

LAND O' LAKES :60 RADIO "SUNSHINE"

BILL DAVIDSON – A LITTLE IN THE MANNER OF THE CALLAWAY GOLF BALL COMMERCIALS – JUST THE TINIEST BIT "OFF":

You probably take it for granted that you can just go out and buy a pound of sunshine. But it's a lot of work for the folks at Land O' Lakes. Because first they've got to get all set up, with all their Ethernets and everything, and then they have to wait until a really nice day comes along, and be real careful when they grab it and carry it back home. And they've got to hurry, because sunshine just goes away, you know, if you don't hurry. So they take these rulers and these real sharp knives, and they slice this big block of sunshine into little blocks about this long and about this wide, and they put this special kind of polyethylenium wrapping on it so the sunshine can't get through. Oh, you can see it, you know, 'cause that polywhatever wrap's transparent to the human eye but the sunshine can't get out. And then they take this block and zip it right into the refrigerator, so the sunshine'll stay potent, you know. And then they take it to your favorite store, and that's why you can buy a pound of sunshine, but you just walk by and say "Oh, Land O' Lakes cheese. That's good stuff." and throw it in your basket like it was just... *cheese*, or something. But it's really a pound of sunshine. Take a bite. Ask your kids. They know.

ANNOUNCER: (STORE TAG) Land o' Lakes Cheese makes something special out of everything – from a quick snack to a special hors d'oeuvre to the centerpiece for an elegant dinner. Land O' Lakes cheese. Take a bite of sunshine. In the dairy section, specially priced right now at (STORE NAME).

CALIFORNIA POISON CONTROL CENTER :60 RADIO "DON'T WAIT."

BILL DAVIDSON: Out of the millions of children who will eat, taste, or touch something that might be poisonous this year, thirty will die. Thirty, out of millions. That's a wonderful statistic – unless one of those thirty children is yours. We've come a long way in preventing deaths from poison. With child-proof packaging, safer products, by reminding parents of all the steps they should take to keep their children safe, and by giving worried parents a number to call where they can find out what to do if they think their child has come into contact with a poison. Numbers like one eight hundred two two two twelve twenty-two. The California Poison Action Line, where you can talk to a poison expert immediately. That's very important, because a few minutes can make all the difference, and it could be an hour or more before you can see a doctor at a hospital emergency room. So always, always call one eight hundred two two two twelve twenty-two before you do anything else. It takes just a minute to be sure. The California Poison Control Center. Don't wait. Don't guess. Be sure.

GENESIS :60 RADIO "GOD BLESS MOMMY"

CHILD'S VOICE:

God bless Mommy, God bless Daddy, God bless Grandma and Grandpa, God...

MUSIC UP AND UNDER

BILL DAVIDSON:

Remember how easy it used to be? When you knew God was good, and gentle, and loving, and was listening to you? And prayer was so simple. All you had to do was open your heart and start talking.

But as you got older, things changed. So much to do, so little time. School, homework, television, dating, working, marriage, raising children... Who had time to pray? And besides, prayer's kid stuff, anyway.

But sometimes, deep down inside, you feel this... empty spot. That used to be filled with happiness, and hope, and love. What's changed?

Not God. God is still good, and gentle, and loving. And listening.

Open your heart and start talking again.

Pray. Anytime, anywhere.

STEAMATIC :60 RADIO "WINTER ALLERGIES"

ANNOUNCER:

The question is, how can you have allergies in winter?

The grass is dead. The flowers are gone. The trees are all bare. So why are you still sneezing? Why is your nose still stopped up? Why do you have that full feeling in your head? Why are you so tired all the time?

And the answer is -- you've got about a million allergens in every square inch of carpet in your home and in your office. Dust. Dust mites. Nasty little beasts. Ever see a picture of one? Pollen. Animal dander. People dander.

Call Steamatic. We invented the hot water extraction process over fifty years ago, and it's still the best. Our patented equipment cleans all the way down to the base of the carpet fiber. Gets all the dirt. Gets over 96% of all allergens and bacteria, too. So you can breathe a little easier. Even when your mother-in-law comes over.

MOTHER IN LAW: Carol, is this new carpet?

CAROL: Yup. Put it down myself, Mom.

(TAG)

Steamatic. Now we can all breathe a little easier.

STEAMATIC :60 RADIO "A TRILLION ALLERGENS"

(SOUND OF GAS FURNACE COMING ON)

ANNOUNCER:

Recognize that sound? That's your central heat coming on. Bringing warm air to every corner of your home. And bringing about a trillion allergens with it. Dust. Mold. Bacteria. Leftover pollen. Pet hair. And you wonder why you start sneezing when the furnace comes on.

Oh, you knew that already. So why haven't you gotten all that stuff out of your air ducts? Uh. Too expensive. Costs thousands of dollars. Wrong.

Costs one seventy-nine for your whole house. Yeah. One seventy-nine. From Steamatic -- the best guys in the business. Know what they do? They bring nylon whips and stick 'em up your air ducts. Whip that dust and mold and stuff up, and suck it down into their truck. Sound like something you'd want to do for a living?

Anyway, they make your problem their problem. Before you know it, your air ducts are squeaky clean. So you can breathe easier. What a difference. Steamatic. For over 50 years the best process, the best people, the best price. Ask your Mom.

(TAG)

SAMUEL GORDON JEWELERS :60 RADIO: "THE ENCOUNTER"

SFX: ECHOING FOOTSTEPS, AS IF WALKING DOWN DESERTED STREET

HER: This is making me nervous. It's so dark and deserted.

HIM: Don't worry, doll. The hotel's just around the corner.

HER: Listen! What was that?

HIM: Just a rat or something. Forget it.

TOUGH GUY: Okay, hold it right there.

HER: Look! Oh, God. He's got a gun.

HIM: So whattaya want, pal.

TOUGH GUY: Your money or your life.

HIM: Hmmm. Okay, take her. She's yours.

HER: Humphrey – he said life.

HIM: Sorry. I thought he said wife. Here. Here's my wallet.

HER: And my purse.

TOUGH GUY: And hand over your jewelry.

HER: Uh, I don't have any jewelry.

TOUGH GUY: What? Not even a wedding ring?

HER: Humphrey says we can't afford jewelry.

TOUGH GUY: Humph. You got three hundred bucks in this wallet. More than enough for a nice wedding ring at Samuel Gordon.

HIM: Samuel Gordon?

TOUGH GUY: Yeah. In the big cream-colored building across from Penn Square. Pretty fancy looking, but trust me, you can afford it. Silver earrings, forty bucks. Silver bracelets under a hundred.

HER: Hear that, Humphrey?

HIM: Trixie!. You're gonna listen to a holdup guy?

HER: He's making more sense than you do.

TOUGH GUY: You're kinda cute yourself, Trixie.

HIM: Hey. Get away from my wife.

TOUGH GUY: Take a walk, Humph, before I put one in your breadbasket. So, Trix. You come here often?

ANNOUNCER: Samuel Gordon Jewelers. Exactly what you're looking for, at exactly the right price. On North Penn, just west of Penn Square.

PET EXPRESS :60 RADIO – “SWEETUMS”

SFX: DOG BARKING

WOMAN: Ooooh. Does Sweetums need to go pottie?

DOG: Pottie, shmottie. I'm hungry. Where's the food?

WOMAN: I meant to talk to you about that. We're out.

DOG (GETTING FRANTIC): Out! Out? How can we be out of dog food?

WOMAN: We just are. Here, have a pickle.

DOG: I don't want a pickle. I want Bill-Jac. Science Diet. Nutro.

WOMAN: I get tired carrying those heavy bags.

DOG: Excuse me? You haven't heard of Pet Express?

WOMAN: Pet Express?

DOG: Pet Express. They deliver. Dog food, dog biscuits, chewy treats, bones...

WOMAN: You're drooling.

DOG: They even give you a free emergency food kit with a day's supply of food and treats. So you never have a bad situation. Like this one.

WOMAN: They probably charge an arm and...

DOG: Delivery's free.

WOMAN: Well, they probably don't carry...

DOG: Bill-Jac, Science Diet, Nutro, all the premium brands.

WOMAN: Sure. Priced...

DOG: About the same as the big pet stores.

WOMAN: So what's the catch?

DOG: There isn't any catch. Call 'em today. The food'll be here tomorrow. Pet Express. 584-3647. Now gimme that stupid pickle.

ANOUNCER: Pet Express. Meals on wheels for your dog or cat. Call today. No order's too small. Call 584-DOGS.

Local internet provider, a division of MicroAge, had been running radio spots that did nothing for them. They wanted something different.

MAS NET :60 RADIO "PIGEONS"

SFX: PIGEONS COOING, DOOR SLAMS

FIRST MAN: Oh, you startled me.

SECOND MAN: Sorry, just coming up to get a little sun. I... what are those, pigeons?

FIRST MAN: Not just pigeons. *Internet* pigeons.

SECOND MAN: Internet pig...

FIRST MAN: Yeah, I can't ever get connected with the phone. So I use these...

SECOND MAN: Pigeons.

FIRST MAN: Yeah. Want to send some e-mail? Tape that baby right here. Whoosh, there she goes.

SECOND MAN: To the internet?

FIRST MAN: Well, I don't really know. I can't get to the internet to find out. Always busy.

SECOND MAN: Don't have Mas Net, I guess.

FIRST MAN: Mas Net? No. Got a *pigeon* net.

SECOND MAN: Mas Net. Dedicated high speed access to the internet with an ISDN.

FIRST MAN: ISDN?

SECOND MAN: High speed digital communications line. No busy signals. We even get free remote access instantly for everyone. Through our LAN.

FIRST MAN: Your LAN?

SECOND MAN: Local Area Network. Say, what kind of computer have you got?

FIRST MAN: Ohhhhhhhh. You need a **computer**.

SECOND MAN: Look. Call this number. 840-5200. They'll solve all your internet problems.

FIRST MAN: Mas Net, huh? What would I do with my pigeons?

SECOND MAN: I don't know. Lunch might be nice.

ANNOUNCER: Mas Net. Communications breakthroughs for business. Call us, at 840-5200.



NATIONAL PLATINUM FOUNDATION :60 RADIO: "PLATINUM"

SFX: SOUNDS OF AIRPORT TERMINAL

OLDER MAN: Excuse me, miss. I couldn't help but notice your ring.

YOUNG GIRL: Pardon me?

OM: Do you mind if I sit down?

YG: Well, I...

OM: Thanks so much. Exquisite. The ring, I mean.

YG: Oh. Thank you. Eugene got it for me at Samuel Gordon. It's...

OM: Platinum. I know. Nothing sets off a diamond like platinum. Reflects the white hues, you know.

YG: Really.

OM: Did you know that platinum is the strongest metal known to man?

YG: Well, I...

OM: They say its white color is a symbol of purity, and its strong composition symbolizes longevity.

YG: Really.

OM: Quite so. Perfect choice for an engagement ring, wouldn't you say?

YG: Why, yes. I guess...

OM: Very nice article about platinum in Town and Country not long ago. Just happen to have a copy with me.

YG: Why, thank you.

OM: Got it at Samuel Gordon, did he?

YG: Yes, he did.

OM: Hmm. Quite a young man, your Eugene. Sensitive, intelligent, romantic, and thrifty as well. He must love you very much.

YG: Why, yes. Yes, I believe he does.

OM: Well, they're calling my flight. My best to you and Eugene.

YG: Thank you, mister... ah mister...

YOUNG MAN (WALKING UP): Well, here's your coffee, Kate. Ahh... who was that guy?

YG: Ohhh, shut up and kiss me, you fool.

ANNOUNCER: Platinum. The world's most precious metal for the most precious person in your life. From Samuel Gordon.

LAND O' LAKES :60 RADIO "LOVE THIS CHEESE"

SFX: KITCHEN AMBIANCE – BOX BEING OPENED, PAPER RUSTLING, REFRIGERATOR DOOR OPENING AND CLOSING

HER: Hungry?

HIM: Yeah. Didn't have a chance to eat lunch. Hey, what's this?

HER: That... is Land O' Lakes cheese. I just got it at (STORE NAME) today.

HIM: I didn't know Land O' Lakes made cheese.

HER: Me either.

HIM: Love their butter.

HER: Me, too. So I thought we'd try the cheese. Besides, it was on special. Just two twenty-nine a pound.

HIM: Looks good. Nice creamy texture. Let's see how it tastes. WOW! I love this cheese!

HER: That good, huh?

HIM: Here. Try it.

HER: Ummmm. You're right. I do love this cheese.

HIM: Hmm.

HER: Problem?

HIM: I don't want to stop eating it.

HER: Don't spoil your appetite.

HIM: What's for dinner?

HER: Oh, cheeseburgers. Au gratin potatoes. Broccoli with cheese sauce.

HIM: And dessert?

HER: Apples and cheese.

HIM: Perfect.

ANNOUNCER: There are lots of good reasons to choose Land O' Lakes cheese from (STORE NAME). Of course its rich, wholesome goodness tastes great all by itself – but it makes other foods so much richer and better tasting, too. Because it's made from rich whole milk, it also gives your family all the complex nutrition and unmatched taste that milk provides. Land o' Lakes Cheese makes something special out of everything – from a quick snack to a special hors d'oeuvre to the centerpiece for an elegant dinner. Land O' Lakes cheese. In the dairy section, specially priced right now at (STORE NAME).

STEAMATIC :60 RADIO "EIGHTY-SEVEN DOLLARS"

ANNOUNCER (BREEZILY): Okay, so you're sitting there looking at your carpet, wishing you could afford to have it cleaned, and the phone rings, and it's the Gypsy Carpet Cleaners offering to clean three rooms for eighty-nine dollars. And you think "Pretty good price. I could afford that." Buuttt – you're not too sure about the company behind the price. So what if it was Steamatic? The best name in the business? The guys that invented the best carpet cleaning process there is? Fine, you say, but your decimal's in the wrong place if you're talking Steamatic. And I say no. Right now Steamatic will clean – I mean really deep clean – three rooms of carpet in your home for eighty-seven dollars.

Your carpets will look better, smell better, and Steamatic will remove 96 percent of the allergy and bacteria laden particles hiding in them right now. The stuff that's driving your nose and lungs nuts. No soaps, no harsh chemicals, just cleaner carpets than you've had since they were brand new. Eighty-seven dollars. Not exactly lunch money, but a terrific investment in your health and in your home. Call today. Steamatic. 000-0000.

MUSIC UP AND UNDER

BILL DAVIDSON:

Sometimes life presents us with problems we can't solve by ourselves. Questions we can't answer. Situations we can't understand. Temptations we can't resist. Sometimes we don't feel we have the strength to make it one more day. Especially with no one to talk to. No one we can share our feelings, and fears, and desires with. No one we can open our souls to.

But of course there is someone. Someone who has always been there for you, and who always will be. When was the last time you prayed? When was the last time you opened your heart and told God how you feel, or what you're worried about, or gave thanks for the blessings you've received?

Why not pray right now? You don't have to stop what you're doing. Don't have to dial your cell phone. All you have to do is open your heart and start talking.

Pray. Anytime. Anywhere.

Old El Paso :60 Radio  
"Read my lips"

SFX: BASEBALL BEING PLAYED IN THE BACKGROUND

SFX: SOUNDS OF PAGES BEING FLIPPED IN RECIPE BOOK

MOM 1: Let's see... uh, no. (beat) Takes too long. (beat) Turmeric? I don't even know what turmeric *is*...

MOM 2: Jessie, what in the world are you doing?

MOM 1: Planning dinner.

MOM 2: Here? At the baseball game?

MOM 1: Well, I don't know about you, but *my* kids like to eat after the game. And so do Jake and I.

MOM 2: Jessie, read my lips. Old El Paso Dinner Kits.

MOM 1: Old El Paso Dinner Kits?

MOM 2: Jessie, where have you been? They have a Taco Dinner kit, a Taco Pizza kit, a Gordita dinner kit, burrito dinner kits, fajita dinner kits. Everything you need for a terrific taco dinner. You just add the meat and vegetables. And it's ready less than 30 minutes after you get home. With practically no work.

MOM 1: Old El Paso *Dinner Kits*.

MOM 2: They have a whole bunch of recipes and tips for other quick and easy meals, too. Like Mexican rice. And Fiesta Refried beans. Enough to last all baseball season.

MOM 1: Old El Paso Dinner Kit.

MOM 2: By George, I think you've got it.

ANNOUNCER: Baseball, soccer, softball, volleyball, – seems like everyone has something to do this spring that gets in the way of you fixing dinner. And that makes spring – Old El Paso time. Come to (STORE NAME) and see how Old El Paso and (STORE NAME) are going to give you the time you need to enjoy this spring and still prepare healthy, delicious, fun meals for your family – and save money at the same time. (STORE NAME) and Old El Paso. Delicious meals that save you time – and money.

Old El Paso :60 Radio  
“The prescription”

SFX: OFFICE SOUNDS

DOCTOR RAMIREZ (WOMAN): Oh, Carmelita.

NURSE (CARMELITA): Yes, Doctor Ramirez?

DOCTOR: I almost forgot. I have to leave. I'm taking Juanito to soccer practice this afternoon. And I don't have a thing in the house for dinner, so I have to stop by the... What are you doing with my prescription pad?

NURSE: I'm writing you a prescription.

DOCTOR: Prescription? But I'm not...

SFX: PAPER BEING RIPPED OFF PAD

NURSE: Here.

DOCTOR: Old El Paso Dinner Kits? Take once or twice daily?

NURSE: Old El Paso Dinner Kits. They're so quick and easy. And my family just loves them. The Old El Paso Taco Dinner Kit, for instance. With crispy taco shells, or soft taco shells, or both. Plus the seasoning and taco sauce. You just brown the meat, stir in the seasoning, and you're through. Sometimes we make chicken, sometimes ground beef...

DOCTOR: I didn't know they had a dinner kit.

NURSE: Dinner Kits, Doctor. They have all kinds – Taco, Taco Pizza, Gordita, Burrito, even Fajita Dinner Kits. Lots of recipes, too. And tips on making healthy, delicious, fun meals – and save money at the same time.

DOCTOR: I like healthy. And I wouldn't mind saving some money.

NURSE: Well, here's the prescription! Old El Paso!

ANNOUNCER: Know what you need this spring? Time to enjoy it and still prepare healthy, delicious, fun meals for your family – and save money, too. You need Old El Paso. Come to (STORE NAME) and see how Old El Paso and (STORE NAME) can help you prepare delicious meals that save you time – and money.

Old El Paso :60 Radio  
“Can’t stop to talk”

SFX: INSIDE A SUPERMARKET

FEMALE 1: Maggie? Maggie! Is that you?

FEMALE 2: Teresa? Hi! Gosh, it’s been a long time. Can’t stop to talk.

FEMALE 1: Maggie! You’re going through here like you’re in the Indianapolis 500.

FEMALE 2: I know, I know. I’ve got to find something for dinner. Go home, get it started, pick up Pete and Angela, take him to baseball, her to soccer, go back and cook a little more, then go...

FEMALE 1: Maggie, Maggie. Come here.

FEMALE 2: No, I have to...

FEMALE 1: Come. It’s right over... here.

FEMALE 2: What is?

FEMALE 1: The Old El Paso.

FEMALE 2: Old El Paso. Of course, Old El Paso. Why didn’t I think of...

FEMALE 1: Dinner Kit.

FEMALE 2: Dinner Kit.

FEMALE 1: Everything you need for a great taco dinner except the meat and veggies.

FEMALE 2: Taco shells, seasoning, salsa, gosh – everything but...

FEMALE 1: ...the meat and veggies. Yup.

FEMALE 2: And look here. a Gordia dinner kit. And a Fajita dinner kit.

FEMALE 1: Uh-huh. Lots of recipes, too, and tips on how you can make mealtime a lot less work, a lot more fun for your family, and save money at the same time.

FEMALE 2: Saving money’s good.

FEMALE 1: So is being able to see your kid hit his first home run.

FEMALE 2: Or strike out.

FEMALE 1: That, too.

ANNOUNCER: Know what spring is? Old El Paso time. Because Old El Paso gives you time to do what you need to do and still prepare healthy, delicious, fun meals for your family – and save money, too. Come to (STORE NAME) and see how Old El Paso and (STORE NAME) can help you prepare delicious meals that save you time – and money – this spring. Spring. It’s Old El Paso time!

Old El Paso :60 Radio  
“Wake up and smell the tacos”

SFX: SOUNDS OF A GROUP – KIDS, ADULTS, ETC.

WOMAN 1: What a game, huh?

WOMAN 2: Well at least we won.

WOMAN 1: Can I help?

WOMAN 2: You could start carrying stuff to the table if you want to.

WOMAN 1: Wow! Did you do all this?

WOMAN 2: Me and Old El Paso.

WOMAN 1: Hard and soft shell tacos. Burritos. Fajitas? Refried beans. And what are these?

WOMAN 2: Gorditas!

WOMAN 1: You were at the same game I was, right?

WOMAN 2: Right. It only took about half an hour.

WOMAN 1: To cook all this? How?

WOMAN 2: With Old El Paso Dinner Kits. Just brown the meat, stir in the seasoning, and in a few minutes it's done.

WOMAN 1: Old El Paso Dinner Kits. I never heard of them.

WOMAN 2: Hey, Maria. Wake up and smell the tacos.

ANNOUNCER: Baseball, soccer, softball – it seems like everyone has something to do that gets in the way of you fixing dinner. And that makes spring – Old El Paso time. Come to (STORE NAME) and see how Old El Paso and (STORE NAME) are going to give you the time you need to enjoy this spring and still prepare healthy, delicious, fun meals for your family – and save money at the same time. (STORE NAME) and Old El Paso. Delicious meals that save you time – and money.

Old El Paso. Tastes like you just cooked it. Because you just *did*.



Old El Paso :60 Radio  
"It's Old El Paso time!"

SFX: CLANGING SOUND, CALLING PEOPLE TO DINNER

WOMAN 1: Old El Paso time! Come and get it!

WOMAN 2: What can we do to help?

WOMAN 1: You could start carrying stuff to the table if you want to.

WOMAN 3: Wow! Did you do all this?

WOMAN 1: Me and Old El Paso.

WOMAN 2: Hard and soft shell tacos. Burritos. Fajitas? Refried beans. And what are these?

WOMAN 2: Gorditas!

WOMAN 3: You said come over and bring the kids, I thought hot dogs, chips... But you've fixed a regular Mexican Fiesta!

WOMAN 1: Me and Old El Paso Dinner Kits. All I did was brown the meat, stir in the seasoning, and in a few minutes it was all done.

WOMAN 2: Old El Paso Dinner Kits. I never heard of them.

WOMAN 3: Me either.

WOMAN 1: Hey, Guys. Wake up and smell the tacos.

ANNOUNCER: Baseball, soccer, softball – it seems like everyone has something to do that gets in the way of you fixing dinner. And that makes spring – Old El Paso time. Come to (STORE NAME) and see how Old El Paso and (STORE NAME) are going to give you the time you need to enjoy this spring and still prepare healthy, delicious, fun meals for your family – and save money at the same time. (STORE NAME) and Old El Paso. Delicious meals that save you time – and money.

Old El Paso. Tastes like you just cooked it. Because you just *did*.