FREE BEATLE TICKETS

KYA Radio is the talk of San Francisco with a fantastic giveaway which has excited every Beatlemaniac in Northern California.

KYA is giving away a free pair of tickets each hour to the Beatles performance at the Cow Palace Aug. 31.

Each hour the KYA Deejays play "The Name Game." The names are John Lennon, Paul McCartney, George Harrison and Ringo Starr. And the game is to guess which name is coming up next on the automatic selector.

How It Works

As each hourly contest is announced, listeners call "The Name Game" contest telephone number G-A-R-F-i-e-l-d 8-8888 (how about that for an easy number to remember?).

The first person to call tells the disc jockey his or her favorite Beatles. If the contestant's selection matches the name which pops up on "The Name Game" automatic selector, he or she is awarded two free tickets to the Beatles concert.

Multiply the number of hourly contests by the number of days in the month and you have an idea of the number of free tickets KYA is giving away.

Many Beatles fans who have been unable to afford the price of tickets have a chance to see the show anyway thanks to the KYA "Name Game" contest.

How about you? Another contest will be coming up in a few minutes.

TOP THIRTY

Emperor Gene Nelson unveils the new KYA Top Thirty every Saturday morning between nine and noon.

A bewitching brunette with Indian eyes, a French name and a far-out appearance has suddenly become the hottest female vocalist in the U.S. Cher is suddenly Queen of the record world.

Few people know her last name (formerly Cher La Piere, now Cher Ronnie) but almost anyone who listens to a radio or a record player recognizes her voice and styling immediately.

Currently she has three records on the charts, two of them as Sonny & Cher (duets with her singer-producer husband, Sonny Bono) and the third one featuring only her which is expected to become number one nationally at any day.

It's called "All I Really Want to Do" and it's one of the most unusual discs ever recorded. Bob Dylan wrote it, but he certainly wouldn't recognize it unless he listened closely to the lyrics.

Both Parts

Cher sings two parts—high and low—and combined with Sonny's arrangement and production, it's like nothing else ever recorded. The Byrds had originally recorded "All I Really Want to Do" as a follow-up to "Turn! Turn! Turn!" But it appeared they had another number one record.

But Cher's "cover" recording of it caused such a sensation that Columbia didn't even try to make a fight of it. They switched the flip side of the Byrds' disc and began pushing "Feel a Whole Lot Better," as the "A" side.

Dylan's "All I Really Want to Do" is such a strong song that both versions are doing well, but it's Cher's record that is causing the sensation.

As Sonny & Cher, the husband and wife team has two other numbers climbing the charts—"I've Got You" and "Just You." Many believe either one of these two numbers could become as big as "All I Really Want to Do."