

Welcome to the first edition in the month of October edition of the Knot International Report. A lot of interesting things came in during the first week after last report:

As promised we go back in time again to one of the many failed radio projects which got publicity but failed to come on the air. Some 10 years ago I had the opportunity to fill two complete books, in Dutch, regarding the failed projects, which I called 'The Failures, thumb suckers and Pioneers.' And only the Pioneers came on the air. Those will be mentioned in the future, but now again an so called 'Thumb Sucker'.

In 1981 the new Dutch political party Realisten '81 took part in the election; they wanted to launch an offshore station to promote their party (In the same election the Boerenpartij - the Farmer's party- of Boer Koekoek (named in Vader Abraham's 45 rpm 'Den Uyl is in den olie' released shortly before the close-down of offshore Veronica) changed it's name into Rechtse Volkspartij).

Involved with the "Realisten '81" organization was an executive officer, Mr.Dr.A.Zeegers, once involved in setting up another offshore project. He was a member of the 'Vredesschip Nederland (Peace ship Netherlands) recommendation team, that in 1969, by selling peace shares, led to the further funding and equipment of the MV Cito, which later became the Peace ship from Abe Nathan (VOP).

On 19th March 1983 journalist Hans Knoop held a press conference, stating to have found ways of making publicity for the party. According to a 30th March 1981 report in Freewave Media Magazine "the new political party Realisten '81 wants to promote its election program from a ship in international waters in the North Sea. The next weekend, a transmitter with a power equal to the Hilversum broadcasters will spread Realisten '81 messages to the electorate. During the last two weeks before the elections there will be broadcasts every day, 24 hours a day. Programmes will be interspersed with calm background music and exclusively short part spots and interviews with Realisten '81 sympathizers.

The Amsterdam field officer of Justice, Mr.C. van Steenderen, in charge of offshore station matters, stated that an investigation would be held regarding the announced broadcasts from a ship and the legality of that." Knoop reacted to van Steenderen's words by saying: "I hope that the field officer, who considers prosecuting us for infringement of the MOA, will do this. Any case before the elections, will get even more publicity."

On 22 April it was announced that the new station would broadcast with 500 Watt on 101.8 MHz FM band. As powerful as the Hilversum stations? Knoop: "I view of existing laws, we won't reveal the name of the ship, nor who's working on her. We will fly a foreign flag and choose a crew from abroad. Tendering won't be done from a Dutch harbour and programmes will be recorded in a studio in a foreign country. I'm very satisfied with the test transmissions, received deep in the Netherlands. The station broadcasts music, interspersed with publicity spots for our party. We've also got offers of various land based pirates to play our programs there too." All the publicity in newspapers, on radio and television was in vain; as at the general elections in May 1981 only 2211 votes were counted for Realisten '81. Thanks to Boudewijn Dom for the translation.

Time for the e mails and first Derek May: 'Hans, as always a very interesting Newsletter, especially the television feature. I seem to recall in 1965 Reginald Calvert announcing that he was going to start a television station from a submarine. Do you or any other of the readers recall this? Regards, Derek May.

I can go into detail as I did research the history of the station into depth for the publication of the book: 'The History of Radio City, more than only Romance'. It was published in 1990. On page 28 I wrote that on June 9th 1965 in the British Press the first messages appeared about plans Calvert had for an own television station next to his Radio City. He would need around 100.000 Pounds Sterling (which was an awful lot of money in those days) to get the station on the air. It was told that getting this money together wouldn't be a problem as they could get a lot of money by selling airtime to tobacco companies. This as from the first of August that year it was forbidden for the commercial television stations in Great Britain to advertise for those products. So they would go very easy for the Offshore Stations. As Channel Calvert had already announced that TV City would use Channel 3, which was very near the frequency used by local transmitters for the BBC TV in Wales. Next to movies local and regional news bulletins were planned. Interviewing for the book on several subjects Reginald Calvert widow, Dorothy told me years later on the television ideas: "Reginald had always more plans than he could realise. Also he brought many stories which were for the press to get the name of City in the press again but were not there to be materialised. Of course Reg and I did talk about the idea of starting a television station but I can reveal that it was more an idea; an impulse than a real option.'



In my archive is also a letter for Radio City Sales Ltd dated September 16th 1965 written to Peter E Ashcroft in Slough in which Reginald Calvert wrote on this subject: 'Also we would like to point out that as the plan for the television station have been hold up for a while in order to get the West Station into operation more quickly. We would prefer that no mention is made of this television project at the moment.' This last line was put into the letter by Reginald as Peter Ashcroft was one of the people working for the publisher of the World Radio and TV Handbook.

Richard Jackson worked on Caroline in the eighties and went to Thailand years and years ago. I remember he sent me a tape with beautiful commercials in the Thais language which made a good laugh at the time. Richard reflected sometimes to the report but since a couple of months the e mails for him are bouncing back. Anyone of you who knows where Richard has gone?

In last issue I published two photos taken in 1973 in the harbour of Scheveningen and asked the reader who the four man were on the ship. Some 50 people reflecting and I took the ones out from people who had worked for Caroline in the seventies.

First Andy Archer: 'Thanks Hans, always good to read the latest news. The picture of the Martina in 1973. I think it was perhaps 1974. It is Ronan, Chicago, Koos van Duin and Leunis Troost. We sometimes used the Martina as a tender. Be in touch,' Andy. A

Thanks Andy, well you're right mentioning the correct names, but on what occasion was the photo taken?

I thought myself that it was taken when the Mickey Mouse mast was taken on the ship but Andy

came back to me: 'The Mickey Mouse mast was used just before the big one came along - is that right. I know that Koos van Duin and Charlotte went to buy the bigger one. It was a mast that van Landschoot had ordered but not paid for.

On the same subject we go to Ian Anderson on the Shetland Islands as he writes: 'Many thanks for publishing the kind words written about me lately. I will do a little bit for you soon, promise. Is this a trick question on the Martina picture? I'm sure you are being inundated with replies that the Martina was an occasional tender for the Mi Amigo off Scheveningen in 1973, and the four are (L-R) Peter Murtha (Chicago), Ronan O'Rahilly, and two Dutch crew members, who at one time previously worked for RNI. I seem to recall the crew members were Koos and Peter, but maybe not. It is over 32 years ago, and I didn't get to know them very well. Amazing how it all come back to you. Around about this time, and maybe on this same day, for Ronan was there and the Martina was being prepared to go out to Caroline, I was walking along the waterfront heading for the Trip Tender to go out to RNI (so it was a Tuesday or Friday!). I stopped to chat, and Ronan teased me about jumping ship and joining them!

' Thanks Ian who is running together with his wife a radio station on the Shetland Islands. I do recall him when he was on RNI and Caroline in the seventies together with his then girlfriend Barbara Johnson.



Barbara Johnson

Ian's email was followed by an mail from Norway: 'Good morning Hans, As I am sure countless others have told you, the persons nearest the camera are Peter Chicago (on the left) and Ronan! Best wishes from the Seagull crew. How is the signal in Groningen? Stevie Gordon.

Last but certainly not least is Theun Visser, responsible for many technical things aboard the Mi Amigo in the seventies:

'The tender the Martina returned after Ronan inspected the broken mast from the Mi Amigo. During that period we were broadcasting on the day for Radio Atlantis and at night time Radio Seagull. I remember that in the early evening hours some noise was heard on the deck. I went outside the accommodation to check this matter and recovered the mast coming down. So, I went to Brian Anderson, who was busy with his program that time and forward the message "you better stop your program because the aerial is broken". Still remember his face and his answer, "OK Teun fine with me", and he continued with his program.



first photo crew waiting for MV Martina

second photo; Tony Alan points at the broken mast

Photo from Teun Visser archive

The following day I have, together with Peter Chicago, installed an arial between the top of the broken mast section and the ships mast at the back of the ship. After Peter fine-tuned the arial, we had continued broadcasting with 10 kW transmitter. This until the next arial and mast arrived in a couple of days time. The temporary arial was not a really strong construction and was later replaced by the 4-leg construction mast which has been erected until the Mi Amigo sunk.

A few days later Ronan went out to the Mi Amigo to inspect the situation together with Koos van Duyn who came aboard with his mate Leunis Troost. This duo was nick named in those days by the ship crew 'trick and cheat (duo list en bedrog)'. I have contacted Koos by phone last year, prior the reunion, he is still alive and lives in Spain. Best regards, Teun Visser'.



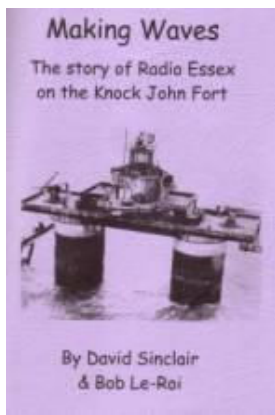
busy on deck with people as well as masts

Photo: Teun Visser

Thanks Teun for the correct story as well as the photographs and see you in a couple of weeks in Amsterdam.

Talking about nick names it's Bart from Antwerp who told that he listened to an old program from Tony Allan transmitted on July 14th 1979. Rob Hudson, who did the program before Tony started got a 'thank you Robbie Poesy'. From Harald Ulrig yet another nick name was received. He heard Dave Lee Travis calling himself 'The Dinner Spinner'.

Next space for an advertisement for a book I reviewed a couple of bulletins ago:



This wonderful book can be ordered at Bob Le Roi's internet pages and costs 7.50 Pounds. Just go to www.bobleroi.co.uk to order this book.

I mentioned in last issue a question from Ian in Scotland if a guy called Mike Scott had worked on Radio Scotland, as he thought to remember. Well for an answer we go again to Ian Anderson: 'Following Ian's enquiry about Mike Scott on Radio Scotland 242, I have spoken to Mike, who is head of promotions for EMAP radio stations in Scotland, based at Radio Forth in Edinburgh. Mike was on the Comet for two stints after it relocated to off Crail in Fife, coming back on air on the 8th of May 1967. Mike recalls that he was on board for two weeks, off for a week, and then back on board for two weeks. He used the Mike Scott name. He was 19 years of age at the time. After that Mike trained as a printer and he worked for my cousin Charlie Watt. Charlie built up Scotprint in Edinburgh into a large top class printing works before selling it a few years ago on his retirement. Mike left Scotprint in 1976 and joined Radio Forth, where I was still Head of Music, and he presented the breakfast show for many years before moving into promotions, where he still is. Ian Anderson, SIBC, Shetland

I wrote back to Ian: 'wonderful and so everybody helps to bring memories back as well as answering other peoples question, one big radio family', and he came back to me with: And in 1000 years' time, when someone is researching their doctor's thesis on the socio-economic impact off offshore broadcasting in the 20th century your site will give them all the information they need! Wonderful, indeed. I will stay in touch Hans. Ian

I asked Peter Moore to bring some news on nowadays Radio Caroline and he has sad as well as good news for us: 'Hi Hans, first some news as you requested. We had a tragedy when long term Caroline helper Dave Francis was taken very ill. Dave was meeting our engineer Alan Beech to pass on a 1KW transmitter to be installed by Alan for Radio Seagull. Just after the hand over had taken place Dave collapsed with a heart attack and Alan called an ambulance. This happened on the evening of Sept 16th. The next day Dave was taken to a specialist hospital for an operation that lasted 10 hours. However while this was a success, in the days following on, he did not regain consciousness and a scan taken on or around the 24th showed that sadly he was now brain dead. His family took the difficult decision to withdraw the life support systems since they were advised that there was no chance of a recovery. Thereafter Dave did continue to breathe unaided but it is thought that his life will come to a natural end in hours or days at the most. (Dave died on September 30th. Our condolences go out to family and friends).

Concerning Radio Caroline, Ralph Winser has joined us to fill a weekday spot on Wednesdays that was previously automated. Johnnie Lewis rejoins on Saturday October 1st, from 9am-12. This time had been intermittently filled by Tony Christian, but his work commitments mean that he can only attend every now and again. When Tony is available, Johnnie will take a Saturday off. We also hope to announce the return of Roger Matthews in the near future. Via negotiations carried out by Nigel Pearson, our man in America, we hope to have a new and very high quality web stream on air by mid October. Another relay that has appeared without our prior knowledge is an AM relay of Caroline on 1395AM that can be heard in Suffolk and Norfolk.

Having all but given up in our attempts to get Radio Caroline carried on NTL cable, we were astonished but delighted to be sent a contract by that company. So it does seem, that we will have carriage by this means in the near to medium future. Via our satellite provider WRN, the company Sky have been in touch concerning the progress of our Sky channel number (EPG). They are now working on this but the date of the number becoming available has slipped in to early 2006.

We have secured an international advertiser, namely the company Valvoline. Founded in the USA this company provides lubricating oils and transmission oils for cars and trucks and has a network of franchised service and repair garages all across the UK and Europe. Concerning the ship, which is undergoing a repaint it seems that she will remain at Berth 12 in Tilbury dock until Jan 2006 at least.

Concerning the volunteer, who wanted to assist with the ship, it is obviously a help that this particular gentleman already has security clearance to get in to the dock. The best plan is, that he writes to or e mails the Caroline office so that we can put him in touch with Alan Beech who presently administers all work on the ship. OK Hans there is your news. Yours aye, Peter Moore. '

Piratecaroline@aol.com is the address for more info for Volunteer work for the station. Thanks Peter for the update and see you for our annual drink at the end of November.

Then an e mail came in from Martin Smith, who has left Radio Caroline: 'Regretfully I have parted company with Radio Caroline, following a disagreement with Peter Moore, regarding a very personal attack on Nick Barnes and his music, in addition to PM's views on station protocol and policy. Everyone is entitled to their views and have the opportunity to air them publicly, but in my opinion, not to be hysterically abusive. Neither do I tolerate a fickle interpretation of station policies, when none appear to exist or be made available. Presenters amongst themselves have tried to structure a guideline to music and presentation policies, as none had been set in concrete, however, it was made very clear to me that one person and one person alone, subject to interpretation, would decide what music can be played and who appeared on the station. This is despite no physical involvement in these area's at Maidstone in the two years I had spent with Caroline. So sadly, I felt it only right to step down and look at pastures new, despite being asked to reconsider my resignation. I will miss presenting my Sunday morning dose of

Smithies Smooth Sunday Selection and to all of those who regularly participated in correspondence with the programme a big thank you. Martin Smith.'

I've asked Peter Moore to reflect on the message from Martin Smith: 'Dear Hans, I have a policy of not washing Radio Caroline's even slightly dirty laundry in public, but for you I will make an exception. In general terms every organisation has priorities of what has the greatest importance or what needs to be dealt with immediately. Over the last decade there have been times when Caroline was not on air at all, or perhaps was on air for a short period or by some very obscure means. As such, music and presentation policy was not at the top of the list to deal with for a long time. We were often more concerned just with surviving and getting back on air consistently. There are of course 168 hours in a week and when we recommenced full time broadcasting it was difficult to fill all these hours with a staff of volunteers who with their other commitments may only have say three hours a week to give us. Therefore it is fair to say that we have put people on air, who ideally should not have been on Caroline. Further these people may have brought with them their own musical preferences with one person perhaps trying via Caroline to recreate the sound of Radio Geronimo, while another was trying to make us sound like the commercial station down the road. At no time have I been unaware of the problem, knowing that at the proper time it would have to be corrected. However we were cushioned to a great degree in that current Radio Caroline listeners are so supportive of the station in all respects that they remained forgiving if we gave them Black Sabbath one moment and The Black Eyed Peas the next. But, there are only a finite number of these tolerant people to broadcast to. Our next step, we hope, is to get a channel number on Sky, which will for the first time in many years put us before an audience of what I will call real or average listeners. With eight million homes connected to Sky that could be rather a lot of people. It is certain that the curiosity created by the name Caroline will make many tune in. However at that point we have just the one chance to keep this new audience bearing in mind additionally that we will then be competing with all the other radio stations who share the Sky platform. Our new audience will only stay with us on the merit and quality of what we offer them. Playing regular Caroline jingles and asking them to send in their favourite memories of the Mi Amigo will not cut it any more.

So, being aware of this we have created a means where I can address all of our presenters simultaneously and where they can all interact with each other. There has already been a lively exchange of views. However, Caroline is not a commune. Having taken note of all opinions and good advice someone, namely me, has to decide what our overall music and presentation policy will be. There should be no problem with that so long as the policy is not heavy handed and absolute, but if someone asks 'do you mean I cannot do, say and play exactly what I want' the answer has to be 'no you cannot'. So that is the general direction.

Specifically, concerning Martin, I recently sent a general memo concerning a guy who was getting excessive air play of his personally written and sung material. I had long been concerned that his music was not good enough to use, but I kept turning a deaf ear because the guy was so fond of Caroline and because he was a good hearted person and was so much enjoying his involvement with us. However, in view of what I have said above and in view of the fact that this chaps music was starting to monopolise blocks of our output, I directed that we should use him only sparingly and not invite him in for live acoustic sessions. Martin decided that I was targeting him personally, which I was not and, since I imagine that the singer is a close friend of Martin, he may have felt compromised. In any event, he was sufficiently affronted that he resigned immediately. I asked him to reconsider, but he felt that he could not do so. So, that is the beginning, middle and end of this small incident. The story has got out in to the Anorak forums where far more has been written than the matter warrants. I have to find a new presenter for about 2% of our weekly output. Nothing more to be said

really. Yours aye, Peter Moore.'

Good news for Klaas Vaak aka Tom Mulder and other former offshore deejays who have once worked for offshore stations or have been working or are still working for Radio 10 Gold. It was announced late September at the annual Broadcasting Congress in Bussum that Radio 10 Gold has won the Marconi Award for the best radio station in the Netherlands 2004-2005. The Marconi Awards are the most prestigious radio awards in our country. The jury observed, that despite being a medium wave station (1008 kHz), Radio 10 Gold has succeeded in reaching a large audience. The jury found that it is a great achievement that a commercial music station keeps medium wave listening alive.

A day after the last issue of the Knot Report arrived a very happy e mail from Herman Content came in. He asked in last issue if someone could provide him with the BBC Story of Pop. Within a day all six episodes were promised to him by our reader Stuart Cocker from England. Have fun with it Herman and thanks Stuart for your great help!

And then a plug for the annual radio day, which will be held this year for the 27th year in a row. Organised this year by Rob Olthof from Foundation for Media Communication in cooperation with Martin van der Ven from The Offshore Radio Guide and Hans Knot it will be held on October 22nd in Amsterdam. A really nice program with many guests will be held and Martin has made a very informative page on his site with information on the program of the day, the quest which will appear as well how to find where the Radio Day will be held as well were to find a nice but reasonable payable hotel. I advise you to go at once to:

<http://www.offshore-radio.de/radioday/>

Still e mails are coming in asking if it's possible to get tickets at the door. Of course this is possible so book your hotel and flight, when you come from outside Holland as soon as possible!

Eric Wiltshire sent in an internet address you've to watch:

<http://www.mediazoo.co.uk/rti/>

Two reports ago I published a drawing of the Olga Patricia and asked who ever made this photographs. Someone from the USA, who formerly lived in England up till the seventies, remembered that it probably was a friend of Dick Palmer. As Dick is not on line I've asked Andy Archer to contact him if he remembers the making of the series of drawings. So let's hope an answer will be given. This time I bring you the drawing of the Radio 270 vessel.



If you have a question or want something to share with the readers, which are all over the world, don't hesitate to write to me at: Hknot@home.nl

A long time ago I published an e mail concerning Roger Kent, who worked for RNI. First question which came in from former Caroline deejay Bob Lawrence (Richard 'Buzby' Thomson). 'Hi Hans, I hope you are well. I recently pulled out a load of old RNI recordings and I noticed that I don't have any recordings of Roger Kent. I can't even remember what he sounded like, although I remember that at the time I thought he was really good. That got me thinking: who was he, where did he come from and whatever happened to him? Any idea? Bob Lawrence.'

An answer came in early October from Los Angeles: 'I have a few recordings (totals just over 6 hours) of Roger Kent on RNI from April and August 1974. I'd be happy to pop them on a CD-R for 'Bob' if he's interested. Ray Robinson
Los Angeles.'

In the meantime I've put them in contact to each other. Once again someone happy through the many contacts around the world versus the International Knot Radio Report. Over to another mail from a reader:

Hi Hans,
Robert of the Monitor site from Guernsey has suggested to me, that I wrote and told you about my new site on the net, where I'm selling offshore mp3 recordings. He thought you'd might give it a mention. Could you please send me the link for your page and I'll put it on my websites link page next week.

My site is: www.offshoreradio.dk

For those not knowing on which site I publish a lot, it's www.soundscapes.info

A couple of issues ago it was Robert Chapman who reflected on the enormous listening figures the offshore radio stations always seems to have. They tried to believe that the journalists, followed by the readers, who maybe were their listeners too, would believe that millions of people listened daily to their favourite offshore radio station. Rob, who published 'Selling the sixties' in the last decade of the last century, was very clear with his way of thinking.

During the first weekend of October I did rearrange my archive and putting away several documents, my eyes felt on also several things, I can use in the forthcoming year for the Knot International Radio Report. Here is for instant a rate card info from the Caroline Organisation, way back in April 1964:

These are the special development rates offered by Radio Caroline for bookings up to May 1, 1964:						
SPOT ANNOUNCEMENT RATES						
		60-secs	45-secs	30-secs	15-secs	
6.00- 7.00 am	£70	52.10s	35	17.10s	
7.00- 9.00 am	£110	82.1s0	55	27.10s	
9.00-12.00 pm	£80	60	40	20	
12.00- 3.00 pm	£100	75	50	25	
3.00- 4.30 pm	£70	52.10s	35	17.10s	
4.30- 6.00 pm	£100	75	50	25	
SERIES DISCOUNTS						
13 Spots	5%	39 Spots	12½%	
26 Spots	10%	52 Spots	15%	
Jose Scudder is in charge of Sales at Planet Productions, 52-53 Fetter Lane, EC4; FLE 4050.						

Remember those were the days that the British Pound was still called Pound Sterling and was 3 times worth as it's nowadays.

It was 'Television Mail' which asked, early April 1964, a comment on the Rate Card Prices to Ray Morgan. He was in those days working for the British Department from Benton and Bowles, a then world famous Advertising Agency.

Ray wrote: 'I received a rate card from the pirate radio station ship Caroline, which is anchored somewhere off the East Coast. There are some very interesting figures relating to the size of the audiences. Radio Caroline estimates there are 16 million people living in their primary area which consists roughly of the London and Anglia TV areas - give a bit of London give a bit of Southern. From this reasonable starting point, Caroline's vital statistics become somewhat misshapen. There is a splendid statement upon which to base media considerations: it's fair to assume that a very large proportion of this population are already listening to Radio Caroline. Is it then suggested that 12,5% of the 16 million will be likely to be listening in at peak listening periods between 6.00 am and 6.00 pm and that on this basis a cost per thousand of 1s,1d will be delivered. This raises the following points:

1. Cost per thousand per what: 30,45 or 60 seconds?
2. Since when were costs per thousand based upon total population including babes in arms?
3. If one looks into this estimate of 12,5% of 2 million people, it appears to be very optimistic. Throughout most of the day the only adult available to listen to the radio is the housewife (1964 ed.) If one assumes that there are approximately 4,5 million homes in the primary area, this 2 million begins to look unrealistic. If they were all housewives, this would mean 44% of all homes would be listening. Even if only half of the listeners are housewives, this will still be approximately 22% of all homes.

Caroline's statistics certainly have some unusual appearances about them. Do they conceal something so grotesque as to make survival problematical?'

As written by Ray Morgan, way back in April 1964, the month after Radio Caroline made her first start. Afterwards a lot has been written about the listening figures of Caroline and other offshore stations. Millions of listeners they seemed to have, when again another press report was sent away by one of the stations in those days.

Any comment, also on this subject, is welcome to HKnot@home.nl

My eyes also were focused on a press report from the Caroline office way back in October 1964, a report I haven't seen before in books or magazines so I want to share it with you. It had the header 'Caroline First'.

'At 02.15 on the morning of Thursday, last week, Radio Caroline deejay Simon Dee started a series of reciprocal broadcasts in conjunction with station CKLW, networked through 26 American States and much of Canada from Detroit. English artists were gathered in the Caroline House in Chesterfield Gardens to receive a call from CKLW deejay Terry Knight. They spoke to Terry and the telephone conversation was broadcast live in America. This week the position will be reversed: American artists will speak to Radio Caroline listeners and Radio Caroline will broadcast these features at a later date. This very first Anglo-American commercial radio tie-up will be a weekly feature on both stations. Stars gathered to speak to Terry Knight were: The Animals, The Nashville Teens, Bachelors, Georgie Fame, Paul Jones and Manfred Mann, The Isley Brothers (currently touring in Great Britain) Barry St.

John and Ronnie Jones.'

It was interesting to find this press report back in my archive. However I don't remember ever heard such a Anglo-American program on Caroline. Who does? I recall one or two special programs on Radio Veronica in which a cooperation was made with a Canadian and later on with an Australian radio station, Special programs were made with greetings from people in Holland to relatives in Canada and Australia with Christmas. Also visa versa greetings were made and transmitted on Veronica. Who does recall the same type of programs and has memories to that?

Reading back those books on Offshore Radio written by several people, always there is a mentioning on who was the very first advertiser on Radio Caroline way back in 1964. I hear you thinking: 'Do I remember it'. Yes, it was The British Egg Marketing Board.' In the same week that Caroline came in October 1964 with the press report 'Caroline first' they announced also that there would be a change in advertising by the British Egg Marketing Board. It read as follows: 'British Egg Marketing Board started this week a six day weekly three months campaign on Radio Caroline to tie in with a national 'Breakfast' Campaign. Between 07.00 and 08.00 all advertising time will be exclusively devoted to 'live mentions' of eggs for breakfast by the disc jockey. It was decided to get away from the isolated commercial and go for much more informality and flexibility by apparent adlibbing on a different basic breakfast theme each morning between records. The commercial time for the British Egg Marketing Board was booked by the Agency Mather & Crowther.'

Well I have to do some shopping and put eggs on the list! Maybe I should add also fresh milk like Keith Skues is drinking on the photo beneath. But who is the other guy. I think the photo has been taken around 1965. Who knows the answer? Hknot@home.nl



Well that's all for this time, maybe there will be a second edition later this month. Till next time all the best and maybe see you around at the Radio Day in Amsterdam! Hans Knot.