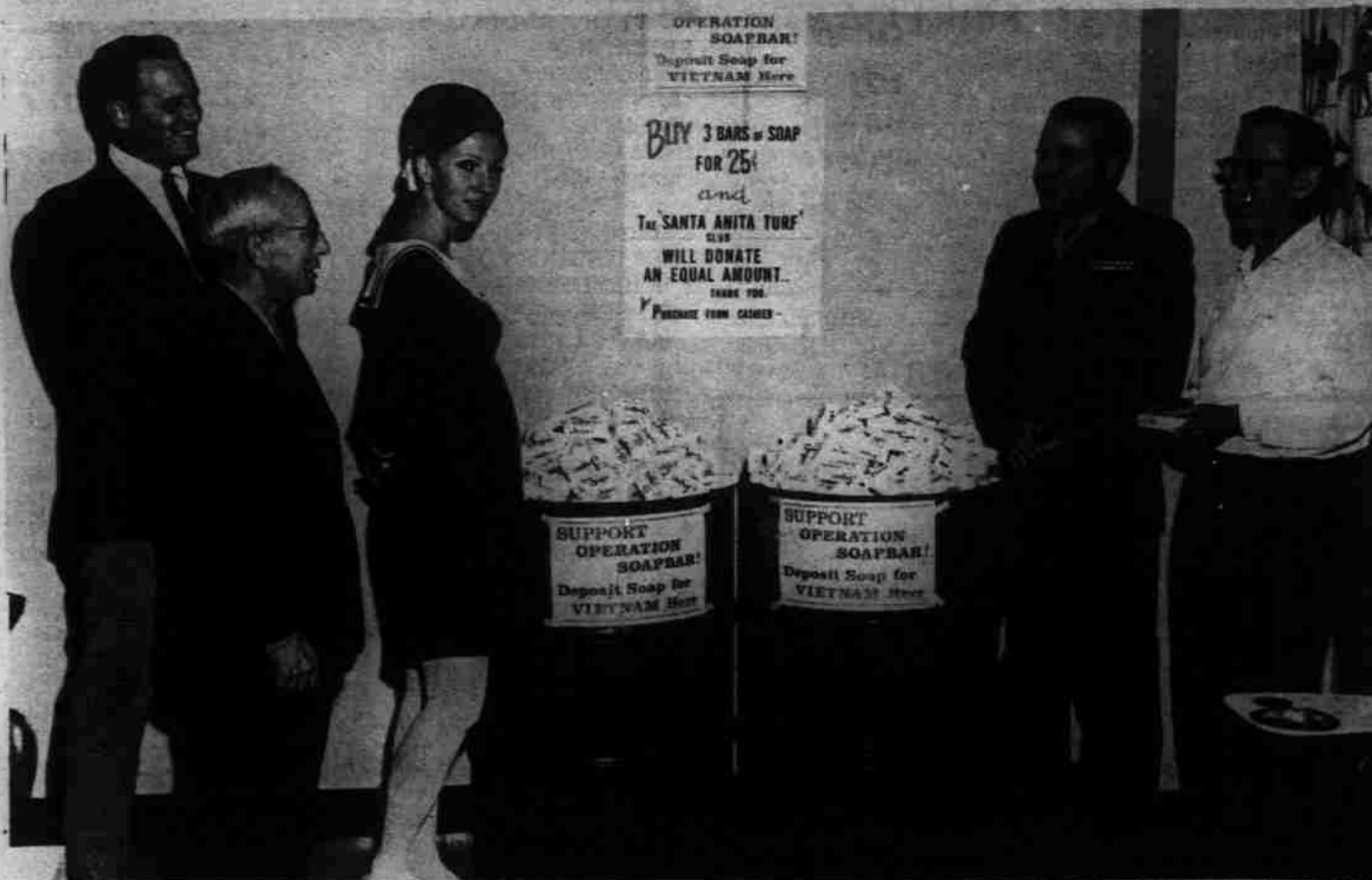


OPERATION SOAPBAR CONTINUES TO JAN.5



INTERESTED PARTIES AROUND SOAP BARRELS AT SANTA ANITA RACEBOOK ARE, L. TOR, RAE SHEFFER,

STARDUST HOTEL EXEC. DIR; ABE ROSENBLUM, MICHELLE COOPER, U.S. MARINE COL. R.B. "BUD" BAITY, AND THE ONE AND ONLY SAMMY COHEN.

Whenever a good cause pops up, you may be certain Sammy Cohen of Santa Anita Race and Sports Book, will be in the forefront, pitching in with some unique method of contributing over and above the normal call to help.

Operation Soap Bar is no exception.

There are two huge barrels filled with bars of soap,

and dozens of cases unopened, in a corner of the Santa Anita Race Book. Sammy's customers are urged to donate coins, the total of which each day is matched by Sammy. It is anticipated that by the time the campaign closes on Jan. 5, the contribution from Santa Anita will pass 6,000 bars or more than 2,000 a week.

Sammy arranged to purchase the soap at cost from Food Fair Market Town, though the cooperation of Arnold Kopelle, a department manager at the supermarket. Anyone who wishes to clean up on their self respect, drop in at Santa Anita, between the Sands and D.L. on the Strip, say hello to Sammy, and leave a coin


or two. The boys in Viet Nam will surely appreciate the gesture.

Remember the campaign closes on Jan. 5.

Next week we'll tell you about whataman Sammy Cohen spearheading a campaign to raise funds fro Christmas dinner for the boys at Spring Mountain Youth Camp.

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Thank You! Thank You! Thank You!

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 * (FROM SIGN-ON TO SIGN-OFF, MON. THRU FRI.)

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LARGEST YOUNG ADULT AUD. (18 to 24)
LARGEST AUDIENCE—WOMEN (18 and over)
LARGEST AUDIENCE—MEN (18 and over)

*SOURCE: Sept. 1967 Pulse, Las Vegas Metro Area, Average Quarter Hour Estimates.

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