

# KLAF • LAFF RADIO 1230

4874 South State • Salt Lake City, Utah, 84107 • (801) 266-1230

"APRIL 20, 1983"

THAT'S A VERY IMPORTANT DATE!!!!  
"LAFF RADIO WAS BORN ON THAT DATE!!!!"  
RADIO WAS CURED OF THE "BLAHS" ON THAT DATE!!!!

BILL COSBY, BOB NEWHART, PHYLLIS DILLER, BILL DANA, JERRY CLOWER, HUDSON & LANDRY, JUSTIN WILSON, SPIKE JONES, SHELLY BERMAN, STAN FREBURG, GERTRUDE BERG, ALLEN SHERMAN, VICTOR BORGE, TOTIE FIELDS, THE SMOTHERS BROTHERS, GEORGE CARLIN AND MANY MORE RETURNED TO THE SPOTLIGHT!!!!

RESURRECTED RADIO WITH JACK BENNY, OUR MISS BROOKS, RED SKELTON, FIBBER MCGEE & MOLLY, THE GREAT GILDERSLEEVE, BERGEN & MCCARTHY, BURNS AND ALLEN, BOB HOPE AND MANY MORE RETURNED TO THE AIR WAVES AND NOW BRING PLEASURE TO NEW GENERATIONS OF RADIO LISTENERS!!!!

THE PEOPLE IN THE SALT LAKE METRO AREA CAN NOW PUSH THEIR LAFF BUTTON AND TAKE A BREAK FROM THE WOES AND CARES OF EVERYDAY LIFE. "LISTENING" HAS RETURNED TO RADIO WITH THE GREAT COMEDIANS, FUNNY SONGS AND OLD RADIO SHOWS WE CALL "RESURRECTED RADIO". WE ARE NOT JUST HEARD BUT "LISTENED TO" WITH GREAT INTEREST. THIS PRODUCES GREATER RESULTS FOR ADVERTISERS!!! OUR PROGRAMMING APPEALS TO AND REACHES ALL AGE GROUPS, ETHNIC GROUPS AND SOCIOECONOMIC GROUPS!!! HERE IS YOUR OPPORTUNITY TO REACH THE GREATEST AUDIENCE IN THE WORLD WITH YOUR ADVERTISING MESSAGE AND ENJOY DOING IT!!! YOUR MESSAGE WILL BE "LISTENED TO" NOT JUST "HEARD"!!! CALL US FOR AVAILS!!!!

*Bill:*  
*Glad you could pick me up.*  
*Thought I'd send some info on*  
*our station.*  
*Jay Gardner*  
*Gen Mgr.*

## Push Your LAFF Button!