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ST HELENS GLASS - 'THE AUDITION' (60')

(SFX 3 SECS - SHG MUSIC ONLY)

- HELEN: Hi, Helen Glass here. We're auditioning lots of people this week to take over the show while I'm on holiday. First up, it's Jane. 'Hi Jane! What d'ya know?
- JANE: Well Helen, I know all about the windows and doors made by St Helens Glass.
- HELEN: Anything else?
- JANE: I know about the K Glass they use which reflects heat back into the room and saves on energy bills.
- HELEN: And...?
- JANE: I know about the climate controlled conservatories and the offers that make it all so attractive.
- HELEN: (Getting impatient with the know-all)
Like what?
- JANE: Well, like the FREE œ1,000 Security Bond. I mean, the company must be confident to offer cash-back if a thief can break in...
- HELEN: Urm, yeah...
- JANE: And then there's the deferred payment option - 'nothing-to-pay-for-a-year' and all that...
- HELEN: (Through gritted teeth - seething - aside)
Well Jane, you might know your stuff, but if you think I'm letting YOU step into MY shoes and take over MY job and MY future...

(Pleasantly) No seriously, Jane. We've got lots of people to see - but we'll keep your name on file. Just in case. NEXT!

MVO: To place your order and find out more about St Helens Glass offers, call 0800 86 81 81 today. That's 0800 86 81 81. 'Life's too short to wait' as Helen would say. Or should that be Jane?

JINGLE: St Helens Glass - has the class.

MVO: Offer subject to conditions.

ST HELENS GLASS - 'THE HELEN GLASS SHOW' (60') (CONSERVATORIES)

(SHG music. 3 secs. Fade under MVO1)

MV01: Ladies and gentlemen - On the Helen Glass Show today: Helen is talking to Phil Pane, the conservatory guru of gurus...

(SFX: Applause from studio audience)

HELEN: (Tongue in cheek tone)
Thank you. Thank you everyone. Many of you will already know my guest Phil Pane, a familiar name from the St Helens Glass School of Thought.
Phil. If we can address the question that's on everyone's lips right now: will the future popularity of conservatories ride on the back of automatic climate control?

PHIL: The answer to that Helen is a definite YES and NO. In other words, the quality and value associated with St Helens Glass conservatories will always win respect among both gurus and - dare I say it - ordinary people.
However, the free offer of climate control that now comes with every new conservatory ordered from St Helens Glass looks set to revolutionise the industry.

HELEN: (Impatiently. Slightly bored)
OK. Good. That's it for another programme.
Except to add that St Helens Glass are offering 12 months with nothing to pay on all new conservatories. And I say: 'Go for it listeners - because life's too short to wait!'

JINGLE: St Helens Glass - has the class.

MVO2: Full details of all information given on The Helen Glass Show are available by calling 0800 86 81 81. All offers are subject to conditions.

**ST HELENS GLASS - 'THE HELEN GLASS SHOW' (60')
(SECURITY)**

(SHG music. 3 secs. Fade under MVO1)

MV01: Ladies and gentlemen - On the Helen Glass Show today: Helen is talking to Nick Steal, a security expert in replacement doors and windows...

(SFX: Applause from studio audience)

HELEN: (Tongue in cheek tone)
Thank you. Thank you everyone. Many of you will already know my guest Nick Steal, a familiar name from the St Helens Glass School of Thought.
Nick, if we can start at the beginning.
What's the latest security offering you can tell us about?

NICK: Well Helen, everyone knows about the excellent reputation that St Helens Glass has for making safe and secure replacement windows and doors featuring multi-point locks and reinforced frames.
Now, to demonstrate the company's confidence in the security of its products, new customers will receive a $\text{€}1,000$ Security Bond absolutely free! This amount will be paid out in the unlikely even of any burglar gaining entry through a St Helens Glass door or window.

HELEN: Thanks Nick. For the moment, that's where we'll have to leave it. Except to say, new customers pay nothing for the first 12 months - another good reason to take the plunge today. Because, as ever, life's too short to wait!

JINGLE: St Helens Glass - has the class.

MVO2: Full details of all information given on The Helen Glass Show are available by calling 0800 86 81 81. All offers are subject to conditions.

**ST HELENS GLASS - 'THE HELEN GLASS SHOW' (60')
(K GLASS)**

(SHG music. 3 secs. Fade under MVO1)

MV01: Ladies and gentlemen - On the Helen Glass Show today: Helen is talking to Kay Kalms, an expert on Pilkington K Glass...

(SFX: Applause from studio audience)

HELEN: (Tongue in cheek tone)
Thank you. Thank you everyone. Many of you will already know my guest Kay Kalms, a familiar name from the St Helens Glass School of Thought.
Kay, if we can start with the basics:
What's happening in the K Glass world? Is there a glass ceiling for technical progress as many have suggested - or are we in an altogether more progressive environment?

KAY: Well Helen. These are major issues which St Helens Glass take very seriously. As you know, progress is at the heart of the company's offering.
New customers to St Helens Glass will be offered free Pilkington K Glass in all replacement windows and doors ordered. The thermal properties of the glass keep your home cool in summer and warm in winter.

HELEN: Thanks a million Kay. That's all for this programme - except to add that new customers pay nothing for the first 12 months, an offer which most industry pundits say will help the waverers

decide. Because, as ever, life's too short to wait!

JINGLE: St Helens Glass - has the class.

MVO2: Full details of all information given on The Helen Glass Show are available by calling 0800 86 81 81. All offers are subject to conditions.

**ST HELENS GLASS - 'ROADSHOW'
(20' TEASER AD)**

(SFX 5 secs - roadshow atmosphere/loudspeakers, crowd noises etc
Helen Glass is on stage winding up the crowd)

HELEN: Hello! I said hello! I'm Helen Glass, your favourite radio show hostess.
(Shouts) Is anyone out there?!!!

CROWD: Yeah - hi Helen. (Chants) He-len...He-len...He-len

HELEN: Welcome to the St Helens Glass Roadshow.
We've got some great attractions - so have a great day and enjoy the roadshow experience!
Because, as ever, life's too short to wait!

(SFX Applause of crowd - fade under jingle)

JINGLE: St Helens Glass - has the class.

**ST HELENS GLASS - 'ROADSHOW' (60')
(CONSERVATORIES)
REPEAT FORMAT FOR K GLASS & SECURITY BOND**

(SFX Heavy microphone-overlaid outdoor acoustics as per radio station/roadshow/concert atmosphere. Buoyant crowd etc)

HELEN: Hi everyone! It's Helen Glass again - your favourite radio show hostess! Welcome to the St Helens Glass Roadshow. Are you all having a great time?!

CROWD: (Roar) Yeah!

HELEN: That's good. Hang around a bit longer to hear all about the great offers that St Helens Glass have for you!

In the meantime...

Ladies and gentlemen - would you please put your hands together for Mister Conservatory himself, the one and only Phil Pane!!!

(SFX Crowd applause and cheering)

PHIL: Thank you everyone.
Today's big thing in conservatories is automatic climate control
- FREE when you order a conservatory from St Helens
Glass!
And for your nil outlay, you get a constant and comfortable room
temperature - even when it's boiling outside! Yeah!

(SFX Applause of crowd - fade under Helen's next line...)

HELEN: OK. Thanks Phil. And don't forget folks: a new St Helens Glass conservatory also means nil outlay for a full 12 months. But don't wait for the invite. Call 0800 86 81 81 today. Because life's too short to wait.

JINGLE: St Helens Glass - has the class.

MVO: Offer subject to conditions.

ST HELENS GLASS - 'OUT AND ABOUT' (60') (SECURITY BOND)

(SFX: SHG jingle, music only. Fade in outdoor acoustic/workmen hammering, whistling etc)

HELEN: Hi! Helen Glass here, your favourite radio show hostess. I'm out and about this week, chatting to new St Helens Glass customers. Like Mr and Mrs Brown of Chester...

HELEN: Hello there! I see you're about to have new windows and doors installed by St Helens Glass. A wise move.

MR. B: Yes. We know the quality's good and the prices are spot on. But why do you say 'wise', Helen?

HELEN: Quite simple. Because everyone who orders new doors or windows through St Helens Glass this month gets a œ1,000 Security Bond ABSOLUTELY FREE!

MR. B: Sounds good...

HELEN: It is. St Helens Glass are so confident about the security features on all their windows and doors, they'll give you œ1,000 if a burglar manages to break through them!

MR. B: And did I hear you say there's nothing to pay for a year?

HELEN: That's right.

MRS. B: Well maybe you can buy that new car we were talking about Harry.

MR. B: Mmmm. Pity St Helens Glass don't do car windows!

(SFX: All laugh)

HELEN

AS FVO: For full details of the Security Bond offer with nothing to pay for a year, call 08800 86 81 81 today. Because life's too short to wait.

JINGLE: St Helens Glass - has the class.

MVO: Offer subject to conditions.

**ST HELENS GLASS - 'OUT AND ABOUT' (60')
(K GLASS)**

(SFX: SHG jingle, music only. Fade in outdoor acoustic/workmen hammering, whistling etc)

HELEN: Hi! Helen Glass here, your favourite radio show hostess. I'm out and about this week, chatting to new St Helens Glass customers. Like Mr and Mrs Jones of Crewe...

HELEN: Hello there! I see you're about to have new windows and doors installed by St Helens Glass.

MR. J: That's right. We like what we've seen - and the prices are spot on.

HELEN: Well surprise, surprise. There's even more good news. Everyone who orders doors or windows with St Helens Glass this month - and that means YOU! - gets K Glass fitted ABSOLUTELY FREE! It's got special thermal properties so heat is reflected back into the room to save you plenty on heating bills for years to come!

MR. J: That's fantastic!

HELEN: Even better - there's nothing to pay for a whole year, so you make those savings right away without spending a penny!

MRS. J: That's wonderful isn't it Larry?! Now we can afford that new car we've been wanting. I don't suppose you know one with K Glass windows do you Helen?

HELEN

AS FVO: Why not join the Jones's and order your new windows and doors from St Helens Glass. You'll get FREE K Glass windows - and there's nothing to pay for a year! For details, call 0800 86 81 81 today. That's 0800 86 81 81. Because life's too short to wait.

JINGLE: St Helens Glass - has the class.

MVO: Offer subject to conditions.

ST HELENS GLASS - 'OUT AND ABOUT' (60') (CONSERVATORIES)

(SFX: SHG jingle, music only. Fade in outdoor acoustic/workmen hammering, whistling etc)

HELEN: Hi! Helen Glass here, your favourite radio show hostess. I'm out and about this week, chatting to new St Helens Glass customers. Like Mr and Mrs Johnson of Cheshire...

Hello there... I see you're in the middle of having your new conservatory installed by St Helens Glass...

MR. J: Yes, our friends swear by St Helens Glass - and when we saw their conservatory, we just had to have one too!

HELEN: Well surprise, surprise! Everyone who orders a St Helens Glass conservatory this month - and that means YOU! - gets FREE automatic climate control, so you'll always feel comfortable...even when it's boiling outside!

MR.J: That's marvellous!

HELEN: PLUS...there's nothing to pay for a whole year.

MR. J: Well that's absolutely wonderful, Helen. Now we can afford the trip to Australia that we've always wanted. I just hope they've heard of climate control!

HELEN

AS FVO: To order YOUR St Helens Glass conservatory with FREE climate control and nothing to pay for a year, call 0800 86 81 81. Because life's too short to wait.

JINGLE: St Helens Glass - has the class.

MVO: Offer subject to conditions.

**ST HELENS GLASS - 'CLASS OF 99' (60')
(K GLASS)
REPEAT FORMAT FOR CONSERVATORIES & SECURITY BOND**

(SFX: Fade in suitably anodyne school-days music. Classroom setting - teacher, class of 10-year-olds and Helen Glass)

TEACHER: Morning, children.

CLASS: Good morning sir.

TEACHER: Today, we've brought along radio presenter Helen Glass to tell us about life in the outside world at St Helens Glass...
(Shouts) Stop fidgeting Brown!

HELEN: Hello, children. My name's Helen Glass.
You've probably heard your mums and dads talking about how well K Glass works in replacement windows and doors...how it reflects heat back into the room to save on fuel bills...

PUPIL: No, Miss...

TEACHER: (Angrily) Quiet Golightly!

HELEN: Well, if they order from St Helens Glass this month, they get K Glass fitted absolutely free - and there's nothing to pay for a whole year!

TEACHER: Yes, that's a good offer, isn't it children?!

PUPILS: (Chant together) Yes sir.

HELEN: That's lovely. Well if anyone has any questions (slight pause) ...no. Well. As we say at St Helens Glass: 'Life's too short to wait'.

TEACHER: Thanks Helen. I'll send the kids home with a note tonight for their parents to ring St Helens Glass. I think I've got the right number - 0800 86 81 81?

HELEN: Exactly right. 0800 86 81 81. Thank you children.

(SFX: Children cheer and applaud - fade under jingle)

JINGLE: St Helens Glass - has the class.

MVO: Offer subject to conditions.
