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## TIMCO Pet Food Commercials

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**University of Maine Raymond H. Fogler Library Special Collections Department**

Transcript of a sound recording in MS 608, WLBZ Radio Station Records, Bangor, Maine, 1931-1973

Title: TIMCO Pet Food Commercials

Date: October 1, 1959

Recording number: D 12.126; CD 21, tracks 66 and 67

**Track 66**

Length of recording: 0:56

[transcript begins]

VOICE 1: If dogs could talk...

VOICE 2: But, wait, dogs can talk. Listen.

DOG: [Barking] Love that TIMCO, love it's enriched beef taste.

CAT: Meow.

DOG: Go away, you're just a cat.

CAT: I am a pedigree Persian, and I eat only the best, too, TIMCO. Never saw my fur so glossy and ultra-luxurious. I'm beautiful.

DOG: And look at my sparkling eyes. I'm almost ten years old and I still frisk and play.

CAT: TIMCO makes me feel like a kitten again. I'm not telling you my age. Meow.

VOICE: 1: Pet owners, be good to your dog and your cat. Feed them high quality TIM [record skips] by-products plus specialty meats and 12% high in protein content. Look for the red and yellow can at your food stores. Insist on high quality TIMCO, T I M C O.

[Performer sings jingle] To keep them happy and healthy, T I M C O.

[transcript ends]

**Track 67**

Length of recording: 1:05

[transcript begins]

[Sound effect of something going by at high speed.]

VOICE 1: What's that?

VOICE 2: My dog, Prince, going for high quality TIMCO.

[Repeat of sound effect of something going by at high speed.]

VOICE 1: What's that?

VOICE 2: My pet cat, Pauline, going for TIMCO.

VOICE 1: What do you know?

VOICE 2: I know one thing, all dogs and cats go for TIMCO. TIMCO's way ahead in the rich, meaty taste pets love.

VOICE 1: No kidding?

VOICE 2: No kidding. Look what's in TIMCO. 70% beef and beef by-products, plus specialty meats, [inaudible], kidneys, hearts, livers, added to rich, ground beef and beef by-products. That's why every TIMCO meal is a complete meal in itself for pets

VOICE 1: Proteins, too?

VOICE 2: TIMCO's got 'em. A full 12% high in essential proteins

VOICE 1: Sounds good.

VOICE 2: It is good. Keeps our dogs and cats healthy, coats glossy, eyes bright. Keeps 'em feeling good

[Sound effect of something going by at high speed.]

VOICE 1: What's that?

VOICE 2: Prince, happy he had his dish of TIMCO. Hey, where are you going?

VOICE 1: I'm going out to buy my dog high quality TIMCO. Got to keep my dog healthy and happy.

[Performer sings jingle] To keep them happy, and healthy, and full of go, feed them T I M C O.

VOICE 2: Look for the red and yellow label at your grocers. TIMCO, T I M C O.

[transcript ends]

For more information about this transcript, audio recording, or other materials in Special Collections at the University of Maine, contact:

Fogler Special Collections  
5729 Raymond H. Fogler Library  
Orono, ME 04469-5729  
207.581.1686  
um.library.spc @ maine.edu