

Hills
ST
9/14/98
WWVA Radio Spot
NEW SCRIPT

:50-Second Radio Spot for WWVA (Generic "Fall Savings" & Halloween – airs during October)

**ANNOUNCER: Hills Department Store is your one-stop find-it-all shop!
Whether you're looking for family fashions or home fashions,
household cleaners or health & beauty aids,
Hills has it all, and they've got it for less!
You'll love Hills' super low prices on the season's best styles,
like comfy khakis, snuggly sweaters and colorful fleece.
As the temperatures begin to drop outside
give your home a cozy new look inside
with great buys on bedding, curtains and furniture.
You can catch the fall lineup on a brand new TV,
or buy a sleek stereo and some cool new CDs,
at incredible prices you have to see to believe!
You'll find tricks and treats for a great Halloween,
from costumes to decorations and everything in between,
like Halloween candy, makeup and masks...
Hills selection and savings are unsurpassed!
For superb quality, super variety and low prices,
Nobody Beats Hills!**

Hills
ST
11/23/98
WWVA Radio Spot
NEW SCRIPT

:50-Second Radio Spot for WWVA (Holiday Savings – airs now through December 20th)

**ANNOUNCER: Hills Store is your one-stop shop
for your holiday – and everyday – needs!
You'll love Hills' super low prices on the season's best styles,
with fashionable and festive looks for the entire family.
Find every essential for holiday entertaining
from dinnerware to dining room tables,
from roaster ovens to radiant heaters
Hills has it all...and they've got it for less!
Get your guests into the spirit of the season
with merry music and value-priced videos.
Dress up your home with delightful decorations:
luminous lights and charming character animation,
oodles of ornaments and lifelike trees...
all at savings you'll have to see to believe!
And what would the holidays be
without perfect presents for under the tree?
Jewelry for mom, sports gear for dad;
For the kids, find toys galore...plus so much more!
For brand name quality, super variety and low, low prices,
Nobody Beats Hills!**