

"DECIMAL SEVEN"

(By Electrical Transcription Only)

"Decimal Seven" is the perfect super-thriller of the air!

Dealing with the strange adventures of Dr. Decimal Seven, inventor, super scientist, and man of mystery, this fascinating tale written by Sharrard Kane and produced by Frederick Shields will appeal to listeners of all ages from five to ninety-five. Decimal Seven has in it more pulling power than CHANDU, more thrills than TARZAN, more general appeal to the great mass audience than any continuity ever offered for broadcast purposes. The sample episode recorded by one of the most up-to-date recording laboratories in the west which we are forwarding with this brief sketch will back up these statements.

The story lends itself to a variety of merchandising plans which can be outlined in detail by the producers and owners of ~~the~~ "Decimal Seven," Frederick Shields and X Sharrard Kane upon request.

The following prices are for transcription broadcast only, since this is the only way in which the story will be released at this time; All prices are per episode (fifteen minutes) three or more episodes per week, and include all talent, production and recording costs, in fact everything except pressings and mailing of same to station.

NATIONAL RIGHTS	\$450.00
EASTERN RIGHTS.....	375.00
CENTRAL RIGHTS.....	325.00
PACIFIC RIGHTS.....	225.00

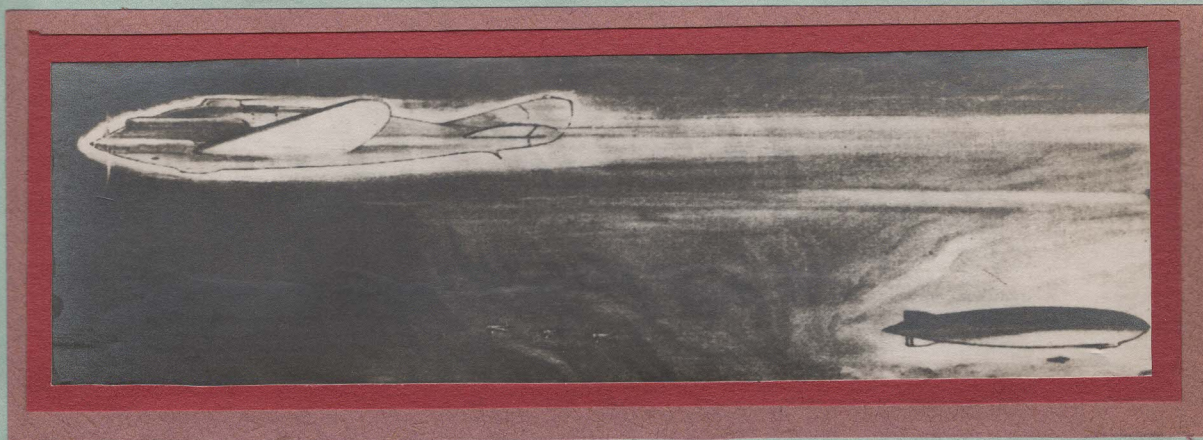
Complete information and detailed prospectus will be forwarded if you have a possible sponsor interested after hearing sample episode.

Info. for Gring, Blair & Speight

RADIO PRESENTATION

OF

"DECIMAL SEVEN"



Produced by

FREDERICK SHIELDS

and

Written by

SHARRARD KANE

Copyright 1933 by

Sharrard Kane and Frederick Shields

"DECIMAL SEVEN"

BRIEF SYNOPSIS OF FOLLOWING EPISODES

1. At Dr. Seven's Home. -- Professor Magnus brings Warwick Jones to the Doctor. Jones agrees to go with Dr. Seven in the Time Machine. Ko-to, Martian scientist who has accompanied Dr. Seven to Earth, and Dis-ta, Dr. Seven's daughter, whose mother was a Martian, are also to go on the journey. A rival Martian scientist, Dork, attempts to destroy the Time Machine by casting contra-gamma rays from Mars. Dr. Seven learns of this in time, knows he can thwart the attempt by leaving on his journey immediately. Wick, Ko-to, Dis-ta and Dr. Seven enter the car - it whirls away into the Stream of Time.
2. In the Time Machine. -- Dr. Seven proves right. They escape the contra-gamma rays of Dork - the Time Machine is all right. It is discovered that Prof. Magnus has been taken along in the Time Machine in the confusion of the departure. Nothing can be done. Magnus must accompany the party. The party suffers from the effects of the flight into the past. Car becomes hot - it must be slowed down. As it slows, Dis-ta sees it is about to crash into a high mountain peak.
3. On the Cliff. -- Time Machine lands on a high cliff overlooking the swampy jungle of a million years ago. Descriptions of pre-historic, steaming tropical growth - the gigantic beasts and insects. Dista, frightened, turns to Wick. Beginning of the love interest. Party descend from the cliff, after fixing the Time Machine, so it cannot be moved or injured. As they enter the jungle, they are attacked by a brontosaur.
4. In the jungle. -- Doctor Seven's party escape the brontosaur, which proves to be a near-sighted beast the size of an ocean liner; but they become lost in the jungle and lose the direction of the Time Machine. Description of jungle and oppressive heat and mystery of pre-historic landscape. They are beset by giant insects. As they fight against them, a stone axe comes hurtling through the air.
5. In the Jungle. -- Doctor Seven's party hear weird cries, crashings in the undergrowth, but see nothing. Terrific suspense. Attacked by gorilla-men. To escape, they take to a river, and swim to safety. They build a raft, and explore the river. On the river they encounter beauties, as well as horrors. They land - and are again attacked by gorilla-men, who have trailed them, and this time the travelers are captured.

"DECIMAL SEVEN"

2.

6. At Camp. -- Dr. Seven's party marched to the gorilla-men's camp, but are not bound or injured. Description of these beast-men, their implements, ceremonies, attempts at language. Sacrifice is about to be made of Dr. Seven and the others when the camp is attacked by sabre-toothed tigers.
7. At Camp. -- The sabre-toothed tigers scatter the gorilla-men but Wick Jones scatters the sabre-toothed tigers with an express rifle. Party is again lost in the jungle, but float down the river and come to a cliff with a cave in it -- but between them and the cave is a family of triceratops, who charge them.
8. The Jungle.-- By means of paralysis rays, when rifle bullets fail to penetrate the hides of these pre-historic monsters, Dr. Seven's party reach the cave. But they cannot find the Time Machine -- they face starvation and death in a world a million years before they were born. They hear a weird moan.
9. In the Cave. -- The weird moaning proves to be a wounded gorilla-man. The party nurse him back to life, and make him understand, finally, that they wish to be taken back to the cliff where the Time Machine is. The gorilla-man, Auk-a, as soon as he can stand, leads them to the cliff - but the Time Machine has disappeared!
10. On the Cliff.-- Dr. Seven hears a bumping and scraping. They rush after the noise, find it is a dinosaur dragging the Time Car. Before they can kill the dinosaur, it bounds away. The Time Machine is not seriously damaged, but they find that the chronoglobe - the radium motive power of the machine - is missing.
11. In the Mountains.--They search frantically for the dinosaur who has taken the radium from the car. From the heights they see a dinosaur who is throwing fits. As they watch the gigantic beast dwindles to the size of a dog, and dies. Dr. Seven explains that the dinosaur ate the radium, which had that effect upon it. They start into the jungle to find the dinosaur.
12. They find the spot where the dinosaur disappeared, and are about to cut the radium out of its body, when a flight of gigantic flying lizards attacks them.
13. One lizard picks up the dead dinosaur, another carries off Dis-ta, and they fly to a mountain pass. Doctor Seven and the others race at top speed to rescue Dista.

"DECIMAL SEVEN"

3.

14. They finally scale the mountain and find Dista, who is not dead. Radium has completely disappeared - they do not know where to look. Doctor Seven makes up his mind to search for another radium supply.
15. As the party scours the mountain for radium deposit, a geological upheaval of the land slides them into a deep ravine.
16. They manage to get out of the crevice, after untold effort, mount the newly-formed range of hills, and see the tempmoplane now resting in a valley. But, as they watch, they see gorilla-men coming toward the car!
17. The party races toward the tempmoplane -- Wick shoots, but then holds fire for fear of hitting the car. Fight with the gorilla-men. Creatures carry off Dista.
18. Gorilla-men carry Dista to a pool inhabited by a tremendous water snake; but pause to hold a ceremony. In the pause, Wick, Ko-to and Dr. Seven come up with the tempmoplane, flown as an ordinary airplane, and scare the gorilla-men half to death. The gorilla-men vanish into the jungle.
19. They rescue Dista. Doctor Seven decides to prospect by airplane for radium. They see a deposit and land. In the distance, they hear weird, blood-curdling cries which they cannot explain.
20. They work feverishly, trying to get radium out. Ko-to gets radium poisoning, and they have to stop to fix him. As darkness descends, they see tyrannasaurus rex - who is about to attack.
21. Tyrannasaurus rex proves to have the dead dinosaur with the radium. Tyrannasaurus also proves impervious to both express rifle bullets and the paralysis rays. He comes straight for the tempmoplane and the party.
22. Doctor Seven sends the plane up as an airplane -- just as gigantasaurus comes from the swampy lands and fights with tyrannasaurus. Tyrannasaurus drops the precious radium as they fight. Both sauropods ripped and torn in the fight. Doctor Seven's party see the fight from the air -- description the most terrible of pre-historic battles.

"DECIMAL SEVEN"

4.

23. Tempmoplane lands; they get the radium and install it, but the plane will not work. Suddenly they hear a terrible hubbub and howling.
24. Doctor Seven and Kō-to work desperately to get away as they know that it is the gorilla-men. Just as they fix the plane so that it will work, the gorilla-man who helped them before, Auk-a, bursts from the jungle, pursued by the whole tribe.
25. Doctor Seven holds the car and takes the gorilla-man aboard. They whirl away safely, and arrive at home at the very second of time that they left it, but the gorilla-man also arrives. Doctor Seven explains that if the car will take the gorilla-man forward a million years safely, it will do the same for them. So why not try it? But, as they land at home, they find an imperative summons from Professor Spiegelmann: thus we scent further adventures -- perhaps to Mars, to the center of the earth, perhaps to the land of the fourth dimension or to the center of the atom -- who knows?

"DECIMAL SEVEN"

MERCHANDISING PLANS

The "DECIMAL SEVEN" radio serial lends itself naturally to a variety of merchandising plans. Campaigns involving either contests or give-aways, can be used. The novel locales and little (or un-) known peoples with whom Decimal Seven comes in contact suggest at once masks, terra-cotta or clay figurines of Ant Men, Pre-Historic Animals, Martians, Rocket Ships, Etc.

Into the story can be incorporated a code, either telegraphic, oral or mechanical, upon which can be worked a contest. One message a week will be broadcast, untranslated. Boys and girls may write in, sending in one certificate (obtained by purchasing the product) and compete for prizes for correct translations. Or -- guessing contests as to nature of animals, scientific data, etc., which Dr. Decimal Seven will describe (but not identify) can be used.

Wrapping portraits of members of the cast into the product is another interest stimulator - (providing sponsor's product can be so handled) - or using action photographs of the cast in dramatic situations from the story.

A somewhat more expensive merchandising plan is to publish a book, containing complete "DECIMAL SEVEN" novel, but an adventure of his which will never be broadcast. Signed copies of this book can be procured for a pre-determined number of bottle tops, package labels, or certificates.

Scientific toys can be used as give-aways. These can be invented and produced by novelty sales companies at no great expense.

Clubs of boys and girls can be organized with scientific research and observation as the object. These can be known as Martian Tarkon Clubs -- "Tarkon" being the (invented) Martian word for "Distinguished Scientist."

"DECIMAL SEVEN"

GENERAL INFORMATION

IN PRESENTING the sample episodes of "DECIMAL SEVEN", it is our honest belief that you will agree WHEN HEARING IT that it is the most unusual and novel radio serial ever presented to you.

The sound effects in "DECIMAL SEVEN" are and will be an innovation in radio ... expert sound technicians have been working for weeks devising effects for such novelties as the "TIME MACHINE", the cries of pre-historic birds and animals, the hum of interstellar radio equipment, and a host of other sound novelties.

Additional mystery and interest will be lent to the story by these sound effects which are a distinct departure from the ordinary.

"DECIMAL SEVEN" is designed as a fifteen minute, five-time a week broadcast. It can, however, be released three, four, five or six times weekly. In its present form, the story is laid out for one year's broadcast, but, of course, it can be altered to suit the sponsor's needs. Each record will be accurately timed to twelve and three quarters minutes, and in addition will include one and one quarter minutes of theme at the opening and one minute of theme at the close, allowing ample background music for the sponsor's commercial announcements. Purchase of national rights will give the sponsor the privilege of recording his commercial copy in the original master record. Purchase of sectional rights will not include this privilege, and the master record will carry only the theme music for background.

The highest type of licensed recording equipment and facilities have been used to obtain QUALITY RESULTS (hear sample recording.) The records are 16-inch, 33 1/3 R.P.M.

P R I C E S (NET TO PRODUCERS)

The following prices include exclusive territorial broadcasting rights, merchandising plans, talent, production, recording -- in fact everything except additional pressings and mailing same to the radio stations. All prices are "per episode, three or more per week." Special "test campaigns" prices furnished on request.

NATIONAL RIGHTS	\$450.00
EASTERN RIGHTS	375.00
CENTRAL RIGHTS	325.00
PACIFIC COAST	225.00

"DECIMAL SEVEN"

THE WRITER

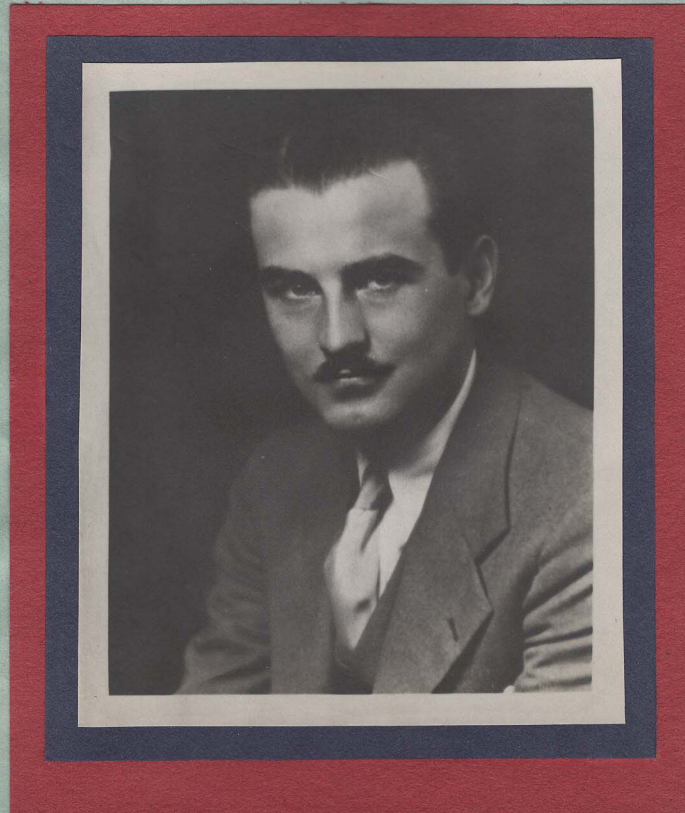


Sharrard Kane, author of the "DECIMAL SEVEN" stories is not only a radio writer but was formerly a staff writer for Paramount Studios.

His radio stories include "ADVENTURE TRAILS", "TWENTY THOUSAND LEAGUES UNDER THE SEA", "THE MEDICINE SHOW", "OLAF AND ALF" and many others.

"DECIMAL SEVEN"

THE DIRECTOR



"DECIMAL SEVEN" stories are produced and personally directed by Frederick Shields. He held the position of Production Manager for KFI, for a long time, but has more recently been connected with KNX, both stations in Los Angeles. Mr. Shields personally directed the highly successful production "The Pioneers" over station WDAF, Kansas City.

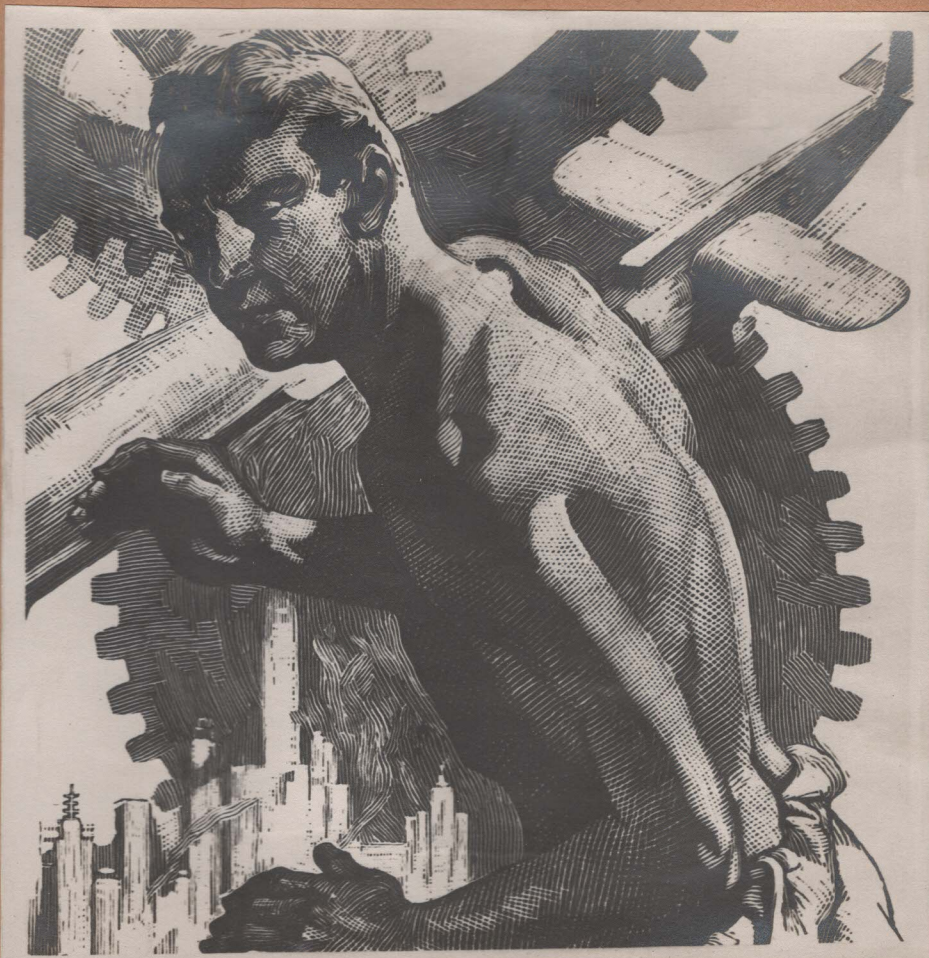
Frederick Shields began his radio experience with NBC and has, at one time or another, been connected with some fifteen radio stations, in various capacities. He is thoroughly familiar with all phases of radio production. Beside his radio work, Mr. Shields has directed a number of stage productions, and is a writer of ability. His background and training fit him admirably for the job of directing -- "DECIMAL SEVEN"!

"DECIMAL SEVEN"

T H E C A S T



The greatest possible care has been used in selecting a most unusual and unique cast for "DECIMAL SEVEN". The following pages portray the main characters in this fascinating radio series. All other incidental parts have also been cast with the same care (even though speaking a single line) as the leading roles.



"KO-TO" - - THE MAN FROM MARS

VICTOR POTEL

portrays the fantastic role of KO-TO, the creature from Mars, in DECIMAL SEVEN.

Vic Potel is a well known screen comedian and has starred in more movies than can be remembered during the past 23 years. He is now writing, directing and playing the lead in a new comedy series over KNX entitled "College Daze and Knights". He is also appearing in several variety shows on Los Angeles stations.





"DR. DECIMAL SEVEN" -- SUPER-SCIENTIST

FREDERICK SHIELDS

plays the title
role of DOCTOR DECIMAL SEVEN.

A long list of starring roles in such outstanding stage hits as : "LILIOM" - "OUTWARD BOUND" - "THE BAD MAN" - "THE COPPERHEAD" - "TARNISH" and many others, has given Frederick Shields a powerful dramatic background for the portrayal of the fascinating super-man of science, Dr. Decimal Seven. A polished actor whose radio characterizations in the past have added new laurels to his fame established by many years experience on the legitimate stage, Mr. Shields gives a performance in this new radio super-thriller which marks him as one of the outstanding actors of the air.