. Well, thank you for coming on Culture Corner.

YOU: *It's been my pleasure. And I'd like to invite all your listeners down to _____ to see my latest unfinished masterpiece...*



MIND TRAPS

"THE NATURAL GIFTS"

For customized sample, see:
DISC 7, SIDE 1, CUT 15

:30 SCRIPT - Requires: Male or Female

VOICE: Millions of years ago our world was a ball of flame spinning through space...

EFFECTS: EXPLOSION

VOICE: Centuries slipped by...the earth's crust cooled, but beneath the surface the fires blazed on, creating tremendous heat, intense pressure, and ...diamonds.

YOU: *Diamonds. The natural gifts from _____.*

VOICE: Fire-born crystals that combine with the imagination of man to produce works of wonder...

YOU: *Diamonds, on display now at _____.*



MIND TRAPS

"DEAR MOM"

For customized sample, see:
DISC 7, SIDE 2, CUT 1

:60 SCRIPT - Requires: Male

YOU: *And now, _____ presents, "Dear Mom", a
modern-day love story.*

VOICE: Dear Mom: I arrived on butterfly wings. Donald
arrived on...

SUNG: "MONDAY"

VOICE: and this is how I almost...

SUNG: "LOST"

VOICE: my dear Donald. We found the nicest jewelry store
filled with rings, necklaces, bracelets, watches,
china, crystal, silverware, pewter...so naturally we
bought each other a gift as a token of our...

SUNG: "LOVE."

VOICE: But then I...

SUNG: "LOST"

VOICE: mine somewhere between here and...

SUNG: "THE PACIFIC OCEAN."

VOICE: Donald was understandably upset until he found my
missing present in an abalone steak. And that's how
our romance was...

SUNG: "RESCUED."

VOICE: Well, that's the story.

SUNG: "LOVE,"

VOICE: Alice.

YOU: *Happy endings to your love story begin with the complete
selection of gifts from _____. The End.*

MASTERPLAN

MIND TRAPS

"FATHER KNOWS BEST"

For customized sample, see:
DISC 7, SIDE 2, CUT 4

:60 SCRIPT- Requires: 2 Males

YOU 1: *And now, George Washington slept here?*

EFFECTS: NIGHT SOUNDS

YOU 2: *Arrggh! What's the father of his country got to do to get a decent night's rest?*

VOICE: *What's wrong now, George?*

YOU 2: *It's this bed, Martha. Just look at it. It's full of lumps.*

VOICE: *Maybe your friend Benny Franklin can invent something.*

YOU 2: *He has. He's been inventing excuses, and those ridiculous sayings. "Early to bed, early to rise."*

VOICE: *There, there, George, there must be something you can do.*

YOU 2: *There is. I'm going to _____ first thing tomorrow morning and rest test their Sealy Posturpedic bedding. I've heard their quality construction makes a bed fit for a king.*

VOICE: *A king, George?*

YOU 2: *A King George or anybody, Martha. Sealy Posterpedic gives the extra support I need for a good night's rest.*

VOICE: *Goodnight, George.*

YOU 1: *Father knows best for rest. Sealy Posturpedic bedding from _____.*

MASTERPLAN

MIND TRAPS

"THE SIX O'CLOCK EVENING MEAL"

For customized sample, see:
DISC 7, SIDE 2, CUT 7

:60 SCRIPT - Requires: Male

EFFECTS: NEWSROOM TELETYPE

YOU: *This is the Six O'Clock Evening Meal, brought to you
by _____ . Here are the headlines.*

VOICE: *Good evening. Trouble brewing over coffee, prices
expected to simmer soon...poultry producers chicken out
over proposed freeze...beef market bullish after day of
heavy trading. Now, a word from our sponsor.*

YOU: *Fed up with high food prices? _____ may not
make the six o'clock report, but when it comes to meal-
time, they've got good news for you. Everyday low
prices and consistantly high quality help make
_____ the mealtime good news maker.*

VOICE: *On the lighter side, Fred Oz received the first
chicken gizzard transplant today. A team of spec-
ialists will leave shortly to observe the results
of this unusual operation. You might say they're
off to see the gizzard, the wonderful gizzard of...
uh...well, you know...and that's the way it is.*

YOU: *This has been the Six O'Clock Evening Meal, presented
by _____ . Dessert is next over most of
this same table.*



MIND TRAPS

"THE TIPS OF OUR FINGERS"

For customized sample, see:
DISC 7, SIDE 2, CUT 10

:30 SCRIPT - Requires: Male or Female

VOICE: Conservation...It's at the tips of our fingers.
The same fingers that can make sure a water
faucet is turned completely off.

EFFECTS: DRIPPING WATER

VOICE: The same fingers that can turn off a light
that's not in use.

EFFECTS: LIGHT SWITCH

VOICE: And the same fingers that can set a thermostat
at a reasonable level.

EFFECTS: AIR CONDITIONER

YOU: _____ reminds you that conser-
vation is the responsibility of everyone.
_____ is doing their part with
energy-efficient _____ appliances...
Conservation...it's at the tips of our fingers.

MASTERPLAN

MIND TRAPS

"FLIGHT OF FANCY"

For customized sample, see:
DISC 7, SIDE 2, CUT 13

:30 SCRIPT - Requires: Male or Female

VOICE: Today could be the day...The day that instead of catching your 7:30 ride to work...

EFFECTS: CAR

VOICE: You catch a 747...

EFFECTS: JET TAKEOFF

VOICE: To any one of the faraway, exotic places you've always dreamed of visiting.

YOU: Today's the day, that _____ can make the arrangements for any adventure you can imagine...
_____ puts the world a phone call away...
today. Look for them in the Yellow Pages.



MIND TRAPS

"DIZZY SPELL"

(TMA4080 - Sorcerer's dilemma)

USAGE: HEATING/AIR CONDITIONING

CUT

1. :58 - Customized for demonstration purposes
2. :58 - Generic
3. :58 - Visual effects background
4. :13 - Flexitone
5. :02 - Duck voice: "What is this?"

"THE COLONIES ARE REVOLTING"

(TMA 4081 - Emphatic situation, haughty dialogue)

USAGE: DISCOUNT STORE/GENERAL

6. :59 - Customized for demonstration purposes
7. :59 - Generic version
8. :58 - Visual effects background
9. :03 - Door open, "Selection, savings," door close

"TRY OUR CHICKEN"

(TMA 4079 - Humorous recording session)

USAGE: CHICKEN RESTAURANT

10. :61 - Customized for demonstration purposes
11. :61 - Generic version
12. :59 - Visual effects and music background

"LIEUTENANT COLUMBUS"

(TMA 4082 - Department store intrigue)

USAGE: GENERAL

13. :61 - Customized for demonstration purposes
14. :62 - Generic version
15. :62 - Visual effects and music background

MASTERPLAN

DISC 8, SIDE 2

MIND TRAPS

"SOMETHING BEAUTIFUL TO PROPOSE"

(TMA4084- Companion to "The Perfect Thing" Campaign)

USAGE: JEWELRY STORE

CUT

1. :60 - Customized for demonstration purposes
2. :60 - Generic version

"IN PURSUIT OF PERFECTION"

(TMA4085 - Companion to "The Perfect Thing" Campaign)

USAGE: ~~JEWELRY STORE~~

3. :60 - Customized for demonstration purposes
4. :62 - Generic version
5. :32 - Gregorian chant

"MUM'S THE WORD"

(TMA4086 - Phone call interception)

USAGE: FLORIST

6. :60 - Customized for demonstration purposes
7. :48 - Generic version
8. :48 - Visual effects background

"ALL THE ANSWERS"

(TMA4088 - Prepared automaton)

USAGE: TELEPHONE ANSWERING PRODUCTS

9. :28 - Customized for demonstration purposes
10. :19 - Generic version
11. :17 - Generic monologue without filter



MIND TRAPS

"DIZZY SPELL"

For customized sample, see:
DISC 8, SIDE 1, CUT 1

:60 SCRIPT - Requires: Male or Female

EFFECTS: EERIE BACKGROUND

VOICE 1: Oh, hi there. Wanda the Weird Witch here with an apology. Yes, it's all my fault. The cold spell we've been having, I mean. I just can't handle my spells like I used to. There is hope, though. Listen.

YOU: _____, the heating and cooling specialists, offering complete installation and repair for all types of heating systems. _____, in the Yellow Pages under heating and air conditioning.

VOICE 1: Let's see. Here's a dizzy spell that might warm things up. Days will pass, time will tell, conjure up a dizzy spell.

EFFECTS: TWANG

VOICE 2: Here Pluto! Here boy!

VOICE 3: What is this?

VOICE 1: Ducks? Mice? Oh, no! That's not my dizzy spell! I'm having a Disney spell. I need a rest. I'll fly south. Where's my broom?

YOU: Call _____ today, because it could be cold for quite a spell.

MASTERPLAN

MIND TRAPS

"THE COLONIES ARE REVOLTING"

For customized sample, see:
DISC 8, SIDE 1, CUT 6

:60 SCRIPT - Requires: Male

EFFECTS: DOOR SEQUENCE/CROWD

VOICES: Liberty! Liberty!

YOU: *Sire, the thirteen American colonies are revolting!*

VOICE: They may be a little crude, Lord North, but I...

YOU: *They've taken up arms!*

VOICE: Some kind of deodorant problem?

YOU: *They're opposing you, sire!*

VOICE: Me? Why didn't you say so in the first place? But then you were the one who told me they'd never notice a tax on tea.

YOU: *They wouldn't if they'd only shop _____.
_____ weekly food specials good at
all _____ locations would more than
make up for the tax.*

EFFECTS: DOOR SEQUENCE

VOICES: Selection! Savings!

VOICE: Could you give me an example of savings?

YOU: *You can see for yourself, sire, in the Wednesday
food section of the paper. There are even _____
_____ coupons you can clip and take with
you when you shop for additional savings.*

(Continued)

MASTERPLAN

MIND TRAPS

"THE COLONIES ARE REVOLTING"

Page 2

VOICE: Sounds good! Tell my subjects in the colonies about it. While you're at it, take off the tax on tea. We'll just have to make money another way.

EFFECTS: FINGER SNAP

VOICE: A tax on coffee, perhaps!

MASTERPLAN

MIND TRAPS

"TRY OUR CHICKEN"

For customized sample, see:
DISC 8, SIDE 1, CUT 10

:60 SCRIPT - Requires: Male

EFFECTS: STUDIO BACKGROUND

YOU: *Okay, Mr. _____, we're ready to record
your fried chicken commercial. Okay. Take one.*

LYRICS: OUR FRIED CHICKEN...THE BEST, BEST...

YOU: *Cut! Cut! Cut! Mr. Crispy. Mr. Fried. Mr. _____
thinks we should use the word "fresh" at the begin-
ning of the jingle.*

VOICE: *Well, I don't want to "henpeck", but the chickens
are prepared fresh daily at all our convenient
locations, and that's mighty important when you're
talking about chicken.*

YOU: *Got it. Take two.*

LYRICS: OUR FRIED CHICKEN...IT'S THE FRESH...

YOU: *Cut! Cut! Cut! Mr. Fried. Mr. _____. Is it
really necessary to have all these chickens in the
control room?*

VOICE: *Well, I've sorta taken them under my wing. I mean,
have you ever seen a more beautiful bunch of chickens?
I mean, they're just great! The problem is my jingle.
It just doesn't sound...Hollywood.*

YOU: *Hollywood? You want Hollywood? Why didn't you say so?
Hey, guys, Mr. _____ wants Hollywood.*

EFFECTS: TYMPANI ROLL

LYRICS: TRY OUR CHICKEN

VOICE: *That's what I paid \$5,000 for?*

YOU: *Chickenfeed.*



MIND TRAPS

"LIEUTENANT COLUMBUS"

For customized sample, see:
DISC 8, SIDE 1, CUT 13

:60 SCRIPT - Requires: Male or Female

EFFECTS: FOOTSTEPS

YOU: *Right this way, Lieutenant Columbus.*

VOICE: *So this is it.*

YOU: *Yes. This is _____.*

VOICE: *I should've known. All the signs pointed to it.*

YOU: *What signs?*

VOICE: *The ones outside. You know, my wife would love this store.*

YOU: *Well, here at _____ we try to please everyone with our selection.*

VOICE: *Excuse me, but I couldn't help noticing this. My wife would look terrific in this. What do you call it?*

YOU: *That's a shower curtain, Lieutenant. Perhaps you'll bring your wife to _____ to shop, during regular hours, of course.*

VOICE: *Thank you very much. I will.*

YOU: *Then we can show her our complete selection of accessories for the home at our low everyday prices.*

VOICE: *I was wondering when you'd confess.*

YOU: *Confess?*

VOICE: *I knew about your low prices all along. It was just a matter of getting you to admit it.*

(Continued)



MIND TRAPS

YOU: *But all that proves is that anyone can make a case for savings at _____.*

VOICE: You know, you're right! Say, how much is that shower curtain? My wife would certainly...



"SOMETHING BEAUTIFUL TO PROPOSE"

For customized sample, see:
DISC 8, SIDE 2, CUT 1

MIND TRAPS

:60 SCRIPT - Requires: Male or Female

EFFECTS: STORE BACKGROUND

YOU: _____ has something beautiful to propose.

VOICE 1: I do.

VOICE 2: Hey, whatcha think you're doing? This is my girl!

YOU: Then let the whole world know it with a diamond ring from _____.

VOICE 2: Wait. I get it. She put you up to this, didn't she? Of course. First all those hints, and now this. She's been the ringleader all the time.

YOU: _____ is the ringleader, and if you'll listen, we'll tell you why. _____ has a fantastic selection of rings for all occasions. Birthdays, anniversaries,...

VOICE 1: Weddings?

YOU: _____ has this area's most beautiful collection of engagement and wedding rings. And if you'd let us propose...

VOICE 2: Hold on. I can take it from here.

VOICE 1: I do.

YOU: _____ has something beautiful to propose. Visit them today and let them show you why they're known as the ringleader. _____.

LYRICS: "When there's something...the perfect thing."



MIND TRAPS

"IN PURSUIT OF PERFECTION"

For customized sample, see:
DISC 8, SIDE 2, CUT 3

:60 SCRIPT - Requires: Male or Female

MUSIC: GREGORIAN CHANT

VOICE: Michelangelo. For almost three years he hung suspended only inches away from the ceiling of the Sistine Chapel. A man in pursuit of perfection... with a paintbrush.

YOU: *Perfection. Like beauty, it is in the eye of the beholder. It is many things to many people. Which is why _____ offers a varied selection of gift ideas for any occasion, or no occasion at all. Fine jewelry, quality watches, mastercrafted silverware and more, together with the expertise that comes from belonging to the American Gem Society. _____, the perfect place for finding the perfect gift.*

LYRICS: "When there's something...the perfect thing."



"MUM'S THE WORD"

For customized sample, see:
DISC 8, SIDE 2, CUT 6

MIND TRAPS

:60 SCRIPT - Requires: Female

EFFECTS: LITE TRAFFIC BACKGROUND/PAY PHONE SEQUENCE

VOICE: Let's see, what am I gonna tell her? "Hi, Julie, uh, thanks for a wonderful time?" Maybe, "Julie, I can't tell you what last night meant to me." No, I'll be direct. "Julie..."

EFFECTS: PHONE PICKUP

VOICE: "I love you!"

YOU: *Please, sir, not while I'm on duty.*

VOICE: On duty? Isn't this Julie Kravner's number?

YOU: *This is Miss Kravner's answering service. Would you care to leave a message?*

VOICE: A message?

YOU: *Or maybe you'd care enough to send flowers.*

VOICE: Flowers?

YOU: *Right. Listen, I've heard all the lines before, and none of them can tell her how you feel like flowers from _____.*

VOICE: You think she'd really get the message?

YOU: *I know she would. Flowers from _____ have a way of saying it, without saying a word.*

VOICE: Wow! You've been terrific! I don't know how to thank you.

YOU: *Oh, well, flowers are-*

EFFECTS: PHONE HANGUP

(Continued)

MASTERPLAN

"MUM'S THE WORD"

Page 2

MIND TRAPS

YOU: *a great way for saying thank-you, too. I just
love long stem American Beauty roses with ferns.*

_____ *can fix them for you, Sir.*

Sir? Sir?!



"ALL THE ANSWERS"

For customized sample, see:
DISC 8, SIDE 2, CUT 9

MIND TRAPS

:30 SCRIPT - Requires: Male or Female

EFFECTS: FILTERED VOICE

VOICE: Hello. This is Sheri Green. I am not home. If this call is from Dave, the answer is yes. If this call is from Micheal, the answer is next Friday. And if this call is from Steve, please repeat your question at the sound of the tone.

EFFECTS: TONE/FILTER ENDS

YOU: *The Answermatic, available now at _____
_____, your complete electronics
center. Answermatic. It answers only to you.*

MASTERPLAN

DISC 9, SIDE 1

MIND TRAPS

"DRILL TEAM"

(TMA4089 - Humor from the booth)

USAGE: HARDWARE

CUT

1. :61 - Customized for demonstration purposes
2. :61 - Generic version
3. :05 - Comical radio interference

"ROYAL APPETITE"

(TMA4090 - Medieval knight out)

USAGE: RESTAURANT

4. :60 - Customized for demonstration purposes
5. :60 - Generic version
6. :60 - Music background - long
7. :30 - Music background - short

"STITCH IN TIME"

(TMA4091 - Cinderella one-upsmanship)

USAGE: FABRICS

8. :54 - Customized for demonstration purposes
9. :51 - Generic version
10. :11 - Visual effects: Good fairy entrance

"MISSING PERSONS"

(TMA4092 - Man-on-the-street report)

USAGE: CAMPERS/RV'S

11. :61 - Customized for demonstration purposes
12. :61 - Generic version
13. :61 - Visual effects background