



TO: Sales, Promotion and Program Directors, AT40 Subscribers

FROM: Steve Aitken, Marketing Director

RE: Brand New Merchandising Item: AT40 Playing Cards

August 24, 1973

Here's a sample of the hit giveaway item at the Billboard Programming Forum ... a deck of AMERICAN TOP 40 Playing Cards. Each deck includes 56 cards ... the usual 52 plus 2 jokers, a Casey Kasem picture card and a card listing important facts about AMERICAN TOP 40.

Manufactured by U.S. Playing Card Co. of Cincinnati, manufacturers of "Bicycle" brand cards, the AT40 decks are the real thing.

They're available to AT40 subscribers as the latest merchandising item at Watermark's cost. Possible uses:

1. Advertiser location giveaways or premium items... at either sponsor or station cost.
2. Gifts to sponsors either presently or potentially backing AT40 broadcasts.
3. Station giveaways or contest prizes.
4. The secret Saturday night card game your chief engineer's been holding at the transmitter all these years.
5. Wherever your imagination leads you.

We have 2,000 decks in stock right now. More require a six week order, so we suggest you order a few dozen to have on hand or more if you come up with specific uses immediately. The cost... \$12.00 per dozen... includes handling and shipping to U.S. radio stations. Postage will be charged to subscribers overseas.

To order... tear off this blank and send it in. We'll add the total charge to your next montly invoice. (No phone orders, please.)

Mail To: Steve Aitken
Watermark, Inc.
10700 Ventura Boulevard
No. Hollywood, California 91604

Steve--send me _____ dozen deck(s) of AMERICAN TOP 40 Playing Cards.
@ \$12 per dozen that makes my total cost \$ _____.
Please make checks payable to: Watermark, Inc.

My Name: _____ Title: _____

Signature: _____ Station Call Letters: _____

Address: _____

City: _____ State: _____ Zip: _____



WATERMARK

10700 Ventura Blvd.
Los Angeles, California 91604
Phone: 213/980-9490

FOR WEEK ENDING: September 1, 1973
CYCLE NO. 733 PROGRAM 9 OF 13
DISC & HALF HOUR NO 1a
PAGE NO. 1

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 1 TALK UNIT #40 - SMOKE ON THE WATER - Deep Purple	4:24
4:22		TALK UNIT LOGO: CASEY'S COAST TO COAST	
4:24		LOCAL INSERT: C-1	2:00
6:24		LOGO: AMERICAN TOP 40 TALK UNIT #39 - FUTURE SHOCK - Curtis Mayfield TALK UNIT #38 - THERE IT IS - Tyrone Davis TALK UNIT #37 - I'VE GOT SO MUCH TO GIVE YOU - Barry White	10:58
17:20		TALK UNIT LOGO: HITS FROM COAST TO COAST	
17:22		LOCAL INSERT: C-2	2:00
19:22		LOGO: AMERICAN TOP 40 TALK UNIT #36 - STONED OUT OF MY MIND - Chi Lites TALK UNIT #35 - YESTERDAY ONCE MORE - Carpenters TALK UNIT #34 - THE HURT - Cat Stevens TALK UNIT	10:14
29:34		LOGO: CASEY'S COAST TO COAST	
29:36		STATION I.D.: C-3	:10
29:46		LOCAL INSERT:	2:00



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PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:46		LOGO: AMERICAN TOP 40 TALK UNIT #33 - HALF-BREED - Cher TALK UNIT #32 - NOBODY WANTS YOU WHEN YOU'RE DOWN AND OUT TALK UNIT - Bobby Womack #31 - WHY ME - Kris Kristofferson TALK UNIT	9:12
40:56		LOGO: HITS FROM COAST TO COAST	
40:58		LOCAL INSERT: C-4	2:00
42:58		LOGO: AMERICAN TOP 40 TALK UNIT #30 - HIGHER GROUND - Stevie Wonder TALK UNIT #29 - I WAS CHECKIN' OUT--SHE WAS CHECKIN' IN - TALK UNIT Don Covay	6:11
49:07		LOGO: CASEY'S COAST TO COAST	
49:09		LOCAL INSERT: C-5	2:00
51:09		LOGO: AMERICAN TOP 40 TALK UNIT #28 - YOU LIGHT UP MY LIFE - Carole King TALK UNIT #27 - THEME FROM "CLEOPATRA JONES" - Joe Simon TALK UNIT and the Main Streeters	7:20
58:29		THEME UP & UNDER W/TALK UNIT ENDING AT:58:36 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:00	
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10



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PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00 4:37		THEME & OPENING OF PART 11 TALK UNIT #26 - DIAMOND GIRL - Seals & Crofts TALK UNIT LOGO: CASEY'S COAST TO COAST	4:39
4:39		LOCAL INSERT: C-1	2:00
6:39 14:19		LOGO: AMERICAN TOP 40 TALK UNIT #25 - MY MARIA - B.W. Stevenson TALK UNIT #24 - HOW CAN I TELL HER - Lobo TALK UNIT LOGO: HITS FROM COAST TO COAST	7:42
14:21		LOCAL INSERT: C-2	2:00
16:21 26:09		LOGO: AMERICAN TOP 40 TALK UNIT #23 - A MILLION TO ONE - Donny Osmond TALK UNIT #22 - MONSTER MASH - Bobby Boris Pickett TALK UNIT #21 - MEET THAT LADY - Isley Brothers TALK UNIT LOGO: CASEY'S COAST TO COAST	9:50
26:11 26:21		STATION I.D.: C-3 LOCAL INSERT:	:10 2:00



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
28:21 37:48		LOGO: AMERICAN TOP 40 TALK UNIT #20 - ANGEL - Aretha Franklin TALK UNIT #19 - I BELIEVE IN YOU (You Believe in Me) - TALK UNIT Johnnie Taylor LOGO: HITS FROM COAST TO COAST	9:29
37:50		LOCAL INSERT: C-4	2:00
39:50 48:56		LOGO: AMERICAN TOP 40 TALK UNIT #18 - UNEASY RIDER - Charlie Daniels TALK UNIT #17 - ARE YOU MAN ENOUGH - Four Tops TALK UNIT LOGO: CASEY'S COAST TO COAST	9:08
48:58		LOCAL INSERT: C-5	2:00
50:58 58:38		LOGO: AMERICAN TOP 40 TALK UNIT #16 - SATURDAY NIGHT'S ALL RIGHT FOR FIGHTING - TALK UNIT Elton John #15 - GYPSY MAN - War TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT:58:44 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:04	7:30
58:50 59:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :10



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 111 TALK UNIT #14 - HERE I AM (Come and Take Me) - Al Green TALK UNIT #13 - BAD, BAD LEROY BROWN - Jim Croce TALK UNIT	6:51
6:49		LOGO: CASEY'S COAST TO COAST	
6:51		LOCAL INSERT: C-1	2:00
8:51		LOGO: AMERICAN TOP 40 TALK UNIT #12 - IF YOU WANT ME TO STAY - Sly and the Family Stone TALK UNIT #11 - WE'RE AN AMERICAN BAND - Grand Funk TALK UNIT #10 - FEELIN' STRONGER EVERY DAY - Chicago TALK UNIT	11:46
20:37		LOGO: HITS FROM COAST TO COAST	
20:39		LOCAL INSERT: C-2	2:00
22:39		LOGO: AMERICAN TOP 40 TALK UNIT #9 - LOVES ME LIKE A ROCK - Paul Simon TALK UNIT #8 - GET DOWN - Gilbert O'Sullivan TALK UNIT	6:06
28:43		LOGO: CASEY'S COAST TO COAST	
28:45		STATION I.D.: C-3	:10
28:55		LOCAL INSERT:	2:00



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:55		LOGO: AMERICAN TOP 40 TALK UNIT #7 - THE MORNING AFTER - Maureen McGovern TALK UNIT #6 - SAY, HAS ANYBODY SEEN MY SWEET GYPSY ROSE TALK UNIT - Dawn	5:28
36:21		LOGO: HITS FROM COAST TO COAST	
36:23		LOCAL INSERT: C-4	2:00
38:23		LOGO: AMERICAN TOP 40 TALK UNIT #5 - LIVE AND LET DIE - Wings TALK UNIT #4 - TOUCH ME IN THE MORNING - Diana Ross TALK UNIT #3 - DELTA DAWN - Helen Reddy TALK UNIT	11:00
49:21		LOGO: CASEY'S COAST TO COAST	
49:23		LOCAL INSERT: C-5	2:00
51:23		LOGO: AMERICAN TOP 40 TALK UNIT #2 - LET'S GET IT ON - Marvin Gaye TALK UNIT #1 - BROTHER LOUIE - Stories TALK UNIT	6:51
58:14		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:44 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:03	
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10