

The Memoirs of

Bernard Elden Knapp

Ideas for Commercials

Got a hold of dairy Assoc.

THURSDAY

1

JANUARY

1976 1st day - 365 days follow

New Year's Day

then Ruth - Yeh! All I want
for Christmas is milk.

Joseph turns 180 degrees
again lowers neck & legs
and straightens up -
we love it - smiling
goes eee huu into
zoom lens -

follow up commercial

Remember us, Shaun's voice
that should remind you -

Go to the frig. Show
bottle of milk -

It builds muscles,
bones, beauty, (keeping Ruth's
mouth closed -

Jess pipes in Yeh -
and don't forget brains
in his baby talk voice -

mends bodies - willis on crutches
milk tuma me on - Joseph with keys

Commercials

JANUARY

2

FRIDAY

1976 2nd day - 364 days follow

uh, uh, uh, uhhmm - lowering voice

by Shaun

Now that I have your attention!
normal voice

Let us tell you about milk!

It builds muscles,

Joseph shows his muscles (biceps)
in smiling
stands on his head, then
turns 180 degrees to smile towards
camera again.

It builds bones, skinny
Jess -

Shaun could point to each,
in turn -

It builds teeth -

enter Ruth between
Shaun + Jess. She smiles -

they both slap to cover her
missing teeth with a hand,
Shaun - in deep voice

Well, see ya after Christmas
Ha Ha Ha

milk helps build beef
calf sucking mother cow.
And beef helps build energy.
Two boys -

Justin doing an extended
wheelie - Willie jumping a
whoop tee doo -

then both coming to
the curb and doing their
thing with each rear
wheel pivoting away
from curb

by "buy some today"
voice by Shawn. Time it
~~then hold the~~
into the scene where

the boys ride into the curb,
one on each side of Shawn -
just as he finishes saying
it - he sort of ducks or
hunches up a little as the
kids swing the back end
of the bikes in.

then put camera on still or hold
end (Sponsored by Utah Dairy & Utah)

appears in on screen
beef council

Commercial

Hey! What's this? It's a commercial in progress. Really? Yeh sure.

I'm going to Limestone with mom, I'm not just going to ask for something that melts in my mouth - But something that's cool and refreshing - Especially on a hot day? Yeh on any day.

And healthy too - I'm going to grab a jug and take it to the check out stand - so mom will be sure to buy it?

Oh, you tricky you.

Hey you kids out there. run to the frig and join us - yeh at the next commercial -

That's now - yeh cause this one is ending - yum yum -

(Dairy Assoc. shown
or a specific milk brand)

I'm sneaking to the frig.

I'm a real sneak, but oh ~~I am~~

I am healthy one. Cause my body's built in 10 ways. Hey Juicy is the commercial about over yet?

(Shows Warden Breed.)

or could be milk

Subjects to write about

Levi-strauss co. brought a puppet show to I.F. It was connected with rodeo's - an announcer - (the recorded voice of one of the prominent rodeo announcers of that day) and all were wearing levis.

Promotional Levi- presentation - It was like the side of a circus wagon, opened up to accomodate people along the streets in the downtown area of I.F.

remember how when women were talking in groups - discussions on Levis,

How they were disgusted with Levis, How they hated the way they sagged - hung low on the hips, etc etc.

Probably the greatest adjustment was because of the transition from suspenders and bits overhauls. Getting used to that. many men couldn't wear Levis with a belt without having them hang down.

maybe the first ones weren't tailored so form fitting. middle age men wouldn't tend to hold them up - even with a belt. they would appear gathered about the waist. the front legs were usually worn cuffed. the style or of necessity not getting short enough legs - worn pant cuffs were popular - began being worn outside the boots tops.

First womens slacks were called jeans. First Levis worn by women had a fly - probably were mens jeans or pants - first slacks were loose fitting & baggy -

Ideas on writing

Boys Life or the Friend -

Boy scout challenged to a summit in the hills away from
a boy scout troop - by scout leader to explore nature's interaction
with man -

trees growing in old ^{wagon} roads - trees in burrow pits along
road sides (highway to Yellowstone Park - also railroad
tracks

Western Horse man -

Why the railroad bridges or trestles are
now covered over with tin.

Story of Levi's evolving to popularity -

Calendar for school year

Calendar for children

excellent pictures needed

Lisa in hammock

Willis or Rocky horse looking at new colt

look thru
album pictures
for good clean
respects -

check on market such as Taiwan & Japan

a kid on Shanty

maybe buy a bike

doing a wheelie

work on it

see to book publishers for distribution

" " grade school newspaper ads.

provide space for school children to
write their notes etc - attach notes from school etc
for children's events - set it marketed -

a place perhaps to write a brief journal type note
of highlights of week or month

Place to ~~attach~~ attach a photo such as
5x7 class picture -

small children

the helper engine - climbs hills from Ashton to
Reis Pass. uncouples. backs down to Big Springs "Y"
turns around and goes back to Ashton -

maybe written from standpoint of engine doing the
talking -

maybe in book form the railroad speaks

chapter on ties -

" " rails

" " laying track

" " maintenance

" " bridges

" " speeders (hand cars)

" " helper engine

" " main engine

" " sleeper car

" " dining dining car

" " freight train

" " baggage car

" " mail car