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*✧ By ✧*

*The HELIX TWINS*



MADE BY  
PEARS  
IN GREAT BRITAIN

This is program guide number seventy-seven as issued by radio station KTAO in Los Galos. These guides are sent to those who subscribe at the regular rate of \$20 a year, or \$5 for six months for those in jail, in love, incoherent, or incorrigible.

KTAO operates at 95.3 megahertz by authority of the Federal Cleanmouth Commission. Our transmitter is at 1800 feet, above the smog and grog of Santa Clara country - on the dark brow of Mount Humumunumunham.

We are on the air 24 hours of the day, and some of our outrageous variety of talk and musical programs are listed further on within this guide.

We are located at five animadversity avenue, in Los Galos, and our telephone answers to Flatfoot 4-6622.

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PEARS



## Several Interesting Letters

Dear Lonzo:

I have just read a very interesting article about the meta-game that almost all western human interaction is based on. The game is called The Face Game. The idea is that very young children have no realization of their own face, because there is no way that they can sense it. Piaget has confirmed the idea that young children have no realization of having a head or a face. Hence, the idea of the Face Game is to reassure everyone that indeed, they do have a face: a physical existence that none of us originally sense.

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Having this face (which we can, in no way, truly experience) we must start worrying about how people will react to it; or, in other words, we start becoming conscious of a physical being which is supposed to be the self, but which is perceived only through roundabout means.

## The Empire of Business

By ANDREW CARNEGIE

"It is seldom a volume has in it as much of value as 'The Empire of Business.' It may be read with profit by all men, but particularly by young men. To those who have their way to make it will be an inspiring guide."

CHARLES R. FLINT, *Saturday Evening Post*.

\$3.00

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THE WORLD'S  
WORK



Namely, through the consciousness of self. A good deal of human interaction is directed towards reassuring each other that, yes, we do have a face, and yes, indeed, it is a nice face. There is a kicker: if we stop playing The Face Game (a very difficult thing to do because this is the meta-game which encompasses all human societies) - if we withdraw, and see the Objective Face that we all have - which is the NO-FACE, the void-that-is-ourselves-as-we-can-objectively-experience-it, then we will have reached what the Zen Buddhists call Satori (and you know what that is.)

To see ourselves in a mirror - certain that it is someone else watching us so intensely. When we are with another person, we will not seek reassurance about our face, but will instead, see them: and thus be unself-conscious. We will be enlightened, and if we always see this Objective Face, and do not lapse into the Face Game, then we will become as Buddha... Robin.

Los Gatos Chamber of Commerce  
5 Montebello Way  
Los Gatos, California 95030

Dear Lorenzo:

First let me alibi...

... mimeographed letter is occasioned by the fact that "money is kinda tight" ... as evidenced by the fact that more and more Tourists and visitors are coming into the Chamber office for maps, brochures, and information about this wonderful community.

Any of us who have anything to do with "delinquent accounts" (and who doesn't), know that when a customer is three (or is it four?) months delinquent, there has to be a problem somewhere.

**5** We here at the Los Gatos Chamber of Commerce do every thing we can to collect by the end of ninety days



and then we wipe a tear from our eye and reluctantly drop them off the books and wonder how to pay our rent and do the things we want to do in your behalf. Understandably the Chamber of Commerce, dedicated to the improvement of all of us, is reluctant to do this before being thoroughly assured that you no longer desire to associate with us, or that there was perhaps an oversight in our billing procedure.

My purpose in writing you is not necessarily to get a check (although we'd like one!)... but hopefully to receive a short note telling us as candidly as possible the reason why your Chamber hasn't received your dues.

I am hoping you will do me the courtesy of either telling me that your check has been forwarded or giving your honest reason "why not?"

YES: I want to be a part of the other business men and women supporting the Chamber of Commerce. My support for the year ending March 31, 1972 is \$40.00.

Cordially,

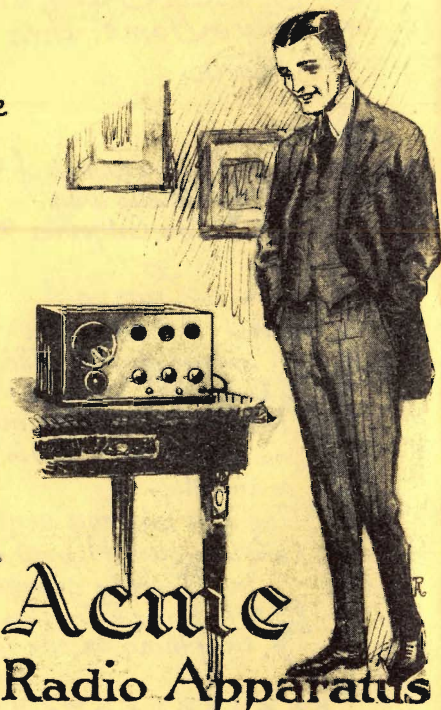
Winston King  
Executive Manager  
Los Gatos Chamber of Commerce

KTAO  
5 University  
Los Gatos

Don Davies:  
The Los Gatos Chamber of Commerce  
5 Montelello Way  
Los Gatos

Don:

I got one of them form letters from Winston King asking why I didn't plug another \$40 annual dues into the Los Gatos Chamber. I thought I might explain to you - and hope that you will pass this along to the chamber as a whole.



A BRIEF WORD ABOUT A BIZARRE AND INTERESTING BROADCAST OPERATION

*KTAO* is a radio station which has elected to do something different in the world of broadcasting. The station is built on the premise that profits are not the be-all and end-all of radio. For another, we operate in a cooperative-volunteer fashion: we have over 35 volunteers to keep the station going, adding a variety and spice to the air in Santa Clara County.

*KTAO* operates at 95.3 mHz, with a transmitter high on the lofty brow of Mount Uhmunum. Our stereo signal is heard in Los Gatos, and Saratoga, and San Jose, and many parts of the Upper Bay Area. Indeed, we are told, when the Aether Gods are at work and the wind is in the right quarter, our voice can be heard north of San Francisco.

Although *KTAO* is a commercial station, the advertising is knowingly limited to those businesses and groups who are not out to defile the air, land and water in which we have to survive, in addition -- *KTAO* turns over hour programs to any and all non-profit groups so that they may have free and full access to the air, so that all opinions -- no matter how controversial -- may be broadcast.

Some of our programming is strong enough and sharp enough (and our music from all over the world is bizarre enough) to make it necessary for us to urge listeners to support at least part of our operation. Since no one is making money out of the day-to-day operation of *KTAO*, listener monies go towards making it possible for this particular frequency in this particular area to stay open for the unusual and controversial and different. Not only do listeners make it possible for us to continue -- but as well get the singular experience of receiving the weekly *KTAO* Program Guide. This guide -- 16 pages of programming, pictures and essay on the nature of radio in the world of the mind -- has been called "inchoate", "ectoplasmically conscious" and "rotund" by our current 300 subscribers.

Give yourself a chance to be assailed by the Weekly Drag. Give us a chance to continue with this outrageous radio experiment. Subscribe to the *KTAO* guide. We'll be glad you did.

With your annual subscription, you receive the eternal blessing of the Aether People. We could ask for less.

*KTAO* 95.3

Los Gatos

*KTAO*  
5 University Avenue  
Los Gatos, California 95030

Dear *KTAO* Subscription Lady:

I think your appeal for funds is the weirdest thing I have read in ages, but I believe your radio station is the nuts. Here's:

- ( ) \$15 for a regular subscription to your program guide, THE WEAKLY DRAG.
- ( ) \$7.50 which, I hear, is the rate for those people on welfare, in jail, in bed, in love -- or all four.
- ( ) \$5.00 to keep you off my back until I can subscribe at the regular rate.

Please...

Send me the GUIDE and your LOVE.

Love,

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LOS GATOS  
95.3

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**T**O get the most pleasure out of wireless you will want a loud speaker. Then you can entertain a group of friends—hear the wireless telephone programs clearly all over the room—actually danceto wireless music—just like a phonograph.

All loud speakers require vacuum tube amplification. The heart of the amplifier is the transformer.

## ACME Transformers

have been brought to a high degree of efficiency through years of specialization on this one product. They amplify wireless telephone without detracting from the original tone value.

Acme transformers are for sale separately and also incorporated in complete Acme Instruments.

The ACMEFONE, illustrated below, is a complete long range installation. It includes in one handsome cabinet, the tuner for selecting the particular station you want to hear, the equipment for three vacuum tubes to amplify (or magnify) the sounds, and a loud speaker which sends the voice and music clearly all over the room. The price is only \$80.00. The only additional equipment you will need is an aerial, three vacuum tubes, two "B" batteries and a storage battery. The work of installation has been reduced to the minimum. Simply put up a simple aerial, insert tubes, hook on batteries and you are ready to listen.

Other Acme Apparatus includes vacuum tube detector and amplifier equipment, designed to hook on to your present receiving equipment and prepare the way for a loud speaker. Acme apparatus is backed by the reputation of the oldest manufacturer of transmitting apparatus in the country and is for sale at all radio dealers.

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Transformer and Radio  
Engineers and  
Manufacturers

Sometimes I get the feeling that the Los Gatos business community thinks that KTAO is weird. They can't seem to understand our Chinese music, and lectures by Baba Ram Das. They seem to think for some strange reason that we don't have any listeners. We've gotten a couple of advertisers from the town: Kerful Kleeners and Los Gatos hardware and Elliotts; Old Town and Walden Pond have always supported us, more or less. But we haven't gotten a dime from the Chamber itself. Like I say, sometimes I think we're a bunch of lepers over here at KTAO. When we were interviewing Emmette Gatewood\* for our license renewal, he said that he thought the biggest community problem was KTAO. The biggest!

I put KTAO on the market last week. Sometime in the next six months or a year, there'll be a new owner of this station. And I'm sure that he will return to playing Montovani and Henry Mancini. And he will be handsomely supported by the businessmen of this area. I am sure that the new owner of KTAO (who will probably call the station K.L.G.S) will do very well with this facility. And the Chamber and the assorted business people of this area will breathe a sigh of relief that those crackpots have departed. For we will by that time be long gone.

I don't mean to be grouchy. Los Gatos is a sweet and tolerant town. I have felt (I describe it to people) as if it were paradise. It is beautiful, and has resisted the madness that makes San Jose such a blight.

But the businessmen of this area wouldn't know an important cultural phenomena if it came out and bit them on the leg. Los Gatos, as a town in

**7**\* The biggest Saratoga-Los Gatos real-estate moneybags.



California, has been mentioned more times nationally and in the bay area media because of KTAO than (I would imagine) ever before. You'd think the Chamber would give me a regular grant for this!

In the last year Nicholas Von Hoffman did a column on KTAO for the Washington Post and this was reprinted in five major daily newspapers that we know of. KTAO, Los Gatos, California. We had a full column in the Oakland Tribune, one (plus several brief mentions) in the San Jose Mercury News. KTAO, Los Gatos. We were written about in the Stanford Daily, have turned up four or five times in the Chronicle. KTAO, Los Gatos. We were the subject of a ten minute special over KRON-TV (on the Saturday evening news), and have been talked about over KSFO (twice), KPFA (at least twice), KSAN, KOME, KSTO... The bay area media has been very attentive to us. If our local chamber and business groups have not. The Associated Press introduced us to their 300 subscribing newspapers in an article on alternative media, as did an article in the Whole Earth Supplement. KTAO, Los Gatos. We were written about in Rolling Stone Magazine, and it looks (at this stage) that the radio-television columnist for another national magazine might do a whole column on us. KTAO, Los Gatos.

As I say, I can't support a radio station on the basis of national fame when the local business community looks on us as a blight. They could care less about our intensive interviews of candidates for public office: our in-depth cultural programming. To most businessmen, Kultschuhr is the San Jose Symphony and Arthur Fiedler playing pops. And it seems that only their children recognize what great programs we are doing: I should know, over a hundred of the 15-22 set have been in here to learn all I can teach them about music and the art of media. And I don't even get thanks from the school system.

I really love Los Gatos, and will miss it. And if you are smart, you will burn this letter. It has been my experience that (as with the businessmen written about in Babbitt by Sinclair Lewis) the local entrepreneurs

are bitter off when they don't know what is passing them by. In twenty years, they will be reading about the experiments we have been carrying on here (I)



They are lucky. Well, if we are lucky: I may be too impressed with KTAO's importance, despite that national publicity.)

Maybe Bank of America and IBM (and the Western California Telephone Company) were right not to support this radio station - despite our heartfelt entreaties. We never came out and said that they meant the difference between life and death for this particular radio station - but they knew it and so did we. And they opted out.

As I say, you should burn this letter. Let the business community forget what business we have brought in here, and what Los Gatos now represents to the world out there in Berkeley and Fremont and Palo Alto and San Jose. I should hope they would forget - at least until the publication of my next book "600 days in the world of Emmette Gatewood." That should be a crusher!

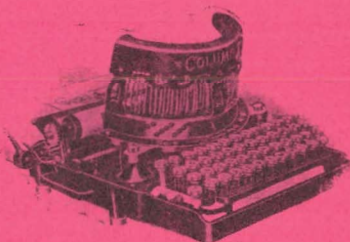
Milam

THE

## Columbia Typewriter

The cover for this guide was designed by Hans Helsen, now residing in Portland.

The calligraphy was by Marsha.



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NEW YORK, N. Y.

=THURSDAY, AUGUST 12=

9:30 AM Old Time Jazz.

10:00 A=Old Time Radio.

12:30 P Anarchy is Order, Government is Civil War. The last in the series of readings (just recently re-found) with J. Gallant.

5 PM Orson Kellogg Interviews...Roy: a 70 year old Black, who was imprisoned for 39 years for a murder that he steadfastly denied ever having committed.

5:45 KTAO News. With Laura & John

6 PM The Jazz Freak. A continuing enquiry into (this month) the tenor saxophone. (to 8)

=FRIDAY, AUGUST 13=

2:30 AM on the foul line. A sports program!

At 7 in the morning? But of course: Bill King, of the San Francisco Warriors, interviewed in Seattle by Tom Meschery, of the Seattle Sonics, and Malcolm Griffith, Professor of English, University of Washington.

1:30 We are fooling ourselves in Viet Nam. The Tom Wicker New Yorker quote speech, from KDNA, rescheduled.

4:00 African Times. Simon MPondo. KRAB.

5:45 KTAO news

X MINUS ONE---at 11 PM: "Grey Flannel Armor."

=SATURDAY, AUGUST 14=

7 AM TO NOON The Baroque Five Hour Bustathon: Featuring today, the Archiv recording of G F Handel's Passion according to the poem "Jesus Martyred and Dying for the Sin of the World" (B H Brookes). August Wenzinger conducts.

NOON Irish Fun & Games & Music. H MacAllorum.

3 PM Bluegrass. Featuring Del McCoury.

6 PM Who stole all the Christly rock records? Featuring C Campbell & Geoff Manson.

MIDNIGHT INDIAN MUSIC (to 3): Raga Nagaswarli (with T Viswanathan); Raga Marwa (Pannalal Ghosh), Raga Des/Mishra Pilu. The Indian Flute.



=MONDAY, AUGUST 16TH=

11 AM Friday Afternoon Music. R Garfias, from KRAB, Seattle.

2 PM Live proceedings from the San Jose City Council hearings. (usually goes to 4).

4 PM From the San Francisco Vegetarian Community

5 PM Jean Shepherd. The voice of New York City.  
5:45 The KTAO news.

8 PM An interview with Douglas Glasgou...of the Howard Univ School of Social Work (resked)

=TUESDAY, AUGUST 17=

11 AM Classic Jazz. From the collection of Mike Duffy. KRAB, Seattle.

1:30 A talk on legal services (KRAB)

5 PM Brave New World. This play, by A Huxley, was presented by CBS radio---under the CBS workshop, as supervised by Huxley. This is the first of two parts (the next tomorrow night)

8 PM Instant Insanity: an interview with Frank Armbruster, who invented that (rpt).

WEDNESDAY AUG 18

4:45 Baba Ram Das. The Series continued. He speaks from San Francisco, early last year.

6 PM Brave New World...Part II from the CBS Radio Workshop. As narrated by Aldous Huxley himself.

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## Corliss-Coon Collars Have Style



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