

CROWELL-COLLIER
BROADCASTING



KEWB/91

— BOSS — 30 —

Vol. 1, No. 20, Issue 20

ON THE BIG BAY

September 20, 1965

INSIDE KEWB

After many years of headquartering at the Bermuda Building, 2150 Franklin, KEWB has recently moved Studios, equipment and personnel to famous Jack London Square in Oakland.

Located in the Marina Building at

91 Jack London Square, KEWB's studios look out on a front yard filled with millions of dollars worth of pleasure boats. Across the inlet is the Alameda Naval Base where huge, grey navy ships come and go at all hours of the day and night. On a

clear day the San Francisco skyline looms in the near distance.

The new KEWB studios are surrounded by the beautiful restaurants, elegant hotels and exotic shops that comprise historic Jack London Square.

It's a colorful and exciting setting

for colorful and exciting KEWB.

This week's KEWB 30 brings you pictures of KEWB's new headquarters, inside and out.

(Photos by California Photo Service)

KEWB'S MASTER CONTROL! A NEW PUSHBUTTON PARADISE FOR CHANNEL 91'S ENGINEERS AND TECHNICIANS.



Engineers using this ultra-modern facility at KEWB's new JACK LONDON SQUARE studios look directly into the studios used by KEWB's BOSS MEN, and the KEWB NEWS STAFF. In this photo the engineer sits at the latest transistorized mixing console which "mixes" the announcer's voice and the music. On the right is technical equipment used for the careful monitoring of KEWB's giant transmitter facility. And on the left, are tape cartridges of commercials heard on Channel 91. Take note of that clock in the center — it is synchronized with the National Bureau of Standards in Washington, D.C. Thus, KEWB is always giving you the official right time, as kept by a government agency.

KEWB-CONTEMPORARY COMMUNICATIONS



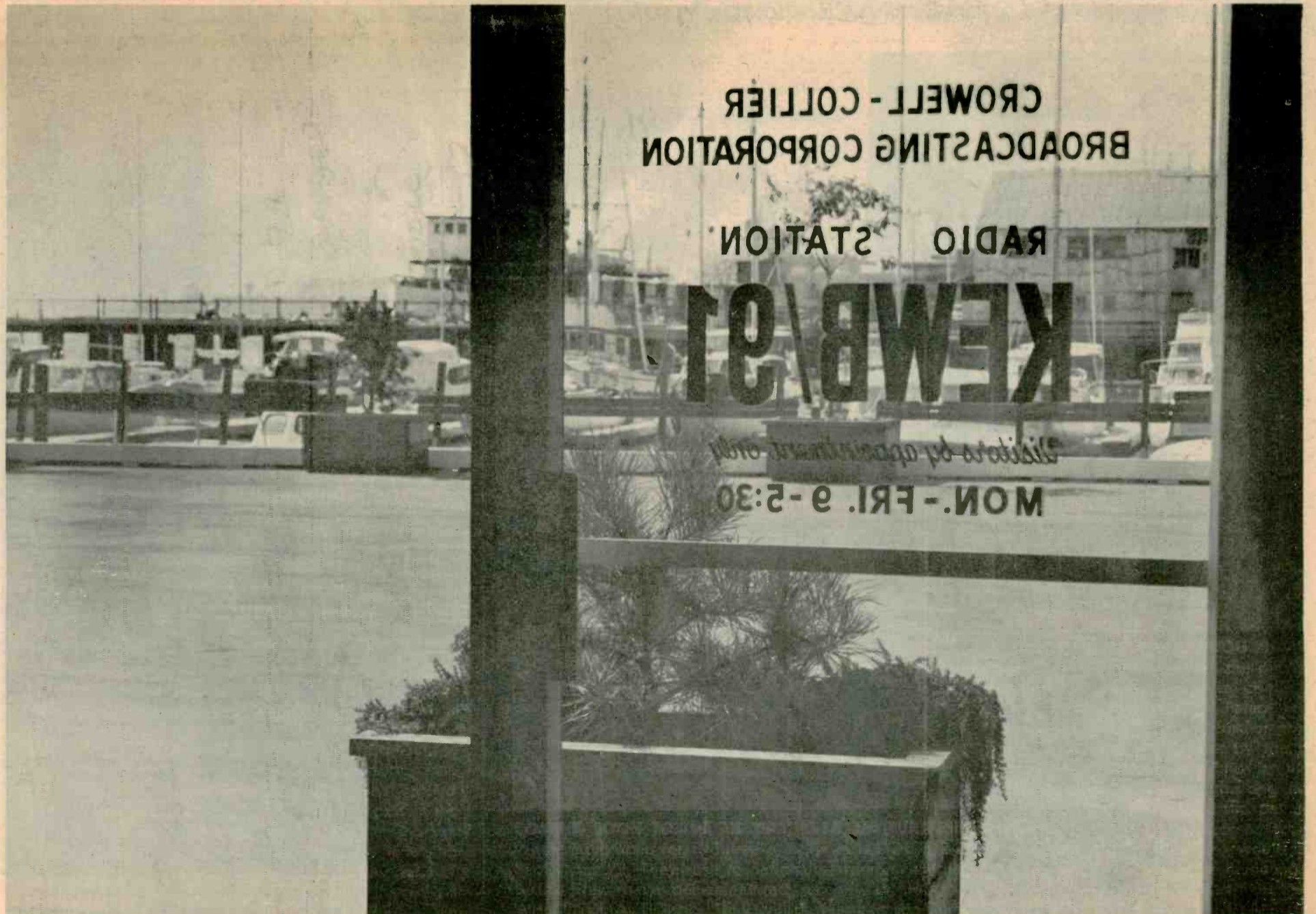
THE KEWB STUDIOS AND CONTROL ROOMS ARE COMPACT. This allows for razor-sharp production, a close-knit operation, and the BOSS SOUND that you enjoy. This shot was taken from the announcer's booth while BOSS MAN RON REYNOLDS was on the air. To his right is the KEWB News Room ready with another BIG BAY TODAY broadcast. The engineer in the background supervises the entire operation while, because of the latest equipment, you listen simultaneously.



HERE'S A CLOSE-UP VIEW FROM INSIDE THE KEWB MASTER CONTROL ROOM. The live voices of the BOSS MEN and KEWB NEWS STAFF, plus tape machines, tape cartridge units and records come together here to bring BOSS RADIO to KEWB listeners. The new quarters in JACK LONDON SQUARE are radio's finest.



ANYBODY FOR BOATING? These are a few of the many pleasure craft that surround the new KEWB studios at JACK LONDON SQUARE. Just a few feet from the main entrance to the studio are the slips of Jack London Marina. In back of the KEWB studios is dry dock where these boats will be serviced and repaired.



JUST INSIDE THE MAIN DOOR AT KEWB/91 JACK LONDON SQUARE — You can get a good look from here at the most inspirational nautical view in California.

KEWB'S JACK LONDON STUDIOS . . . BOSS!



THIS VAST MALL, LOCATED IN FRONT OF KEWB'S JACK LONDON SQUARE STUDIOS, is the scene of many major music festivals, art exhibits, and other significant community events sponsored by the merchants of JACK LONDON SQUARE. Notice that above the building fly the official JACK LONDON MARINA flags.



IN ADDITION TO THE KEWB MASTER CONTROL ROOM shown on Page One, Kewb has an alternate facility similarly equipped. This is the recording control room, where special programs, announcements, and program segments are pre-recorded for later broadcast. Here we see the Kewb recording studio which the announcers use to handle their portion of these pre-recorded assignments. The box of buttons by the announcer turn on his microphone and also signals engineer.

Johnny "G" Notes

By JOHNNY "G" - KEWB/91 (6-10 P.M.)

Johnny Tillotson will sing the Jack Keller-Howard Greenfield theme for TV's "Gidget" . . . The Supremes will represent the US at Holland's song festival Oct. 3. . . The Lovin' Spoonful have some teen TVers due and also an appearance on "The Man From UN.C.L.E."



Chubby is still checkering across Europe with Naples and Wiesbaden on this week's schedules . . . Bill Haley and His are coming over Mississippi . . . Barry Mann and Cynthia Weil have penned the theme for the new TV soapera, "Morning Star" . . . Johnny Nash is back from a Miami-Chicago promo tour . . . Sisters in US-from-Europe junket.

White Whale's The Turtles spend three days filming a "Shindig" for ABC-TV following their Dick Clark tour . . . "Shindig" host Jimmy O'Neill has moved out on a national tour to promo the show's new programming, two half-hours per week, Thursdays and Saturdays, starting this week . . .

Dick Clark has an almost identical twin to Paul McCartney signed for his "Where The Action Is." It's Keith Allison, singer-guitarist formerly with the Crickets. He'll first be seen on the ABC show Sept. 27.

There were no musical fills in the English L.P. just BEATLES, BEATLES, and more BEATLES . . . answer disc to BARRY McGUIRES "Eve Of Destruction" is "Dawn Of Correction" by the SPOKESMEN.

Next BOB DYLAN L.P. is "Highway 61 Revisited" . . . THEM will have a new single soon out titled "HALF AS MUCH."

BOBBY VEE has released a single in Europe called "True Love Never Runs Smooth" once done here in the U.S. by GENE PITNEY. BEATLES now have Seven Gold Discs for Albums.

SONNY & CHER are having a giant trailer built for their Europe tour . . . printed in an English newspaper, "RAY DAVIES of the KINKS greatly admires HITLER!"

"Blowin In The Wind" (by DYLAN) likely to be CHERS' next single . . . SUPREMES will be in a new flick called "BEACH BALL" which should be a "ball" . . . DEANA MARTIN one of DEAN MARTIN's daughters is soon to make a record, "Dallas"??? or how 'bout "Forth Worth"?? . . . TOM JONES may record an album of HANK WILLIAMS songs, that'd be a gassssssss .

Later, "G."

CROWELL-COLLIER BROADCASTING

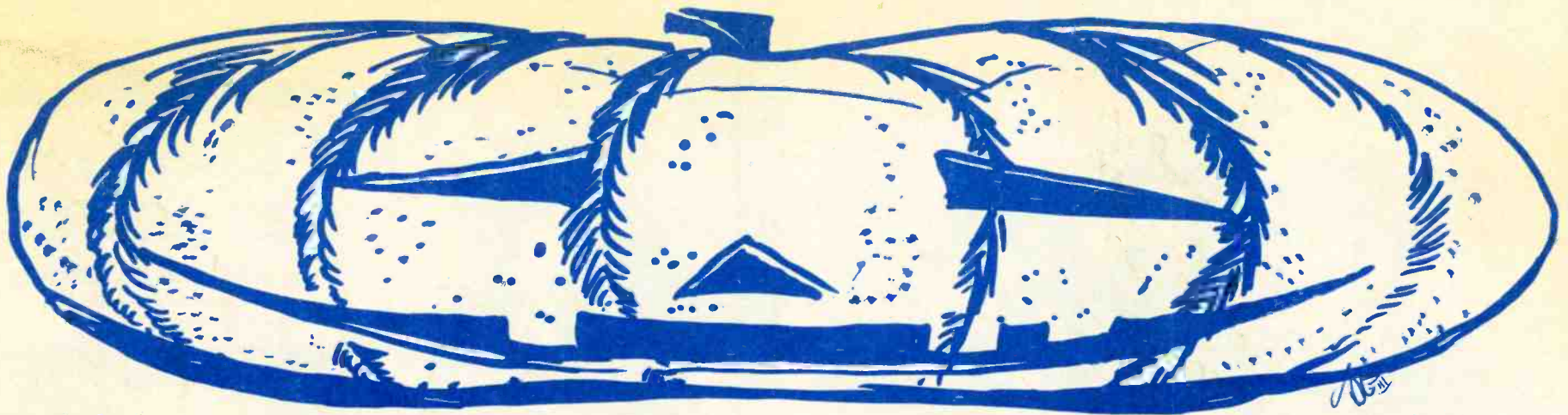


KEWB/91

—BOSS—30—

1. EVE OF DESTRUCTION Barry McGuire
2. HELP Beatles
3. YESTERDAY Beatles
4. LOVER'S CONCERTO Toys
5. MY GIRL SLOOPY McCoys
6. TREAT HER RIGHT Roy Head
7. THE IN CROWD Ramsey Lewis Trio
9. LIAR, LIAR Castaways
10. KEEP ON DANCING Gentrys
11. LITTLE MISS SAD Five Emprees
12. I STILL OVE YOU Vejtables
13. DO YOU BELIEVE IN MAGIC Lovin' Spoonful
14. WE GOTTA GET OUT OF THIS PLACE Animals
15. I GOT YOU BABE Sonny & Cher
16. THERE BUT FOR FORTUNE Joan Baez
17. HOUSTON Dean Martin
18. YOU'VE GOT YOUR TROUBLES Fortunes
19. MOHAIR SAM Charlie Rich
20. CATCH US IF YOU CAN Dave Clark Five
21. ACTION Freddy Cannon
22. HUNGRY FOR LOVE San Remo Strings
23. I LIVE FOR THE SUN Sun Rays
24. NOT THE LOVIN' KIND Dino, Desi, Billy
25. IN THE MIDNIGHT HOUR Wilson Pickett
26. HONKY TONK '65 Lonnie Mack
27. EVERYONE'S GONT TO THE MOON Johnathan King
28. WHAT COLOR IS A MAN Bobby Vinton
29. KANSAS CITY STAR Roger Miller
30. IF I'VE BEEN DREAMING Tikis

THE STORY OF THE GREAT PUMPKIN



By KEWB BOSS MAN RON REYNOLDS

Disc jockeys get dozens of letters every week. Some of them are filled with praise, some are threatening, some ask questions, others ask favors. All of them are interesting and a good number of them are very, very humorous.

A funny thing happened to me on the way to the microphone this week. I stopped by my KEWB mailbox, started sorting the letters, when a letter addressed in bright red ink caught my eye. The contents were interesting enough that I'd like to share them with you.

Loelia Bell of Ukiah writes (long distance) that the Beatles might do well to combine with Peter Sellers on their next movie and plan the plot around a James Bond Secret agent theme. WHY NOT? She also suggests that if they hurry the Beatles might put out a special "Peanut's" album just in time for Halloween. It could be called "The Beatle's Great Pumpkin Day Carols."

Below I would like to print the lyrics suggested by Miss Bell for these pumpkin carols in the hopes that you'll all memorize them in time for next month's celebration. And, if you don't may the Great Pumpkin put coal in your stocking.

THE TWELVE DAYS OF HALLOWEEN (LAST VERSE)

On the twelfth day of Haloween my true love gave to me twelve bats a-flying, eleven masks a-leering, ten ghouls a-groaning, nine ghosts a-boooing, eight monsters shrieking, seven pumpkins glowing, six goblins goggling, five scarey spooks, four skeletons, three black cats, two trick-or-treaters, and an owl in a dead tree.

OH PUMPKIN CARDS

Oh pumpkin cards! Oh pumpkin cards! Carry greetings to my friends. Let them know the day is here When Great Pumpkin will appear. Oh pumpkin cards! Oh pumpkin cards! Carry greetings to my friends!

PUMPKIN BELLS

Dashing through the streets
In our costumes bright and gay
to each house we go
laughing all the way.
Halloween is here,
Making spirits bright
What fun it is to trick-or-treat
And sing Pumpkin carols tonight!
Oh, Pumpkin bells! Pumpkin bells!
Ringing loud and clear,
Oh what fun Great Pumpkin brings
When Halloween is here!

I HEARD THE BELLS ON HALLOWEEN

I heard the bells on Holloween
their old familiar carols scream,
And wild and sweet
The words repeat
The Pumpkin season's here again.
Then pealed the bells more loud and strong
Great Pumpkin comes before too long
The good will get
The bad will fret
The Pumpkin season's here again!

I'M DREAMING OF THE GREAT PUMPKIN

I'm dreaming of the Great Pumpkin
Just like I do this time each year
When he brings nice toys
To good girls and boys
Who wait for him to appear.
I'm dreaming of the Great Pumpkin
with every Pumpkin card I write
May your jack-o-lantern burn bright
When the Great Pumpkin visits you tonight.

DECK THE PATCH

Deck the patch with orange and black
Fa la la la la, la la la la
Take along your goody sack
Fa la la la la, la la la la
Don we now our gay apparel
Fa la la la la, la la la la
Toll the ancient Pumpkin carol
Fa la la la la, la la la la
See the Great One rise before us
Fa la la la la, la la la la
As we sing the Pumpkin chorus
Fa la la la la, la la la la
Follow him as he ascends
Fa la la la la, la la la la
Join with true Great Pumpkin friends.

Teen-Age America Excitement High

There was a feeling of excitement in the Board Room of Macy's San Francisco Tuesday afternoon, September 7th, as five of Macy's Hi-Set Board Members representing the judging Panel, looked carefully at the photographs of the first entrants in KEWB's MISS TEENAGE AMERICA CONTEST.

The five Macy Hi-Set Board members are Linda Sneed, Candy Don, Gayle Ballestreri, Susan Polly and Pat Vargas whose job it is to select four groups of semi-finalists, one each week, one of whom will wear the crown of MISS TEENAGE SAN FRANCISCO and compete for the national MISS TEENAGE AMERICA CROWN in Dallas.

The girls considered all entrants very carefully and finally selected Patti Ann Salyer of El Sobrante, Star Madison of San Lorenzo, Marilyn Gwen Sheilds of Los Altos, Donna Louis Aveni of Sunnyvale, Jana Shara of Mountain View, Debra Diane Deal of Berkeley, D'ann Harvey, Marianne Joyce Plumley, Deena Lynn Gaudette and Susan Marie Stroud of Concord, Claudia Marie Gill, Martinez, Michelle Esquibel and Diana Dodson of Walnut Creek, and Susan Mary Hann and Brenda Smith of San Francisco.

These attractive girls met Saturday at Macy's before the Hi-Set Judges.

They were all interviewed, answering questions in a very commendable manner. Each girl also presented her particular talent specialty ranging from singing to piano playing.

Following the judging, Macy's Hi-Set Judging Panel met to consider the second group of semi-finalists, the names to be announced next Friday.



MISS TEENAGE AMERICA 1965, CAROLYN MIGNINI of Baltimore, enrolls this September at the Boston Conservatory of Music, where she will use her four-year \$10,00 Miss Teenage America scholarship. Miss Mignini will crown the new teen queen October 29.

To all girls 13 to 17:

In the Miss Teenage San Francisco competition now underway there can be only one winner, but there will be no loser!

Every girl who enters the contest will win recognition and understanding for herself. Just by entering, she will have enriched her life with a new experience.

As each candidate completes her entry blank and written examination, she will have evaluated her own assets and her liabilities. This personal evaluation can provide each candidate with a better understanding of herself and her future ideals.

The candidate will be talking to her, total strangers. She will perform before an audience and she will answer "impromptu" questions. As she faces each of these tests she will begin to realize, in many subtle ways, all that is necessary for a young girl to make the transition into young adulthood. The whole idea behind the Pageant is one of recognition and personal development for young people.

We are all born with the challenge of competition within us. The Miss Teenage San Francisco competition demonstrates the worthwhile and positive aspects of wholesome competition; the useful part it should play in any person's life.

Competition is a capable teacher.

Miss Teenage San Francisco is sponsored on KEWB by the Dairy Council of California, Sunlite Bakeries, Gallenkamp's, and Macy's Stores in the Bay area. Entry blanks are now available at all Gallenkamp's and Macy's stores.



COMING SOON TO THE BIG BAY AREA, the TURTLES! The stars of the White Whale label open for two weeks at the new GOLDEN GATE A-GO-GO, starting September 22. They rose to national stardom with their smash IT AIN'T YOU BABE. They have been featured recently on HOLLYWOOD A-GO-GO, and WHERE THE ACTION IS. They will be featured soon on SHINDIG. The GOLDEN GATE A-GO-GO is located at Golden Gate Fields race track.



DO YOU KNOW THIS GIRL? Is it you? If so, the photographer who took this picture at the Beatles concert at the Cow Palace would like to talk with you further about modeling. Photographers by the score shot pics by the hundreds at the Beatles performance and this one didn't know what he had until the developer took hold in the darkroom. "I'd like to find her and see if she would be interested in doing some modeling." If you know this girl contact BOB CHAMBERLAIN in care of PAUL RYAN, 1000 VARENNES ST., San Francisco.

ADAMS

Dentyne

HELPS KEEP TEETH WHITE

As Advertised on KEWB/91

NEW
Lustre-Creme
HAIR SPRAY

As Advertised on KEWB/91

RICK NELSON . . . A PORTRAIT IN SUCCESS

It's been a long time since Rick Nelson has had a big hit. But, his latest may be it! LOVE AND KISSES is the title song from Rick's great new movie LOVE AND KISSES from Universal Pictures. This song will probably be on the musical charts shortly. Let's review Rick's career:

Rick Nelson, Decca Records' recording star has had one of the most fabulous success stories in the annals of show business.

Rick may be the only man in America who can already look back on 14 years of labor in his chosen profession, and who could, if he so chose, retire and live sumptuously on his earnings.

Unusually successful in five entertainment media — radio, television, records, movies and personal appearances — Rick on his 21st birthday came into a fortune estimated at anywhere between \$250,000 and \$500,000, the earnings, accrued interest, and investment rewards that had accumulated in his name since he was eight years old.

Rick made his professional bow at that age by the simple device of portraying himself in the Nelson family's most popular comedy series "The Adventures of Ozzie and Harriet" and has been a mainstay of the show ever since.

At 16, Rick pulled a spectacular "Canaveral" and zoomed into orbit as a teenage idol. The vehicle was his record, followed by a volley of hits. In quick time he had "eight gold records" hanging on his bedroom wall. Each one represents the sale of a minimum of 1,000,000 records. His album sales have more than kept pace with his phenomenal sale of singles, as they can always be found on the top of the current best-selling sales charts.

More than 9,000 Rick Nelson Fan Clubs erupted in all states as well as in such exotic places as Bangkok, Cairo and Johannesburg. The avalanche of fan mail — a fantastic 10,000 letters a week — posed a major logistics problem since most requested photographs.

A platoon of secretaries were hired to process the letters in an office dubbed the "Rick Nelson Branch of the Los Angeles Post Office."

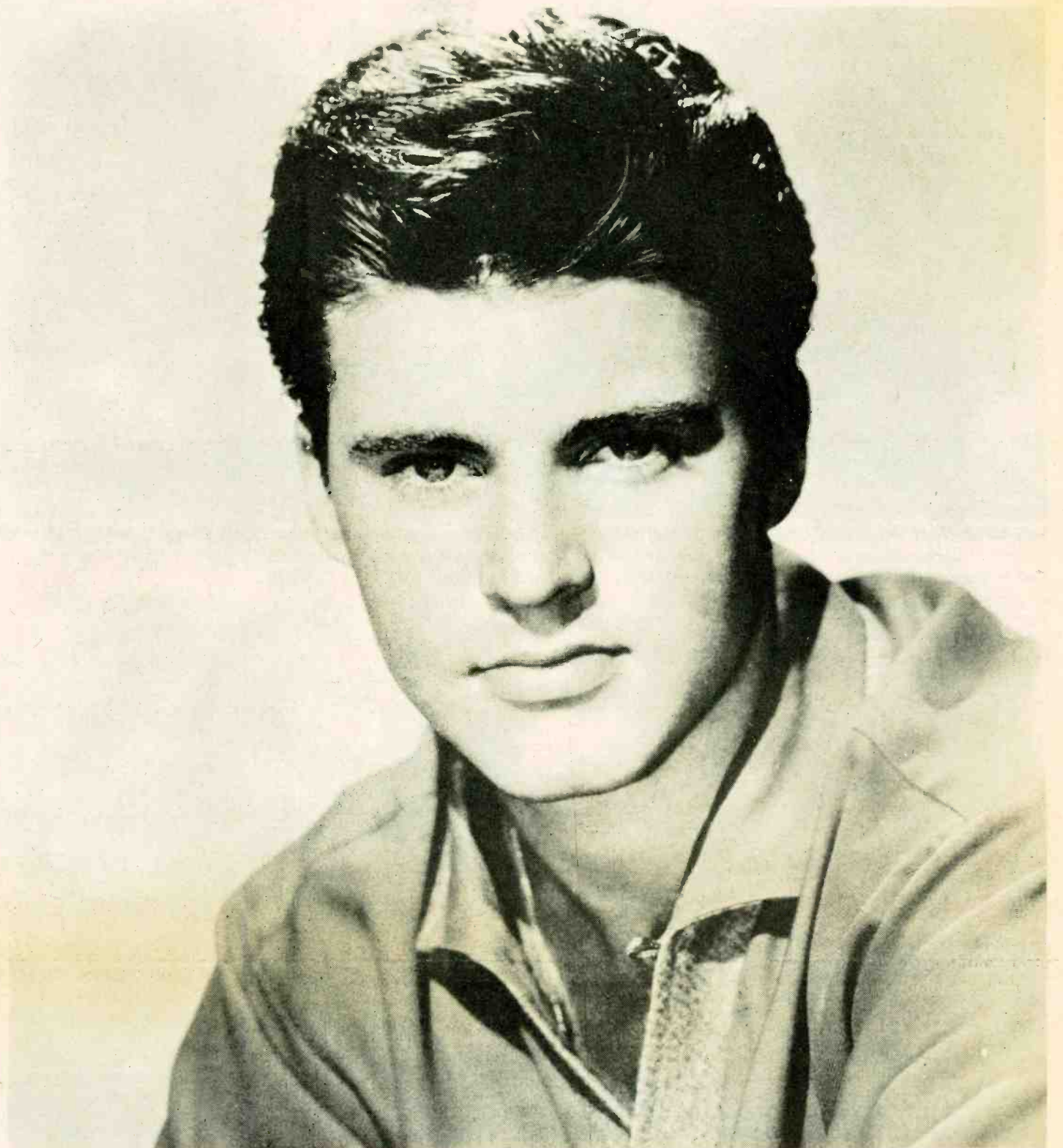
The tall and handsome, dark-haired and blue-eyed young man became a personal appearance star of magnetic drawing power, and shattered gate records not only in this country, but abroad as well.

Rick's first personal appearance tour on foreign soil (Sept. 1960) matched his previous spectacular success in this country. He packed stadiums in a series of appearances at Sydney and Melbourne and, by demand, played Brisbane, which wasn't on the original itinerary.

In Manila, Rick packed 72,103 paying customer into three shows at the stadium, and turned away more than 13,000 who couldn't get in. This established a new all-time record for an American entertainer.

The next step for Rick was the motion picture screen and his first vehicle was a co-starring role with John Wayne in "Rio Bravo." By winning the part of "Colorado," a fast-drawing guard on a wagon train, Rick corralled one of the coveted film roles of the year for a young actor — a further tribute to his tremendous talent, versatility and public appeal.

For his performance in this film



Rick was voted the No. 1 male actor by the nation's motion picture theatre exhibitors in their "Top Ten Stars of Tomorrow" poll. He was also named "Discovery of the Year" by Belgium's Cine Review for his fine work in that film. The award was based on the best performance by a film newcomer in all motion pictures shown in Belgium during that year.

Since then he has become one of the most popular and sought-after of the young stars following his great "Rio Bravo" success with top sales in such films as "The Wackiest Ship In The Army" co-starring Jack Lemmon.

Although Rick is the idol of thousands of loyal fan clubs throughout the world and recipient of a never-ending avalanche of glowing letters, he remains modest, unassuming and deeply appreciative of his success.

Erick Hilliard (Rick) Nelson was born May 8, 1940, in Teaneck, N.J. He first appeared in the radio version of the family show when he was only eight years old and immediately endeared himself to millions of American families by his naturalness and boyish charm. As the tow-headed, impish, little wise-cracker of the show, he was a favorite of listeners and viewers. His infectious grin and famous "I don't mess around, boy," made him everybody's favorite little brother. Rick grew up in the sight of millions of weekly viewers of the Nel-

son's show, which began its 14th consecutive year on TV in the fall of 1965.

Rick stands 6'1". His once-blond hair has turned dark, his eyes are wider and bluer than ever, and that impish grin has become a devastating smile. This, coupled with a simmering quality that explodes into contagious excitement when he sings has captured the feminine hearts of the world.

Like his dad, Ozzie, and brother Dave, Rick is endowed with superb physical coordination, and a natural bent for, and love of sports, due, no doubt to father Ozzie who made a name for himself at Rutgers in football and boxing.

A fine tennis player, Rick was ranked No. 5 in California for players 15 years and under several years ago. He also competed in major national tournaments among them the National Juniors at Champagne, Illinois, and the National Junior Indoors at St. Louis, Missouri, where he and his partner reached the semi-finals.

He is also a natural at skating, swimming, football, basketball and baseball. He rides his own horse, "Tinker Toy," and has become an expert at calf-roping.

Rick has also gone in for some off-beat, as well as conventional, sports. Ozzie always alert for story ideas, inevitably incorporated them into the

TV series. When Rick discovered bull-fighting while making "Rio Bravo" in Arizona, and "converted" his backyard basketball court into a "bull ring," Ozzie came up with an episode entitled "Ricky the Bull Fighter."

When Dave and Rick developed their own trapeze act, with Dave the "catcher" and Rick as the "flier," they demonstrated their prowess in the dangerous sport on TV coast-to-coast. Ozzie filmed the episode, "The Circus," in a full-size tent erected on location in Griffith Park. Rick visited Japan on a personal appearance tour a couple years back and returned all fired-up over the dangerous sport of Karate. He took lessons religiously for more than a year, and to date has earned four belts, including the most difficult to all to earn the coveted "Black Belt" for proficiency in the sport. What lies ahead for one who already has so much to look back on?

During the summers, as he has for the past six years, Rick made many personal appearances in this country and abroad. Then in late August, Ozzie sounded the whistle to start filming "The Adventures of Ozzie and Harriet," and Rick resumed doing what he's been doing so profitably since he was eight years old — portraying himself.

And of course, periodically Rick will enter the Decca recording studios and continue to cut his eagerly awaited singles and albums.



THE KEWB TRAFFIC AND CONTINUITY DEPARTMENTS — Here efficient girls prepare the KEWB Program logs. It is a difficult task keeping check of everything that must be heard on a major radio station in one day. Each commercial account and station announcement must be carefully scheduled with an exact time. The bookkeeping problem is one that any secretary finds hard to figure out.



THIS IS KEWB'S SALES MANAGER BILL WALKER in his new JACK LONDON SQUARE office. Bill watches the commercial sales at KEWB, and consults with his sales staff to prepare programs to help merchants improve their sales.



AND HERE IS THE OFFICE OF MR. ED URNER, KEWB GENERAL MANAGER — He has the responsibility for everything that happens at KEWB. The normal Boss listener seldom hears his name but the overall sound and policy that creates KEWB comes from memos leaving this office. A massive job for any executive.

SO THERE IS YOUR PERSONAL TOUR OF THE NEW KEWB STUDIOS LOCATED IN JACK LONDON SQUARE! It is impossible for each KEWB listener to visit the studio, but special tours for individuals or groups can be arranged. Your youth group is invited. Contact the Program Director at KEWB. The responsibility of a broadcast station such as KEWB is to serve public interest, convenience and necessity. Through new expanded facilities such as we have moved into, KEWB continues to meet that challenge.