

PUBLIC RELATIONS STUDY  
NETTLE CREEK PLAYERS

Submitted to  
Dr. Larry Horney

In fulfillment of  
ID499

Thomas Allen Dudreck  
May 15, 1975

This paper is an advertising and public relations case study and handbook for the Nettle Creek Players Summer Theatre in Hagerstown, Indiana. It will include all materials necessary for the running of the public relations program. In addition, explanations and reasons for various suggestions will be included. The allotted budget for the 1975 advertising and public relations program is \$2,500. A breakdown of how the money will be spent is shown in exhibit 1.

#### BACKGROUND

Nettle Creek Players is an educational summer stock theatre affiliated with Wayne State College in Wayne, Nebraska. This is the fifth summer season that the theatre is in Hagerstown. Formally owned and operated by Ron Wachholtz, the company is now operated by a ten member board composed of residents of the Hagerstown area. In the past year, Nettle Creek Players have acquired a non-profit organization status. Ron Wachholtz is still employed as director of the theatre.

The summer stock company is made up of college students from all across the United States. In 1974, ten different states were represented. The students receive college credit by participating in the theatre for the summer months.

The Nettle Creek Players perform in a large 90 foot by

60 foot tent which is located on Main Street in Hagerstown. Their logo is the barn, which forms the front of the theatre.

Hagerstown, Indiana is a small midwestern town of 5,000 people located in East Central Indiana. It is positioned between two major cities, New Castle and Richmond, Indiana. Most of the theatre patrons come from these two towns and from a 35 mile radius. However, Hagerstown is only an hour drive from the metropolitan areas of three major cities, Indianapolis, Indiana and Dayton and Cincinnati, Ohio.

#### TARGET MARKET

The prime target market for Nettle Creek is the town of New Castle and Richmond, and the surrounding area within a 35 mile radius of Hagerstown. In the past, Ronald Wachholtz, director, has felt that most of his people come from New Castle and Richmond, and that Muncie, only 20 miles north is not a very good source for patrons. One of the objectives for 1975 should be to find out where current patrons come from.

In 1974, it was suggested to have a guest book which people could sign as they came in. However, this did not prove successful; very few people signed. The problem here could be that they did not consider themselves guests or did not see the book.

Two methods of finding out who comes to the theatre might include license plate noting and a program questionnaire insert. While the show is in progress, a person could be sent outside to the parking lot to take down the first two digits

on the Indiana license plates. This will give an indication of where the people come from. Number 33 will indicate Henry county and New Castle, 89, Richmond and Hagerstown in Wayne county and 18, Muncie in Delaware county. Also, any other numbers and Ohio plates will show the amount of people coming outside the prime target market. There are many problems with this method and it will not give a definite indication of where patrons come from, because some cars are bound to be counted whose owners did not attend the theatre.

The second method is a mimeographed piece of paper inserted into the program after the season gets into full swing. This insert will ask the theatre patrons where they come from, city and state, but not their names. Also a possibility would be to ask them where they heard of Nettle Creek Players. This will provide an excellent indication of the target market, and also which media is the most effective.

The most important thing to remember in this instance is to make it easy for the people to fill out the questionnaire. Pencils should be provided by the ushers. This survey should only be conducted once a season, during the running of the first week of the second show. An announcement should be made before the production, asking the people to fill out the forms. After the patrons have had time to fill out the questionnaire, it should be collected by the ushers.

Most importantly, tell the patrons that they are not required to fill out the questionnaire, but if they do, it will help Nettle Creek come back next year and bring more

excellent summer stock to East Central Indiana.

These two methods used in conjunction with each other should give a good indication of the locations where Nettle Creek is drawing people. From this, direction of advertising will be easier and work on any problem area where Nettle Creek is not drawing people, but would like to is made possible. If you are drawing well from New Castle and not Richmond, the public relations director can devote more of his time on operations in the Richmond area.

This study will not help the 1975 season, but it will be very helpful in 1976 and in the years to come. It would be a good idea to conduct this survey in future years at the end of the season to see if any changes are taking place. To effectively advertise, the most important thing is to keep in touch with the target market. At the end of the season and in the winter months, current season ticket holders and patrons should be interviewed. This will help sell tickets for the next year, and indicate what patrons thought of last year's season, pros and cons. Also an indication of what they would like to see in the future from Nettle Creek will help advertising, public relations and selection of future shows.

#### PAID ADVERTISING

#### NEWSPAPERS

The only paid advertising for the 1975 season should be in three area newspapers, New Castle Courier-Times, Richmond Palladium-Item and the Hagerstown Exponent.

The Hagerstown paper, the Exponent, is a weekly paper,

and an ad will appear in the paper every week. Hagerstown people religiously read the Exponent, and a great number of Hagerstown people attend the productions.

The New Castle Courier-Times is the only daily newspaper in Henry county. Since most of the current season ticket holders do come from New Castle, and it is felt by Wachholtz that most of the patrons come from New Castle, the Courier-Times is an excellent newspaper to advertise in. It is the only paper that penetrates the New Castle market. It is not worth the money to advertise in the small weekly papers in the surrounding areas. Advertising in the Courier-Times should be on the dates listed in exhibit 2.

During the first week, the Friday ad should be cut because it is expected that the Courier-Times will run a review of the show on Friday. This was their custom in the past. If they do not run the reviews regularly on Friday, the Thursday ad should be moved to Friday.

The Richmond Palladium-Item is the third paper in the newspaper advertising schedule. The Richmond ads should run every Friday and Saturday. The Richmond paper has not reviewed Nettle Creek Productions regularly in the past. The Friday and Saturday ads should bring in more people, as more people go out on the weekends. The Thursday show should receive coverage from the news releases.

The Palladium-Item should be used instead of the Richmond Graphic for two reasons. It covers the in city as well as the outlying regions. Also, the Palladium-Item has better

better frequency and reach. The Graphic covers the surrounding areas well but not the metro Richmond district. For the same amount of money, the Palladium-Item gives you 60,000 people once a week (from ABC audit), where the Graphic only has a circulation of 37,000 a week. The dollar per persons reached is better with the Palladium-Item.

All the ads run during the season will be nine column inches. This is the maximum size possible with the amount of money budgeted. It is also a size that will attract attention.

The ads for the 1975 season appear in exhibit 3. The final layout should be taken to the Hagerstown Exponent for the type to be set and for two positive prints to be made. These prints can be sent to the New Castle and Richmond papers camera ready. This will assure that the ads will appear as wanted. A form letter to be sent along with the ads appears in exhibit 4.

#### TELEVISION

No other medium has the glamour of television. Even though it is an expensive medium, it is a real possibility for Nettle Creek.

Because Nettle Creek is a non-profit organization, many television stations will run Nettle Creek spots as public service announcements (PSA's). Television stations have to run so many PSA's a month to meet Federal Communications Commission regulations, and many of them need local interest PSA's. Nettle Creek's image as a non-profit and educational organization fits what they are looking for.

It is a good idea to visit area stations first to talk to the Public Service director. This will let him know that Nettle Creek is back, and is interested in PSA's. These people can give pointers as to what kind of announcement is best suited for their use.

Commercial stations are located in the big cities, however a very real possibility for a great deal of free time exists in the area of cable television stations. These stations are for the most part new, and are looking for things to run.

While contacting these stations for possible PSA's, ask if that station has any talk show or community service program on which representatives of Nettle Creek can appear. Many stations will have the Players appear as talent on their talk shows. Afterwards, the opportunity to plug the current production and the theatre will exist. Most cable television stations have these shows and many commercial stations have them also. A list of known shows of this type is included in exhibit 6.

A possible public service announcement for television is included in exhibit 5. It is a simple sixty second spot to be used with four slides. It can be used for the entire summer by changing the fourth slide and show copy. The fourth slide should be a picture of the current show advertisement.

Once the station is given the first three slides there is no need to send them more. A short letter explaining that you are sending them new copy and a fourth slide to be used

in conjunction with the slides they already have will be good enough. Also the current production's news release should be sent with the television spot.

The budget for television is \$125. This should be used to have the slides duplicated and to have the show slides made. Once the show slides are made by a local photographer, all the slides can be sent to Kodak Processing Plant in Ohio. They will make as many duplicate copies as needed for only 35 cents apiece.

A list of television stations that have run Nettle Creek announcements in the past are listed in exhibit 6.

#### RADIO

Radio stations will also run public service announcements for the Nettle Creek Players. However, they will not run them if Nettle Creek is advertising in a neighboring newspaper. They believe that they should not give away free time if Nettle Creek is paying their advertising competition.

Examples of radio spots for the 1975 season are in exhibit 7. For each station that the spot is being sent to, the correct directions should be attached at the end. See exhibit 8, also to be used for television. These spots are written so as to facilitate the possibility of placing them on tape. Music from the specific show can be used as lead in and fade out in the beginning and ending of each spot. The music should be kept low in the background as the spot is being read.

The radio budget is \$125. This is for either buying tape carts on which the spots can be recorded or for using as payment for the radio stations in Richmond and New Castle. WCTW radio station in New Castle has agreed to make available to Nettle Creek free production time and studio use for making the spots.

The tape carts are probably the best deal. This would make it easy for the station to just stick the announcement into their machines. This could mean more announcement time. However, a great deal of time will be spent making and delivering the tapes. It would be advisable to check with the selected stations to see what they think of the idea of making the taped spots.

In any event, a type-written copy of the spot along with the current news release should be sent to the stations along with the tape.

A list of radio stations that have been responsive in the past is included in exhibit 9.

#### NEWSPAPERS

The objectives with newspapers are two fold. First, to set them to run the news releases provided by the theatre, and second to review the shows.

Examples of news releases are in exhibit 10. There are four show releases and one tryout release. These should be sent to all area newspaper weekly and daily. A list is included in exhibit 11.

The newspaper releases should be sent if possible to the

person who will be reviewing the show. This can be found out by trying to visit the newspapers on the list and talking to either the theatre editor of the daily papers, or the editor in the weekly papers. Stress that Nettle Creek is educational and is made up of college students.

The newspaper might be interested in doing a pre-season feature story on Nettle Creek. Invite them down for a day to visit. Also leave the person who is going to review the show a free pass.

When sending the news releases make sure that all performers from the area are highlighted in the space provided. The area newspapers are more apt to run the release if their names are mentioned. If possible, publicity pictures for each show should be included with the news release. Many times these pictures will be run with the basic show information if space is not available for the news story. Make sure everyone in the picture is identified by name, hometown, state and part played.

To get newspaper people to review the show there is not much that can be done besides sending them releases and free tickets. However, letters should be sent to the person who reviews shows asking him to please review Nettle Creek's production. This should be done for each show.

A possible way to get the press to Hagerstown would be to have a press party in the beginning of the season. Set aside opening night and invite the press to a small reception before the show. Punch and cookies could be served and the

opportunity to develop good relations and possible interest in Nettle Creek will be there. Radio and television people could be invited also.

#### OTHER MEDIA

Two important secondary media are posters and restaurant tents. In the past, one poster had been printed promoting the entire season of Nettle Creek. These were displayed in businesses around the area. These posters are an important factor in the theatre's promotion.

However, I have some recommendations on changes for posters to be used in 1975. Posters should be made for each individual show. Each should be a bright color and have the specific dates of the show in addition to a picture characterizing the show, and the basic who, what, where, and when. These posters should be placed in area businesses on the Monday before the show opens. Posters should also tell of the next attraction. See exhibit 12.

There are two reasons for this change. Individual posters will promote the individual shows better. People will notice the posters more. They will not get used to the same old poster in the same place all the time. The posters will be new, different and will generate some excitement. Also, storekeepers do not like to keep the same sign in the window all the time. It gets old, torn or destroyed. Storekeepers like their stores to reflect appearance of new merchandise and progress. They should welcome the new poster every other week.

Restaurant tents are also an important media. The theatre is fortunate in being located next door to a very famous restaurant. People come from miles around on the weekend to eat there. By having these tents in that restaurant people might discover that Nettle is also in Hagerstown in the summer. It might be a good idea to stop by after dinner, or to plan the next time that they come to Hagerstown that they will take in the show and dinner. They can make it a total evening.

These tents could also be placed in the better restaurants in New Castle and in Richmond. Also, the cost is very inexpensive. An example of the tents is included in exhibit 3.

#### PROGRAM

The Nettle Creek Program is an important promotion devise. People take it home with them. It should look nice and remind them of the nice time they had at Nettle Creek. A good looking cover is important. A possible design is included in exhibit 14. It should be printed in brown and black ink on a gold paper stock. The barn wood image shows up nicely in this design. It is simple and good looking. This program should also be entertaining. It should tell little side notes of the show and a short history of the Nettle Creek Players.

A good looking, entertaining program is also important in selling advertising. The advertisers that advertise in the program are important because their money pays for the program, theatre tickets and 50% of the advertising budget. Businessmen will be more receptive to buying space in a good

looking publication.

Instead of selling advertisers space in the program, another idea is to sell them space in the tent. Billboard type ads could be erected inside the tent promoting various businesses. These would be inexpensive to make and could save time and money in program layout and printing. It would also offer businessmen the opportunity of displaying color ads to be seen by all during intermission. During intermission people look at everything. It will also be enjoyable to patrons. One angle that can be used with the advertisers is that it is prestigious to support the arts and education.

Another good public relations tactic is to provide patrons with a picture display of the current show and of the backgrounds of the members of the company.

After the show, a small cabaret could be set up next to the tent. Soft drinks could be sold and it would give the patrons a chance to mingle with the actors. This will build good public relations. Since Hagerstown has nothing to offer patrons after the show, they might welcome this informal gathering.

Since the Players perform in a tent, a circus atmosphere is present. To increase attendance, art shows, craft shows, and antique displays might improve the overall atmosphere at the tent. Nettle Creek would become more of an "arts" center.

## CONCLUSIONS

These are just some of the possibilities available for a

creative public relations program. This paper should provide the reader with concrete examples of what is needed to conduct a public relations campaign for this type of organization, and with a basic understanding of how to conduct a public relations campaign. The most important idea to keep in mind is to keep your organization in favorable view of the public. Let them know what is going on when. Never be late and never take anything for granted. Everything should be double checked. The paper should also leave the door wide open for other creative possibilities which are always sought after by public relations people.

## ADVERTISING PUBLIC RELATIONS BUDGET

1. Television	\$ 125
2. Radic	125
3. Restaurants and Posters	575
4. Newspapers	930
5. Show program (4)	800
6. Photography	50
7. Misc., Mailing costs, Paper	<u>145</u>
TOTAL	\$2500

NEWSPAPER BREAKDOWN

1. New Castle Courier-Times
  - a. total insertion 20 times, 180 inches
  - b. five times per show, each show same days
    1. First week - Thursday and Saturday
    2. Second week - Thursday, Friday and Saturday
  - c. total cost \$360
  
2. Richmond Pallidum-Item
  - a. total insert 16 times, 144 inches
  - b. four times per show, each show same days
    1. First week - Friday and Saturday
    2. Second week - Friday and Saturday
  - c. total cost \$490
  
3. Hagerstown Exponent
  - a. total insert 9 times, 81 inches
  - b. twice each show, weekly
  - c. one tryout ad
  - d. total cost \$80

TOTAL NEWSPAPER COST \$930

Nettle Creek Players  
400 South Plum  
Box 23  
Hagerstown, Indiana 47346

Date:

Dear Sir:

Please run the enclosed ad as is with pica wide black border  
on the following dates: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Also, please send tear sheets of the ad for our records. If  
there are any questions, please call me at the above number.  
Thank you.

Sincerely,

TELEVISION SPOT PUBLIC SERVICE ANNOUNCEMENT  
NETTLE CREEK PLAYERS HAGERSTOWN, INDIANA

(Slide 1)  
Picture of Theatre

THE NETTLE CREEK PLAYERS HAVE PITCHED  
THEIR TENT AND ARE READY FOR ANOTHER  
SEASON OF SUMMER STOCK THEATRE. THIS  
IS THE FIFTH SEASON FOR THE PLAYERS WHO  
ARE A COLLECTION OF COLLEGE STUDENTS FROM

(Slide 2)  
of past show

TEN STATES. THEY RECEIVE COLLEGE CREDIT  
FOR PARTICIPATING IN THIS SUMMER'S  
THEATRE WORKSHOP AFFILIATED WITH WAYNE  
STATE COLLEGE IN NEBRASKA.

(Slide 3)  
of make up

THEIR THEATRE IS A LARGE 90 FOOT BY 60  
FOOT TENT SEATING 250 PEOPLE AND IS  
LOCATED ON THE CORNER OF PLUM AND MAIN  
IN HAGERSTOWN, INDIANA.

(Slide 4)  
Show Slide

PERFORMANCES ARE EVERY THURSDAY, FRIDAY,  
SATURDAY AND SUNDAY AT 8 P.M. THIS WEEK  
IT'S \_\_\_\_\_

TICKETS ARE \$3.00 FOR ADULTS AND \$1.50  
FOR CHILDREN. FOR RESERVATIONS CALL  
317-489-5214, 317-489-5214. IT'S A  
DELIGHTFUL WAY OF SPENDING AN EVENING  
ENJOYING LIVE MUSICAL ENTERTAINMENT.  
HAGERSTOWN, INDIANA IS ONLY \_\_\_\_ MINUTES  
FROM \_\_\_\_\_. EXIT INDIANA ROUTE 1  
OFF INTERSTATE 70.

T.V. Stations

WLWI-TV

Bill Dean, News Director (or Guy Johnson)  
1401 North Meridian  
Indianapolis, Indiana 46202  
317-639-2311

WRTV-TV

Jody Waught (or Mimi Cazsn)  
Afternoon/6  
1330 North Meridian  
Indianapolis, Indiana 46202  
317-635-9788

WTTV-TV

PSA Director  
3490 Bluff Road  
Indianapolis, Indiana 46217  
317-787-2211

WHMB-TV

State Road 238 East  
Noblesville, Indiana 46060  
317-773-5050

WISH-TV

1950 North Meridian  
Indianapolis, Indiana 46202  
317-924-4381

WFYI-TV

Chris Collins  
1440 North Meridian  
Indianapolis, Indiana 46202  
317-639-5591

WIBP-TV

246 Minnetrista Blvd.  
Muncie, Indiana 47305  
317-285-4771

Sean F. Murphy

Muncie Cable-TV  
400 East 26th Street  
Muncie, Indiana 47305  
317-284-3357

Steve Wigger

Clearview Cable-TV  
23 South Ninth  
Richmond, Indiana 47347  
317-966-3508

New Castle Cable Communications, Inc.

P.O. Box 610  
New Castle, Indiana 47362  
317-529-8009

TV (Con't)

Ed Hamlyn  
WLWD-TV  
4590 Avco Drive  
Dayton, Ohio 45439  
613-293-2101

Rosemary Hemmelgarn  
WHIO-TV  
1414 Wilmington Avenue  
Dayton, Ohio 45420  
513-254-5311

WKEF-TV  
1731 Soldiers Home  
Dayton, Ohio 45418  
513-263-2662

WKRC-TV, Radio  
1906 Highland Avenue  
Cincinnati, Ohio 45219  
513-421-1750

WLW-TV  
140 West 9th Street  
Cincinnati, Ohio 45202  
513-241-1822

WCET-TV  
2222 Chickasaw  
Cincinnati, Ohio 45219  
513-381-4033

WXIX-TV  
10490 Taconic Terrace  
Cincinnati, Ohio 45215  
513-772-1919

Mr. Nelson  
WCPO-TV  
Fifth and Central Avenue  
Cincinnati, Ohio 45202  
513-721-9900

Betty Stills  
WLW-TV  
140 West 9th  
Cincinnati, Ohio 45202  
513-241-1882

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
BOX 23  
317-489-5214

PUBLIC SERVICE ANNOUNCEMENT  
-date

Nettle Creek Educational Summer Stock Theatre opens its fifth season on Thursday, June 26th with the zany and hilarious musical "Li'l Abner."

Al Capp's world of famous comic strip characters have been placed in a gay and colorful musical. The plot is a satisfying mixture of hill-billy nonsense and sharp, critical humor.

"Li'l Abner" runs through June \_\_th with performances every Thursday, Friday, Saturday and Sunday at 8 p.m. Reservations can be made by calling 317-489-5214, 317-489-5214. Tickets are \$3.00 for adults and \$1.50 for children.

Nettle Creek Players perform in a large 90 foot by 60 foot tent which provides an unique atmosphere for the theatre goer. It's a great evening of live entertainment; fun for the entire family.

Located on Main Street in Hagerstown, Indiana, Nettle Creek Theatre is just \_\_minutes from \_\_\_\_\_. Take \_\_\_\_\_

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Nettle Creek Players is a non-profit organization.

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
BOX 23  
317-489-5214

PUBLIC SERVICE ANNOUNCEMENT  
-date

"Sweet Charity", the Neil Simon story of an American dance hostess searching for love, is the second production of the season for the Nettle Creek Players in Hagerstown, Indiana.

Always popular, Simon is famous for drawing humor by placing his main characters in unusual situations. "Sweet Charity" has all of that, however, it is also a tender love story with a great deal of emphasis on sentiment. The show opens July 10th and runs through July 20th with performances every Thursday, Friday, Saturday and Sunday at 8 p.m. Reservations can be made by calling 317-489-5214, 317-489-5214. Tickets are \$3.00 for adults and \$1.50 for children.

Nettle Creek Players perform in a large 90 foot by 60 foot tent which provides an unique atmosphere for the theatre goer. It's a great evening of live entertainment; fun for the entire family.

Located on Main Street in Hagerstown, Nettle Creek Theatre is just \_\_\_ minutes from \_\_\_\_\_. Take \_\_\_\_\_.

Nettle Creek Players is a non-profit organization.

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
BOX 23  
317-489-5214

PUBLIC SERVICE ANNOUNCEMENT  
-date

"Man of La Mancha", that heart touching musical starring Don Quixote, knight and fighter of windmills, is the third production of the season for the Nettle Creek Players in Hagerstown, Indiana.

Winner of the New York Drama Critics and Antoinette Perry Awards, "Man of La Mancha" opens Thursday, July 24 and runs through August 3rd with performances every Thursday, Friday, Saturday and Sunday at 8 p.m. Reservations can be made by calling 317-489-5214, 317-489-5214. Tickets are \$3.00 for adults and \$1.50 for children.

Nettle Creek Players perform in a large 90 foot by 60 foot tent which provides an unique atmosphere for the theatre goer. It's a great evening of live entertainment; fun for the entire family.

Located on Main Street in Hagerstown, Nettle Creek Summer Theatre is just \_\_\_\_\_ minutes from \_\_\_\_\_. Take \_\_\_\_\_

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Nettle Creek Players is a non-profit organization.

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
BOX 23  
317-489-5214

PUBLIC SERVICE ANNOUNCEMENT  
-date

"The King and I", one of the most highly regarded musicals of Richard Rodgers and Oscar Hammerstein is the fourth and final production of the season for the Nettle Creek Players in Hagerstown, Indiana.

Winner of many awards, "The King and I" has become a classic of the American musical theatre, whose enchantment and beauty never seem to fade, no matter how many times it is revived.

"The King and I" opens on Thursday August 7th and runs through Sunday August 17th. Performances are every Thursday, Friday, Saturday and Sunday at 8 p.m. Reservations can be made by calling 317-489-5214, 317-489-5214. Tickets are \$3.00 for adults and \$1.50 for children.

Nettle Creek Players perform in a large 90 foot by 60 foot tent which provides an unique atmosphere for the theatre goer. It's a great evening of live entertainment; great fun for the entire family.

Located on Main Street in Hagerstown, Indiana, Nettle Creek Theatre is just \_\_\_ minutes from \_\_\_\_\_. Take \_\_\_\_\_

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Nettle Creek Players is a non-profit organization.

TELEVISION

These sentences should be placed in the blank that begins with: This week it's

1. The zany and hilarious musical based on Al Capp's comic strip characters, "Li'l Abner."
2. "Sweet Charity", the Neil Simon story of an American dance hostess searching for love.
3. "Man of La Mancha", the heart touching musical of Don Quixote, the knight and fighter of windmills.
4. "The King and I", one of the most highly regarded musicals of Richard Rodgers and Oscar Hammerstein.

ALL PUBLIC SERVICE ANNOUNCEMENTS - RADIO AND TELEVISION

These should be filled in when sending to a station in a certain city.

1. 90 minutes from Cincinnati. Take 1-75 North to I-70 West to Hagerstown exit.
2. 60 minutes from Dayton. Take I-70 West to Hagerstown exit.
3. 60 minutes from Indianapolis. Take I-70 East to Hagerstown exit.
4. 20 minutes from Richmond. Take I-70 West to Hagerstown exit.
5. 20 minutes from New Castle. Take Route 38 East to Hagerstown.
6. 35 minutes from Muncie. Take Route 35 South to 38 West to Hagerstown.
7. 40 minutes from Rushville. Take Route 3 North to Route 38 West to Hagerstown.
8. 40 minutes from Connersville. Take Route 2 North to Hagerstown.

## RADIO STATIONS

WLCB Radio State Road 35 South Muncie, Indiana 47305 317-288-4403	WAJC Radio Lilly Hall Studio 4600 Sunset Avenue Indianapolis, Indiana 46208 283-9241
John Irwin WERK Radio State Road 3 South Muncie, Indiana 47305 317-289-3311	WATI Radio 3490 Bluff Road Indianapolis, Indiana 46217 787-2211
Toula McPhearson Associate Producer WHIO Radio 1414 Wilmington Avenue Dayton, Ohio 45402 513-254-5311	WBRI Radio 4802 East 62 Indianapolis, Indiana 46220 255-5484
WING Radio 128 West First Dayton, Ohio 45402 513-222-3773	WFMB Radio 6161 Fall Creek Road Indianapolis, Indiana 46220 257-7565
WKRC TV Radio 1906 Highland Avenue Cincinnati, Ohio 45219 513-421-1750	WIFE Radio 1440 North Meridian Indianapolis, Indiana 46202 637-1375
WHON Radio Tingler Road Richmond, Indiana 47374 317-962-1595	WJMK Radio 863 Walton Drive Plainfield, Indiana 46224 839-2366
WXEV Radio 2301 West Main Richmond, Indiana 47374 317-962-6533	WNAP Radio 2835 North Illinois Indianapolis, Indiana 46208 926-4525
WCNE Radio 406 Central Connersville, Indiana 47331 317-825-6411	WNIR Radio 4800 East Raymond Indianapolis, Indiana 46203 359-1590
Mrs. Lee Cron WRCR Radio 102 Perkins Rushville, Indiana 46173 317-932-3983	WSMJ Radio 640 West 9th Greenfield, Indiana 46202 462-5511
WXLW Radio 3003 Kessler Blvd., North Drive Indianapolis, Indiana 46222 925-6494	WTLC Radio 1734 Villa Avenue Indianapolis, Indiana 46203 784-4471
	WXTZ Radio 4560 Knollton Road Indianapolis, Indiana 46208 925-9208

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
BOX 23  
317-489-5214

FOR IMMEDIATE RELEASE - DATE

Hagerstown, Indiana - Music! Music! Music! is the theme for the fifth summer theatre season of the Nettle Creek Players in Hagerstown, Indiana. With the limbering of voices, and the dusting off of old tap shoes, the Players prepare to bring another summer of fun and entertainment to the people of east central Indiana.

Four musical productions are set for the season which runs from June 26th to August 17th. They are, "Li'l Abner", "Sweet Charity", "The King and I", and "Man of La Mancha".

Any person with hidden desires to do a little singing and dancing is encouraged to come out of hiding. Nettle Creek Players are having tryouts Monday, Tuesday and Wednesday, June 2nd, 3rd and 4th. On both days the tryouts will be from 6 p.m. to 10 p.m. at 400 South Plum Street in Hagerstown. All types and ages of people are needed, from grandchildren to grandparents.

Also needed for the productions are musicians. Percussionists, clarinetists, trumpeters, and violinists are just a few of the myriad of musicians needed. Tryouts for these people are at the same times as mentioned above.

Nettle Creek is a non-profit organization and is associated with Wayne State College in Nebraska. It is an educational experience where undergraduate and graduate college credit can be earned in music, theatre and humanities.

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
BOX 23  
317-489-5214

FOR IMMEDIATE RELEASE - date

Hagerstown, Indiana - Nettle Creek Educational Summer Stock Theatre opens its fifth season on Thursday, June 26th with the zany and hilarious musical "Li'l Abner".

Al Capp's world of famous comic strip characters have been placed in a gay and colorful musical. The plot is a satisfying mixture of hill-billy nonsense and sharp, critical humor.

Word has been sent down from Washington that the citizens of Dogpatch must all evacuate their homes. Dogpatch has been selected as the most unnecessary town in the country and is therefore the perfect site for the government's nuclear tests. It appears that something useful is found when Mammy Yokum (\_\_\_\_\_ of \_\_\_\_\_) produces her secret formula of Yokumberry tonic which makes musclemen out of weaklings.

However, General Bullmoose (\_\_\_\_\_ of \_\_\_\_\_) a sly and conniving politician sets a sultry siren and Evil Eye Fleagle (\_\_\_\_\_ of \_\_\_\_\_) to work on Li'l Abner (\_\_\_\_\_ of \_\_\_\_\_). They hope to weedle Mammy's secret formula from him. The citizens of Dogpatch, after a trip to Washington, foil Bullmoose's plan, and everyone settles down for a peaceful life of rustic simplicity in Dogpatch, U.S.A.

"Li'l Abner's" wonderful tunes include Abner's and Daisy's duet, "Namely You", a dream ballad, "If I Had My

Druthers", the hilarious show stopper, "Jubilation T. Cornpone", describing the exploits of Dogpatch's most famous citizen who lost the Civil War practically single-handed, General Bull-moose's "Progress is the Root of All Evil", and the political satire, "The Country's in the Best of Hands". The Sadie Hawkins Day ballet and fine choral work contribute to making "Li'l Abner" one of the best of America's musicals.

Area performers who are featured in "Li'l Abner" are \_\_\_\_\_ playing \_\_\_\_\_, \_\_\_\_\_ portraying \_\_\_\_\_, etc.

"Li'l Abner" runs through July 6th with performances every Thursday, Friday, Saturday and Sunday at 8 p.m. Reservations can be made by calling 289-5214, tickets are \$3.00 for adults and \$1.50 for children, group rates are available. Nettle Creek Players perform in a large 90 foot by 60 foot tent which stands on the corner of Plum and Main Streets in Hagerstown.

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
BOX 23  
317-489-5214

FOR IMMEDIATE RELEASE - date

Hagerstown, Indiana - "Sweet Charity", the Neil Simon story of an American dance hostess searching for love, is the second production of the season for the Nettle Creek Players in Hagerstown, Indiana.

Always popular, Simon is famous for drawing humor by placing his main characters in unusual situations. "Sweet Charity" has all of that, however, it is also a tender love story with a great deal of emphasis on sentiment.

Directed by \_\_\_\_\_ and \_\_\_\_\_, "Sweet Charity" opens on Thursday July 10th and runs through July 20th with all performances beginning at 8 p.m.

Charity Hope Valentine (\_\_\_\_\_ of \_\_\_\_\_) is a simple, goodhearted girl who never loses the hope that she will find the romance of her life. She is continually searching for it. Charity is a dance hostess at the Fandango Ballroom, the kind of place where the girls have to defend themselves to music.

Accidentally, she meets up with the Italian movie idol Vittorio Vidal (\_\_\_\_\_ of \_\_\_\_\_), who has just had a quarrel with his date outside a fashionable nightclub. Left dateless, he stumbles across Charity who has maneuvered herself into the position of having him to invite her first into the nightclub and then to his apartment. There she begs

for and gets souvenirs to prove to her ballroom friends that she really has spent the evening with the movie idol.

Proudly she struts across the floor of his apartment -- his top hat at a rakish angle, his cane poised under her arm -- singing "If My Friends Could See Me Now", one of the most memorable numbers. But just then, the date of the movie idol storms into the apartment. Poor Charity must spend the night hiding in the closet. Once again frustrated in love, Charity is now fired with the ambition to improve her mind. She goes to the YMHA to attend a lecture. There she meets Oscar (\_\_\_\_ of \_\_\_\_\_), an accountant who is a victim of claustrophobia and with whom she gets stuck with in an elevator.

Things between Oscar and Charity grow to become serious. Oscar is beginning to talk about marriage. Afraid of losing him, Charity had told him that she worked in a bank, only to discover that Oscar already knew about her work. Oscar insisted to forgive and forget, but neither come easily. Oscar leaves Charity. And so once again, Charity meets up with frustration, but not without the hope that someday she will meet the man who will love her.

Notable production numbers in "Sweet Charity" include, "Rich Man's Frug" a funny take-off on modern dancing, "Rhythm of Life" and "Big Spender" in which the dance hostesses freeze into seductive positions as they are lined up waiting for customers.

Other featured roles are \_\_\_\_\_ as Nickie, and \_\_\_\_\_ as Helen. Area Performers in the show are \_\_\_\_\_ as, \_\_\_\_\_

as \_\_\_\_\_ etc.

Nettle Creek Players is a non-profit educational summer stock affiliated with Wayne State College in Nebraska. Performances are at 8 p.m. every Thursday, Friday, Saturday and Sunday. Reservations can be made by calling 489-5214. The players perform in a large 90 foot by 60 foot tent in which stands on the corner of Plum and Main Streets in Hagerstown. Tickets are \$3.00 for adults and \$1.50 for children under 12, group rates are available.

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
BOX 23  
317-489-5214

FOR IMMEDIATE RELEASE - date

Hagerstown, Indiana - "Only he who attempts the absurd is capable of achieving the impossible", so states Don Quixote, knight and fighter of windmills, in one of the most heart-touching musicals of the century, "Man of La Mancha." "Man of La Mancha" is the third musical production of the season for the Nettle Creek Players in Hagerstown, Indiana. It opens Thursday, July 24th and runs through Sunday, August 3rd, with all performances beginning at 8 p.m.

In addition to winning the New York Drama Critics and the Antoinette Perry Awards as the season's best musical, "Man of La Mancha" earned the rare distinction of being included into the opera reperatory at the world famous Komische Opera in East Berlin.

It is the story of Miguel de Cervantes (\_\_\_\_\_ of \_\_\_\_\_), aging, and an utter failure in his varied careers as playwright, poet, and tax collector for the government, who has been thrown into jail to await trial by the Inquisition. There he is brought before a kangaroo court of his fellow prisoners. They propose to take his possessions; one of which is the uncompleted novel called "Don Quixote." Cervantes, seeking to save it, offers a defense in the form of entertainment. Cervantes and his faithful servant (\_\_\_\_\_ of \_\_\_\_\_)

transform themselves into Don Quixote and Sancho Panza and proceed to play out the story with the participation of the prisoners as other characters.

Quixote and Sancho take to the road singing "Man of La Mancha" in a campaign to restore the age of chivalry, to battle evil and right all wrongs. In a roadside inn, which Quixote insists is a castle, Aldonza (\_\_\_\_\_ of \_\_\_\_\_), the inn's serving girl and part-time trollop, is propositioned by a gang of Muleteers. Quixote, arriving at the inn, sees Aldonza as the dream ideal whom he will serve evermore, singing "Dulcinea" to her. Aldonza is confused and angered by Quixote's refusal to see her as she really is.

Later, Aldonza encounters Quixote in the courtyard where he is holding vigil, preparing to be dubbed a knight by the Innkeeper (\_\_\_\_\_ of \_\_\_\_\_). Questioning him on his seemingly irrational ways, she is answered by Quixote in a statement of his belief, "The Impossible Dream." Aldonza has caught the fever of Quixote's idealism but, attempting to put into practice, is cruelly beaten and ravaged by the Muleteers in the "The Abduction" and is carried off.

On the road again, Quixote and Sancho encounter a thievish band of Moors and are robbed of all their possessions in the "Moorish Dance." They return to the inn, only to encounter the disillusioned Aldonza who sings her denunciation of the Quixote dream in the dramatic "Aldonza." A fantastic figure, the Enchanter (\_\_\_\_\_ of \_\_\_\_\_) disguised as the Knight of Mirrors, enters and challenging Quixote to combat, defeats him, forcing him to see himself as a pathetic clown.

At home again, the old man who once called himself Don Quixote is dying. Aldonza, having followed, forces her way into the room, pleading with him to restore the vision of glory she had held in the song "Dulcinea." Quixote, remembering, rises from his bed to reaffirm the stirring "Man of La Mancha" but collapses, dying. However, Aldonza having glimpsed the vision once more, refuses to acknowledge death, saying, "My name is Dulcinea."

Back in Cervantes' jail the prisoners have been deeply affected by his story and restore to him his play. Cervantes is summoned to his real trial by the Inquisition. The prisoners unite to sing him on his way with "The Impossible Dream."

Area performers who are featured in "Man of La Mancha" are \_\_\_\_\_ playing \_\_\_\_\_, \_\_\_\_\_ portraying \_\_\_\_\_, etc.

Nettle Creek is a non-profit educational summer stock, affiliated with Wayne State College in Nebraska. Performances are at 8 p.m. every Thursday, Friday, Saturday and Sunday, reservations can be made by calling 489-5214. The Players perform in a large 90 foot by 60 foot tent which stands on the corner of Plum and Main Streets in Hagerstown. Tickets are \$3.00 for adults and \$1.50 for children 12 and under, group rates are available.

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
BOX 23  
317-489-5214

FOR IMMEDIATE RELEASE - date

Hagerstown, Indiana - "The King and I", one of the most highly regarded musicals of Richard Rodgers and Oscar Hammerstein, is the fourth and final production of the season for Nettle Creek Educational Summer Theatre in Hagerstown, Indiana.

Winner of the Theater Club Award as best play of the season, and the Antoinette Perry Award as the season's best musical in 1952, "The King and I" has become a classic of the American musical theater, it's enchantment and beauty never seem to fade, no matter how many times it is revived. Written with an eastern sense of dignity and pageantry, the show has an Oriental flavor without using authentic far eastern music or settings.

"The King and I" opens Thursday August 7th and runs through Sunday August 17th with all performances beginning at 8 p.m.

Anna Leonowens (\_\_\_\_\_ of \_\_\_\_\_) dignified, mid-Victorian lady comes to Siam from England to teach the royal princes and princesses the ways of the Western culture. A widow, she has come with her little boy, Louis (\_\_\_\_\_ of \_\_\_\_\_), having been promised a house of her own, as well as a salary in English pounds.

In the palace, she discovers that the king (\_\_\_\_\_ of \_\_\_\_\_) has broken his promise. She must live in the palace

with the royal wives, children and servants. Nor is she pleased to see Tuptim (\_\_\_\_\_ of \_\_\_\_\_), a Burmese girl, being handed over as a gift to the king by Lun Tha (\_\_\_\_\_ of \_\_\_\_\_).

The king is not interested in Anna's reactions. He calls for his royal children to meet their new schoolmistress. They march before Anna in a formal procession, accompanied by the music of the "March of the Siamese Children." When the children leave, Anna discovers that Tuptim and Lun Tha will never see one another again. This is something that arouses Anna's sympathy further, for she too once had a lover she can never forget, and about him she reminisces in "Hello, Young Lovers."

The King expresses his bewilderment at Western ways, and his doubts about what is right and wrong, in an extended narrative, "A Puzzlement." The king and Anna demonstrate their lack of understanding and sympathy for each other in no uncertain terms. But between Anna and the children there springs up an affectionate bond once they had become acquainted in "Getting to Know You." While all this is going on, Tuptim and Lun Tha are hiding in the shadows exchanging tender sentiments before separating forever, "We Kiss in a Shadow."

The clash between Eastern and Western cultures is personified in the king and Anna, who after a while, find themselves drawn to each other. Anna discovers that behind the hard surface of the king's despotism is an endearing charm. And the king cannot altogether suppress his admiration for a woman

so unlike any he had known before, fiery in her independence and proud.

The attachment between them, however, is of the mind and spirit, and not of the heart. Love is out of the question between two people of such different cultures. Anna describes her admiration for the king in "This Is a Man" and stands ready to help him in a political crisis.

The British have come to regard the king of Siam as a barbarian and want to make Siam into a protectorate. They are sending Sir Edward Ramsey (\_\_\_\_\_ of \_\_\_\_\_) and other officials to make an investigation. It is Anna's idea to entertain them in a grand manner of European style and dress, to prove that the Siamese are as modern as the English.

The affair turns out to be a huge success. The visiting Englishmen are now convinced that the Siamese are sensitive, cultured people. This of course, delights Anna who proceeds to teach the king something of Western social dancing, "Shall We Dance?"

Meanwhile, Tuptim and Lun Tha had laid plans to run away together in "I Have Dreamed", but are caught. The king orders that Tuptim be whipped, which Anna prevents, but there is nothing she can do to help Lun Tha, who has been killed.

With the king still serious about having Anna live in the palace, Anna decides to leave Siam for good. Her plan, however, is stopped when she learns that the king is dying. Anna now gets her house. After the king's death, she decides to stay in Siam as a teacher of the children she has come to love.

Area performers in "The King and I" include \_\_\_\_\_ as \_\_\_\_\_, \_\_\_\_\_ as \_\_\_\_\_, etc.

Nettle Creek Players is a non-profit educational summer stock theatre affiliated with Wayne State College in Nebraska. Performances are at 8 p.m. every Thursday, Friday, Saturday and Sunday. Reservations can be made by calling 489-5214. The Players perform in a large 90 foot by 60 foot tent which stands on the corner of Plum and Main Streets in Hagerstown. Tickets are \$3.00 for adults and \$1.50 for children under twelve, group rates are available.

## LIST OF WEEKLY NEWSPAPERS IN NETTLE CREEK AREA

1. Middletown News  
469 Locus Street  
Middletown, Indiana 47356
2. New Castle News Republican  
1561 Broad Street  
New Castle, Indiana 47362
3. a. Knightstown Banner  
Knightstown, Indiana 46148  
b. Knightstown Tri-State Trader  
Knightstown, Indiana 46148
4. a. Brookville American  
Brookville, Indiana 47012  
b. Brookville Democrat  
Brookville, Indiana 47012
5. Liberty Herald  
Liberty, Indiana 47355
6. National Road Traveler  
Cambridge City, Indiana 47327
7. Hagerstown Exponent  
115 East Main  
Hagerstown, Indiana 47346
8. Fountain City Newport News  
P.O. box 26  
Centerville, Indiana 47341
9. Southern Voice Press  
Lynn, Indiana 47355

NEWSPAPERS

Jack Osler  
Leisure Editor  
Dayton News  
Fourth and Ludlow  
Dayton, Ohio 45401  
513-223-2112

B. W.  
Theatre Editor  
Dayton News  
Fourth and Ludlow  
Dayton, Ohio 45401  
513-2232112

Theatre Editor  
Journal Herald  
Fourth and Ludlow  
Dayton, Ohio 45401  
513-223-1111

Rita Winters  
P.O. Box 2408  
(Muncie Star)  
Muncie, Indiana 47305  
317-747-5700

Theatre Editor  
Robert Loy  
Muncie Press  
125 South High Street  
Muncie, Indiana 47302  
317-747-5700

Ruth Mauzy McFadden  
Women's Editor  
Muncie Press  
125 South High Street  
Muncie, Indiana 47302  
317-747-5700

Rushville Republican  
219 North Perkins  
Rushville, Indiana 46173  
317-932-2222

News Examiner  
Att. R. Konstanzer  
406 Central Avenue  
Connersville, Indiana 47201  
317-825-1571

News Gazette  
Mr. Collins  
226 West Franklin  
Winchester, Indiana 47394  
317-584-4501

NEWSPAPERS (CON'T)

National Road Traveler  
31 East Church  
Cambridge City, Indiana 47327  
317-476-3221

The Courier Times  
Att. Betty Giboney  
221 South 14th Street  
New Castle, Indiana 47362  
317-529-1111

Eloise Beach  
Palladium-Item  
19th North 9th  
Richmond, Indiana 47374  
317-962-1575

Peggy Patterson  
The Graphic  
621 Northwest First Street  
Richmond, Indiana 47362  
317-966-1233

New Castle Republican  
1561 Broad Street  
New Castle, Indiana 47362  
317-529-0001

The Hagerstown Exponent  
Att. Floyd Lacy  
P.O. Box 111  
Hagerstown, Indiana 47346  
317-489-4121

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
317-489-5214

Thank you for asking for information about Nettle Creek Players. This summer's season includes:

Li'l Abner - A musical comedy based on Al Capp's zany comic strip characters. June 26-29, July 3-6.

Sweet Charity - A Neil Simon musical of an American dance hall hostess falling in love. July 10-13, July 17-20.

Man of La Mancha - A heart touching musical of the knight Don Quixote and his impossible dream July 24-27, July 31-august 3.

The King and I - One of the most highly regarded musicals of Richard Rodgers and Oscar Hammerstein. August 7-10, August 14-17.

Performances are every Thursday, Friday Saturday and Sunday at 8 p.m. Tickets are \$3.00 for adults and \$1.50 for children twelve and under. Reservations can be made by calling 317-489-5214.

Players perform in a large 90 foot by 60 tent which is located on Main Street in Hagerstown, Indiana. Hagerstown is just off Interstate 70 near Richmond, Indiana.

We're glad you have asked about us and we are looking forward to seeing you at upcoming performances.

Sincerely,

EXHIBIT 16  
LETTER TO TELEVISION STATIONS  
REGARDING PUBLIC SERVICE ANNOUNCEMENTS

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
BOX 23  
317-489-5214

June , 1975

TV/Radio Station  
PSA Director  
Street  
City, State, Zip

Dear Sir:

Thank you for the time you spent with me last week. At that time we discussed doing public service announcements for Nettle Creek, an Educational Summer Theatre,

Enclosed is a possible P.S.A. with three accompanying slides.

If more information is needed, please write or call the above address. I will be sending you news releases and general information every week.

Thank you again for your time and consideration

Sincerely,

EXHIBIT 17  
LETTER TO NEWSPAPERS  
REGARDING SEASON PASS

NETTLE CREEK PLAYERS  
SUMMER THEATRE  
HAGERSTOWN, INDIANA  
BOX 23  
317-489-5214

June , 1975

Person's Name  
Newspaper's Name  
Street  
City, State, Zip

Dear Sir:

As you may already know Nettle Creek Players open their 1975 season with "Li'l Abner" on June 26. I am sending you the enclosed season press pass in hopes that you will visit Nettle Creek this week and the weeks to come, and inform your readers of our production.

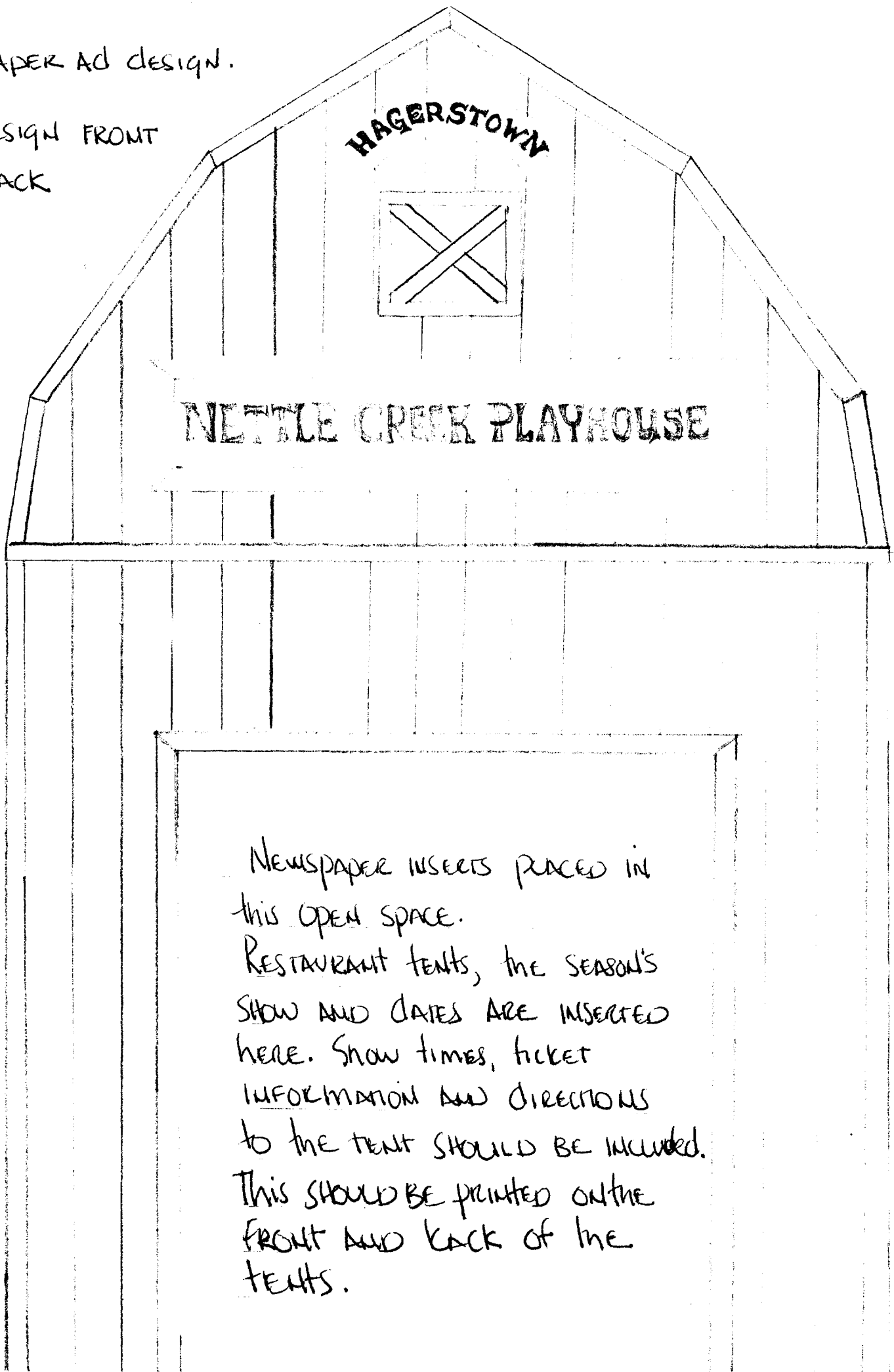
If you give me a call before you come I can assure you of good seats and take care of any special arrangements.

Yours truly,

Advertising/Public Relations

NEWSPAPER Ad design.

TENT DESIGN FRONT  
AND BACK



Newspaper inserts placed in  
this open space.  
RESTAURANT tents, the SEASON'S  
SHOW AND DATES ARE INSERTED  
HERE. Show times, ticket  
INFORMATION AND DIRECTIONS  
to the tent SHOULD BE INCLUDED.  
THIS SHOULD BE PRINTED ON THE  
FRONT AND BACK OF THE  
TENTS.

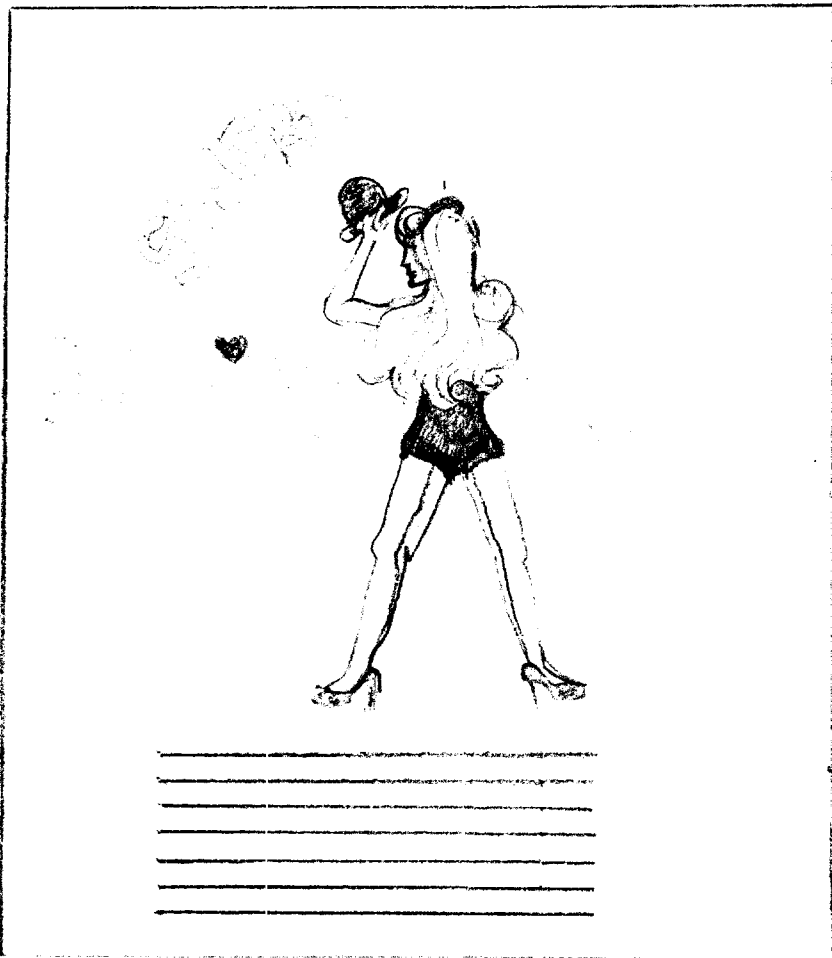
NEWSPAPER INSERTS

Lil Abner

THESE ARE PLACED  
INSIDE BARN ART  
WORK. Show times,  
DATES, TICKET INFORMATION  
GO INTO COPY BLOCKS



Sweet Charity

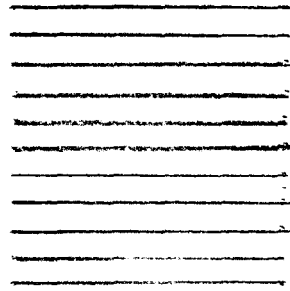


NEWSPAPER INSERTS

Man of La Mancha



Man of  
La Mancha



THESE ARE PLACED

INSIDE BARN ARTWORK

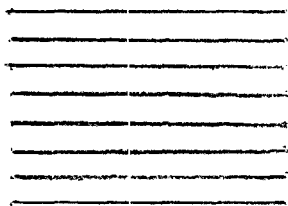
SHOW TIMES, DATES,

TICKET INFORMATION

GO INTO COPY BLOCKS

THE

WIND



The King and I



## POSTER ART WORK

POSTER SHOULD INCLUDE: (in this space)

1. NAME OF THEATRE
2. SHOW DATES
3. PERFORMANCE TIME / DAYS OF WEEK
4. RESERVATIONS PHONE NUMBER
5. TICKET INFORMATION
6. COMING ATTRACTION AT BOTTOM
7. DIRECTIONS, I.E. OF EXIT IND.#1 RATE I-70



# Man of La Mancha

POSTER ART WORK.

POSTER SHOULD INCLUDE: (IN THIS SPACE)

1. NAME OF THEATRE.

2. SHOW DATES

3. PERFORMANCE TIME/DAYS OF WEEK

4. RESERVATIONS PHONE NUMBER.

5. THE TICKET INFORMATION

6. COMING ATTRACTION AT BOTTOM

7. DIRECTIONS, I.E. OFF EXIT IUD\*1 R

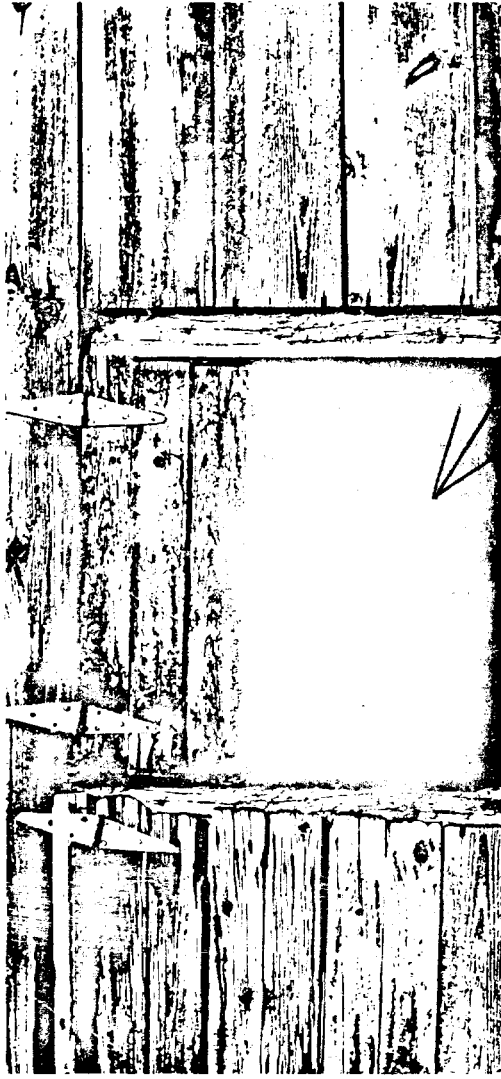
# WILLY BANER



POSTER ARTWORK



POSTER ARTWORK



COPY INSERTED  
INTO SPACE IN  
REVERSE.

NETTLE CREEK

PLAYBILL 1975

HAGERSTOWN

INDIANA