

091

NEW YEAR'S:
Chinese

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X

January 3, 1966

Dear Dave:

I've got a great promotion ready for the Chinese New Year... January 21st. If I can get it free, I'd like to get some Chinese instruments, gongs or whatever it is, doing: (1) Auld Lang Syne; (2) Just playing the equivalent Chinese Happy New Year Song.

My idea (and for all stations) so that you can begin thinking about it runs along these lines: Did you keep your New Year resolutions? Oh, well, don't worry about it...New Year's is coming again on January 21st so you can start all over. Use all sort of promos with New Year's music, both our Auld Lang Syne played conventionally and the Chinese instruments playing it as well as playing their Chinese New Year song. Have a contest offering \$1.00 for those who phone in and record for airing the most unusual New Year's resolutions they broke or forgot to make. All sort of possibilities are here and we can start building up the holiday spirit along about January 12th, building up to a grand climax on January 21st. That night, we might have some sort of agency party at midnight...say, with big ten-course dinner at Kan's. The possibilities are unlimited but the general theme can be that all of us backsliders get a chance to start the whole bloody mess all over again. Let me hear.

Best,

Gordon McLendon

Jan. 21 is Friday - we start a complete holiday weekend! Jan. 21 begins the Year of the Horse - 4664. ("Horses, Horses" music unless offensive to Chinese community). Jan. 21 ends the Year of the Serpent (4663) which began last Feb. 2.

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a complete holiday weekend!

ANNCR 1: Who is Chicago's most beautiful Oriental woman?

ANNCR 2: W-News wants to know

ANNCR 1: George Tan wants to know know

ANNCR 2: George who????

ANNCR 1: The most ~~beautiful~~ breathtaking woman of Oriental descent who will reign as Queen over the fabulous ~~New~~ Chinese weekend to come...

ANNCR 2: George who????

ANNCR 1: A gorgeous creature of Oriental decent...a queen who could be Chinese, or Japanese or Korean, Hawaiian, Maylayian or Cambodian She will be selected at high noon before the fabulous New Year's Eve, Thursday, at the 8 Immortals Club in the Hung Fa Village of

George Tan...

ANNCR 2: George who????

ANNCR 2: George Tan, a most honorable man of astute eyesight and f lawless ~~xxxx~~ taste, George Tan...

ANNCR 2: Oh, yes, Tan...remarkable man...know his boy...~~big~~ is ^{an oil} named ~~one~~ after him..

ANNCR 1: Oil? George Tan's boy?

ANNCR 2: Oh yes, everyone has heard of ^{George's} Son Tan

Chinese New Year

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ANNCR 1: Oil? George Tan's boy?

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CHINESE NEW YEARS PROMO - #110

ANNCR 1: Do you have the ~~discerning, shrewd and critical~~
be a beauty contest judge - to
 eye to select one outstanding beauty from more
 than 100 gorgeous and captivating beauties...

ANNCR 2: The demands are unthinkable...one from more than ~~one~~
select one beautiful girl
 hundred...*that's a challenge... here are the judges*
~~challenging the artistry of a master...~~

ANNCR 1: ~~Ask~~ Irv Kupcinet of the Sun-Times...or television
Who'll select the Queen of the Orient at George Tan's 8
 star Louie Nye... *Immortal's Club...*

ANNCR 2: ~~Or~~ ask Cliff Johnson, managing editor of W-News,
Chicago
~~or~~ Bill Leonard of the Trib... *Eddie Hill of WGN...*

ANNCR 1: Robert O'Connor, *President of The Chicago Junior Chamber of Commerce*
 Junior Chamber of Commerce president, *Kon-sue*
 ...or the model baron himself, Sabie of Sabie's models...

ANNCR 2: Columnist Bill Corcoran...broadcaster Gordon McLendon
~~...or Eddie Hill of WGN...~~ *and you can be another...*

ANNCR 1: All will cast their vote for the most astounding
 beauty of Oriental descent in all of Chicagoland...Thursday...
 high noon...at the 8 Immortals Key Club in George
 Tan's Hung Fa Village... *if you'd like to be a judge, just send W-News a postcard!*

ANN CR 2: The first fabulous event of a fantastic New Years weekend
 ahead...the colossal Chinese New Years eve, proclaimed
 for all of Chicagoland by all-news W-News, Chicago's
 newspaper of the air...

we'll pick the postcard out of a hat.
address W-News Chicago

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 than 100 gorgeous and captivating beauties...

ANNCR 2: The demands are unthinkable...one from more than *one beautiful girl*
~~one hundred...challenging the artistry of a master...~~ *that's a challenge... here are the judges*

ANNCR 1: ~~Ask Irv Kupcinet of the Sun-Times...or television~~ *Who'll select the Queen of the Orient at George Tan's 8 Immortals Club...*
 star Louie Nye...

ANNCR 2: ~~Or ask Cliff Johnson, managing editor of W-News,~~
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*afternoon
 W-News
 Chicago*

X

The weekend starting Friday evening, January 21st, will be one of the biggest holiday weekends in the history of Chicago. Do you know what the weekend is? Keep tuned to W-news.

* * * * *

It starts Friday evening, January 21st--a complete holiday weekend for Chicago. It can be one of the great holiday weekends in the memory of Chicago. What holiday weekend starts Friday evening, January 21st? * Stay tuned to Wnews.

* * * * *

Imagine--a ^{new} whole/holiday weekend for all of Chicago--a holiday weekend coming up that you never knew you had coming. But it starts Friday evening, January 21st--the most festive holiday weekend celebration in Chicago's memory. Details on Wnews shortly.

* * * * *

Another big holiday weekend is coming up here in Chicago, starting ^{January} Friday afternoon, ~~January~~ 21st. Get ready for one of the biggest holiday celebrations in the history of Chicago--an entire weekend, as the holidays start Friday evening, January 21st. More about that shortly on Wnews.

(add Auld Lang Syne to the raw tracks and put the finished version on the air Monday; in the meantime, let's just start the teasers with no ~~future~~ production except the bare voice).

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CHINESE NEW YEAR PROMOS

(these follow earlier shortie promos or teasers)

SOUND EFFECT: SOUND OF CROWD, HAPPY, EXCITED, NEW YEAR'S EVE CROWD OR CROWD AS IT WOULD SOUND IN A CELEBRATION OR BIG PARTY OF SOME SORT OR AS IT WOULD BE IN TIMES SQUARE ON NEW YEAR'S EVE. BRING THIS SOUND UP, IMMEDIATELY FADING SOMEWHAT TO ESTABLISH "AULD LANG SYNE", BUT THEN KEEPING BOTH UNDERNEATH THE VOICE FOLLOWING:

Only _____ more days until the New Year holidays begin in Chicago. _____ more days and it's Happy New Year again! On Thursday night, January 20th, it's New Year's Eve in Chicago and Chicagoans can enjoy another gala holiday weekend. For all of you who got off to as bad a start in 1966 as we here at Wnews did, Wnews officially proclaims the long weekend starting Thursday, January 20th, as a Chicago holiday--for Thursday, January 20th, is New Year's Eve on the Chinese New Year. Another chance for all of us who broke our New Year's resolutions, another chance to begin 1966 all over--as Chicago celebrates the Chinese New Year Friday, January 21st. But New Year's Eve is Thursday, January 20th, and Wnews and the entire Chicago Chinese community welcome you to a chance to start the year all over again--a fresh start. Plan your Wnews/Chinese New Year's weekend now--schedule your parties and gatherings, celebrate with Wnews, but drive safely over the holiday weekend. Happy second New Year to come from Wnews.

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For airing every hour on WNUS

GONG AND CHINESE MUSIC

~~the music of the~~

The Queen of the Orient--who is Chicago's most beautiful girl of Oriental descent? / On Chinese New Year's Eve, January 20th--next Thursday--~~the Queen of the Orient will be crowned~~ Wnews will help select Chicago's Oriental Queen. That fabulous beauty pageant will begin at 12 noon on New Year's Eve, January 20th in George Tan's famous 8 Immortals Key Club in his Hung Fa Village. / All Chicago girls of Oriental descent--not only Chinese, but Japanese, Korean, Hawaiian as well as beauties from Thailand, South Viet-Nam, Cambodia, Malaysia and Laos. WNews ~~will~~ invites all eligible girls to contact George Tan before January 18th...Webster 9-2898. Webster 9-2898. \$500 first prize and runner-up prizes of \$200 and \$100, ~~in the form of cash~~. as WNews starts the New Year all over again--and this one should be a beauty.

SECRET
NEW YEAR'S:
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GONG AND CHINESE MUSIC

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Officials of Chicago radio station WNUS yesterday proclaimed an official holiday for Chicagoland beginning Thursday evening, January 20th--Chinese New Year's Eve ~~in~~ throughout the world. Friday, January 21st, is the Chinese New Year's Day.

Today WNUS announced that it had accepted an invitation to to select the Queen of the Orient on the Chinese New Year holiday next Thursday evening, and that the Queen will reign at Chinese New Year festivities all day on New Year's Day, as well as at other New Year weekend festivities on January 22nd. George Tan, Executive Director of the 8 Immortals Key Club on South Wabash. Tan announced today that the Oriental Queen will be chosen at noon on New Year's Eve, January 20th, at the 8 Immortals Key Club.

All eligible girls of Oriental descent--Chinese, Japanese, Korean, Hawaiian, as well as girls from Thailand, South Viet Nam, Cambodia, ~~Malaya~~ Malaysia and Laos--all are eligible. ~~More~~ Further directions for entering will be given on WNUS during the days to follow, and the ~~Annual~~ Beauty Queen of the Orient contest will be held at George Tan's Hung Fa Village ~~at~~ in the 8 Immortals Key Club at 229 South Wabash. ~~The~~ Miss Queen of the Orient will receive a \$500 United Savings Bond, the first runner-up a \$200 United States Savings Bond, and the Second Runner-up a \$100 Savings Bond. The Queen and her court, WNUS announces, will reign at the Chinese ~~Year~~ New Year festivities on January 22nd as Chicago prepares for a second gala New Year's weekend--a chance to start 1966 all over again.

Officials of Chicago radio station WNUS yesterday proclaimed an official holiday for Chicagoland beginning Thursday evening, January 20th--Chinese New Year's Eve ~~in Asia~~ throughout the world. Friday, January 21st, is the Chinese New Year's Day.

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NEW YEAR'S: NEW YEAR'S: NEW YEAR'S: NEW YEAR'S:

The Orient has many ways of saying "Happy New Year"--in Indonesia,
SLAMAI TA TAHUN BARU--in Chinese: KUNG-TSI FAH-TSEH--Happy New
Year! And Wnews has proclaimed next Thursday as the beginning
of an official Chicago holiday weekend, because next Thursday
evening is New Year's Eve--Chinese New Year's Eve. Friday, January
twentieth is New Year's Day. ^{Forget about} ~~Remember~~ breaking your New Year
resolutions, forget about how shabbily your New Year started--let's
start it all over again. WNews offers you a second crack at a
great 1966--a second beginning on a long Chicago holiday weekend--
starting on Chinese New Year's Eve, next Thursday evening, ~~and then~~
^{Year's Eve} ~~happy new year~~ Arrange your New Year parties now; get set for a real
celebration as we all back up and start the New Year right this time.
Wnews sends you its Kung-Tsi Fah-Tseh--Happy New Year!

1/12/66

SECRET
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1/12/66

BREAK IN CHINESE MUSIC

SECRET
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CHINESE NEW YEARS EVE PROMO (WEEK OF) #3

SNEAK IN CHINESE MUSIC

All China, this week, awaits the coming of the year of the horse -- for Yuan Don comes Friday -- the most magnificent dawn of a new year...

(STRIP IN GIRL'S EXCERPT #3)

So be it. New Year in China. But W-News, too, readies to welcome that new year in China with an even more fantastic celebration, here in Chicago. This Thursday, then, join with W-News in a gigantic, maddening evening of wild merriment...as New Years Eve again ^{is reborn} ~~approaches~~ this Thursday in Chicago. Get set to kick the gong around with W-News on Thursday. Happy New Year.

SNEAK IN CHINESE MUSIC

WCHT-TV
SUNNY DAY
NEW YEAR'S
EW YEAR'S
V YEAR'S

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SNEAK IN CHINESE MUSIC

CHINESE NEW YEARS WEEKEND PROMO #3 (RUN JAN 21-22-23 ONLY)

W-News, along with the panel of other judges at the selection of Chicago's Oriental Queen, admits this unforgettable moment was more than frustrating. To select ~~from~~ one from many outstanding and breathtaking beauties was a maddening decision. Beside television star Louie Nye, who had taken time away from Chicago's Drury Lane Theatre and his role in Charlie's Aunt, we asked Louie Nye to help us in the selection. He tells us....

(STRIP IN NWE EXCERPT STARTING WITH "THERE'S SO MUCH TASTE INVOLVED...")

Yes, Mr. Nye, we agree to a most frustrating hour. But to the Oriental Queen Diane Leigh together with the nine other gorgeous finalists seeking the crown of Chicago's Oriental Queen, in this, Chinese New Years weekend in Chicago, W-News offers sincere congratulations. In the words of the remarkable Mr. Nye, "bless ~~your~~ your toes"....

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And, not to be forgotten, the exquisite allure and whimsy of Miss Marie Fong, prettier than a lotus blossom of native Tokyo...
(STRIP IN FONG EXCERPT, ENDING ON "I HAVE FUN WITH W-NEWS")
W-News, too, hopes you have fun with W-News, too, always, and particularly this weekend in Chicagoland. Miss Fay Pat Choy...Happy New Years all over again...From W-News.

NEW YEAR'S WEEKEND PROMO "#2 (RUN JAN. 21-22-23 ONLY)

W-News, in the festive spirit of Chicago's Chinese New Years weekend at hand, wishes everyone "Gung Hay Fat Choy"... Happy New Year. And, too, W-News, too, honors the ten fabulous beauties, of Oriental descent, who competed Thursday for the crown of Miss Oriental Queen. To breathtaking Diane Leigh, from Hong Kong, who was acclaimed the most dazzling of all, at the 8 Immortals Club of the Hung Fa Village...

(STRIP IN DIANE LEIGH'S HAPPY NEW YEARS)

But, too, W-News will not soon forget yet another Oriental beauty - the dark, sloe-eyed beauty of ~~Diane~~ Nicky ~~Hashigoochi~~ Hashigoochi...

(STRIP IN HASHAGUCHI)

Or Lelani Karaska, a captivating, gorgeous Hawaiian queen...

(STRIP IN LAST ~~KARASKA~~ KARASKA STATEMENT)

And, not to be forgotten, the hypnotic allure and whimsy of Anna Marie Fong, prettier than a lotus blossom of native Tokyo...

(STRIP IN FONG STATEMENT, ENDING ON "I HAVE FUN WITH W-NEWS")

W-News, too, hopes you have fun with WNews; now, always, but particularly this weekend in Chicagoland. Gung Hay Fat Choy...Happy New Years all over again...from W-News.

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(STRIP IN HASHAGUCHI)

Or Lelani Karaska, a captivating, gorgeous Hawaiian queen...

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NEW YEARS WEEKEND PROMO (Use January 21-22-23 Only)

As Chicagoland relaxes over a snow-covered January weekend, W-News continues to honor and celebrate a festive New Year... Chinese New Years in Chicago and the crowning of its new and dazzling Oriental Queen, Miss Diane Leigh. Diane Leigh from Hong Kong, a startling brunette beauty from the Orient, a breathtaking addition to Chicagoland...

EXCERPT: DIANE LEIGH'S NEW YEARS GREETING * IMPORTANT:

STRIP IN HER LAST STATEMENT "GUNG HAY FAT CHOY".

Together with captivating Diane Leigh, Chicagoland's Oriental Queen, W-News wishes you a Happy New Year -- for the second time in a month. W-News ~~hope~~ ~~extant~~ hopes that this new year, The Chinese Year of the Horse, turns out to be the thoroughbred year for everyone listening in Chicagoland. Gung Hay Fat Choy. Happy New Year!!!

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Happy New Year!!!

new year is less than a month. Among the biggest of
all parties new. Invitations, you'll find, will be
cheerfully accepted.

Look out GUNG HO FAT CHOY...Happy New Year...and join
all-news W-News on Thursday, January 20th, bringing
Chicago a second lease on life. Happy New Years.

(LARGE EFFECT: CLASH WITH CHINESE MUSIC)

Chinese New Years Station Promo #101

(SOUND EFFECT: BRIGHT CHINESE MUSIC FROM KABL TAPE: UNDER FOR)

ANNCR: If you try to figure out just when the next Chinese New Year will fall, you had better be practiced in ~~xyz~~ astrology and arithmetic. Still, your apt to be wrong. The Chinese themselves have to call in astronomers and mathematicians to find out when to start celebrating. But, one thing for certain. The next YUAN DON...or New Year's Day...dawns on January 21st, at the stroke of midnight. And all-news W-news is reading the greatest of all New Year's eve celebrations for all of Chicago. On Thursday night, a new night to start the new year all over again. A new night to eat, dance, drink and be Chinese merry. Join W-News as it ushers in the second new year in less than a month. Arrange the biggest of all parties now. Invitations, you'll find, will be cheerfully accepted. Boom out GUNG HO FAT CHOY...Happy New Year...and join all-news W-News on Thursday, January 20th, bringing Chicago a second lease on life. Happy New Years.

(SOUND EFFECT: CLOSE WITH CHINESE GONG)

SOFTY-Oops

NEW YEAR'S:

W YEAR'S:

YEAR'S:

1730

Chinese New Years Station Promo #101

(SOUND EFFECT: BRIGHT CHINESE MUSIC FROM KABL TAPE: UNDER FOR)

ANNCR: If you try to figure out just when the next Chinese New Year will fall, you had better be practiced in ~~xxx~~ astrology and arithmetic. Still, your apt to be wrong. The Chinese themselves have to call in astronomers and mathematicians to find out when to start celebrating. But, one thing for certain. The next YUAN DON...or New Year's Day...dawns on January 21st, at the stroke of midnight. And all-news W-news is reading the greatest of all New Year's eve celebrations for all of Chicago. On Thursday night, a new night to start the new year all over again. A new night to eat, dance, drink and be Chinese merry. Join W-News as it ushers in the second new year in less than a month. Arrange the biggest of all parties now. Invitations, you'll find, will be cheerfully accepted. Boom out GUNG HO PAT CHOY...Happy New Year...and join all-news W-News on Thursday, January 20th, bringing Chicago a second lease on life. Happy New Years.

(SOUND EFFECT: CLOSE WITH CHINESE GONG).

(SOUND EFFECT: CLOSE WITH GONG)

Chinese New Years Promo #102

(SOUND EFFECT: CHINESE GONG)

ANNCR: In far off China, MAH NIEN is approaching. MAH NIEN...the year of the horse. According to the Chinese lunar calender, the present year, the Year of the Serpent, will be replaced at midnight, January 21st. In Chinese history, the upcoming year will be recorded as the Year of the Horse... four thousand, six hundred, 64.

(SOUND EFFECT: SNEAK IN CHINESE MUSIC FROM KABL TAPE)

W-News, never behind the time, invited you to celebrate the coming of 4664 Thursday, January 20th. W-News offers you a second lease on life. If you made a raft of resolutions last December 31st and had to break them, remake them. If your old New Year's even date turned out to be a dud, try another one. If your mother-in-law showed up, don't call her this time.

W-News proclaims the greatest of all new New Year's Eve celebrations for all of Chicago...Chinese New Years Eve, Thursday, January 20th. Get set for a second start on the New Year with all-news W-News in Chicago.

(SOUND EFFECT: CLOSE WITH GONG)

SOFTY-Oops
NEW YEAR'S:
NEW YEAR'S:
YEAR'S:

Chinese New Years Promo #102

(SOUND EFFECT: CHINESE GONG)

ANNCR: In far off China, MAH NIEN is approaching. MAH NIEN...the year of the horse. According to the Chinese lunar calender, the present year, the Year of the Serpent, will be replaced at midnight, January 21st. In Chinese history, the upcoming year will be recorded as the Year of the Horse... four thousand, six hundred, 64.

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W-News proclaims the greatest of all new New Year's Eve celebrations for all of Chicago...Chinese New Years Eve, Thursday, January 20th. Get set for a second start on the New Year with all-news W-News in Chicago.

(SOUND EFFECT: CLOSE WITH GONG)

CHINESE NEW YEARS EVE PROMO #103

(SOUND EFFECT: SHOW CHINESE MUSIC FROM KABL TAPE)

AFNCR: Were you born after January in 1918...or 1930...
or 1942...or even 1954. If you were, you were born
in the Chinese Year of the Horse. The horse is one
of the 12 symbolic animals which comprise the Chinese
lunar calendar cycle.
Thus, if you are soon to be 12, or 24, or 36, or 48,
or even 60, you were born in the Year of the Horse.
According to Chinese legend, like the horse, you
are gentle and mild mannered...strong and wealthy...
an astute business person with the ability of biding
your time for the right opportunity.
That is, if you were born in the Year of the Horse.
No matter, though, when you were born. All news W-News
has proclaimed January 20th an all new year to start
out anew. January 20th, Thursday, Chinese New Years
Eve. Start out again. Celebrate with all of Chicago
as Chicago rings in still a second New Years...Chinese
New Years...the biggest celebration of time.
Stand erect, then bow low, say GUNG HAY FAT CHOY, and
then rise up and ~~any~~ roar in with the greatest New
Years parties of all time.

(SOUND EFFECT: CLOSE WITH CROWD SOUNDS, MERRIMENT, ETC.)

NEW YEAR'S:
NEW YEAR'S:
NEW YEAR'S:

CHINESE NEW YEARS EVE PROMO #103

(SOUND EFFECT: SHOW CHINESE MUSIC FROM KABL TAPE)

AFNCR: Were you born after January in 1918...or 1930...
or 1942...or even 1954. If you were, you were born
in the Chinese Year of the Horse. The horse is one
of the 12 symbolic animals which comprise the Chinese
lunar calendar cycle.
Thus, if you are soon to be 12, or 24, or 36, or 48,
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are gentle and mild mannered...strong and wealthy...
an astute business person with the ability of biding
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No matter, though, when you were born. All news W-News
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Eve. Start out again. Celebrate with all of Chicago
as Chicago rings in still a second New Years...Chinese
New Years...the biggest celebration of time.
Stand erect, then bow low, say GUNG HAY FAT CHOY, and
then rise up and ~~any~~ roar in with the greatest New
Years parties of all time.

(SOUND EFFECT: CLOSE WITH CROWD SOUNDS, MERRIMENT, ETC.)

CHINESE NEW YEARS EVE ROMO #104

(SOUND EFFECT: CHINESE GONG)

ANNCR: Next Thursday night, somewhere in Shanghai, a Chinese band plays sentimental ballads...
(STRIP IN SLOW CHINESE MUSIC FROM KABL TAPE)
In a Hong Kong hotel, another will be more up-beat...
(STRIP IN FASTER CHINESE MUSIC FROM KABL TAPE)
And, in one of Chicago's Chinatown homes, a gentleman will slowly rise from the smokey haze and sing the theme of the evening...

(STRIP IN CHINESE SINGING AULD LAND SYNE)

Next Thursday evening will be Chinese New Years Eve... and across the continent giant celebrations will unfold to celebrate the Chinese New Year four thousand, 600 and 64...

(SEQUE TO LOMBARDO RECORD OF AULD LANG SYNE)

In Chicago, all news W-News proclaims this Chinese New Years eve a New Year's Eve for all Chicagoans. A second chane to start the new year anew again. Join W-News next Thursday, January 20th as the Chinese New Years comes alive. Say GUNG HAY FAT CHOY... Happy New Year in Chinese...and swing in the greatest, whing-dingin'est New Year's eve celebration ever.

Sorry-Oops

NEW YEAR's:

NEW YEAR's:

NEW YEAR's:

CHINESE NEW YEARS EVE ROMO #104

(SOUND EFFECT: CHINESE GONG)

ANNCR: Next Thursday night, somewhere in Shanghai, a Chinese band plays sentimental ballads...

(STRIP IN SLOW CHINESE MUSIC FROM KABL TAPE)

In a Hong Kong hotel, another will be more up-beat...

(STRIP IN FASTER CHINESE MUSIC FROM KABL TAPE)

And, in one of Chicago's Chinatown homes, a gentleman will slowly rise from the smokey haze and sing the theme of the evening...

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Sorty-Oops
New Year's:
3W Year's:
Resolutions
YEAR's:
ancake Race

CHINESE NEW YEARS PROMO. (WEEK OF) #1

SNEAK IN CHINESE MUSIC

Half the distance around a boundless world, in China, land of lotus blooms, the mysteries of Bhudda and delicate pagoda towers, the people of China pause -- await the coming of Yuan Dan, a new year's dawn in China...

EXCERPT: STRIP IN GIRL #1

And, in Chicago, W-News, along with Chicagoans everywhere, join the Chinese community in celebrating a new, a second New Years eve, Thursday night with the coming of what the Chinese call full dark. W-news giving Chicago a fresh start on a year already 21 days old.... Thursday, Chicago kicks the gong around, proclaiming gung hay fat choy. Happy New Year!

CURTAIN WITH GONG

CHINESE NEW YEARS PROMO (WEEK OF) #2

SNEAK IN CHINESE MUSIC:

In the far, Far East, in China, the dust of great dynasties of yesteryear still covers a limitless horizon. The dynasties of Ming, of Chou, of Manchu...vivid legends drawn from sacred traditions of an ever rumbling, pulsating China. This Thursday night, China, honors the year past, and bids welcome to the new year of four thousand, six hundred, sixty-four...

(STRIP IN CHINA GIRL EXCERPT #2)

W-News, too, honors a tradition of nearly 5,000 years ago. Chinese New Years eve in Chicago...a night of fabulous celebrations... a night to start the year out all over again. Join W-News, this

CHINESE NEW YEARS PROMO, (WEEK OF) #1

SNEAK IN CHINESE MUSIC

Half the distance around a boundless world, in China, land of lotus blooms, the mysteries of Buddha and delicate pagoda towers, the people of China pause -- await the coming of Yuan Don, a new year's dawn in China...

EXCERPT: STRIP IN GIRL #1

And, in Chicago, W-News, along with Chicagoans everywhere, join the Chinese community in celebrating a new, a second New Years eve, Thursday night with the coming of what the Chinese call full dark. W-news giving Chicago a fresh start one year already 21 days old.... Thursday, Chicago kicks the gong around, proclaiming gung hay fat choy, Happy New Year!

CURTAIN WITH GONG

CHINESE NEW YEARS PROMO (WEEK OF) #2

SNEAK IN CHINESE MUSIC:

In the far, Far East, in China, the dust of great dynasties of yesteryear still covers a limitless horizon. The dynasties of Ming, of Chou, of Manchu...vivid legends drawn from sacred traditions of an ever rumbling, pulsating China. This Thursday night, China, honors the year past, and bids welcome to the new year of four thousand, six hundred, sixty-four...

(STRIP IN CHINA GIRL EXCERPT #2)

W-News, too, honors a tradition of nearly 5,000 years ago.

Chinese New Years eve in Chicago...a night of fabulous celebrations...

3333 Chinese New Year

It's generally understood that Chinese New Year will occur between mid-January and mid-February. Precisely when is the perennial question.

In order to set the record straight, the San Francisco Convention and Visitors Bureau consulted the local oracles.

For future reference:

the Year of the Ram (4665)	officially arrives February 9, 1967;
Year of the Monkey (4666)	January 30, 1968;
Year of the Rooster (4667)	February 17, 1969;
Year of the Dog (4668)	February 6, 1970;
Year of the Boar (4669)	January 27, 1971;
Year of the Rat (4670)	February 15, 1972;
Year of the Ox (4671)	February 3, 1973;
Year of the Tiger (4672)	January 23, 1974;
Year of the Hare (4673)	February 11, 1975;
Year of the Dragon (4674)	January 31, 1976;
Year of the Serpent (4675)	February 18, 1977;
Year of the Horse (4676)	February 7, 1978;
Year of the Ram (4677)	January 28, 1979;
Year of the Monkey (4678)	February 16, 1980;

That's as far ahead as Chinatown's seers could see.

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11/23/65



Les Lear PRODUCTIONS

SHERMAN HOUSE, CHICAGO, ILLINOIS 60601 (Area Code 312) FRanklin 2-2100

- RADIO
- TELEVISION
- FILM - TAPE - LIVE
- INDUSTRIAL SHOWS

- PUBLIC RELATIONS
- SPECIAL EVENTS
- PRODUCT REPRESENTATION
- FUND RAISING COUNSEL

January 17, 1966

Mr. Gordon B. McLendon
President
McLendon Stations ... W-NUS
8601 South Kedzie Avenue
Chicago, Illinois 60652

Dear Gordon:

Was delighted to talk with you this morning, and I appreciate the generous amount of time you spent with me.

Appreciate, too, that you will give the Thompson Designs' "Lady Elegante" as well as, perhaps, other Thompson Designs products, the "Mr. Manicure," the "Portable Power Tool" and the "Debu-Teen" mentions (commercials) on your all-powerful W-NUS.

I just talked with A. M. (Tommy) Thompson, president of Thompson Designs, and he is very happy about the turn of events -- the fact that you will give him a generous amount of W-NUS commercials without charge. Tommy Thompson is shipping to you today, to your attention, three (3) "Lady Elegante", three (3) "Mr. Manicure", three (3) "Portable Power Tool" and three (3) "Debu-Teen" sets, together with spec sheets.

This guy Tommy Thompson is quite a chap. Several years ago, while lying in a Brisbane, Australia hospital with yellow fever, he hit upon a couple of ideas which were eagerly grasped by our Government; one was the Remote Control Rear Gun Turret, which enabled the pilot or the co-pilot to operate the rear gun turret from the pilot seats. He is quite an inventive genius, and he hit upon the "Lady Elegante" Electric (flashlight battery operated) Manicure Set when his wife said, "You're so smart --- why don't you invent something so I can do my nails without going to a manicurist?" --- and the Lady Manicure Set by Thompson Designs was born. Since then, Tommy has brought out the Mr. Manicure and also the Portable Power Tool (which is ideal for model makers), and his latest is the Debu-Teen, which encourages the teen-ager to keep her nails in perfect condition.

I'm also having two (2) Tidie Driers sent direct to your attention. They come from Tulsa, Oklahoma, from The Drico Company. The Tidie Drier is a Portable Electric Clothes Drier with all the conveniences of a big, automatic drier. It is neat, compact and the indispensable item for the average girl or woman. It dries hose, bras, panties, gloves and other small washables within minutes --- and it comes complete with an attachment, the Tidie Drier Hair Drier Bonnet, which dries hair 30% faster than salon models. The Tidie Drier and Hair Drier Bonnet attachment retails for \$25.



Les Lear PRODUCTIONS

Mr. Gordon B. McLendon

January 17, 1966

Page two

Glad, too, Gordon, that we had a chance to discuss the possibility of "facts and figures" being put forth regularly throughout the day and night on your W-NUS --- facts having to do with outstanding Chicagoans --- outstanding points of interest --- national events, as well as worldwide events. In my opinion, setting forth these facts will make Chicagoans -- will make all those within hearing range of W-NUS -- the best informed, the best educated people in all the land.

I look forward to getting together with you, Gordon, and if not before, it certainly will be prior to 12:00 Noon come next Thursday the 20th, when we will gather to rejoice in the Chinese New Year at George Tan's Eight Immortals Key Club, on the third floor of his Hung Fa Village at 229 South Wabash.

Sincerely,

Les Lear

LKL:mb

Enclosure - Tidie Drier spec sheet

(N O T E)

NEWS RELEASE:



Les Lear
PRODUCTIONS

SHERMAN HOUSE, CHICAGO, ILLINOIS 60601 (Area Code 312) FRanklin 2-2100

FROM: LES LEAR - FRanklin 2-2100

1/11/66

TO: CLIFF T. JOHNSON, MANAGING EDITOR, W-NUS RADIO

SUBJECT: ORIENTAL QUEEN CONTEST --- NOON, THURSDAY, JAN. 20TH
TWO DAYS PRIOR TO THE CELEBRATION OF THE CHINESE NEW YEAR.

GEORGE TAN, EXECUTIVE DIRECTOR--OWNER OF THE 8 IMMORTALS KEY CLUB
LOCATED ON THE 3RD FLOOR OF HIS HUNG FA VILLAGE AT 229 SOUTH WABASH,
IS SPONSORING AN ORIENTAL QUEEN CONTEST.

RADIO STATION W-NUS WILL HELP SELECT THE ORIENTAL QUEEN AT NOON
ON THURSDAY, JANUARY 20th --- THE QUEEN WILL REIGN AT THE CHINESE
NEW YEAR'S FESTIVITIES ON JANUARY 22ND.

W-NUS IS ASKING ALL ELIGIBLE YOUNG LADIES OF ORIENTAL DESCENT,
NOT ONLY CHINESE, BUT JAPANESE, KOREAN, HAWAIIAN, AS WELL AS YOUNG LADIES
FROM THAILAND, SOUTH VIET NAM, CAMBODIA, MALAYSIA AND LAOS, TO CONTACT
GEORGE TAN AT THE 8 IMMORTALS KEY CLUB BEFORE JANUARY 18TH.

THE PHONE NUMBER IS WEBSTER 9-2898. YOU MUST CALL WEBSTER 9-2898
AND SPEAK WITH MR. GEORGE TAN BEFORE JANUARY THE 18TH.

OR YOU MAY CALL IN PERSON AT THE 8 IMMORTALS KEY CLUB, HUNG FA VILLAGE,
229 SOUTH WABASH. MR. GEORGE TAN WILL GIVE YOU FULL PARTICULARS.

W-NUS IS GLAD TO PARTICIPATE IN THE ORIENTAL QUEEN CONTEST, THE
WINNER OF WHICH WILL RECEIVE A \$500 UNITED STATES SAVINGS BOND,
THE FIRST RUNNER-UP A \$200 UNITED STATES SAVINGS BOND, AND THE
SECOND RUN NER-UP A \$100 UNITED STATES SAVINGS BOND.

(M O R E)

SOFTY-OOPS
RADIO

NEW YEAR'S:
Resolutions

NEW YEAR'S:
Resolutions

NEW YEAR'S:
Resolutions

ancake Race

NEWS RELEASE:



Les Lear
PRODUCTIONS

SHERMAN HOUSE, CHICAGO, ILLINOIS 60601 (Area Code 312) FRanklin 2-2100

... add one
(Oriental Queen Contest)

THE ORIENTAL QUEEN CONTEST WILL BE AT 12 NOON ON JANUARY 20th
IN THE 8 IMMORTALS KEY CLUB OF HUNG FA VILLAGE, 229 SOUTH WABASH.
THE CONTESTANTS WILL RECEIVE REFRESHMENTS AND A SUMPTUOUS FEAST.
THE QUEEN AND HER COURT WILL REIGN AT THE CHINESE NEW YEAR'S
FESTIVITIES ON JANUARY THE 22ND.

###

SOFTY-OOPS
Reddies

NEW YEAR'S:
Orthodox

3W YEAR'S:
Resolutions

7 YEAR'S:
Share

ancake Race



Les Lear PRODUCTIONS

SHERMAN HOUSE, CHICAGO, ILLINOIS 60601 (Area Code 312) FRanklin 2-2100

- RADIO
- TELEVISION
- FILM - TAPE - LIVE
- INDUSTRIAL SHOWS

- PUBLIC RELATIONS
- SPECIAL EVENTS
- PRODUCT REPRESENTATION
- FUND RAISING COUNSEL

January 14, 1966

Special Delivery

Mr. Gordon B. McLendon, President
McLENDON STATIONS ... W-NUS
8601 South Kedzie Avenue
Chicago, Illinois 60652

Dear Gordon:

Congratulations on the magnificent--the unrivaled--manner in which you are filling the kilocycles all over Chicagoland with the ORIENTAL QUEEN CONTEST, and I'm glad that thousands upon thousands of people, loyal W-NUS listeners, believe this is another one of the great McLendon promotional projects. You can well imagine how delighted George Tan (graduate of Chicago University, owner-director of the Eight Immortals Key Club) is with the great way W-NUS is following through on the Contest.

Gordon, you can do me a big favor, one which I feel will not only materially enhance the effectiveness of your W-NUS CHINESE NEW YEAR--ORIENTAL QUEEN CONTEST, but will bring added laurels to W-NUS, and that is the mentioning of a few little quality items being given to the Oriental Queen contestants -- not only quality products, but handled by the best State Street stores, and with the added possibility that we might snare them as W-NUS accounts. Herewith the items:

THE LADY ELEGANTE ELECTRIC MANICURE SET
Battery operated, made by THOMPSON DESIGNS
(A really fine product --- retails at \$5.95.)

The next item is just about the greatest thing that has ever been made for any woman. It's THE TIDIE DRIER, a tiny, portable electric clothes drier with all the convenience of a big, automatic drier. It dries hose, bras, panties, gloves and other small washables within minutes --- then there is an attachment, THE TIDIE DRIER HAIR DRIER BONNET, which dries hair 30% faster than salon models.
(The Tidie Drier and Hair Drier Bonnet retails for \$25.00.)

Each one of the contestants will also receive a CERTIFICATE FOR A HUNG FA VILLAGE FEAST - DINNERS FOR FOUR.

NEW YEAR'S:
Orthodox
NEW YEAR'S:
Resolutions
NEW YEAR'S:
Fairs
 pancake Race



Les Lear PRODUCTIONS

Mr. Gordon B. McLendon
January 14, 1966
Page two

Do hope you will permit these items to ride, as I am confident they will materially enhance not only the value of your W-NUS - CHINESE NEW YEAR - ORIENTAL QUEEN CONTEST, but the items can be mentioned as though they were being given by W-NUS.

I look forward to seeing you before you get away.

My best.

Sincerely,

Les Lear

LKL:mb

cc: Mr. Gordon B. McLendon, President
McLendon Stations --- W-NUS
230 North Michigan Avenue
Chicago, Illinois 60601

W-NUS IS GLAD TO PARTICIPATE IN THE ORIENTAL QUEEN CONTEST, THE WINNER OF WHICH WILL RECEIVE A \$500 UNITED STATES SAVINGS BOND, THE FIRST RUNNER-UP A \$250 UNITED STATES SAVINGS BOND, AND THE SECOND RUNNER-UP A \$100 UNITED STATES SAVINGS BOND.

(N O W)

Softy-Oops
Rudeness

NEW YEAR'S:
Orthodox

NEW YEAR'S:
Resolutions

NEW YEAR'S:
There

pancake Race

NEWS RELEASE:



Les Lear
PRODUCTIONS

SHERMAN HOUSE, CHICAGO, ILLINOIS 60601 (Area Code 312) FRanklin 2-2100

FROM: LES LEAR - FRanklin 2-2100

TO: EDDIE HUBBARD ... THE Personality of W G N

SUBJECT: ORIENTAL QUEEN CONTEST --- NOON, THURSDAY, JAN. 20TH ---

~~ONE~~ ~~Two~~ days prior to the celebration of the Chinese New Year (YEAR OF 4644)

GEORGE TAN, EXECUTIVE DIRECTOR—OWNER OF THE EIGHT IMMORTALS KEY CLUB LOCATED ON THE THIRD FLOOR OF HIS HUNG FA VILLAGE AT 229 SOUTH WABASH, IS SPONSORING AN "ORIENTAL QUEEN CONTEST."

RADIO STATION W-NUS WILL HELP SELECT THE ORIENTAL QUEEN AT NOON ON THURSDAY, JANUARY 20TH --- THE QUEEN WILL REIGN AT THE CHINESE NEW YEAR'S FESTIVITIES ON JANUARY 22ND.

W-NUS IS ASKING ALL ELIGIBLE YOUNG LADIES OF ORIENTAL DESCENT -- NOT ONLY CHINESE, BUT JAPANESE, KOREAN, HAWAIIAN, AS WELL AS YOUNG LADIES FROM THAILAND, SOUTH VIET NAM, CAMBODIA, MALAYSIA AND LAOS -- TO CONTACT GEORGE TAN AT THE EIGHT IMMORTALS KEY CLUB BEFORE JANUARY 18TH.

THE PHONE NUMBER IS WEBSTER 9-2898. YOU MUST CALL WEBSTER 9-2898 AND SPEAK WITH MR. GEORGE TAN BEFORE JANUARY THE 18TH.

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(M O R E)

Sorry - Oops
Buddhism

NEW YEAR's:
Orthodox

NEW YEAR's:
Resolutions

NEW YEAR's:
Phars

ancake Race

NEWS RELEASE:



Les Lear
PRODUCTIONS

SHERMAN HOUSE, CHICAGO, ILLINOIS 60601 (Area Code 312) FRanklin 2-2100

... add one
(Oriental Queen Contest)

THE ORIENTAL QUEEN CONTEST WILL BE AT 12 NOON ON JANUARY 20TH IN THE EIGHT IMMORTALS KEY CLUB OF HUNG FA VILLAGE, 229 SOUTH WABASH. THE CONTESTANTS WILL RECEIVE REFRESHMENTS AND A SUMPTUOUS FEAST. THE QUEEN AND HER COURT WILL REIGN AT THE CHINESE NEW YEAR'S FESTIVITIES ON JANUARY THE 22ND.

THE JUDGES OF THE ORIENTAL QUEEN CONTEST ARE:

BILL CORCORAN, COLUMNIST - OAK LAWN INDEPENDENT EDDIE HUBBARD OF WGN CLIFF JOHNSON, MANAGING EDITOR OF W-NUS KUP OF THE SUN-TIMES BILL LEONARD OF THE TRIBUNE GORDON B. McLENDON, PRESIDENT OF McLENDON STATIONS, W-NUS, CHICAGO LOUIE NYE, STARRING IN "CHARLEY'S AUNT" AT DRURY LANE THEATRE ROBERT O'CONNOR, PRESIDENT OF THE JUNIOR CHAMBER OF COMMERCE ... AND SABIE, OF SABIE MODELS.

SPECIAL:

EACH CONTESTANT WILL RECEIVE AN ELECTRIC MANICURE SET - BATTERY OPERATED - "THE ELEGANTE" - FROM THOMPSON DESIGNS --- AND EACH WILL RECEIVE A CERTIFICATE FOR A FEAST AT HUNG FA VILLAGE, DINNER FOR FOUR.

#

Sorry-Oops
Riddance

NEW YEAR'S:
Orthodox

NEW YEAR'S:
Resolutions

NEW YEAR'S:
Where

ancake Race

Society-Oops
Rudbeck

NEW YEAR'S:
Orthodox

NEW YEAR'S:
Resolutions

NEW YEAR'S:
Share

pancake Race

EASTERN ORTHODOX CHURCH NEW YEARS

USE 1/13/66 ONLY

#1

Today is Thursday, January 13th, New Year's Eve for the many members of Chicagoland's Eastern Orthodox Church. As a brassy sun disappears westward and is smothered in the full dark of midnight, W-News extends sincere and lasting best wishes for the new year to come to the Eastern Orthodox Church in Chicago.

#2

A new year rises with tomorrow's dawn for members of Chicagoland's Eastern Orthodox Church. A hope of tomorrow is born in the confidence of yesterday. To every member of the Eastern Orthodox Church who tonight celebrates the coming of a new year, all-news W-News in Chicago offers its sincere best wishes.

Sorry-Oops &
Red Rags

ot Limit

NEW YEAR's:
Resolutions

W YEAR's:
Share

ancake Race

EASTERN ORTHODOX CHURCH NEW YEARS

USE 1/13/66 ONLY

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Sorry-Oops &
Red Red

ot Limit

NEW YEAR'S:
Resolutions

NEW YEAR'S:
Where

ancake Race

Sorry-Oops & Booboo's

ot Limit

NEW YEAR's:
Resolutions

W YEAR's:
Share

ancake Race

Resolutions

Make yourself a New Year's resolution to lose weight and here it is mid-January and you're already blown up like a baby blimp--forget it; it's not too late to start--make those resolutions all over again with Wnews and celebrate your second chance at a New Year--Chinese New year with Wnews, beginning Thursday night, January 20th.

Get off to a bad start in the New Year? Did you promise yourself to cut down on your smoking and instead you're smoking a pack more every day. Doesn't matter. You can begin the New Year all over again with Wnews as it celebrates starting all over again--Wnews' Chinese New Year begins next Thursday, January 20th.

Make yourself a New Year's resolve to get out of debt and you just blew forty dollars last night in a poker game? Pay no attention. It's not too late to start all over--begin 1966 fresh--a new start with Wnews--make your resolutions all over again--Wnews' Chinese New Year holiday for all Chicago begins next Thursday.

Did you make yourself a New Year's promise that you were going to stop drinking and you haven't even recovered from New Year's Eve yet? Doesn't matter at all. Wnews' Chinese New Year's holiday weekend starts next Thursday in Chicago--a chance to ~~start~~ take a fresh, running start at 1966 all over again.

Did you make a New Year's resolve to keep the kids under control and last night one of the kids hit you with an andiron? ~~It's~~ Don't give up on 1966. You can begin all over with Wnews, which has proclaimed an official New Year's holiday weekend starting next Thursday, January 20th, the start of the Chinese New Year, and the start of 1966 for every Chicagoan who got off to a bad start in the first place.

Did you tell yourself on New Year's Eve that you were going to keep your mother in law out of the house and the next day your wife left a you and your mother in law moved in? Forget it. If you got off to a bad start in 1966, begin it all over again with Wnews--remake your resolutions as Wnews' Chinese New Year holiday weekend begins next Thursday.

What happened to your New Year resolutions? Did you tell yourself you'd really go to work in 1966 and you haven't been out of the Wrigley bar? No cause to worry. Just begin 1966 all over again with Wnews--Wnews' festive holiday weekend, the Chinese New Year, begins 1966 all over again starting next Thursday, January 20.

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NEW YEAR'S:
Others
ancake Race

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9856 Morgan
2597

NEW YEARS: Resolutions

New Year start off badly? Did you make a ~~new~~ ~~year~~ resolution to reduce and ~~not~~ ~~your~~ blown up like a balloon. Don't worry about it -- start the New Year all over on January 20th as W-News starts the year all over on Chinese New Years.

Did you break your New Year's resolution ~~already~~? Promise yourself that you were going to ~~the~~ ~~stay home~~ ~~was and just~~ ~~wasn't~~ get rich and now you're in the pauper's home? Forget it -- take a fresh look at W-News New Year -- starts in a festive Chicago holiday weekend beginning Thursday, January 20 -- Chinese New Year's Eve..

You make a lot of New Year resolutions -- huh? Promise yourself that you'd never have another cigarette and here you are puffing like a steam engine? Well, doesn't matter -- start the New Year over again, right, and celebrate W-News Chinese New Year weekend starting on Chinese New Year's Eve, next Thursday night?

Did you plan to make a big New Year's Eve out of it and then your mother-in-law comes over to join you? Take a second run at it.

Did your New Year's Eve date turn out to be a dud? A real loser?

Make Thursday night your night to kick the guy ~~right~~ around?

Sorry-Oops &
BooBoos

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NEW YEAR's:
Others

ancake Race

UPR175

(NEW YEAR'S GREETINGS)

EDITORS:

THERE ARE AS MANY WAYS TO SAY "HAPPY NEW YEAR" AS THERE ARE COUNTRIES.

UNITED PRESS INTERNATIONAL IN NEW YORK DID SOME RESEARCH AND CAME UP WITH QUITE A FEW WAYS TO EXPRESS THE NEW YEAR'S GREETINGS. THE PROBLEM, THOUGH, IS WITH THE PHONETICS. MOST CONSULATES AND OTHER SOURCES WERE UNAVAILABLE BECAUSE OF THE LONG HOLIDAY WEEKEND. WE OFFER WHAT WE HAVE.

UPI/CHICAGO.

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FRENCH: BONNE ANNEE (BUHN AHN-NAY')

GAELIC: BLIAM NUA FE MHAISE DUIT (BLEE'-EHM NOO'-A FAY MUH'-SHUH DUHTH).

AUSTRIAN: PROSIT NEUJAHR (PRO-SIHT NOO-YAHR)

RUSSIAN: NOVIM GODOM (NOH-VIHM GOH-DUHM)

HEBREW: SHANA TOVA (SHAH-NAH TOH-VAH)

DUTCH: GELUKKIG NIEUWJAAR.

INDONESIAN: SLAMAI TAHUN BARU.

SWEDISH: GODT NYTT AAR.

LAPPISH: BOURRE ORRO JAHKE.

PORTUGUESE: FELIZ ANO NOVO. AND BON NATAL.

CHINESE: KUNG-TSI FAH-TSEH.

CZECH: STASTNI NOVY ROK AND DOBRY NOVY ROK.

CHINESE: KUNG-TSI FAH-TSEH.

FINISH: HYVAA UUTTA VUOTTA.

CZECH: STASTNI NOVY ROK AND DOBRY NOVY ROK.

POLISH: SZCZESLIWEGO NOWEGO ROKU.

NORWEGIAN: GODT NYTT AAR.

GERMAN: FROHES NEUJHAR.

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Pancake Race

LOW GERMAN (PLATTDUETSCH): GODES NIEU JAHR.

WELSH: BLWYDDYN NEWYDD DDA.

FRIES: (NORTHERN HOLLAND): LOKKICH BY NIER.

ARABIC: ATAMANA LAKOUM AM SAID AND SANATOUN SAIDA.

BRETON: BLOAVEZ-MAD.

FLEMISH: GELUKKIG NIEUW JAHR.

SPANISH: FELIZ ANO NEUVO AND FELICES PASCUAS.

BASQUE: URTE BERRI ON AND ZORN ONA.

ITALIAN: BUNO ANNO. MOST PEOPLE JUST SAY "AUGURI" WHICH MEANS "ALL THE BEST." SOME PEOPLE SLIP IN "BUONE FINE, MEGLIO PRINCIPIO" WHICH MEANS "A GOOD END, A BETTER BEINNING."

SWISS: GERMAN, ITALIAN AND FRENCH VERNONS ACCORDING TO THE REGION. BUT AT ST. MORITZ THEY USE THE ROMANCE "BUN DI, BUN AN," MEANING "GOOD DAY, GOOD YEAR," THE STANDARD FORMULA FOR 40,000 SWISS STILL SPEAKING ANCIENT LATIN DIALECT BROUGHT IN BY CAESAR'S LEGIONNAIRES.

HUNGARIAN: BUEK (THE SHORT FORM OF BOLDOG IJ EVET KIVANOK)

PHILIPPINES (TAGALOG): MANIGONG BANGONG TAON.

ROMANIAN: LA MULTI ANI.

SOUTHERN FRANCE: BON CALENDO, LONGO MAI, E A LAN QUE VEN
HAPPY CHRISTMAS, LONG MAY IT LAST, AND TO THE COMING YEAR.)

SWAHILI: HAPI NU YEAR.

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HAPPY NEW H SNOM YOU ALL.

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HAPPY NEW YEAR TAGS

1) W-NEWS AND THE MEMBERS OF THE EASTERN ORTHODOX CHURCHES WISH TO
EXTEND TO YOU THE HEARTIEST OF SEASONS GREETINGS AND ONLY THE BEST
OF EVERYTHING IN THIS COMING NEW YEAR.

2) AND A HAPPY NEW YEAR TO ALL OUR FRIENDS OF THE EASTERN ORTHODOX
CHURCHES WHO CELEBRATE NEW YEARS TOMORROW.

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Pancake Race

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CHURCHES WHO CELEBRATE NEW YEARS

Stat. Proms
New Year

Happy New Year! Happy New Year from W-News!
(Auld Lang Syne)

WNUS

As ~~the time~~ the clock approaches
the magic midnight of December 31st, time
seems to stand still. Old disappointments which
old fears ~~are~~ ~~are~~ merely uncertain memories,
old romances somehow not so old, and the New Year
in Chicago seems filled with all of the promise of
childhood. W-News, with Auld Lang Syne, offers
all you can wish for all that can be wonderful in a
Happy New Year!

391-7800

all
stars)

HAPPY NEW YEAR

Begin Dec. 26

(Auld Lang Syne)

WNOS says

Auld Lang Syne — ~~the~~ music of the New Year,
~~the~~ of nostalgia, of old memories and great new
dreams and desires — to Chicagoans here and
everywhere, W-News offers a New Year's Toast to
all of the wonderful days that are going to be.

(Auld Lang Syne)

~~W-News~~

Happy New Year! W-News, with the playing
of Auld Lang Syne, hopes for you with many wishes
the wish that all of your resolutions come true, the
~~hope~~ that your New Year's dreams are all that you
desire, the fond greeting, from WNOS to you, of an
old friend. To all Chicagoans, W-News ~~is~~
~~is~~ waits to greet you ~~in~~ a Happy New Year!

(Auld Lang Syne)

~~New Year~~

It is nearly the New Year at
W-News... ~~a short time and a few~~ only a
wonderful of seconds in time and ~~it will be~~
the old world ~~the~~ begins another whirl... New Year's... great
dreams, great promise, great love, great romance,
W-News ~~toasts~~ The hope that the New Year will be

(all
stars)

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(Auld Lang Syne)

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(Auld Lang Syne)

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W-News... ~~a short time and a far only a~~
wonderful of seconds in time and ~~it will be~~ ^{for you} ~~beginning~~
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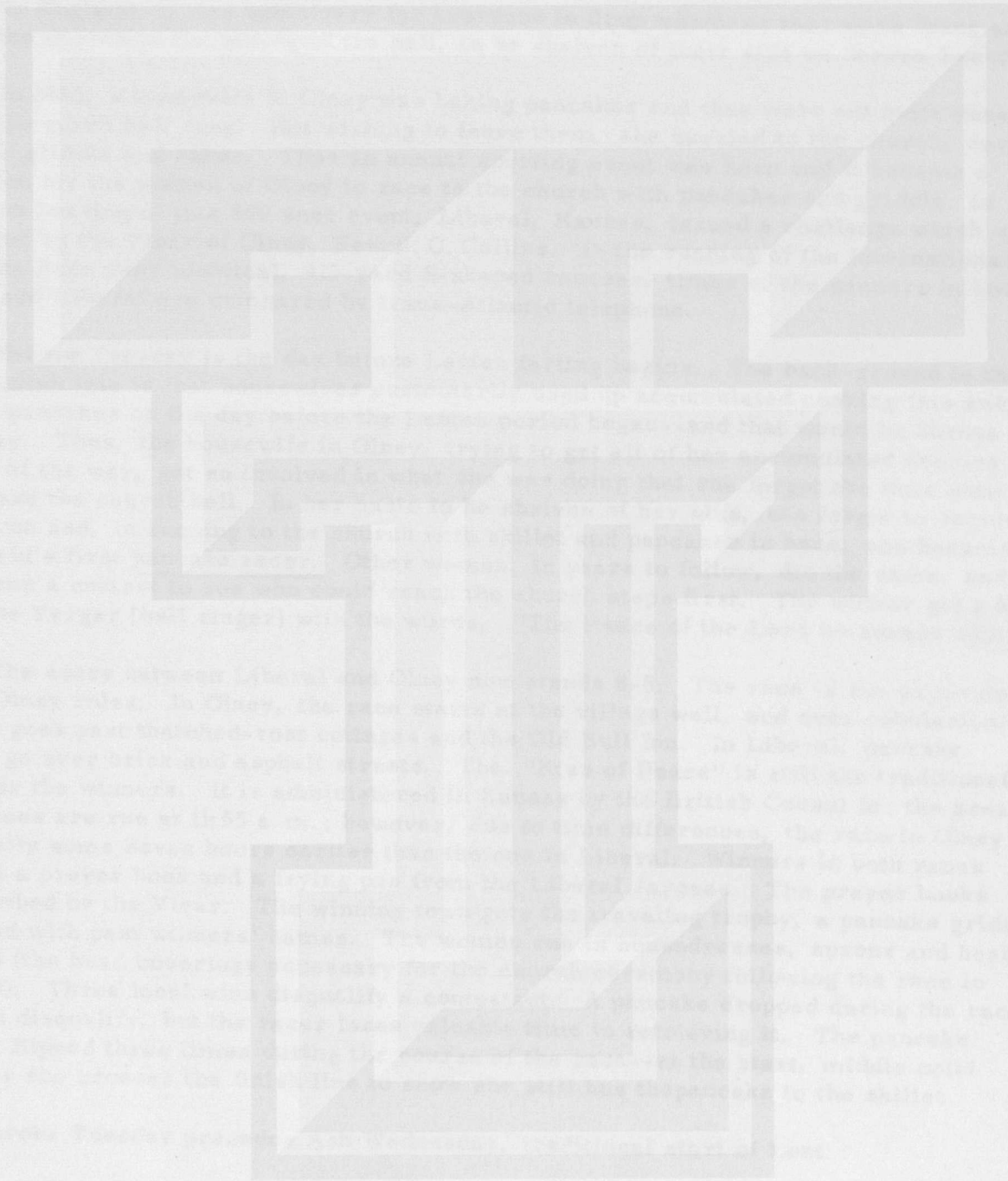
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Pancake Race



FURTHER DETAILS ON INTERNATIONAL PANCAKE RACE:

February 22nd is Shrove Tuesday. See my previous memorandum for ideas on this one, which could be one of your great promotions.

In England, it was customary for everyone to drop whatever they were doing and go to the church at the tolling of the bell, to be shriven of their sins on Shrove Tuesday.

In 1445, a housewife in Olney was baking pancakes and they were not quite done when the church bell rang. Not wishing to leave them, she hurried to the church, carrying her griddle and cakes. Thus an annual sporting event was born and it became a tradition for the women of Olney to race to the church with pancakes and griddle. In 1950, on hearing of this 500 year event, Liberal, Kansas, issued a challenge which was accepted by the Vicar of Olney, Rev. R. C. Collins. In the running of the International Pancake Race over identical, 415-yard S-shaped courses, times of the winners in both Olney and Liberal are compared by trans-Atlantic telephone.

Shrove Tuesday is the day before Lenten fasting begins. The back-ground to the Old English tale is that housewives customarily used up accumulated cooking fats and baking pancakes on the day before the Lenten period began--and that would be Shrove Tuesday. Thus, the housewife in Olney, trying to get all of her accumulated cooking fat out of the way, got so involved in what she was doing that she forgot the time until she heard the church bell. In her haste to be shriven of her sins, she forgot to remove her apron and, in running to the church with skillet and pancakes in hand, she became the world's first pancake racer. Other women, in years to follow, did the same, and it became a contest to see who could reach the church steps first. The winner got a kiss from the Verger (bell ringer) with the words, "The Peace of the Lord be always with you "

The score between Liberal and Olney now stands 8-8. The race is run according to the Olney rules. In Olney, the race starts at the village well, and over cobblestone streets goes past thatched-roof cottages and the Old Bull Inn. In Liberal, pancake racers go over brick and asphalt streets. The "Kiss of Peace" is still the traditional prize for the winners. It is administered in Kansas by the British Consul for the area. Both races are run at 11:55 a. m. ; however, due to time differences, the race in Olney is actually some seven hours earlier than the one in Liberal. Winners in both races also get a prayer book and a frying pan from the Liberal Jaycees. The prayer book is inscribed by the Vicar. The winning town gets the traveling trophy, a pancake griddle engraved with past winners' names. The women run in housedresses, aprons and headscarves (the head coverings necessary for the church ceremony following the race in England). Three local wins disqualify a contestant. A pancake dropped during the race does not disqualify, but the racer loses valuable time in retrieving it. The pancake must be flipped three times during the course of the race--at the start, middle point and after she crosses the finish line to show she still has the pancake in the skillet.

Shrove Tuesday precedes Ash Wednesday, traditional start of Lent.

I am enclosing a few written promotional spots on the Pancake Race. However, don't take the lazy man's way out and use these as they are, or even use the event in this way. The spots are written just so you can have a point from which to begin thinking--nothing more. Should you care to try to tie this in with Liberal and Olney

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Sorry-Oops &
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the General Chairman of the 1966 Pancake Race Day in Liberal is Stanley E. Antrim, at the Liberal Junior Chamber of Commerce. The Vicar of Olney, England, Rev. Ronald Collins, handles matters there. I am sending you under separate cover various other material which is being faxed--times, past winners, etc.

An organization called the International House of Pancakes has been trying to tie in with this whole event by staging annual Shrove Tuesday pancake eating contests, many among teams from colleges. But you should avoid this; it gets completely away from the promotional possibilities of the International Pancake Race.

I have very little more to add on National Bachelor's Day on the 28th, except to say that it was apparently originally conceived by Hansell-Zook, Inc., Advertising, Land Title Building in Philadelphia. I've a letter from Standish Forde Hansell, saying that no promotional material is currently available--that in former years the agency had found it quite costly to comply with the undreds of requests for free posters, copy, etc., and the interest waned when even a nominal charge was suggested. Hansell writes: "The idea of Bachelor's Day has worked out successfully in a number of promotions sponsored by local stores, but what actually is needed to get the idea off the ground is a nationally sponsored program, which has never been attempted. You have our permission to use Bahcelor's Day as a promotion and would appreciate receiving tear sheet or copy of your efforts for our files." During my two-month period in Chicago, we've developed through various news stories all sorts of "in" at the executive level in the Playboys Club, which may give you a thought.

Shall not attempt to go further at this time except to suggest that you re-read "Advance on Saleable Promotions" issued earlier.

GBM

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RADIO MOSCOW TEASER #2

CUT #2

ANNCR: The theme you will hear is broadcast every hour,
every day, every week, every month of the year.
Yet, it is doubtful than any Chicagoan has ever
heard it before. Listen...

CONTROL: RADIO MOSCOW MUSICAL THEME...

ANNCR: This particularly haunting musical figure is heard
by millions upon millions of people around the world
every hour, every day, every week, every month of the
year. Amazingly, few Chicagoans have ever heard it.
For that reason, W-News will soon bring to Chicago
the shocking import traveling in the hypnotic wake
of this theme. While controversial in many quarters,
W-News believes it will give Chicagoans a greater
value for one of our priceless freedoms. If you
listen to W-News one hour a day, you, among millions,
will not soon, if ever, forget this seemingly innocent
musical figure...

CONTROL: RADIO MOSCOW MUSICAL THEME: UP THEN FADE FOR CLOSE.

Sorry-Oops &
BooBoos

ot Limit

ennis

ntv or Thirty

RADIO MOSCOW TEASER #2

CUT #2

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CONTROL: RADIO MOSCOW MUSICAL THEME: UP THEN BADE FOR CLOSE.

Sorry-Oops &
BooBoos

ot Limit

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ntly or Thirty

RADIO MOSCOW TEASER #3

Cut #3

ANNCR: The seemingly innocent musical figure you will
shortly hear led to an immediate suicide. It may, again,
have caused others. Listen...

CONTROL: RADIO MOSCOW MUSICAL THEME

ANNCR: It is doubtful that you've ever heard it. Yet,
there are millions upon millions of people who
know that sound instantly. They react. Some
doggedly. Some subconsciously. Some resigned,
And some refuse. Soon, in Chicago, this sound
will permeate the air -- for W-News in Chicago
will bring this sound, in all of its startling, electrifying
reality, to Chicagoans for the first time. During
one moment out of one hour out of every day, W-News
will bring a city to the precept of unbelievableability.
Stay tuned. On both AM and FM broadcast frequencies, as
W-News chases the dawn in to sunsets, ~~and~~ and makes
broadcasting history in Chicago.... Listen!

CONTROL: RADIO MOSCOW RADIO THEME: UP, THEN FADE, FOR CLOSE.

Sorry-Oops &
BooBoos

ot Limit

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Stay tuned. On both AM and FM broadcast frequencies, as
W-News chases the dawn in to sunsets, ~~and~~ and makes
broadcasting history in Chicago.... Listen!

CONTROL: RADIO MOSCOW RADIO THEME: UP, THEN FADE, FOR CLOSE.

RADIO MOSCOW ADVANCE PROMOS: START JAN. 30

CUT #1

CONTROL: (ESTABLISH "LEZHINSKA" FROM "FOLK MUSIC USSR" LP...FADE UNDER)

ANNCR: "That song you are hearing is 'Lezhinska', a favorite in the Russian State of Georgia, the home state of Kosygin, Krushchev and Stalin, before. The song is one of the more pleasant sounds of Soviet Russia. The next sound you will hear is not so pleasant..."

CONTROL: (VOICE: "THIS IS MOSCOW" FOLLOWED BY MUSICAL THEME, FADE UNDER)

ANNCR: That is the voice of Radio Moscow...propaganda sabre of Communist Russia. Starting this Thursday, and for the seven days that follow, all news W-News will present, during every hour, five minutes taken from Radio Moscow, ...exactly as Radio Moscow beams it every day across the limitless horizons. The actual voice of Radio Moscow, delivered in dozens of languages, to millions upon millions of people. In English, to W-News, exactly as it ~~is~~ is sent in the very shadow of the Kremlin....

CONTROL: STAB, THEN SLIDE

ANNCR: Thursday, February 3rd, ~~and broadcasting~~ ^{broadcasting's} epic hour in Chicagoland, as W-News, for the first time, brings the views of Radio Moscow across continents. Stay tuned, every hour, to the English language newscasts of Radio Moscow...

CONTROL: (VOICE: "THIS IS RADIO MOSCOW", FOLLO WITH THEME, THEN FADE)

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RADIO MOSCOW ADVANCE PROMOS: START JAN. 30

CUT #1

CONTROL: (ESTABLISH "LEZHINSKA" FROM "FOLK MUSIC USSR" LP...FADE UNDER)

ANNCR: "That song you are hearing is 'Lezhinska', a favorite in the Russian State of Georgia, the home state of Kosygin, Krushchev and Stalin, before. The song is one of the more pleasant sounds of Soviet Russia. The next sound you will hear is not so pleasant..."

CONTROL: (VOICE: "THIS IS MOSCOW" FOLLOWED BY MUSICAL THEME, FADE UNDER)

ANNCR: That is the voice of Radio Moscow...propaganda sabre of Communist Russia. Starting this Thursday, and for the seven days that follow, all news W-News will present, during every hour, five minutes taken from Radio Moscow, ...exactly as Radio Moscow beams it every day across the limitless horizons. The actual voice of Radio Moscow, delivered in dozens of languages, to millions upon millions of people. In English, to W-News, exactly as it ~~is~~ is sent in the very shadow of the Kremlin....

CONTROL: STAB, THEN SLIDE

ANNCR: ^{broadcasting's} Thursday, February 3rd, ~~advancing~~ ^{advancing} epic hour in Chicagoland, as W-News, for the first time, brings the views of Radio Moscow across continents. Stay tuned, every hour, to the English language newscasts of Radio Moscow...

CONTROL: (VOICE: "THIS IS RADIO MOSCOW", FOLLO WITH THEME, THEN FADE)

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RADIO MOSCOW ADVANCE PROMOS: START JAN.30 CUT #2

CONTROL: (HARBOR EFFECTS, FOG HORNS, ETC...FADE)

anncr: "Along the banks of the Kara Hum Canal
and on the wharves and docks of Baku in Soviet
Russia, this song has long been popular...

CONTROL: ("Folk Music of USSR", Cut 4, Side 2:
"Humorous Song" -- FADE UNDER FOR:)

ANNCR: It's a happy, humorous song of the Russian
Peasant. But, from the Soviet, come more
serious, ominous sounds...

CONTROL: (Radio Moscow LP - to voice "This is Moscow",
FADE UNDER FOLLOWING MUSIC FOR)

ANNCR: This is the identifying musical theme of Radio
Moscow. Starting Thursday, for 8 continuous days,
you will hear this theme every hour on W-News
in Chicago. You will hear how this incessant
voice of Communist propaganda corrupts the minds
of peoples across continents. The distorted,
singleminded viewpoint of expert Kremlin propagandists
exactly as it is delivered in the English language.

CONTROL: (STAB, THEN MUSICAL SLIDE UNDER FOR:)

A broadcast first...shocking...without parallel
comes to Chicago from W-News. Be listening Thursday
for the first broadcasts, direct from Radio
Moscow, brought to you at five minutes before
the hour, every hour, from W-News in Chicago

CONTROL: (CURTAIN)

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RADIO MOSCOW ADVANCE PROMOS: START JAN. 30 CUT #2

CONTROL: (HARBOR EFFECTS, FOG HORNS, ETC...FADE)

ANNCR: "Along the banks of the Kara Hum Canal
and on the wharves and docks of Baku in Soviet
Russia, this song has long been popular...

CONTROL: ("Folk Music of USSR", Cut 4, Side 2:
"Humorous Song" -- FADE UNDER FOR:)

ANNCR: It's a happy, humorous song of the Russian
Peasant. But, from the Soviet, come more
serious, ominous sounds...

CONTROL: (Radio Moscow LP - to voice "This is Moscow",
FADE UNDER FOLLOWING MUSIC FOR)

ANNCR: This is the identifying musical theme of Radio
Moscow. Starting Thursday, for 8 continuous days,
you will hear this theme every hour on W-News
in Chicago. You will hear how this incessant
voice of Communist propaganda corrupts the minds
of peoples across continents. The distorted,
singleminded viewpoint of expert Kremlin propagandists
exactly as it is delivered in the English language.

CONTROL: (STAB, THEN MUSICAL SLIDE UNDER FOR:)

A broadcast first...shocking...without parallel
comes to Chicago from W-News. Be listening Thursday
for the first broadcasts, direct from Radio
Moscow, brought to you at five minutes before
the hour, every hour, from W-News in Chicago

CONTROL: (CURTAIN)

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RADIO MOSCOW ADVANCE PROMOS: START JAN.20 CUT #3

ANNCR: Many years ago, one of this century's greatest
statesmen, Winston Churchill, said of communism

CONTROL: (EXCERPT * I CAN HEAR IT NOW KL5066 Columbia)

"...everyone can see how Communism fucks the soul
of a nation...how it makes it abject and hungry
in peaces and proves it base and abominable in war."

(STAB: THEN FADE TO:)

ANNCR: ...and, starting this Thursday, February 3rd, Chicagoans
will hear how Communist propaganda is directed to undermine
the conscious minds of nations. On that Date, Thursday,
February 3rd, W-News will incorporate into every hour
segment of news, the exact voice of Radio Moscow, exactly
as it is sent from the very shadow of the Kremlin.
Exactly as it is delivered in the English language
every day of the year -- to ~~unhappy~~ peoples all over the world.

CONTROL: STAB, THEN SLIDE UNDER --

A broadcast hallmark without parallel in Chicago -- as
all-news W-News presents this brutally frank view of
American life from the other side of the curtain...the
iron curtain. ~~It's time~~ Listen to W-News next Thursday
for the beginning of the most unprecedented series of
broadcasts in Chicago history. The direct voice of Radio
Moscow comes to Chicago...

CONTROL: (EXCERPT: THIS IS RADIO MOSCOW": TO MUSIC, THEN FADE OUT)

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RADIO MOSCOW ADVANCE PROMOS: START JAN.20 CUT #3

ANNCR: Many years ago, one of this century's greatest
statesmen, Winston Churchill, said of communism

CONTROL: (EXCERPT * I CAN HEAR IT NOW KL5066 Columbia)

"...everyone can see how Communism focks the soul
of a nation...how it makes it abject and hungry
in peaces and proves it base and abominable in war."
(STAB: THEN FADE TO:)

ANNCR: ...and, starting this Thursday, February 3rd, Chicagoans
will hear how Communist propaganda is directed to undermine
the conscious minds of nations. On that Date, Thursday,
February 3rd, W-News will incorporate into every hour
segment of news, the exact voice of Radio Moscow, exactly
as it is sent from the very shadow of the Kremlin.
Exactly as it is delivered in the English language
every day of the year -- to ~~people~~ peoples all over the world.

CONTROL: STAB, THEN SLIDE UNDER --

A broadcast hallmark without parallel in Chicago -- as
all-news W-News presents this brutally frank view of
American life from the other side of the curtain...the
iron curtain. ~~Listen~~ Listen to W-News next Thursday
for the beginning of the most unprecedented series of
broadcasts in Chicago history. The direct voice of Radio
Moscow comes to Chicago...

CONTROL: (EXCERPT: THIS IS RADIO MOSCOW": TO MUSIC, THEN FADE OUT)

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RADIO MOSCOW ADVANCE PROMOS: START JAN .30

CUT #4

ANNCR: Have you been listening to W-news newscasts this week. Then you've heard about winter storms, the bloody jungle raids in Vietnam, a scandalous murder trial in Miami. Superior news coverage, continuous news coverage from all over the world. But, on Thursday, every hour, W-News will bring you pure, unadulterated Russian propaganda...

CONTROL: (Radio Moscow EP - voice: "This is Radio Moscow" STAB, THEN FADE TO:

ANNCR: The actual voice of the hammer and sickle, Radio Moscow. Beginning Thursday, W-News, for eight unprecedented days, will broadcast by direct shortwave, the english language broadcasts of Radio Moscow...

CONTROL: (REPEAT STAB, SLIDE, THEN FADE TO:)

ANNCR: As a significant public service contribution to Chicagoans, W-News, for the first time in Chicago broadcast history will incorporate into every broadcast hour the distorted, grotesque views of the Kremlin's master propagandists. Be tuned Thursday, five minutes before every hour, starting at 6 a.m., when W-News presents the shocking current English language broadcasts from Radio Moscow.

CONTROL: (CURTAIN)

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RADIO MOSCOW ADVANCE PROMOS: START JAN .30 CUT #4

ANNCR: Have you been listening to W-news newscasts this week. Then you've heard about winter storms, the bloody jungle raids in Vietnam, a scandalous murder trial in Miami. Superior news coverage, continuous news coverage from all over the world. But, on Thursday, every hour, W-News will bring you pure, unadulterated Russian propaganda...

CONTROL: (Radio Moscow BP - voice: "This is Radio Moscow" STAB, THEN FADE TO:

ANNCR: The actual voice of the hammer and sickle, Radio Moscow. Beginning Thursday, W-News, for eight unprecedented days, will broadcast by direct shortwave, the english language broadcasts of Radio Moscow...

CONTROL: (REPEAT STAB, SLIDE, THEN FADE TO:)

ANNCR: As a significant public service contribution to Chicagoans, W-News, for the first time in Chicago broadcast history will incorporate into every broadcast hour the distorted, grotesque views of the Kremlin's master propagandists. Be tuned Thursday, five minutes before every hour, starting at 6 a.m., when W-News presents the shocking current English language broadcasts from Radio Moscow.

CONTROL: (CURTAIN)

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RADIO MOSCOW ADVANCE PROMOS: START JAN.30 CUT #5

CONTROL: (S.E. 75 mm French Artillery, FADE FOR:)

ANNCR: Those guns are French 75's. A terrible weapon
of World War I. A new sound of destruction
came in World War II. The sound of rockets...

CONTROL: TACTICAL MISSILES, ROCKETS, ETC.

ANNCR: ...and, now, even in peace, a war rages in
a new sound. A pleasant but ominous sound.
The sound of the cold war...

CONTROL (RADIO MOSCOW LP - musical theme, fade under for:)

ANNCR: That is the identifying sound of Radio Moscow...
and Thursday, February third, W-News brings Chicago
into immediate and direct contact with the
propaganda voice of the Kremlin...

CONTROL: STAB, THEN SLIDE MUSIC UNDER...

ANNCR: Every hour, at five minutes before the hour, W-News
will present the top events of the day, as they
are slanted and distorted by expert Red propagandists.
There will be no editorial comment. Chicagoland
can judge for itself. Chicago can hear the shocking
broadcasts as it is sent in the English language,
direct from the shadow of the Kremlin. Starting
Thursday, on all-news W-News, Chicago's newspaper
of the air,

CONTROL: (CURTAIN)

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RADIO MOSCOW ADVANCE PROMOS: START JAN.30 CUT #5

CONTROL: (S.E. 75 mm French Artillery, FADE FOR:)

ANNCR: Those guns are French 75's. A terrible weapon
of World War I. A new sound of destruction
came in World War II. The sound of rockets...

CONTROL: TACTICAL MISSILES, ROCKETS, ETC.

ANNCR: ...and, now, even in peace, a war rages in
a new sound. A pleasant but ominous sound.
The sound of the cold war...

CONTROL (RADIO MOSCOW LP - musical theme, fade under for:)

ANNCR: That is the identifying sound of Radio Moscow...
and Thursday, February third, W-News brings Chicago
into immediate and direct contact with the
propaganda voice of the Kremlin...

CONTROL: STAB, THEN SLIDE MUSIC UNDER...

ANNCR: Every hour, at five minutes before the hour, W-News
will present the top events of the day, as they
are slanted and distorted by expert Red propagandists.
There will be no editorial comment. Chicagoland
can judge for itself. Chicago can hear the shocking
broadcasts as it is sent in the English language,
direct from the shadow of the Kremlin. Starting
Thursday, on all-news W-News, Chicago's newspaper
of the air,

CONTROL: (CURTAIN)

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SUNDAY, JANUARY 30 30th - 12 Noon

STATION IDS - USE ONE EVERY HALF HOUR NEWSCAST UNTIL
RADIO MOSCOW FURTHER NOTICE - NO EXCEPTIONS - ALTERNATE
WITH GROUNDHOG DAY ID'S/ THUS TWO ID'S PER HALF HOUR

- #1 You dial is et to all-news W-News, which Thursday begins hourly broadcasts, live and direct, from Radio Moscow...
- #2 On Thursday, Radio station W N U S beginning regularly scheduled, hourly broadcasts of the news, live and direct, from Radio Moscow.
- #3 This is all-news W-News, where direct broadcasts from Radio Moscow start Thursday.
- #4 This is Chicago's newspaper of the air -- all-news W-News -- beginning Thursday, live and direct broadcasts, each hour, in English, from Radio Moscow.
- #5 Your dial is set on the mighty 1390 -- all-news W-News -- where beginning Thursday, Chicagoans, for the first time, hear the news in English from Radio Moscow, five minutes before every hour.
- #6 This is W N U S, A M... W N U S, P M... where Thursday, as a public service, W-News will broadcast five minutes every hour, broadcasts, live and direct from Radio Moscow.
- #7 This is your station for all news -- W-News in Chicago -- where, starting Thursday, Chicagoans will hear the news as reported in English, from hourly fro, Radio Mos cow.

NOTE: PLEASE ALTERNATE FROM WHAT YOU HEARD ON PREVIOUS NEWS CAST.

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SUNDAY, JANUARY 30th - 12 NOON

STATION ID'S USE ONE EVERY HALF HOUR UNTIL FURTHER
GROUNDHOG DAY - NOTICE - N EXCEPTIONS - ALTERNATE WITH
RADIO MC CON ID'S/ THUS TWO ID'S PER HALF HOUR

#1

This is the news button on every ~~radio~~ automobile
radio, ~~W-N-U-S~~ W N U S, where W-News reporter
Jack Danahy is reporting hourly from Paunxatany,
Pennsylvania, on the traditional Groundhog Day
celebration there.

#2

Your dial is set on all-news, W-News... where
Jack Danahy reports hourly on the ~~Groundhog Day~~
Groundhog Day celebrations, direct, from the
Groundhog capitol of the world, Paunxatany,
Pennsylvania.

#3

You're tuned to the mighty 1390 in Chicago --
all-news W-News -- only Chicago radio station
with a special reporter giving running accounts
of the ~~traditional Groundhog Day~~ traditional Groundhog
ceremonies, as they occur in Paunxatany, Pennsylvania.

#4

This is all-news, W-News -- Chicago's newspaper of
the air, with reporter Jack Danahy reporting hourly
from Paunxatany, Pennsylvania, site of the annual
emergence of the Groundhog and the traditional
Groundhog Day ceremonies.

PRONOUNCIATION: PANKS-sa-taw-ney

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SUNDAY, JANUARY 30 30th - 12 Noon

STATION IDS - USE ONE EVERY HALF HOUR NEWSCAST UNTIL
RADIO MOSCOW FURTHER NOTICE - NO EXCEPTIONS - ALTERNATE
WITH GROUNDHOG DAY ID'S/ THUS TWO ID'S PER HALF HOUR

- #1 You dial is et to all-news W-News, which Thursday begins hourly broadcasts, live and direct, from Radio Moscow...
- #2 On Thursday, Radio station W N U S beginning regularly scheduled, hourly broadcasts of the news, live and direct, from Radio Moscow.
- #3 This is all-news W-News, where direct broadcasts from Radio Moscow start Thursday.
- #4 This is Chicago's newspaper of the air -- all-news W-News -- beginning Thursday, live and direct broadcasts, each hour, in English, from Radio Moscow.
- #5 Your dial is set on the mighty 1390 - all-news W-News -- where beginning Thursday, Chicagoans, for the first time, hear the news in English from Radio Moscow, five minutes before every hour.
- #6 This is W N U S, A M... W N U S, F M... where Thursday, as a public service, W-News will broadcast five minutes every hour, broadcasts, live and direct from Radio Moscow.
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NOTE: PLEASE ALTERNATE FROM WHAT YOU HEARD ON PREVIOUS NEWS CAST.

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SUNDAY, JANUARY 30th - 12 NOON

STATION ID'S USE ONE EVERY HALF HOUR UNTIL FURTHER
GROUNDHOG DAY - NOTICE - N EXCEPTIONS - ALTERNATE WITH
RADIO MC COW ID'S/ THUS TWO ID'S PER HALF HOUR

#1

This is the newsbutton on every ~~radio~~ automobile
radio, ~~W-News~~ W N U S, where W-News reporter
Jack Danahy is reporting hourly from Paunxatany,
Pennsylvania, on the traditional Groundhog Day
celebration there.

#2

Your dial is set on all-news, W-News...where
Jack Danahy reports hourly on the ~~Groundhog Day~~
Groundhog Day celebrations, direct, from the
Groundhog capitol of the world, Paunxatany,
Pennsylvania.

#3

You're tuned to the mighty 1390 in Chicago --
all-news W-News -- only Chicago radio station
with a special reporter giving running accounts
of the ~~traditional Groundhog Day~~ traditional Groundhog
ceremonies, as they occur in Paunxatany, Pennsylvania.

#4

This is all-news, W-News -- Chicago's newspaper of
the air, with reporter Jack Danahy reporting hourly
from Paunxatany, Pennsylvania, site of the annual
emergence of the Groundhog and the traditional
Groundhog Day ceremonies.

PRONOUNCIATION: PANKS-sa-taw-ney

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Dennis Frazer will be in charge of getting the tapes for Radio Moscow. Dennis should listen to each tape carefully and then bring them in for the proper editing by WNUS Production. Dennis, while he will thus choose the proper stories, will in no way alter those stories since we in no way wish to distort their meaning. Obviously, some ~~max~~ stories themselves must be cut out since Moscow's 'casts are longer than five minutes. Since our first broadcast begins at 55 minutes past midnight tonight, Dennis will have to make this his first order of business.

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RADIO MOSCOW NEWSPAPER AD

CHICAGO AMERICAN 2/3/66
CHICAGO DAILY NEWS "
CHICAGO SUN TIMES 2/4/66
CHICAGO TRIBUNE "

But there are still people alive today to read, see, feel and hear. To protect themselves, they must know the facts.

To that end, Radio Station W-NUS will carry five minutes of "news" each hour, live and direct from Radio Moscow. Thus, Chicagoans will be able to hear Soviet propaganda exactly as it is broadcast to all of the English speaking world.

Those who listen will judge for themselves. W-NUS will offer no editorial comment during these broadcasts. But, perhaps some of the more than 6,000,000 people living within the W-NUS broadcast perimeter will come to know -- that a world without fact and truth is as desolate as a city without life.

ALL-NEWS

W - N U S 1390 on the AM Dial
107.5 on the FM Band

CHICAGO'S NEWSPAPER OF THE AIR/24 HOURS A DAY

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RADIO MOSCOW NEWSPAPER AD

CHICAGO AMERICAN 2/3/66
CHICAGO DAILY NEWS "
CHICAGO SUN TIMES 2/4/66
CHICAGO TRIBUNE "

But there are still people alive today to read, see, feel and hear. To protect themselves, they must know the facts.

To that end, Radio Station W-NUS will carry five minutes of "news" each hour, live and direct from Radio Moscow. Thus, Chicagoans will be able to hear Soviet propaganda exactly as it is broadcast to all of the English speaking world.

Those who listen will judge for themselves. W-NUS will offer no editorial comment during these broadcasts. But, perhaps some of the more than 6,000,000 people living within the W-NUS broadcast perimeter will come to know that a world without fact and truth is as desolate as a city without life.

ALL-NEWS

W - N U S 1390 on the AM Dial
107.5 on the FM Band

CHICAGO'S NEWSPAPER OF THE AIR/24 HOURS A DAY

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PRESS RELEASE

FOR RELEASE: THURSDAY, FEBRUARY 2, 1964

WNUS
230 N. Michigan
Chicago, Illinois
726-1566

CHICAGO -- Radio station WNUS announced here today that it would incorporate five minutes of direct broadcasts from Radio Moscow into the Chicago station's hourly, continuous news format beginning February 3rd.

Station officials said the Radio Moscow broadcasts, transmitted by short wave, would continue for eight days. They will be broadcast five minutes before every hour.

Gordon McLendon, president of WNUS, said "I know of no more dramatic and forceful way for the Midwest to become aware of the 'news' as it is being heard by more than 170,000,000 people around the world from the actual voice of Radio Moscow."

McLendon pointed out that Radio Moscow is ~~transmitted~~ beamed in several languages to both free and Communist-dominated countries around the clock. WNUS will carry the English language newscasts.

"Having traveled extensively abroad and having been in Russia only months ago, I am more than a little aware of the effect that only one broadcast voice can have on a person. The Soviet propagandists are both skilled and experienced," said McLendon.

"The Soviet technique of broadcast brain washing is founded on the same principle that water will eventually wear down the hardest rock. Any event recounted often enough, slanted dozens of different ways, will eventually seem to

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attain the ring of truth. I know. I've been there," said the veteran, but youthful, broadcaster.

McLendon has been there. In February, 1962, McLendon abandoned the regularly scheduled newscasts of six of his other radio stations and carried the first live broadcasts on stations from New York to California.

The response was immediate. Even Radio Moscow made note in its broadcasts that it was being taped.

Further, mention was made in the pages of the Paris edition of the New York Herald Tribune, the Berliner Zeitung, Stockholm's Aftonbladet, the Rome Daily American, Paris' Ce Sior, as well as U.S. newspapers and international news services.

According to former press secretary Pierre Salinger, President Kennedy showed "a keen and continuing interest" in the McLendon experiment.

McLendon, afterwards, challenged the Kremlin to follow suit and broadcast similar American transmissions in Russian. During the spring of last year, both McLendon and Salinger visited Moscow, following a thorough briefing by the State Department, to arrange an exchange of broadcasts between U.S. and Russia. All efforts have been fruitless to date.

Concerning the treatment by WNUS of the Radio Moscow broadcasts, McLendon stated: "We will make no commentary or subjective ~~comment~~ interpretation of the broadcasts. In this instance, it is not our purpose to interpret or sift the content

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of the Russian news but rather to present it exactly as it is broadcast, objectively, and let the public sit as a collective judge and jury."

= McLendon said that reams of analysis have been centered around the many discrepancies between fact and fiction and "forgettism" by Radio Moscow. Yet, he asserted, too little attention has been ~~entirely~~ focused on what he termed "the far more dangerous weapon of coercion by distortion in the broadcast media."

Barrowing an old Navy term, McLendon concluded "to meet your enemy effectively, you must know him."

At the end of the eight day period of hourly five-minute Radio Moscow broadcasts, WNUS will have aired 16 hours of Soviet news.

"Those who listen regularly to the full eight days of the voice of Radio Moscow will then well realize the persuasive power of lies continually repeated," McLendon said in conclusion.

#

"Having traveled extensively abroad and having returned from Russia only a short time ago, I am more than a little aware of the effect that only one broadcast voice can have on a person. The Soviet's propagandists are both exceptionally skilled and experienced," said McLendon.

Press Release

from: aaron d. cushman and associates, inc.
333 north michigan avenue
chicago, illinois 60601
(312) 263-0260

FOR RELEASE: THURSDAY, FEBRUARY 3, 1966

FOR: RADIO STATION WNUS

FOR FURTHER INFORMATION: AARON D. CUSHMAN
263-0260

CHICAGO -- Radio station WNUS announced here today that it was incorporating five minutes of direct broadcasts from Radio Moscow into the Chicago station's hourly and continuous news format beginning today.

Station officials said that Radio Moscow broadcasts, received by short wave and aired five minutes before every hour, would continue for eight days.

Gordon McLendon, president of WNUS, said "I know of no more dramatic and forceful way for the Midwest to become aware of the 'news' as it is being heard by more than 170,000,000 people around the world from the actual voice of Radio Moscow."

McLendon pointed out that Radio Moscow is broadcast daily in several different languages to both free and Communist-dominated countries. WNUS will pick up the English language newscasts.

"Having traveled extensively abroad and having returned from Russia only a short time ago, I am more than a little aware of the effect that only one broadcast voice can have on a person, The Soviet's propagandists are both exceptionally skilled and experienced," said McLendon.

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RADIO STATION WNUS
ADD ONE

"The Red technique of broadcast brain washing is founded on the same principle that water will eventually wear down the hardest rock. Any event recounted often enough, slanted dozens of different ways, will eventually seem to have the ring of truth. I know. I've been there," McLendon declared.

McLendon has been there. In February, 1962, after conferring extensively with government officials, McLendon tested Radio Moscow broadcasts on a very limited basis. Six of his stations, largely music stations, abandoned a portion of their regularly scheduled newscasts, inserting the Soviet-originated news as it was received. However, this project is the first in a major market the size and scope of Chicago and the first on a station that listeners tune only for news.

According to former press secretary Pierre Salinger, President Kennedy expressed an immediate and enthusiastic interest in the first McLendon experiment broadcasting Radio Moscow.

"I think such broadcasts are an admirable example of America's freedom of the press and freedom of speech," said Salinger, now a Los Angeles business executive.

Following his 1962 broadcasts of Radio Moscow, McLendon requested the Kremlin to follow suit -- that they, in turn, air similar American news programs which McLendon offered to furnish. Soviet broadcast officials did not acknowledge his request.

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RADIO STATION WNUS
ADD TWO

Last year, Salinger went with McLendon to Moscow to discuss further the possibilities of an exchange of broadcasts between the U.S. and Russia. As before, there has been no official word from the Red officials.

Concerning the treatment of the Radio Moscow broadcasts by WNUS, McLendon said: "We will make no commentary or subjective interpretation of the broadcasts. In this instance, it is not our purpose to interpret or sift the content of the Russian's side of the news. Rather, we will present it exactly as it is sent, objectively, and let the public sit as a collective judge and jury of our truth and its falsehood."

McLendon said that reams of analysis have been centered around the many discrepancies between fact and fiction and "forgettism" by Radio Moscow. Yet, he asserted, too little attention has been focused on what McLendon terms "the far more dangerous weapon that exists in broadcasting, where propaganda, purported to be truth, is used to motivate people to a particular, selfish advantage."

Borrowing an old Navy term, McLendon concluded, "to meet your enemy effectively, you must know him."

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RADIO STATION WNUS
ADD THREE

At the end of the eight day period of hourly five-minute Radio Moscow broadcasts, WNUS will have aired 16 full hours of Soviet "news".

"Those who listen regularly to the full eight days of the voice of Radio Moscow will then realize the persuasive power of lies continually repeated," McLendon said in conclusion.

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You guys at
W-News made a boo-boo.

#2 That's impossible. W-News never makes mistakes.

#1 Yes it does. In the ~~Gridiron~~ Gridiron Goldmine contest you said ~~that you would give~~ WNUS would give \$5000.00 to anyone who could predict the exact scores of any three of the six New Year's Day Bowl games.

#2 Okay, so what? What's wrong with that?

#1 There aren't six New Year's Bowl games.

#2 ~~You must be kidding.~~ You must be kidding.

#1 Nope--there are only four New Year's Bowl games. Just the Rose Bowl, the Orange Bowl, the Sugar Bowl and the Cotton Bowl. Just those four. There aren't six.

#2 ~~Ohhh~~ Ohhh, great lightning in the outhouse!

#1 Well, what do I do?

#2 ~~And~~ Okay (resignedly), just add the Gator Bowl and the Sun Bowl on December 31st. Pick the scores of all six. If you get any three of the six exactly, you win five thousand dollars from W-News. ~~Maxxxx~~ But we have to receive your entry before ~~xxxxxxx~~ midnight December 30th.

#1 You guys at W-News never get anything right, do you?

#2 It's been a long year.

Oops, Wnews is sorry! Wnews recently said that it was the only radio station in Chicago with an all-adult audience. ~~Wnews~~ Chicago teenagers by the hundreds have called us to say that they listen, too. So, Wnews' apologies. We stand corrected. Wnews is now fully aware that it also ~~has~~ does indeed have a large and very vocal teenage audience. WNUS offers many thanks to the multitude of teenagers who called ~~us~~ Wnews and corrected us.

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Oops, sorry, Chicago teenagers. We really didn't mean it. Hundreds of you called to complain about WNUS' announcement that Wnews was only listened to by adults. To all of you who called Wnews, or came by, we're sorry. We just busted one. We retract. Wnews also obviously has a large teenage listening audience.

* * * * *

Here is an important announcement from the management of Wnews: we ~~wish~~ at WNUS wish to ~~reapportion~~ apologize for the wording of the ~~news interview~~ about which we ~~received so many indignant calls~~ have received so many indignant calls. The two sentences were spoken by the person whom ~~were interviewed~~ Wnewsmen were interviewing-- they were not spoken by WNUS. ~~Thamsm~~ This station would not condone either the language or the ~~peculiar~~ unusual position taken by the interviewee. Under any circumstances, WNUS apologizes for ~~xx~~ the phrases used in an interview aired under circumstances beyond our control. Thank you.

WCFL Promo Spot Limit

ennis

ntv or Thirty

WCFL Promc Spot Limit

ennis

ntv or Thirty

the first time that the...
the first time that the...
the first time that the...



the first time that the...
the first time that the...
the first time that the...

the first time that the...
the first time that the...
the first time that the...

To these & several other promos to all stations

Have you ever noticed the strict limit that W-News puts on its number of commercial announcements? We absolutely limit commercial time to sixteen minutes per hour, far less than most radio stations. W-News limits its commercials so that, in the public interest, we can bring you all of the hard news on every W-News broadcast. W-News is quite proud that its ~~unbreakable~~ ^{in comparison with other stations} unbreakable standards ~~xxxxxx~~ us to bring you more news and fewer ~~xxxxxx~~ commercials. ~~xxxxxx~~

How many radio stations in all of America limit their number of commercial minutes to only sixteen per hour? Few others, if any. But W-News draws the line at sixteen commercial minutes an hour--we're just as immovable on that point as a grand piano set in concrete. Other stations may overcommercialize, but W-News ~~xxxx~~ holds its sharp commercial limitation so that we can give you all of the hard news on every W-News broadcast.

If you were a radio station, how many commercial announcements would you carry every hour? Many, if not most, radio stations carry all the commercial announcements they can get. But W-News doesn't. We have a spartan ~~commercial~~ limitation of sixteen commercial minutes per hour--and we won't budget beyond that--no matter what other stations do. W-News holds this rigid commercial limitation and extraordinary so that ~~we~~ W-News can bring you all the hard news in every W-News broadcast.

W-News is remarkable in one way, at least. And we're proud of it. W-News, unlike ~~most~~ the vast majority of radio stations, absolutely limits its commercial announcements to ~~xxxxxxx~~ a maximum of sixteen minutes per hour. If we permitted more, we don't feel that we could give you all of the hard news of the hour. Other stations may accept limitless commercials, but W-News won't. ^{commercial minutes} Sixteen per hour, and that's final. For disciplined, responsible radio in the public interest--keep tuned to W-News, where you get more news and fewer commercials.

To these & several other promos to all stations

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WCFE Promo

Tennis

nty or Thirty

* * * * *

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WCFL Promo.

Tennis

Twenty or Thirty

X

CALL U.P. —
FOR FULL COVERAGE

~~Sund~~
~~W-NUS brings you Spain vs. Australia in the Davis~~

W-NUS brings you world championship tennis! Sunday night at ~~midnight~~ ^{eleven}, W-News brings you Spain vs. Australia & the historic Davis Cup Challenge Round... W-News at 11 Sunday evening presents Chicago's only set-by-set score coverage of the challenge round in Sydney as underdog Spain sends its great Manuel Santana against Australia -- exclusive, beginning at eleven Sunday evening on W-NUS.

The world championship of tennis — Spain vs. Australia in the finals of the Davis Cup at Sydney, Australia — W-NUS brings it to you in set-by-set scores beginning at eleven Sunday night! — Spain's magnificent Manuel Santana leads a heavily underdog Spanish team against the long-time Australian champions. On W-NUS Sunday night at eleven, ~~Manuel Santana~~ American champion Manuel Santana leads Spain against Australia in a Davis Cup drama of historic importance in tennis.

W-NUS, where you'll hear set-by-set scores

~~Sund~~

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W-NUS, where you'll hear set-by-set scores

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The world championship of tennis - Spain
vs. Australia in the finals of the Davis
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Santana leads a heavily underdog Spanish
team against the long-time Australian
champions. On W-NUS Sunday night at eleven,
~~Manuel Santana~~ American champion Manuel
Santana leads Spain against Australia in a
Davis Cup drama of historic importance in tennis.

W-NUS, where you'll hear set-by-set scores
as underdog Spain meets Australia in ~~the~~ the
Davis Cup challenge round - Sunday evening ^(tonight) at
eleven on W-NUS...

Spain vs. Australia - Davis Cup Challenge
Round - set-by-set scores exclusively on
W-NUS starting Sunday night at eleven.

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W-NUS, where you'll hear set-by-set scores as underdog Spain meets Australia in the Davis Cup challenge round - Sunday evening (starting at eleven) on W-NUS...

Spain vs. Australia - Davis Cup Challenge Round - set-by-set scores exclusively on W-NUS starting Sunday night at eleven.

X

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W-NUS, where you'll hear set-by-set scores as underdog Spain meets Australia in ~~the~~ ^(target) the Davis Cup challenge round — Sunday evening at eleven on W-NUS...

Spain vs. Australia — Davis Cup Challenge Round — set-by-set scores exclusively on W-NUS starting Sunday night at eleven.

WCFL Promo.

Twenty or Thirty
Minutes?

Univ. of Chicago
nine's Day
st - Nam

OLD I.E.

LINE YOUR NEWS?

20 Minute Segments

NOW, TO START 1961, W-NUT CHICAGO'S ONLY TWO RADIO STATION, IS OFFERING A NEW YEAR'S GIFT TO YOU. WE WANT YOU TO TELL US HOW YOU LIKE YOUR NEWS-- IN 20-MINUTE SEGMENTS OR 10-MINUTE SEGMENTS.

Cast Your Vote Below and Win To

1961

1961

1961

1961

1961

1961

HOW DO YOU LIKE YOUR NEWS?

20 Minute Segments?
30 Minute Segments?

NOW, TO START 1966, W-NUS, CHICAGO'S ALL NEWS RADIO STATION, IS OFFERING A NEW YEAR'S GIFT TO YOU. WE WANT YOU TO TELL US HOW YOU LIKE YOUR NEWS—IN 20-MINUTE SEGMENTS OR IN 30-MINUTE SEGMENTS.

Cast Your Vote Below and Mail To:

W-NUS

ALL NEWS

1390 AM—107.5 FM

200 N. MICHIGAN AVE.—CHICAGO 00001

☐

I VOTE FOR 20-MINUTE NEWS SEGMENTS

☐

I VOTE FOR 30-MINUTE NEWS SEGMENTS

NEWS 24 HOURS A DAY EVERY DAY

With
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WCFL Promo.

Univ. of Chicago ntine's Day at - Nam

OLD I. L.

HOW DO YOU LIKE YOUR NEWS?

20 Minute Segments?

30 Minute Segments?

NOW, TO START 1966, W-NUS, CHICAGO'S ALL NEWS RADIO STATION, IS OFFERING A NEW YEAR'S GIFT TO YOU. WE WANT YOU TO TELL US HOW YOU LIKE YOUR NEWS—IN 20-MINUTE SEGMENTS OR IN 30-MINUTE SEGMENTS.

Cast Your Vote Below and Mail To:

W-NUS

ALL NEWS

1390 AM—107.5 FM

230 N. MICHIGAN AVE.—CHICAGO 00001

☐

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With
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WCFL Promo.

Univ. of Chicago nine's Day
st - Nam

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WCFL Promo.

Univ. of Chicago ntine's Day at - Nam

OLD I.D.

WCFL Promo.

Univ. of Chicago nine's Day

Wnews has hopes to announce the results of its listener poll

Officials at Radio Station W-news this afternoon were still counting mail ~~which~~ from Chicagoans voting on whether they wanted twenty or thirty minute newscasts on the radio station.

Wnews executives, ~~as~~ who had hoped to announce a decision yesterday, said that it would probably be late Wednesday before they could finish the final count of the ~~the~~ twenty-or-thirty minute newscast vote, and that ~~and~~ the results of the vote would be aired immediately. At ~~the~~ ~~present moment, in the~~ Wnewstime, the vote was 2,462 for 20-minute newscasts, 2012 for thirty-minute newscasts with ~~the~~ 853 replies either undecided or unclear. ~~that~~

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WCFL Promo.

Univ. of Chicago ntine's Day
st - Nam

ROL.D I D

WCFL Promo.

Univ. of Chicago ntine's Day
at - Nam

ROLD I R

UP BELLS OF UNIVERSITY OF CHICAGO AND ESTABLISH

Those are the famous bells of the University of Chicago, celebrating its 75th birthday. And Chicago today celebrates the 70th anniversary of Senator Everett Dirksen, and the first day on the air of Chicago's newest television station, WFLD...to the University of Chicago, to ~~the~~ tireless television station that/old firebrand, Senator Everett Dirksen on his 70th birthday, to/ WFLD on its first birthday, & The Mighty Thirteen Ninety, forty-one years old, salutes you with the lovely bells of the University of Chicago...

BELLS UP AND ESTABLISH--SEVEN SECONDS, FADING UNDER:
are

Those ~~xxxx~~the famous old bells of the University of Chicago, as they rang out ~~shixmngmxmx~~ its seventy-fifth anniversary yesterday, and with them, Wnews and says happy 70th birthday to Senator Everett Dirksen/ happy first birthday to Chicago's newest television station, WFLD...from the 41-year old Mighty Thirteen Ninety, WNUS...Wnews...Wnus-Am, WNUS, FM, Chicago.

WCFL Promo.

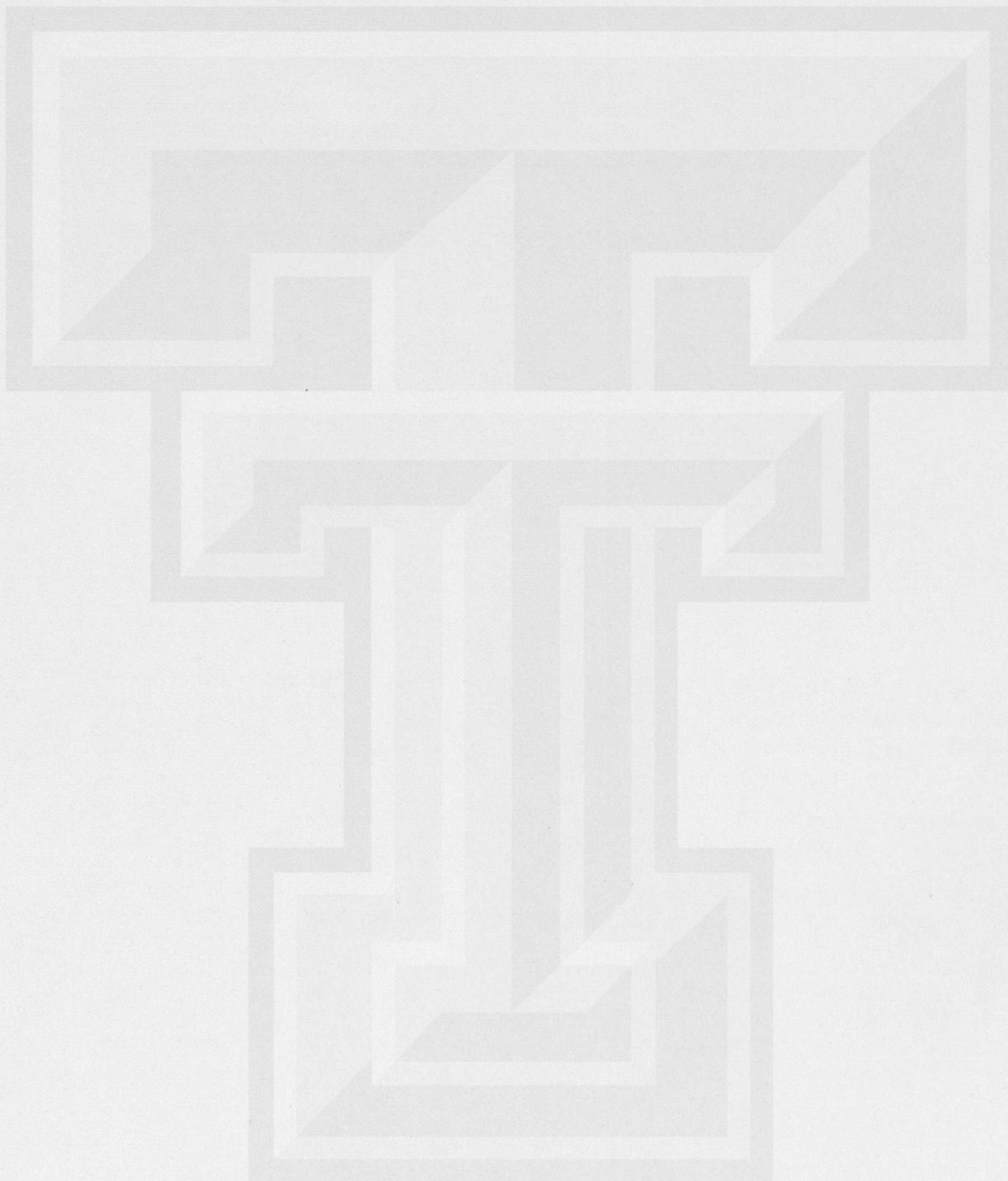
Valentine's Day
et - Nam

ROL D I T

WCFL Promo.

Valentine's Day
at - Nam

BOLD I.D.



WCFL Promo.

Viet - Nam

ROLD I.D.

From: Gordon McLendon

Wnews recorded and sent free of charge thousands of messages to Chicago and its servicemen from friends and relatives here. ~~Wnews~~ Typical of those free recorded messages was this one:

Those messages to loved ones in Viet-Nam were another public service of W-News.

* * * * *

All of you who entered Wnews' "I Predict for SixtySix contest" will have to wait until next January to find out whose prediction came true and was the most unusual. But among those most unusual, Wnews picked out several. Here was one:

(TO ENGINEER: USE THE NAME AND ADDRESS OF PREDICTING PARTY ON ALL OF THEM. PICK THE FIFTEEN MOST UNUSUAL).

That was one of the more unusual entries in the Wnews "I Predict for Sixty Six" contest which just ended on Wnews. The results after year's end--on WNUS.

WCFL Promo.

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WCFL Promo.

WROLD I.D.

MEMO

TO: GORDON MC LENDON

B. R. MC LENDON

CHARLIE PAYNE

BILL WEAVER

BOB LUTHER

BILL MC DOWELL

ART HOLT

JACK BURKE

FROM: DON KEYES

THIS SATURDAY, 29, JANUARY 1966, DAN LOVETT WILL DEPART SAN FRANCISCO FOR SAIGON.

IF FURTHER MAIL COMES IN ADDRESSED TO "VIET NAM DESK", FORWARD IT IN A LARGE MANILA ENVELOPE TO:

MR. DAN LOVETT

C/O UNITED PRESS INTERNATIONAL

19 NGO DUC KE

SAIGON, VIET NAM

SHOULD YOU NEED TO PHONE HIM FOR SOME EXTREME EMERGENCY, THE NUMBER AT THE ABOVE ADDRESS IS 22-412 OR 25-913.

UPDATE YOUR VIET NAM PROMOS IMMEDIATELY IF YOU HAVE NOT DONE SO ALREADY.

DON

WCFL Promo.

WORLD I.D.

FORMAT FOR USE OF RECORDED MESSAGES
FROM SERVICEMEN IN VIET-NAM

Half a world away, American fighting men are fighting for you.
Directly from Viet-Nam, Wnews presents the recorded voice of another
Chicagoland fighting man:

As a public service, home
Thank you./ Wnews presents twice-hourly the recorded messages/
of Chicagoland servicemen in Viet-Nam.

* * * * *

If sold, sponsor's message can be used wherever you say "Wnews". At
least, sponsor identification can be so presented. Any sponsor message
would have to be short and at the end of the final sentence in the format.

* * * * *

You would broadcast these messages once, without warning, and then
again, approximately ~~and approximately three days later~~ three days later at
a different hour. You should work out some system wherein a message
heard at 8:20 a.m., would be re-broadcast two or three days later at
7:40 p.m., etc. That way, you can simply look down your chart and tell
any parent or loved one who calls exactly when her servicemen's message
will be repeated.

* * * * *

This campaign should be bolstered by occasional one-liners, "for those
who have asked Wnews (or sponsor) how they can hear messages from their
loved ones in Viet-Nam on Wnews, just send his full ~~name~~ name and
military address to WNUS, 230 North Michigan Avenue, Chicago.

* * * * *

Obviously, you should have several variations of the above (top)
format so that the listeners will not become bored with repetition of the
same wordage.

WCFL Promo.

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* * * * *

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same wordage.

WCFL Promo.

WORLD I.D.

The following is a proposed letter to servicemen in Viet-Nam. When this letter is mailed, it should be mailed with a self-addressed return sticker to your radio station--they'll put on the postage as suggested in the letter. Tell them to send by air.

Dear _____;

Radio Station WNUS will shortly begin regular hourly programs in which we will broadcast recorded messages from Chicago-area servicemen to friends and loved-ones back here.

WNUS will broadcast your message at least twice and perhaps more often. Please limit your message to around ^{100 or fewer} ~~100 or fewer~~ words. Send ~~x~~ regards or love to whomever you wish--be as informal as you want. Don't hesitate to include your remarks on how you think things are going, a gripe, something you like, non-classified gossip, a funny story--anything at all you think will be interesting. To the best 40 messages back home, WNUS will send winners a top new and best-selling comedy album. Start your message with your name, rank, home address and home city.

Either one of your friends or the nearest PIO will have a tape recorder--most any speed ~~will~~ do. We'll return your tape if you so indicate. When you've done your recording, list your return address clearly and AIRMAIL them to WNUS, 230 North Michigan Avenue, Chicago, Illinois.

WNUS--America's first all-news radio station--is manned almost entirely by veterans of World War II. We thank you for what you are doing, and, having been in one--we understand.

Warmest Best Wishes,

Gordon McLendon
President

To All Managers:

When you finally begin airing these, give the next three upcoming names as you close each recorded bit. That way, you get telephones jingling all across town to alert Aunt Sadie and Fat little Freddy that ~~WNUS~~ the broadcast they've been waiting for is coming on pretty soon.

WCFL Promo.

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WCFL Promo.

WORLD I.D.

M E M O R A N D U M

TO: GEM

FROM: Mitch Lewis

Taking your recorded "from Vietnam" series further, I think, once they receive the tapes, the station ought to listen and billboard them before play. Promos, such as "This is the mighty 1190, K L I F, where PFC Danny Johnson, 1111 Southern street, reports directly from Vietnam, Banghu village, at 7:40 tomorrow morning!" could be used.

Thus, instead of the message going by even one time, we would have an alerted listening group.

Further, local newspaper columnists should be fed items, such as "K L I F aired the voices of 22 different Dallas servicemen on duty in Vietnam, ranging all the way from Private Malcom Smith to Colonel Bertram Eggars, last week." It ought to draw listeners who have someone, anyone fighting in Vietnam.

The first "thanks, K L I F" letter ought to be reproduced and put in ad (or mailing) form. This can be a bigger audience grabber than we think.

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Viet-Nam

Now, W-News as a public service will begin broadcasts of messages ~~from~~ ^{fighting} Chicago area men in Viet-Nam. ~~Letters requesting messages have~~ ^{your} ~~the~~ messages are already on their way to W-News from hundreds of ^{servicemen} in Viet-Nam. If you'd like ^{to hear} ~~to hear~~ ^{the first} your man's recorded message over W-News, write ~~W-News~~ immediately to WNUS, 230 N. Michigan, giving ~~the~~ ^{the} full address of ~~your~~ ^{the} fighting man whose message you wish to hear from Viet-Nam. ^{Address your card to} WNUS, 230 N. Michigan, Chicago.

Have you a loved one in faraway Viet-Nam? ~~If you'll write soon~~ ^{WNUS will} actually begin ^{broadcasting} ~~recorded~~ ^{servicemen} messages from Chicago area ~~land~~ ⁱⁿ Viet-Nam, like this:

INSERT

~~If you'd like to hear~~ ^{the first to} ~~hear~~ your boy's message ~~that~~ ^{is} recorded in Viet-Nam and broadcast ~~back~~ ^{by} WNUS as a public service, just write to WNUS, 230 N. Michigan, Chicago, ^{and} we'll ^{put} the wheels in motion immediately, & give us his correct military address.

WCFL Promo.

WORLD I.D. : 5

centers of the world, this is all-news
WNUS-AM, WNUS-FM, Chicago

With reporters in Bucharest, Sofia, Rome,
Athens, Hong Kong, Moscow and all the
news centers of the world, this is
all-news W-news, WNUS-AM, WNUS-FM,
Chicago.

With reporters in Oslo, Tokyo, Algiers, Prague,
Budapest, Rio and Belgrade, this is
all-news W-news, WNUS-AM, WNUS-FM,
Chicago.

With reporters in Helsinki, Leningrad,
Montevideo, Athens, Ankara and Riga,
this is all-news W-news, WNUS-AM,
WNUS-FM, Chicago.

With reporters in Kaunas, Asunción, Jakarta,
Manila, Danzig and Bordeaux, and all the
news centers of the world, this is all-
news W-news, WNUS AM, WNUS FM, Chicago.

With reporters in London, Hamburg, Tallinn,
Covacás, Osaka, Melbourne, ~~Warsaw~~
Dnipro, ~~Stavropol~~ all all the news centers
of the world, this is all-news W-news,
WNUS AM, WNUS FM-Chicago.

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With reporters in London, Hamburg, Tallinn,
Caracas, Osaka, Melbourne, ~~Warsaw~~
Dnipro, ~~St. Petersburg~~, all all the news centers
of the world, this is all-news W-news,
WNUS AM, WNUS FM-Chicago.

World ID's

WCFL Promo.

Sound effects -- wireless

~~From~~

With reporters in Saigon, Johannesburg, Vienna
Stockholm, Berlin and all nerve centers
of the world, this is ~~WNUS~~ all-news
WNUS-AM, WNUS-FM, Chicago.

With reporters in Vienna, Sydney, Leopoldville,
Copenhagen, Warsaw and ~~at~~ the nerve
centers of the world, this is all-news
WNUS-AM, WNUS-FM, Chicago

With reporters in Bucharest, Sofia, Rome,
Athens, Hong Kong, Moscow and all the
nerve centers of the world, this is
all-news W-news, WNUS-AM, WNUS-FM,
Chicago.

With reporters in Oslo, Tokyo, Algiers, Prague,
Budapest, Rio and Belgrade, <sup>and all the nerve
centers of the world</sup> this is
all-news W-news, WNUS-AM, WNUS-FM,
Chicago.

With reporters in Helsinki, Leningrad,
Montivideo, Athens, Ankara and Riga,
<sup>and all the nerve
centers of the world</sup> this is all-news W-news, WNUS-AM,
WNUS-FM, Chicago.

Sound effects -- wireless

From

With reporters in Saigon, Johannesburg, Vienna, Stockholm, Berlin and all nerve centers of the world, this is ~~WNUS~~ all-news WNUS-AM, WNUS-FM, Chicago.

With reporters in Vienna, Sydney, Leopoldville, Copenhagen, Warsaw and ~~at~~ the nerve centers of the world, this is all-news WNUS-AM, WNUS-FM, Chicago

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WOLF DAY PROMOTION - USE THIS 1/1/73 COPY

21

Chicago's Mayor, Richard Daley, has proclaimed today,

Thursday, to be WOLF Day, in honor of Chicago's popular

music station of the same name. WOL, always eager to assist

in significant civic events, has decided to observe this

to you, your honor, from all over the city.

22

Mayor Richard Daley, 1969, the President of the City of Chicago

of 1969, has proclaimed this day, Thursday, WOLF Day, in

Chicago, to be WOLF Day, in honor of Chicago's popular

from their busy schedules as well as to consider the impact of

this significant hour in Chicago's history. WOLF Day in Chicago,

1969, a day to be forever cherished and long remembered.

Thank you for bringing it to mind and for the great spirit of

WOLF Day in Chicago.

23

Chicago's Mayor, Richard Daley, has proclaimed today,

Thursday, to be WOLF Day, in honor of Chicago's popular

today "WOLF Day for Chicago". Mayor Richard Daley has added yet

another towering landmark in the history of the City of Chicago.

certain to be cherished and long remembered.

boundless treasure. WOLF Day is a day to be forever cherished

of all time to consider the rich history of "WOLF Day in Chicago".

Thank you for bringing it to mind and for the great spirit of

WOLF Day in Chicago.

WCFL DAY PROMO'S - USE TUES, 1/12/65 ONLY

#1

Chicago's popular mayor, Richard Daley, has proclaimed today, Tuesday, to be W C F L Day, in honor of Chicago's popular music station of the same name. W-News, always eager to assist in significant civic events therefore says "Happy WCFL day to you, your honor" from all-news W-News.

#2

Mayor Richard Daley, taking time from his many problems of office, has proclaimed this day, Tuesday, WCFL Day, in Chicago. W-News is confident thinking Chicagoans will pause from their busy schedules as well to consider the import of this significant hour in Chicago's heritage. WCFL Day in Chicago, 1966, a day to be inwardly cherished and long remembered.

Thanks ^{Mayor Daley} you for bringing it to mind -- the ever alert mind of W N U S, also in Chicago.

#3

Chicago calendars reflect great moments of achievement and significance in our limitless history. But, in proclaiming today "WCFL Day for Chicago", Mayor Richard Daley has added yet another towering ^{Calendar} hallmark, ~~xxxxxx~~ ^{priceless} ~~xxxxxx~~ ^{a full} ~~xxxxxx~~ ^{all-news} certain to be cherished among the sapphire's of Chicago's boundless treasures. W-News appropriately pauses for ~~one~~ ^{a full} second of silence to consider the rich rewards of "WCFL Day in Chicago" (PAUSE)...this is W-News in Chicago.

X

Chicago's popular mayor, Richard Daley, has proclaimed today, Tuesday, to be W C F L Day, in honor of Chicago's popular music station of the same name. W-News, always eager to assist in significant civic events therefore says "Happy WCFL day to you, your honor" from all-news W-News.

Mayor Richard Daley, taking time from ~~his~~ the many problems of office, has proclaimed this day, Tuesday, WCFL Day, in Chicago. W-News is confident thinking Chicagoans will pause from their busy schedules ~~as well~~ to consider the import of this significant hour in Chicago's heritage. WCFL Day in Chicago, 1966, a day to be inwardly cherished and long remembered.

Thank^{many} you for bringing it to mind -- the ever alert mind of W N U S, also in Chicago.

Chicago calendars reflect great moments of achievement and significance in our limitless history. But, in proclaiming today "WCFL Day for Chicago", Mayor Richard Daley has added yet another towering hallmark, ~~xerxixixxyypertxundxpavexkvinxChicagolandx~~
certain to be cherished among the sapphire's of Chicagoland's boundless treasures. W-News appropriately pauses for one second of silence to consider the rich rewards of "WCFL Day in Chicago"
(PAUSE)...this is/W-News in Chicago.

WCFL DAY PROMO'S - USE TUES, 1/12/65 ONLY

#1

Chicago's popular mayor, Richard Daley, has proclaimed today, Tuesday, to be W C F L Day, in honor of Chicago's popular music station of the same name. W-News, always eager to assist in significant civic events therefore says "Happy WCFL day to you, your honor" from all-news W-News.

#2

Mayor Richard Daley, taking time from ~~his~~ the many problems of office, has proclaimed this day, Tuesday, WCFL Day, in Chicago. W-News is confident thinking Chicagoans will pause from their busy schedules ~~as well~~ to consider the import of this significant hour in Chicago's heritage. WCFL Day in Chicago, 1966, a day to be inwardly cherished and long remembered. ^{Mayor Daley} Thanks ~~for~~ you for bringing it to mind -- the ever alert mind of W N U S, also in Chicago.

#3

Chicago calendars reflect great moments of achievement and significance in our limitless history. But, in proclaiming today "WCFL Day for Chicago", Mayor Richard Daley has added yet another towering ^{calendar} hallmark, ~~which is a part of the history of Chicago and~~ certain to be cherished among the sapphire's of Chicago's ^{priceless} boundless treasures. W-News appropriately pauses for ^{a full} ~~one~~ second of silence to consider the rich rewards of "WCFL Day in Chicago ^{all-news} (PAUSE)...this is/W-News in Chicago.

W-NUS

AM • FM / 230 NORTH MICHIGAN AVENUE / CHICAGO, ILLINOIS 60652 / 726-1566

WINE & ROSES

The days of wine and roses, / laugh and run away, like a child
at play, / through the meadowland toward a closing door, / a door
marked nevermore, that wasn't there before. / *WNUS brings*

The lonely night discloses just a passing dream, / filled with
memories of the golden smile that introduced me to the days
of wine and roses and you. / *WNUS continues with the*

music of W & R

THE *McLendon* STATIONS

KLIF-AM / FM-DALLAS / WYSL-AM / FM-BUFFALO / K TSA-SAN ANTONIO / WNUS-AM / FM-CHICAGO / KABL-AM / FM over SAN FRANCISCO
KILT-KOST-FM-HOUSTON / U. S. sales X-TRA NEWS over LOS ANGELES / COMING SOON . . . KBVU over SEATTLE (PENDING FCC APPROVAL)