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**THE COMPLETE GUIDE
TO SUPERMAN-THE-ALBUM!!
POSTERS! PRESS KITS! 20,000 RADIO SPOTS!!!!!!
STAND-UPS!! BUTTONS!!! PATCHES!!
PHONE BOOTHS??!!!!!! ETC!!!!**



CAPED WONDER
SUPERMAN IMAGERY

Super Is As Super Does

As a national pastime, *Superman* has always commanded attention and respect. In 1978, the selling of Warner Bros. Pictures' *Superman* (The Movie) is no exception. It is a concerted project demanding, and receiving, nothing less than superhuman efforts from thousands of creative individuals. The \$40 million motion picture has been the object of one of the most ambitious pre-sell promotional campaigns in recent history. The revenue to be generated by movie-related spin-offs (books, toys, clothes, various licensing agreements) is almost impossible to calculate.

Never one to be outdone in the superhuman efforts department, Warner Bros. Records is taking its own giant steps to insure that *Superman* (The Record) amasses some superlatives of its own. Outlined over the following pages is one of the most extensive marketing programs the label has ever conducted, a program specifically devised and implemented to connect The Record with its audience as fast and as accurately as possible. No sector of that audience—from the press, radio and retail tradespeople to the enormous record-buying public they serve—will remain untouched by *Superman*.



*Superman News
from the desk of
Perry White*

Daily Planet

A Publication of WARNER BROS. RECORDS Publicity Dept. 3300 Warner Blvd. Burbank, Ca. 91510 • 213-846-9090

Supermedia behind The Super Album

All press personnel on the label's press lists will receive a series of "Memos from the desk of Perry White, editor of the *Daily Planet*." The initial memo will be an announcement of the forthcoming release of *Superman The Movie / Original Sound Track* album. Over subsequent weeks, additional memos will include a bio of sound track composer John Williams and a 'canned feature' on the film project (to accompany release of the LP itself) and the placement of trade stories on Warners' *Superman* marketing program.

Veteran Sound Tracker JOHN WILLIAMS Scores Big in Superman

The man selected to write the score for the spectacular, all-star production of *Superman* is, appropriately, a superman in his own field. John Williams' credits, immediately prior to his accepting this assignment, were for *Star Wars* and *Close Encounters Of The Third Kind*, making him the market leader in themes extra-terrestrial. He seems always to be where the smash-hit, new-trend films are, because, leading up to those biggies, he composed for all the best exponents of the disaster genre — *The Poseidon Adventure*, *Towering Inferno*, *Earthquake* and *Jaws*. These four he worked into a special "Disaster Suite" when he conducted the Royal Philharmonic Orchestra at the Royal Albert Hall in 1977 for a special "Filmharmonic" charity concert of movie music.

In cases where the score is still tailored to fit the film, and not vice-versa (that is, discounting disco), Williams is easily the hottest property in sound track music. He has written nearly 50 cinema scores, and has won Oscars for his adaptation of *Fiddler On The Roof*, and his original composition for *Jaws*.

Williams was born in New York in 1932 into a musical household. He

studied music at UCLA and at Juillard as a piano major. His determination to be a concert pianist waned when he cocked an ear at his peers John Browning and Van Cliburn.

Randy's Uncle's Aegis

In 1955 he moved to California to work in film studios, and made good. He began at Fox under the aegis of Alfred Newman (Randy's uncle), then won a two-year contract as pianist with the Columbia Pictures Orchestra. Williams learned his specialized craft alongside the masters—Franz Waxman, Dimitri Tiomkin, Daniel Amfiteatrof, George Dunning, Andre Previn and John Green.

His initial break in composing for the screen came with such films as *Because They're Young* and *I Passed For White*, plus quantities of comedies that called for split-second timing. Gradually the floodgates opened, and he began to collect awards—Emmys for *Heidi* and *Jane Eyre*, the Oscars mentioned above, plus nominations for *The Reivers*, *The Poseidon Adventure*, *Cinderella Liberty* and *Towering Inferno*.



Mean Jazz Piano

Throughout his career, he has continued to compose privately—symphonies, a flute concerto, a violin concerto—mainly for his own satisfaction, although his work has reached concert stage. (Andre Previn conducted the London Symphony Orchestra playing Williams' First Symphony.) At home, he plays chamber music with friends, and, so it's rumored, a mean jazz piano. This double grounding in classical and jazz has given him the flexibility that is essential in the scoring field.

Back during his learning days, the studio orchestras were still in their golden era, and serious music lovers in the East were suitably impressed with the calibre or performance on Hollywood sound tracks. "Alas," says Williams, "we don't have that kind of studio orchestra any more." He also feels that many composers were discouraged by their lack of autonomy working within film. "You walk onto the music scoring stage and hear this marvelous orchestra playing your music, then you go upstairs to the dubbing room and hear it being systematically covered up by wagon wheels and horses' hooves."

Kryptonite Blues

Williams is an optimist, though, and believes film music can have another golden age. His *Star Wars* score sold in excess of two million albums in the U.S. alone, and *Jaws* was credited by a prominent musicologist with being "a giant leap forward in the revitalization of film music as a foreground component of the total motion picture experience."

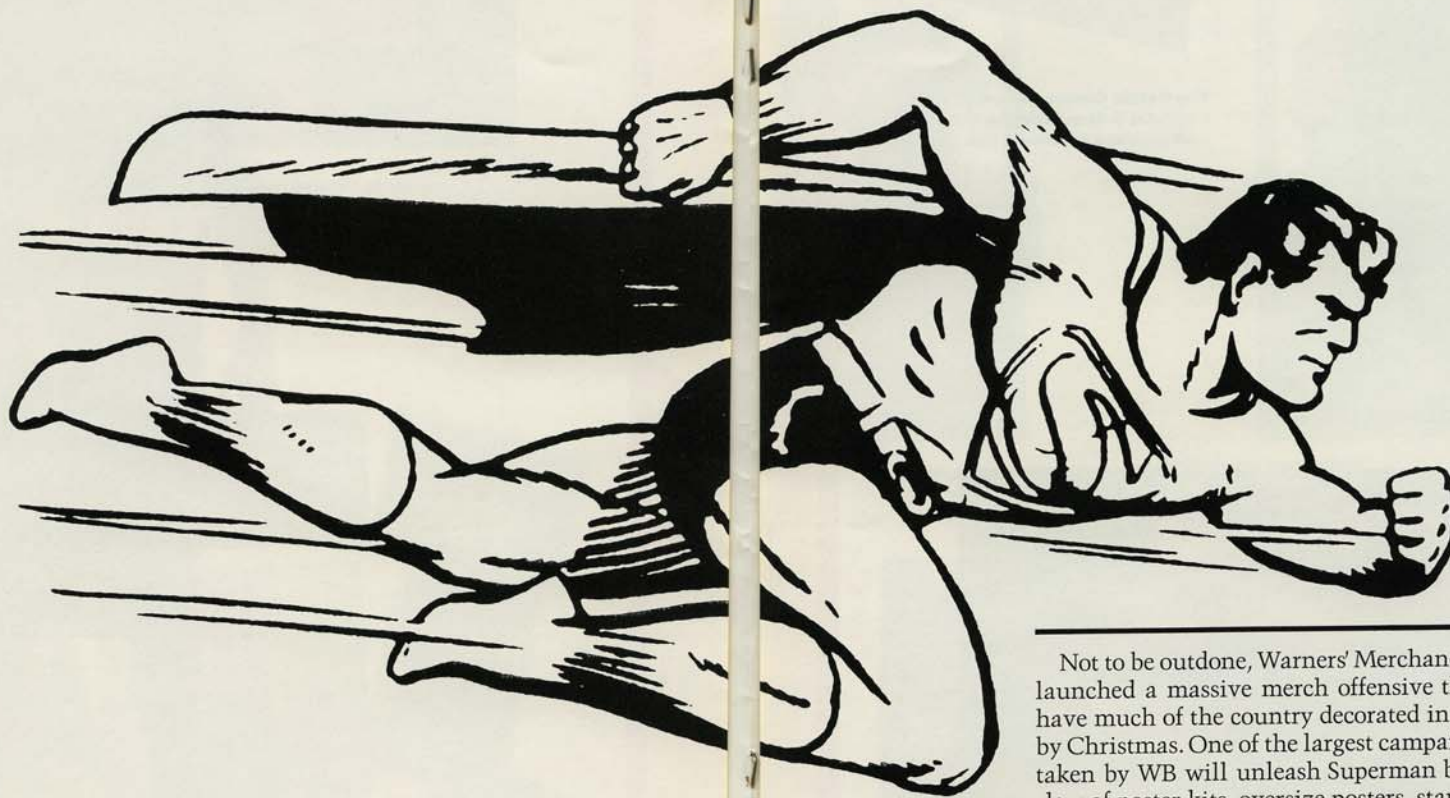
In tackling *Superman*, John began by isolating the separate main themes required: one for Superman's flying scenes, a love theme for Lois Lane and Clark Kent and a special theme for Super's original home, the planet Krypton.



Utilizing movie artwork and slogans based on "It's a movie! It's a record! It's *Superman* - The Movie Original Sound Track on Warner Bros. records & tapes", 4-color ads will run in *Billboard* (opposite chart page) issue of Dec. 18. Initial trade ad will feature endorsement from key rack-jobber David Lieberman (in *Superman* suit). Subsequent post-release ads will be featured in *Variety* and the *Hollywood Reporter*. Extensive use of radio and consumer print advertising (music publications) is planned to follow release of the album, including the *New York Times* and the *Los Angeles Times*. The real onslaught, though, will occur in radio

advertising, where a Herculean buy covering 583 stations will broadcast the inescapable message of *Superman-The Sound Track's* arrival to an estimated 95,604,000 listeners ages 12-34. If that sounds unbelievable, it is. That's half the bleedin' population of the US of A. In the buy Warner Bros. has lined up the entire ABC Radio Network, the ABC Contemporary Network weighing in with 388 affiliates, and the FM Network with 195. The total number of spots that will be run is 20,988, in the following rotation per station: 4 spots in the morning drive, 4 in the evening drive, and 2 spots on both Saturday and Sunday.

Appleton	WYNE	—	82. Huntsville-Decatur-Florence, AL	WJCF (FM)	WAHR	125. Erie, PA	—	167. Billings, MT	—	—
Dishock	—	—	Huntsville	WJCF (FM)	WAHR	126. Erie, PA	WCKP (FM)	Billings	KYYA (FM)	KI
86. Roanoke	WDXJ	—	Decatur	WBDF	WDRM	126. Wausau-Rhinelander, WI	—	Hardin	—	KI
Roanoke-Lynchburg, VA	—	—	Florence	WBDF	WDRM	Wausau	—	168. Rapid City, SD	KIMM	—
Roanoke	WBWG	—	Fayetteville, TN	WTFM	WTFM	127. Traverse City-Cadillac, MI	WIFC	Rapid City	—	—
Lynchburg	WTTX	—	Port Payne	WGPS	WTFM	No Affiliations	—	169. Alexandria, LA	KXBS	—
Appomattox	WTVV (FM)	—	Guntersville	WGPS	WTFM	128. Corpus Christi, TX	—	Alexandria	—	—
Blackburg	—	—	93. Tucson, AZ	—	KWFM	128. Eugene, OR	KZFM (FM)	170. Meridian, MS	—	—
Collinsville	WFCF	—	—	—	—	129. Eugene, OR	KUGN (FM)	Meridian	WMOX	—
Covington	WVPR	WIDO	94. Lansing, MI	WVIC	—	Eugene	KHNS	171. Anchorage, AK	—	—
Danville	—	—	Lansing	WVIC	—	Cosco Bay	—	Anchorage	KENI	—
69. Davenport-Rock Island-Moline, IA-IL	—	—	Jackson	WVIC	—	130. Lubbock, TX	—	172. Jonesboro, AR	—	—
(Quad City)	—	—	95. Sioux Falls-Mitchel, SD	KKRC-4	—	Lubbock	KLKB	173. Jonesboro, AR	—	—
Davenport, IA	KSTZ	WXLP	Sioux Falls	KKRC-4	—	131. Yakima, WA	—	174. Jonesboro, AR	—	—
Burlington, IA	KRUB	KGRS	Aberdeen	KSDN	—	Yakima	KQOT	175. Lake Charles, LA	KAOK	—
Keosauqua, IA	WJRE (FM)	—	Huron	KKOK	—	132. Wilmington, NC	—	176. Lake Charles, LA	—	—
70. Fresno, CA	—	—	Pipestone, MN	KLCC	—	133. Wilmington, NC	—	177. Lake Charles, LA	—	—
Fresno	KIRV	KFIG	4Call letters changed from KISD	—	—	134. Wilmington, NC	—	178. Lake Charles, LA	—	—
Visalia	KBOG (FM)	KONG (FM)	96. Fargo, ND	—	—	135. Wilmington, NC	—	179. Lake Charles, LA	—	—
71. Springfield-Decatur-Champaign, IL	—	—	Fargo	—	—	136. Wilmington, NC	—	180. Lake Charles, LA	—	—
Springfield	WOSB	WVEM	Moorehead, MN	KVOX	KVOX	137. Wilmington, NC	—	181. Lake Charles, LA	—	—
Decatur	WSDY (FM)	—	Breckenridge, MN	KBMW	—	138. Wilmington, NC	—	182. Lake Charles, LA	—	—
Champaign-Urbana	WFGU (FM)	WTWC	Valley City, ND	KWOC	—	139. Wilmington, NC	—	183. Lake Charles, LA	—	—
72. Spokane, WA	—	—	97. Columbia, SC	WVOC	WZLD	140. Wilmington, NC	—	184. Lake Charles, LA	—	—
Spokane	KZUN	—	Columbia	WVOC	—	141. Wilmington, NC	—	185. Lake Charles, LA	—	—
Chelan	KQZI	—	Orangeburg	WVOC	—	142. Wilmington, NC	—	186. Lake Charles, LA	—	—
Grangeville, ID	KORT	—	98. Austin, TX	WDXI	—	143. Wilmington, NC	—	187. Lake Charles, LA	—	—
Lewiston, ID	KOZE (FM)	—	Austin	WDXI	—	144. Wilmington, NC	—	188. Lake Charles, LA	—	—
Lewiston, ID	KOZE (FM)	—	San Marcos	—	KCSW	145. Wilmington, NC	—	189. Lake Charles, LA	—	—
Moscow, ID	KPRL (FM)	—	99. Baton Rouge, LA	WVFM	—	146. Wilmington, NC	—	190. Lake Charles, LA	—	—
Orfino, ID	KLER	—	Baton Rouge	WVFM	—	147. Wilmington, NC	—	191. Lake Charles, LA	—	—
Winnetka	KPO FM	—	Donaldsonville	KSMI	—	148. Wilmington, NC	—	192. Lake Charles, LA	—	—
73. Cedar Rapids-Waterloo, IA	—	—	100. Colorado Springs-Pueblo, CO	—	—	149. Wilmington, NC	—	193. Lake Charles, LA	—	—
Cedar Rapids	KCRG	—	Colorado Springs	KPIK	KPLV	150. Wilmington, NC	—	194. Lake Charles, LA	—	—
Waterloo	KXEL (FM)	—	101. Burlington-Plattsburgh, VT-NY	—	—	151. Wilmington, NC	—	195. Lake Charles, LA	—	—
Delaware	WDBO	—	Burlington, VT	WDO1	—	152. Wilmington, NC	—	196. Lake Charles, LA	—	—
Delaware	KOEL (FM)	—	Springfield, VT	WCFR	—	153. Wilmington, NC	—	197. Lake Charles, LA	—	—
74. Portland-Poland Spring, ME	—	—	102. El Paso, TX	AM/FM	—	154. Wilmington, NC	—	198. Lake Charles, LA	—	—
Portland	WBJ	—	El Paso	KINT	—	155. Wilmington, NC	—	199. Lake Charles, LA	—	—
Bath	WJAB	WIGY	103. El Paso, TX	KINT	—	156. Wilmington, NC	—	200. Lake Charles, LA	—	—
Lewiston-Auburn	WLAM	—	Las Cruces, NM	AM/FM	KASK	157. Wilmington, NC	—	201. Lake Charles, LA	—	—
Johnstown-Altoona, PA	WCRO	—	Silver City, NM	KSIL	—	158. Wilmington, NC	—	202. Lake Charles, LA	—	—
Altoona	WFBG	—	104. Rockford, IL	WROK	WYBR	159. Wilmington, NC	—	203. Lake Charles, LA	—	—
Greenville	WCPA	—	Rockford	WROK	WYBR	160. Wilmington, NC	—	204. Lake Charles, LA	—	—
State College	WRSC	—	105. Madison, WI	WVOC	—	161. Wilmington, NC	—	205. Lake Charles, LA	—	—
76. South Bend-Elkhart, IN	—	—	Madison	WVOC	—	162. Wilmington, NC	—	206. Lake Charles, LA	—	—
South Bend	—	—	Baraboo	WVOC	—	163. Wilmington, NC	—	207. Lake Charles, LA	—	—
77. Paducah-Cape Girardeau-Harrisburg, KY-MO-IL	—	—	Richland Center	WVOC	—	164. Wilmington, NC	—	208. Lake Charles, LA	—	—
Paducah, KY	KYTX	—	106. Salinas-Monterey, CA	—	—	165. Wilmington, NC	—	209. Lake Charles, LA	—	—
Cape Girardeau, MO	KGMO	—	Monterey	—	KWAV	166. Wilmington, NC	—	210. Lake Charles, LA	—	—
AM/FM	—	—	Carmel	KRML	—	167. Wilmington, NC	—	211. Lake Charles, LA	—	—
Murray, KY	—	—	107. Augusta, GA	—	—	168. Wilmington, NC	—	212. Lake Charles, LA	—	—
Sikeston, MO	KSIM	WAAW	Augusta	WBBO (FM)	WZZW	169. Wilmington, NC	—	213. Lake Charles, LA	—	—
78. Youngstown, OH	—	—	108. Amarillo, TX	WBBO (FM)	—	170. Wilmington, NC	—	214. Lake Charles, LA	—	—
Youngstown	WGFT	—	Amarillo	WBBO (FM)	—	171. Wilmington, NC	—	215. Lake Charles, LA	—	—
New Castle, PA	WKST	—	Borger	WBBO (FM)	—	172. Wilmington, NC	—	216. Lake Charles, LA	—	—
79. Albuquerque, NM	—	—	Clovis, NM	KQTY	—	173. Wilmington, NC	—	217. Lake Charles, LA	—	—
Escondido	KDCE	—	109. Sioux City, IA	KCLV	—	174. Wilmington, NC	—	218. Lake Charles, LA	—	—
80. West Palm Beach, FL	—	—	Sioux City, IA	—	KSEZ	175. Wilmington, NC	—	219. Lake Charles, LA	—	—
West Palm Beach	—	—	Yankton, SD	KOHU (FM)	—	176. Wilmington, NC	—	220. Lake Charles, LA	—	—
Vero Beach	—	WGYL	110. Wheeling, WV-Steubenville, OH	—	—	177. Wilmington, NC	—	221. Lake Charles, LA	—	—
81. Jackson, MS	—	—	Wheeling	—	—	178. Wilmington, NC	—	222. Lake Charles, LA	—	—
Jackson	WYIG	WJMI	New Martinsville, WV	—	—	179. Wilmington, NC	—	223. Lake Charles, LA	—	—
McComb	WHNY	—	111. Duluth, MN-Superior, WI	—	WKGI	180. Wilmington, NC	—	224. Lake Charles, LA	—	—
82. Chattanooga, TN	—	—	Duluth	—	—	181. Wilmington, NC	—	225. Lake Charles, LA	—	—
Chattanooga	WFLI	—	112. Duluth, MN-Superior, WI	—	—	182. Wilmington, NC	—	226. Lake Charles, LA	—	—
Chattanooga	—	WQMT	Eveleth, MN	WEVE	AM/FM	183. Wilmington, NC	—	227. Lake Charles, LA	—	—
83. Bristol-Kingsport-Johnson City, TN	—	—	Grand Rapids, MN	KGR (FM)	—	184. Wilmington, NC	—	228. Lake Charles, LA	—	—
Bristol, VA	WFGH	—	Shell Lake, WI	WGMO	—	185. Wilmington, NC	—	229. Lake Charles, LA	—	—
84. Springfield, MO	—	—	113. Terre Haute, IN	WBDW	WPRF	186. Wilmington, NC	—	230. Lake Charles, LA	—	—
Springfield	—	—	Terre Haute	WBDW	—	187. Wilmington, NC	—	231. Lake Charles, LA	—	—
85. Lincoln-Hastings-Kearyne, NE	—	—	114. Charleston, SC	—	—	188. Wilmington, NC	—	232. Lake Charles, LA	—	—
Lincoln	KFRX	—	Charleston	WKTM (FM)	WWVZ	189. Wilmington, NC	—	233. Lake Charles, LA	—	—
Hastings	KICS	—	Georgetown	WKTM (FM)	—	190. Wilmington, NC	—	234. Lake Charles, LA	—	—
Kearyne	KBNV	—	115. Joplin, MO-Pittsburg, KS	WGBM (FM)	—	191. Wilmington, NC	—	235. Lake Charles, LA	—	—
Holrede	KUVR	—	Joplin	KQYX	KSVN	192. Wilmington, NC	—	236. Lake Charles, LA	—	—
86. Springfield, MA	—	—	116. Lafayette, LA	KSIG	—	193. Wilmington, NC	—	237. Lake Charles, LA	—	—
Springfield	WAOY (FM)	—	Crowley	—	—	194. Wilmington, NC	—	238. Lake Charles, LA	—	—
87. Greenville-New Bern-Washington, NC	—	—	117. Columbus, GA	—	—	195. Wilmington, NC	—	239. Lake Charles, LA	—	—
Greenville	WDOV	—	Columbus	WCLS	WFKE	196. Wilmington, NC	—	240. Lake Charles, LA	—	—
Washington	WITN (FM)	—	Americus	WDEC	—	197. Wilmington, NC	—	241. Lake Charles, LA	—	—
Jacksonville	WBBS	—	118. Wichita Falls-Lawton, TX-OK	—	—	198. Florence, SC	—	242. Lake Charles, LA	—	—
Rocky Mount	WEED	—	Wichita Falls, TX	—	—	No Affiliations	—	243. Lake Charles, LA	—	—
Weldon	WSMY	—	Lawton, OK	KSWO	KLAW	199. Elmira, NY	—	244. Lake Charles, LA	—	—
88. Lexington, KY	—	—	119. Montgomery, AL	—	—	200. Elmira, NY	—	245. Lake Charles, LA	—	—
Lexington	—	—	Montgomery	WHYH	—	201. Elmira, NY	—	246. Lake Charles, LA	—	—
Liberty	WKDD	AM/FM	Alexander City	WFRS	—	202. Elmira, NY	—	247. Lake Charles, LA	—	—
Somerset	—	—	Andalusia	WHQD (FM)	—	203. Elmira, NY	—	248. Lake Charles, LA	—	—
Winchester	WWKY	WSEK	120. Santa Barbara-Santa Maria-San Luis Obispo, CA	—	—	204. Elmira, NY	—	249. Lake Charles, LA	—	—
89. Ft. Wayne, IN	—	—	Santa Barbara	—	—	205. Elmira, NY	—	250. Lake Charles, LA	—	—
Fort Wayne	—	—	Santa Maria	—	—	206. Elmira, NY	—	251. Lake Charles, LA	—	—
Angola	—	—	121. La Crosse-Eau Claire, WI	KSEE	KKFM	207. Elmira, NY	—	252. Lake Charles, LA	—	—
Portland	WPGW	WLSK	La Crosse	—	—	208. Elmira, NY	—	253. Lake Charles, LA	—	—
90. Peoria, IL	—	—	Eau Claire	WBIZ (FM)	WSPF	209. Elmira, NY	—	254. Lake Charles, LA	—	—
Peoria	—	—	122. Binghamton, NY	—	—	210. Elmira, NY	—	255. Lake Charles, LA	—	—
91. Evansville, IN	—	—	Binghamton	WENE	WAL	211. Elmira, NY	—	256. Lake Charles, LA	—	—
Evansville	—	—	Canton, PA	WKAD (FM)	—	212. Elmira, NY	—	257. Lake Charles, LA	—	—
Henderson, KY	—	—	123. Beaumont-Port Arthur, TX	—	—	213. Elmira, NY	—	258. Lake Charles, LA	—	—
Madisonville, KY	WTTL	—	Beaumont	—	—	214. Elmira, NY	—	259. Lake Charles, LA	—	—
Madisonville, KY	—	—	PL Arthur	KOLE	—	215. Elmira, NY	—	260. Lake Charles, LA	—	—
92. Louisville, KY	—	—	124. Rochester-Mason City-Austin, MN-IA	—	—	216. Elmira, NY	—	261. Lake Charles, LA	—	—
Louisville	—	—	Rochester	—	—	217. Elmira, NY	—	262. Lake Charles, LA	—	—
93. Louisville, KY	—	—	Mason City	—	—	218. Elmira, NY	—	263. Lake Charles, LA	—	—
Louisville	—	—	94. Louisville, KY	—	—	219. Elmira, NY	—	264. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	220. Elmira, NY	—	265. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	221. Elmira, NY	—	266. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	222. Elmira, NY	—	267. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	223. Elmira, NY	—	268. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	224. Elmira, NY	—	269. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	225. Elmira, NY	—	270. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	226. Elmira, NY	—	271. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	227. Elmira, NY	—	272. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	228. Elmira, NY	—	273. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	229. Elmira, NY	—	274. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	230. Elmira, NY	—	275. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	231. Elmira, NY	—	276. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	232. Elmira, NY	—	277. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	233. Elmira, NY	—	278. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	234. Elmira, NY	—	279. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	235. Elmira, NY	—	280. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	236. Elmira, NY	—	281. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	237. Elmira, NY	—	282. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	238. Elmira, NY	—	283. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	239. Elmira, NY	—	284. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	240. Elmira, NY	—	285. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	241. Elmira, NY	—	286. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	242. Elmira, NY	—	287. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	243. Elmira, NY	—	288. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	244. Elmira, NY	—	289. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	245. Elmira, NY	—	290. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	246. Elmira, NY	—	291. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	247. Elmira, NY	—	292. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	248. Elmira, NY	—	293. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	249. Elmira, NY	—	294. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	250. Elmira, NY	—	295. Lake Charles, LA	—	—
Louisville	—	—	Louisville	—	—	251. Elmira, NY	—	296.		



Not to be outdone, Warners' Merchandising Dept. has launched a massive merch offensive that threatens to have much of the country decorated in the Super motif by Christmas. One of the largest campaigns ever undertaken by WB will unleash Superman buttons, a whole slew of poster kits, oversize posters, stand-ups, LP jackets, and, the coup de grace, a limited quantity of motorized Superman *telephone booths*. Diligent merch staffers have worked months getting the Super-goods ready, and we think you'll agree, they've got it covered. Except where noted, items are in full supply and can be displayed in umpteen sorts of ways. Contests will run in January to determine the most imaginative displays.



The Button: Actual size!



The Stand-Up: The Man of Steel down to size in this 9'6" entry.



SUPER GOODS: ALL THIS AND MORE !!



LP Jacket: Oversize Poster. Double your pleasure.

WARNER BROS. RECORDS MERCHANDISING HOTLINE
1-800-423-2440 1-800-232-2102
COAST GUARD ONLY, BOX CA. CALIFORNIA ONLY



Poster Kit No. 1: Eight-piece combo pack.



The Phone Booth: Handsome, five-foot motorized unit. Holds LPs on sides. The next best thing to being in the dressing room with Superman!



Oversize Poster: Full length, in-flight 3'x6' of you-know-who.



The Patch: Comes complete with official S-Man insignia. Great for all clothing surfaces. Ltd. quantities.

Poster Kit No. 2: Go wild with even dozen super-display pack. Limited quantities.



Stand-Up, Oversize Poster, LP Jacket: Three to make one helluva wallful.

