



To: AT40 SUBSCRIBERS

From: Tom Rounds

Re: CASEY'S ANNUAL DISAPPEARING ACT

July 5, 1974

The producers of "Hawaii Five-0" were so pleased with Casey's performance as a TV talk-show host on an earlier episode this year, they've now re-cast him in a bigger part being filmed right now in Honolulu. Casey has been upgraded from the part of the semi-crooked host of a TV talk show to that of the semi-crooked manager of a department store.

In any case, the part (and full-screen credit) will be good promotion for all of us. We'll let you know when the episode will run on CBS this fall.

We tried to talk Casey into dragging the production crew along with him, but Billboard's new Wednesday chart compilation date and other problems made the schedule too tight.

Therefore, we proudly announce our newest AT40 guest host... "Humble Harve" Miller. Humble Harve is a veteran of KHJ's golden days in the 60's and currently holds the 9AM-12Noon slot at KKDJ(FM) here in Los Angeles.

Casey returns next week.

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Meantime, we're running your actual station I. D. 's off at the rate of 9 per show. We've got 54 in the can so far, meaning that about 200 stations haven't sent their tapes in yet. We all think the bit sounds great on the air, so we hope you'll put your station I. D. on tape ( $7\frac{1}{2}$  IPS,  $\frac{1}{4}$ ", mono,  $1\frac{1}{2}$  mil tape) and send it in right away.

The best I. D. 's are the ones in which something touristy or crazy is included. "K. R. A. P. plays more music" really doesn't mean much on a galactic basis... but "W. W. N. R. from the coal fields of West Virginia" has great audience value. And the combination of all those voices, all those call letters and all those place names adds a lot more meaning to the program.

Important: Please include the state or the country (Anchorage, Alaska; Auckland, New Zealand). No personal names, please. Also, please put reels in boxes before putting them in the mailing envelope.

Send tapes to: Jody Tucker  
Customer Service Rep.

Watermark, Inc.  
10700 Ventura Blvd., No. Hollywood, CA 91604

WATERMARK, INC. 10700 Ventura Blvd., No. Hollywood, California 91604 (213) 980-9490



# WATERMARK

10700 Ventura Blvd.  
No. Hollywood, Ca. 91604  
Phone: (213) 880-9490

FOR WEEK ENDING July 6, 1974  
CYCLE NO. 743 PROGRAM 1 OF 13  
DISC & HALF HOUR NO 1a  
PAGE NO. 1

## "THE 40 TOP SINGLES ARTISTS OF THE 70'S"

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 1 TALK UNIT #40 - LOVES ME LIKE A ROCK - Paul Simon TALK UNIT #39 - I'M GONNA LOVE YOU JUST A LITTLE MORE TALK UNIT BABY - Barry White #38 - BRAND NEW KEY - Melanie TALK UNIT	10:39
10:37		LOGO: CASEY'S COAST TO COAST	
10:39		LOCAL INSERT: C-1	2:00
12:39		LOGO: AMERICAN TOP 40 TALK UNIT #37 - THANK YOU FOR LETTING ME BE MYSELF AGAIN - TALK UNIT Sly & the Family Stone #36 - ALONE AGAIN NATURALLY - Gilbert O'Sullivan TALK UNIT	7:34
20:11		LOGO: HITS FROM COAST TO COAST	
20:13		LOCAL INSERT: C-2	2:00
22:13		LOGO: AMERICAN TOP 40 TALK UNIT #35 - WE'RE AN AMERICAN BAND - Grand Funk TALK UNIT #34 - COULD IT BE I'M FALLING IN LOVE - Spinners TALK UNIT	7:23
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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FOR WEEK ENDING: July 6, 1974  
 CYCLE NO. 743 PROGRAM 1 OF 13  
 DISC & HALF HOUR NO 16  
 PAGE NO. 2

"THE 40 TOP SINGLES ARTISTS OF THE 70'S"

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:46    38:54		LOGO: AMERICAN TOP 40 TALK UNIT #33 - CRACKLIN' ROSIE - Neil Diamond TALK UNIT #32 + WILL IT GO 'ROUND IN CIRCLES - Billy Preston TALK UNIT LOGO: HITS FROM COAST TO COAST	7:10
38:56		LOCAL INSERT: C-4	2:00
40:56   47:18		LOGO: AMERICAN TOP 40 TALK UNIT #31 - GET READY - Rare Earth TALK UNIT #30 - MAKE IT WITH YOU - Bread TALK UNIT LOGO: CASEY'S COAST TO COAST	6:24
47:20		LOCAL INSERT: C-5	2:00
49:20   58:15		LOGO: AMERICAN TOP 40 TALK UNIT #29 - BROWN SUGAR - Rolling Stones TALK UNIT #28 - AIN'T NO SUNSHINE - Bill Withers TALK UNIT #27 - SNOWBIRD - Anne Murray TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT: 58:25 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:00	8:55
58:50 59:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :10



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CYCLE NO. 742 PROGRAM 1 OF 13  
DISC & HALF HOUR NO 2a  
PAGE NO. 3

## "THE 40 TOP SINGLES ARTISTS OF THE 70'S"

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 11 TALK UNIT #26 - PAPA WAS A ROLLING STONE - Temptations TALK UNIT #25 - ONE BAD APPLE - Osmonds TALK UNIT	10:12
10:10		LOGO: CASEY'S COAST TO COAST	
10:12		LOCAL INSERT: C-1	2:00
12:12		LOGO: AMERICAN TOP 40 TALK UNIT #24 + CISCO KID - War TALK UNIT #23 - BACKSTABBERS - O'Jays TALK UNIT	6:36
18:46		LOGO: HITS FROM COAST TO COAST	
18:48		LOCAL INSERT: C-2	2:00
20:48		LOGO: AMERICAN TOP 40 TALK UNIT #22 - LET'S GET IT ON - Marvin Gaye TALK UNIT #21 - THE FIRST TIME EVER I SAW YOUR FACE - TALK UNIT Roberta Flack	9:04
29:50		LOGO: CASEY'S COAST TO COAST	
29:52 30:02		STATION I.D.: C-3 LOCAL INSERT:	::10 2:00



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DISC & HALF HOUR NO 2b  
PAGE NO. 4

## "THE 40 TOP SINGLES ARTISTS OF THE 70'S"

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:02		LOGO: AMERICAN TOP 40 TALK UNIT #20 - IT DON'T COME EASY - Ringo Starr TALK UNIT #19 - BETCHA BY GOLLY WOW - Stylistics TALK UNIT	6:38
38:38		LOGO: HITS FROM COAST TO COAST	
38:40		LOCAL INSERT: C-4	2:00
40:40		LOGO: AMERICAN TOP 40 TALK UNIT #18 - DAYDREAMING - Aretha Franklin TALK UNIT #17 - YOU'RE SO VAIN - Carly Simon TALK UNIT	7:07
47:45		LOGO: CASEY'S COAST TO COAST	
47:47		LOCAL INSERT: C-5	2:00
49:47		LOGO: AMERICAN TOP 40 TALK UNIT #16 - TAKE ME HOME, COUNTRY ROADS - John Denver TALK UNIT #15 - GO AWAY LITTLE GIRL - Donny Osmond TALK UNIT #14 - GYPSIES, TRAMPS & THIEVES - Cher TALK UNIT	9:02
58:49		THEME UP & UNDER W/TALK UNIT ENDING AT: 59:00 THEME TO: 59:10 EMERGENCY THEME RUNOUT TO: 60:02	
59:10		LOCAL INSERT: C-6	:60
60:10		STATION I.D.:	:10



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DISC & HALF HOUR NO 3a  
PAGE NO. 5

"THE TOP 40 SINGLES ARTISTS OF THE 70'S"

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 111 TALK UNIT #13 - IF I WERE YOUR WOMAN - Gladys Knight & the Pips TALK UNIT #12 - LET'S STAY TOGETHER - Al Green TALK UNIT LOGO: CASEY'S COAST TO COAST	6:56
6:54			
6:56		LOCAL INSERT: C-1	2:00
8:56		LOGO: AMERICAN TOP 40 TALK UNIT #11 - AIN'T NO MOUNTAIN HIGH ENOUGH - Diana Ross TALK UNIT #10 - KNOCK THREE TIMES - Dawn TALK UNIT #9 - SATURDAY IN THE PARK - Chicago TALK UNIT LOGO: HITS FROM COAST TO COAST	11:09
20:03			
20:05		LOCAL INSERT: C-2	2:00
22:05		LOGO: AMERICAN TOP 40 TALK UNIT #8 - I AM WOMAN - Helen Reddy TALK UNIT #7 - YOU DON'T MESS AROUND WITH JIM - Jim Croce TALK UNIT LOGO: CASEY'S COAST TO COAST	6:10
28:13			
28:15		STATION I.D.: C-3	:10
28:25		LOCAL INSERT:	2:00



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PAGE NO. 6

## "THE 40 TOP SINGLES ARTISTS OF THE 70'S"

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:25		LOGO: AMERICAN TOP 40 TALK UNIT #6 - ROCKET MAN - Elton John TALK UNIT #5 - MY LOVE - Paul McCartney & Wings TALK UNIT	9:37
40:00		LOGO: HITS FROM COAST TO COAST	
40:02		LOCAL INSERT: C-4	2:00
42:02		LOGO: AMERICAN TOP 40 TALK UNIT #4 - YOU ARE THE SUNSHINE OF MY LIFE - Stevie Wonder TALK UNIT #3 - MAMA TOLD ME NOT TO COME - Three Dog Night TALK UNIT	6:43
48:43		LOGO: CASEY'S COAST TO COAST	
48:45		LOCAL INSERT: C-5	2:00
50:45		LOGO: AMERICAN TOP 40 TALK UNIT #2 - I WANT YOU BACK - Jackson Five TALK UNIT #1 - CLOSE TO YOU - Carpenters TALK UNIT	7:07
57:52		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:22 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:00	
58:50		LOCAL INSERT:	:60
59:50		STATION I.D.: C-6	:10

# Photos at Top

THEME & OPENING

40. LOVES ME LIKE A ROCK  
Paul Simon

03/302/FADE (45)

113/302/FADE (LP)

39. I'M GONNA LOVE YOU JUST A LITTLE MORE BABY  
Barry White

110/401/FADE (45)

14/634/FADE (LP)

2:46 (t.p.)

38. BRAND NEW KEY  
Melanie

106/216/FADE (both)

C-1

37. THANK YOU FOR LETTING ME BE MYSELF AGAIN  
Sly & the Family Stone

17 1/2/4:24/fade (LP)

36. ALONE AGAIN NATURALLY  
Gilbert O'Sullivan

11/332/cold (45)

C-2

35. WE'RE AN AMERICAN BAND  
Grand Funk

130/3:25/cold (45)

130/321/cold (LP)

34. COULD IT BE I'M FALLING IN LOVE  
Spinners

125/402/fade (both)


**SPICE**

COMMITTEE  
XTRA WORDS & the  
CONVERSATION  
FERENCE  
COMMON  
SAY HIS MIND TO  
MUSIC BUREAU

C-3

33.  CRACKLIN' ROSIE  
Neil Diamond

:07/2:40/fade (45)

32.  WILL IT GO 'ROUND IN CIRCLES  
Billy Preston


:02/3:29/fade (45)

:02/4:07/fade (LP)

C-4

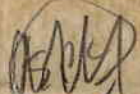
31.  GET READY  
Rare Earth

:21/2:36/fade (45)

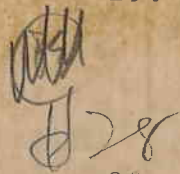
30.  MAKE IT WITH YOU  
Bread

:12/3:03/fade (LP)

C-5

29.  BROWN SUGAR  
Rolling Stones

:29/3:42/cold (45)

28.  AIN'T NO SUNSHINE  
Bill Withers

-/2:00/cold (45)

27.  SNOWBIRD  
Anne Murray

09 1/2/2:06/cold (45)

THEME &amp; CLOSING

END OF VOICE

THEME PLAYOUT IN CLEAR FOR

IN A WHAT FOR  
#34  
END OF QUOTE

## THEME &amp; OPENING

*fm*

26. PAPA WAS A ROLLING STONE  
Temptations

1:25/6:38/fade (45)

25. ONE BAD APPLE  
Osmonds

1:09/2:37/fade  
(Both)

*fm*

C-1

24. CISCO KID  
War

*fm*

*fm*

1:17/3:32/fade (45)

1:30/4:10/fade (LP)

23. BACKSTABBERS  
O'Jays

*fm*

1:38/2:57/fade (both)

C-2

*fm*

22. LET'S GET IT ON  
Marvin Gaye

*fm*

0:2/3:42/fade (45)

21. THE FIRST TIME EVER. I SAW YOUR FACE  
Roberta Flack

1:17 1/2/4:12/cold (45)

1:34/5:13/cold (LP)

*fm*

BUT THE ~~RECORD~~  
THIS ~~RECORD~~

#214

BUT IT'S SHARED  
CANT DANCE  
SOW DET

(22)

C-3

*DEB*  
20. IT DON'T COME EASY  
Ringo Starr 18/2.54/cold (45)

*DEB*  
19. BETCHA BY GOLLY WOW  
Stylistics 128/3.08/fade (45)

C-4

18. DAYDREAMING  
Aretha Franklin 01/2:40/fade (45)  
13/3:41/fade (LP)  
(whisper at :01)  
17. YOU'RE SO VAIN  
Carly Simon ~~17/4:14/fade (45)~~  
18/4:04/FADE (BOTH)

C-5

*Now ATEN*  
*DOOR*  
*4 YRS*  
*Countdown*  
*#2*  
*Backed Hizon*  
*Denver*  
*S/NON SISTER*  
*Cross the street*  
*THE DREAMER #2*  
16. TAKE ME HOME, COUNTRY ROADS  
John Denver 06/3:01/cold (45)  
15. GO AWAY LITTLE GIRL  
Donny Osmond 08/221/fade (45)  
14. GYPSIES, TRAMPS & THIEVES  
Cher 08/222/fade (45)  
(LP)

THEME & CLOSING  
END OF VOICE  
THEME PLAYOUT IN CLEAR FOR

31  
7

## THEME &amp; OPENING

13. IF I WERE YOUR WOMAN  
Gladys Knight & the Pips

1:13 1/2 / 3:03 / fade (45)

12. LET'S STAY TOGETHER  
Al Green

1:03 / 3:10 / fade (45)  
1:09

C-1 \_\_\_\_\_

11. AIN'T NO MOUNTAIN HIGH ENOUGH  
Diana Ross

1:11 / 3:17 / fade (45)

10. KNOCK THREE TIMES  
Dawn

1:08 / 2:40 / fade (45)

9. SATURDAY IN THE PARK  
Chicago

1:25 / 3:43 / cold (45)

C-2 \_\_\_\_\_

8. I AM WOMAN  
Helen Reddy

1:11 / 3:03 / fade (45)

7. YOU DON'T MESS AROUND WITH JIM  
Jim Croce

1:51 1/2 / 2:48 / fade (both)

WORLD  
GENUINE  
Dawn  
14 #15 - +1

TRAIN  
TOP ARTIST

*[Handwritten signature]*

C-3 \_\_\_\_\_

6. ROCKET MAN  
Elton John

—/4:26/fade (BOTH)

*[Handwritten signature]*

5. MY LOVE  
Paul McCartney & Wings

:07/4:00/cold (45)

*[Handwritten signature]*

C-4 \_\_\_\_\_

4. YOU ARE THE SUNSHINE OF MY LIFE  
Stevie Wonder

:15/2:44/fade (both)

*[Handwritten signature]*

3. MAMA TOLD ME NOT TO COME  
Three Dog Night

:10/3:11/cold (LP)

*[Handwritten signature]*

**SPICE**

C-5 \_\_\_\_\_

2. I WANT YOU BACK  
Jackson Five

:19/2:40/fade (LP)

*[Handwritten signature]*

*[Handwritten signature]*

1. CLOSE TO YOU  
Carpenters

:09/3:26/fade (45)

*[Handwritten signature]*

**SPICE**

*[Handwritten signature]*

THEME & CLOSING

END OF VOICE

THEME PLAYOUT IN CLEAR FOR

*[Handwritten signature]*

1970

RECEIVED  
15 YRS OLD  
NOW LEADS  
AHEAD