

Won't you PLEASE HELP raise funds
for the thousands of permanently and temporarily Crippled Children and Adults
served by your

EASTER SEAL SOCIETY

by participating in the 1st annual

FRANK KINGSTON SMITH

EASTER SEAL College Network RADIOTHON (the first in the country)

(starting at 6 p.m. Saturday, March 30 and lasting until 8 p.m. Sunday, March 31.)

The RADIOTHON will work in conjunction with

the 3rd ANNUAL



TELETHON

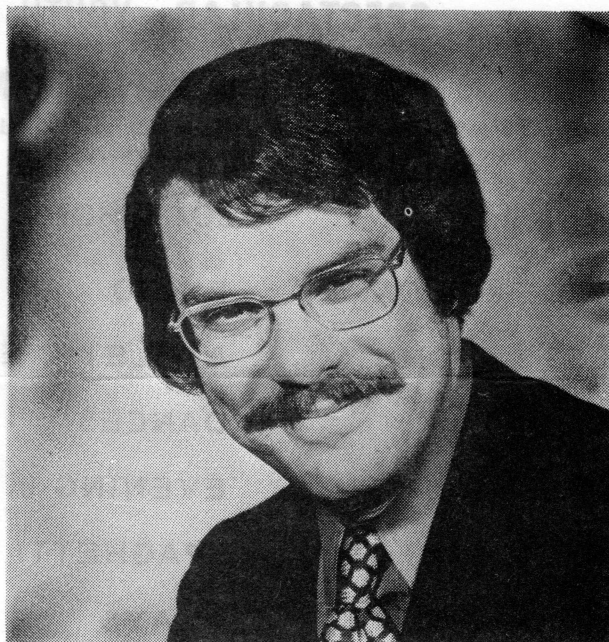
An All-Star Television Spectacular
to Benefit Crippled Children and Adults

(from 11 p.m. Saturday to 8 p.m. Sunday)

March 30 & 31

Live and in Color
over

WPIX-11-T.V.
WPHL-17-T.V.



Participating Colleges

WGLS-FM -- Glassboro State College
WRLC -- Livingston College
WMCX-FM -- Monmouth College
WMSC -- Montclair State College
WNCE -- Newark College of Engineering
WRSU-FM -- Rutgers, New Brunswick
WSOU -- Seton Hall University
WCPR -- Stevens Tech
WCPE -- Union College



**TAKE the TIME to GAS UP, and
VISIT US SUNDAY**

College representatives may present major
Radiothon contributions in person on TV at our
remote TV camera located in Saddle Brook
(Bergen County) from 9 a.m. to 7 p.m. Sunday,
March 31.

POSSIBLE SPECIAL EVENT IDEAS

For the EASTER SEAL SOCIETY's 1st annual

FRANK KINGSTON SMITH College Radio Network RADIOTHON

and for the 1st annual

MILLION PENNIES PENNYTHON.

which will work in conjunction with the

March 30 & 31 Easter Seals TELETHON

over WPIX-11-TV & WPHL-17-TV

SPECTACULAR YOUTH SPECIAL— 2 a.m. to 7 a.m. Sunday

PLEDGES

(Where a sponsor promises to donate a specific amount of money for an accomplished feat.)

BIKE-a-THON

BRIDGE-a-THON

CHESS-a-THON

ROCK-a-THON

RIDE-a-THON

SWIM-a-THON

ROW-a-THON

DANCE-a-THON

WALK-a-THON

REDUCE-a-THON

BEER-a-THON

TENNIS-a-THON

SKI-a-THON

PING PONG-a-THON

SLED-a-THON

BENEFIT EVENTS

(Proceeds are raised through Admission charges.)

SOCK HOPS

BINGO

ATHLETIC EVENTS

DANCES

EVENING in VEGAS

SPAGHETTI SUPPER

PLAYS

DONKEY BASKETBALL

MULTI MEDIA EXPLOSION

BASH-a-CAR

BATTLE-of-the BANDS

CONCERTS

COFFEE HOUSES

BIKE RODEO

BIKE RACE

GAMES of CHANCE

(Solicit giveaways from area merchants)

WHEELS of FORTUNE

SWEEPSTAKES

DRAWINGS

MONEY EARNED

CAR WASH

DOG WASH

DO a CHORE

SHOPPERS BABYSITTING
SERVICE

MISC. IDEAS

AUCTIONS

CLUB BENEFIT EVENTS

BUILD a MILE of PENNIES

CAMPUS QUEEN CONTEST
(Vote w/ money)

SHOPPING CENTER TEST
Canister Collections

CARNIVALS

TAKE the TIME to GAS UP, and Come VISIT US in NEW JERSEY on SUNDAY

at our LIVE CAMERA location at the Marriott in Saddle Brook (Bergen County). Come shop at our FLEA MARKET at the same time.

(Major fund raising events will be acknowledged on the Easter Seal Society's 3rd annual TELETHON on March 30 and 31 over WPIX-11-TV and WPHL-17-TV)

(For further information, please contact the New Jersey Easter Seal Society, 9 Terminal Road, New Brunswick, N.J. 08902 (201)828-8080.)