Shakey's, Inc., will introduce a new product by means of six network TV commercials on NBC's showing of "Gone With the Wind," a movie classic, Nov. 7 and 8. Cost of the TV time: $800,000.

The effort is the first for Shakey's by Daley & Associates of Los Angeles, which won the account in July, replacing J. Walter Thompson. The new product is still under wraps.

In Denver, Fox, Sweeney & True has been selected to handle advertising for the 24 Shakey's Pizza Parlors in Colorado. There are about 530 Shakey's parlors in the United States and abroad.

Dallas-based Pizza Inns, Inc., a Shakey's competitor, said recently that Tracy-Locke of Dallas will handle advertising for all of the company-owned Pizza Inns and most of the franchised ones across the country. But Jack Campbell Co. will continue to handle ads for the five (soon to be eight) Pizza Inns in the Denver area. There are about 480 Pizza Inns in the nation.

In July, Tracy-Locke made a pitch for the national Pizza Hut account, as did J. Walter Thompson. But Pizza Hut picked Foote, Cone & Belding, Chicago. Subsequently J. Walter Thompson reeled in Burger King, a whopper among the fast-food restaurant chains. That account had been at Batten, Barton, Durstine & Osborn, New York.

The "No on No. 9 Committee," which opposes Amendment 9 on the Nov. 2 Colorado ballot, has hired Frye-Sills to produce advertising and provide PR counsel.

The amendment would make changes in the way utilities are regulated in the state. No on No. 9's campaign director is Lea Phillips.

The U.S. Postal Service is testing a campaign to encourage Americans to write more letters to one another: If the program goes full scale, it will cost $5 million annually and go to bat against AT&T's long-distance telephone advertising.

A pilot done by Young & Rubicam shows a mother and daughter receiving a letter from a far-off friend. Daughter: "But couldn't she call?" Mother: "Of course, but when I get a letter from her I guess I feel like you do when you get a gift."

The federal government last year ranked 10th among the largest national advertisers in the United States, spending about $113 million. The U.S. Army alone spent $33 million on recruiting ads in 1975, and recently the Pentagon broke precedent by authorizing each of the military services to use paid radio ads as it sees fit. Previously, only public-service ads were allowed, but a survey showed that the free ads, aired at odd hours when time is available, are heard by fewer young people than are the paid ads.

John H. McLagan has been named vice president of Tracy-Locke. He supervises the Mountain Bell account at the Denver office of the Dallas-based agency.

Before joining Tracy-Locke in 1973, McLagan was at Henderson, Bucknum—now part of Barickman Advertising, based in Kansas City, Mo. There, too, he supervised the Mountain Bell account, which moved to Tracy-Locke in early 1975.

Sandy Reynolds has been promoted to senior vice president of both Frye-Sills and Young & Rubicam. He has been at Frye-Sills since the two agencies merged late last year.

Reynolds becomes Frye-Sills' only senior vice president. The president and chief executive is Malcolm T. Sills, and the chairman is Gilbert C. Frye.

Sills said Reynolds will continue to supervise the Johns-Manville international and corporate accounts for Y&R and will be Frye-Sills' manager of account services.