

1967 EDITION

# WLS

RADIO

# PERSONALITY

# ALBUM

50¢



**EXCLUSIVE & INSIDE**  
The Truth About That Weber-Riley Feud!

**HOT LINE ON ART ROBERTS**

**AN INTIMATE PEEK AT DON PHILLIPS' CRAZY, TOPSY TURVY WORLD**

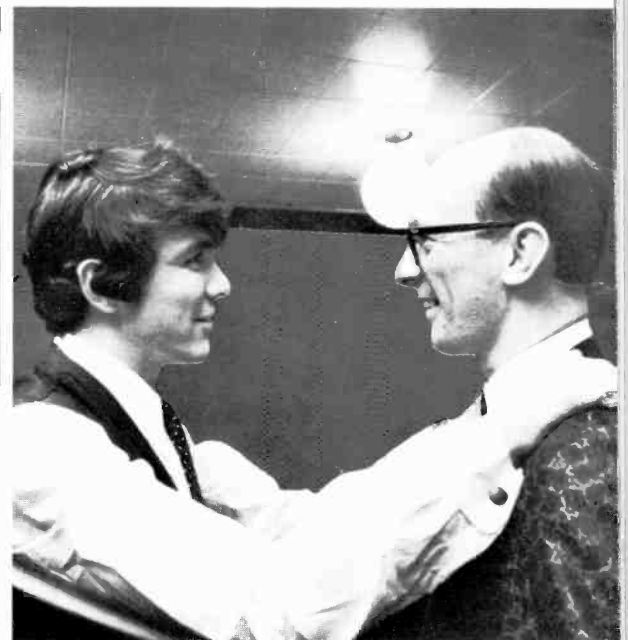
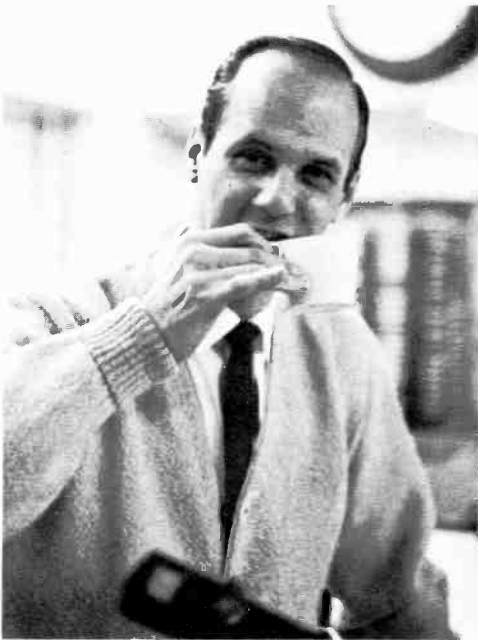
**"I'M TIRED OF BEING A NICE GUY"**  
Bernie Allen Confesses

**THE INSIDE STORY**  
ON DEX CARD'S SECRET WORLD

**FIRST TIME EVER...**  
Photos of WLS Stars and Recording Artists!

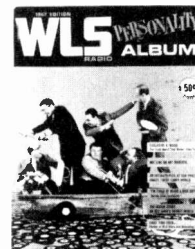


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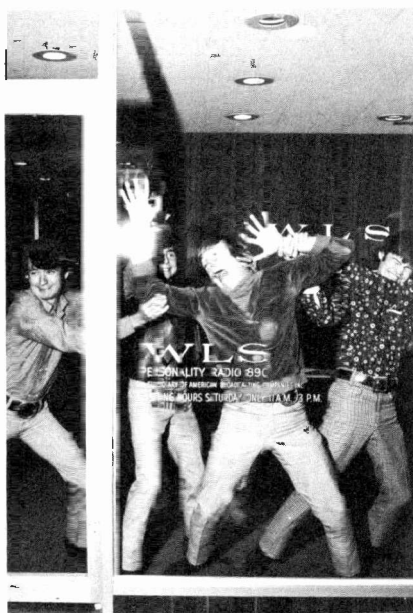


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VOLUME 1 NO. 1  
 1967 EDITION  
 WLS RADIO PERSONALITY ALBUM



The popular Monkees visit WLS.



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Paul Weber

"EVERY ONCE IN A WHILE during my show I get the urge to rip a Beatle record off the turntable and smash it against the wall!" reveals WLS platter purveyor Clark Weber.

How come this violent, secret urge?

"Cause I know Riley would scream in anguish," Clark chuckles. "I really believe the four boys from Britain are a talented group. The only reason I give the Beatles an occasional blast is to bug Ronald Riley. It keeps old Curly Locks slightly off balance."

This fast-paced swapping of insults between Ron Riley and Clark keeps the ball bouncing between the two popular disc jockeys, and provides ammunition for Riley's Rebel Raiders and Weber's loyal Commandos. In fact, Clark often gets excited calls from his followers, tipping him on the latest salvos from Riley.

The Weber wit is well known to listeners of his show, as well as the thousands of young people he meets at record hops each year. There's no stopping him. His rapid, up-beat chatter sizzles with a stream of such zingers as: "Riley drinks so much he uses his cuff links as curb feelers," and "The best part of Riley's show is when he reads excerpts from his dishonorable discharge."

What's the Weber story? Clark launched his career in radio about 12 years ago, when wearing the "blues" of the U. S. Navy. Clark had just returned from a rugged stretch of combat duty with the Navy in Korea, and he was assigned to the Armed Forces Radio Service. Although a real "ham" radio addict since a youngster, Clark had never performed on mike. "After the first few moments of swallowing my jitters," he recalls, "I was gabbing away like an old pro." The young sailor decided on a radio career then and there. Clark handled

record-spinning chores with Armed Forces Radio.

"After my discharge," he says, "I landed an announcing job in West Bend, Wis., and later moved to a Milwaukee station as a disc jockey." He joined WLS in 1960, in the 12 midnight to 5 a.m. slot, later being assigned to his present morning time segment.

Clark's home is in Evanston, Ill., where he lives with his attractive wife, Joan, and a "flock of daughters," Ann, 10, Peggy, 8, and 7-year-old twins Jean and Janet. One of the Weber hobbies—ham radio—has developed into a fully equipped set-up in his home. "I talk to everyone in the world on my rig," he says, "except Riley, of course."

There's another part-time activity that Clark gets a kick out of—flying. An experienced private pilot, Clark uses a plane for traveling to his record hops around the Midwest, in addition to an occasional cross-country hop "just for the heck of it."

"I dig record hops," reports Clark, "Talking with the groups of young adults and teensters keeps me on the ball—in touch with this vital segment of the general public. It surprises the so-called adult world when I clue them on the abilities and knowledge of teenagers. I've seen groups of young folks accomplish some amazing things for such worthy causes as the Red Cross, Heart Fund and other drives. When you get a young gang of guys and gals pulling together for a cause, you can accomplish miracles."

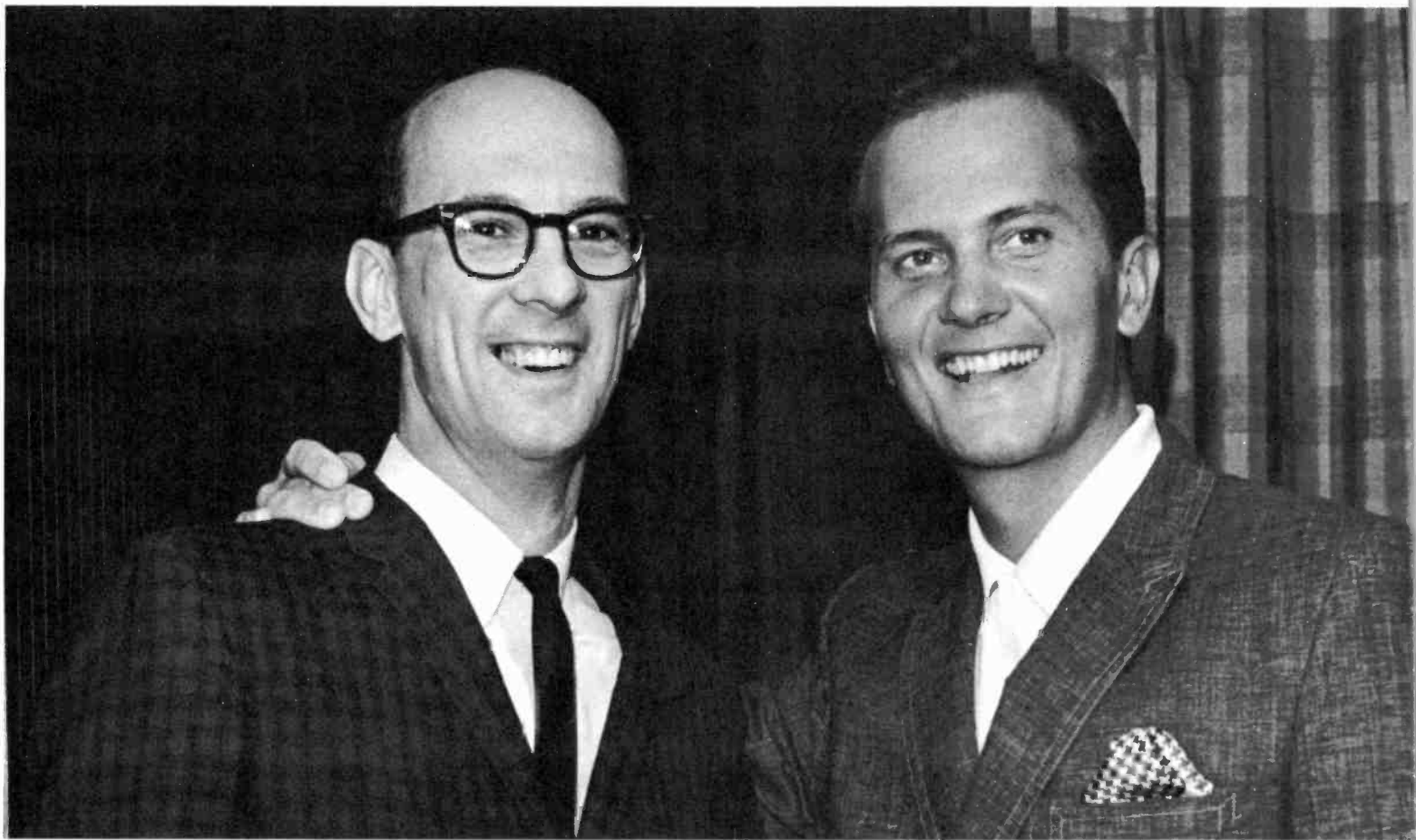
Clark recently assumed command of the post of program manager for WLS, which means he gives the final nod to all music played on this top Chicagoland station. He takes his position very seriously. "We screen roughly 200 records per week," he says, "to pick only

*(Continued on page 9)*

clark weber confesses:

**RECORDS  
I'D LIKE TO**

**SMASH!**



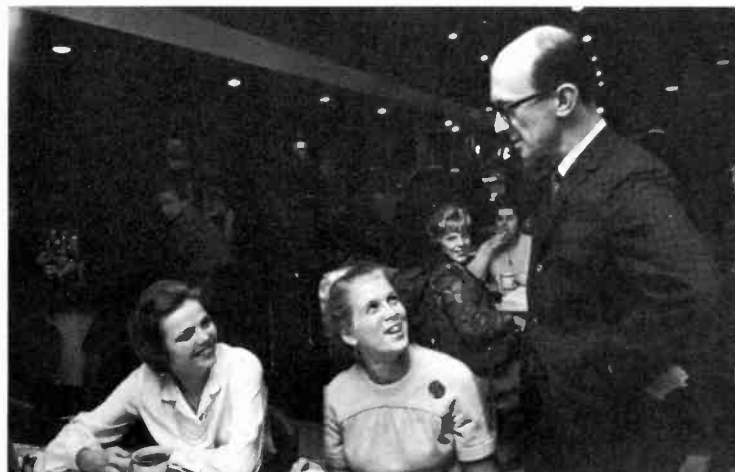
TV, record and movie star Pat Boone drops by to say hello.



WLS program director Clark checks tunes to be played with his secretary, Maxine Brannigan.



Clark chats with visitors to the WLS studios.



In the coffee shop, Clark swaps gags with two fans.

# OFF MIKE



Clark with his stunning weather girl, Winky.



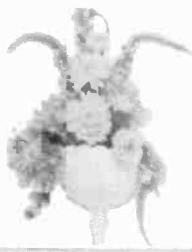
Re-checking songs scheduled for air play.



"What do you mean, I spelled Weber wrong?"



"Whew!" The end of another rugged day at the studio.



# AT HOME



The young Weber ladies, left to right, Jeanne, 7, Peggy, 8, Jeanne's twin sister, Janet, and 10-year-old Ann.



Musical talent runs in the family including the attractive Mrs. Weber, Joan.



A Weber marshmallow roast.



Clark and the ladies on kitchen duty.



Clark's favorite off-mike hobby, Ham radio.





Clark suits up for a record hop.



An experienced pilot, he flies to most hops.



A "fish-eye" view of Clark just before a flight.



"Okay, all you Riley fans, out, out!"



"That's right, Jerome, I'm the best disk jockey in the world."





Fans at a Dave Clark concert, hosted by Clark.

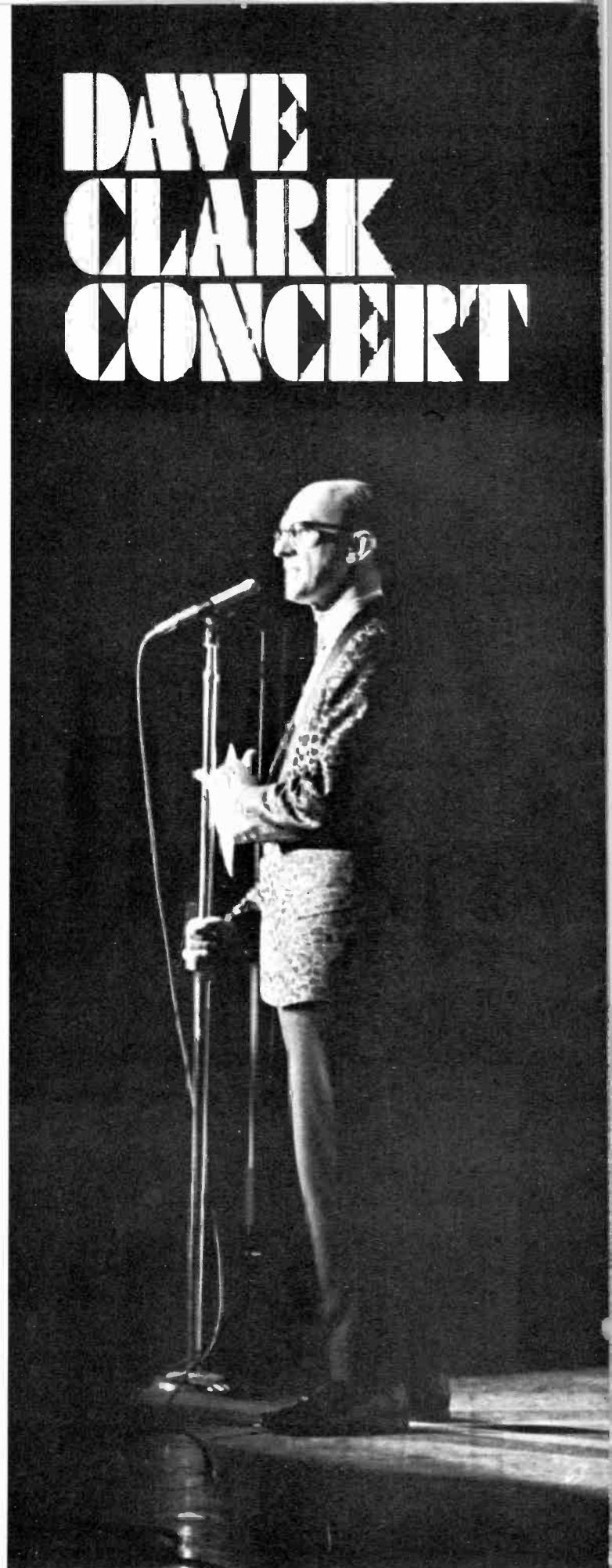


Clark runs down the agenda with the boys.



"Now let's see, my name is Clark Weber . . ."

# DAVE CLARK CONCERT



*(Continued from page 3)*

about 75 for playing on the air. Although it's a hectic chore, we listen to as many new records as we possibly can, to give everyone a fair break.

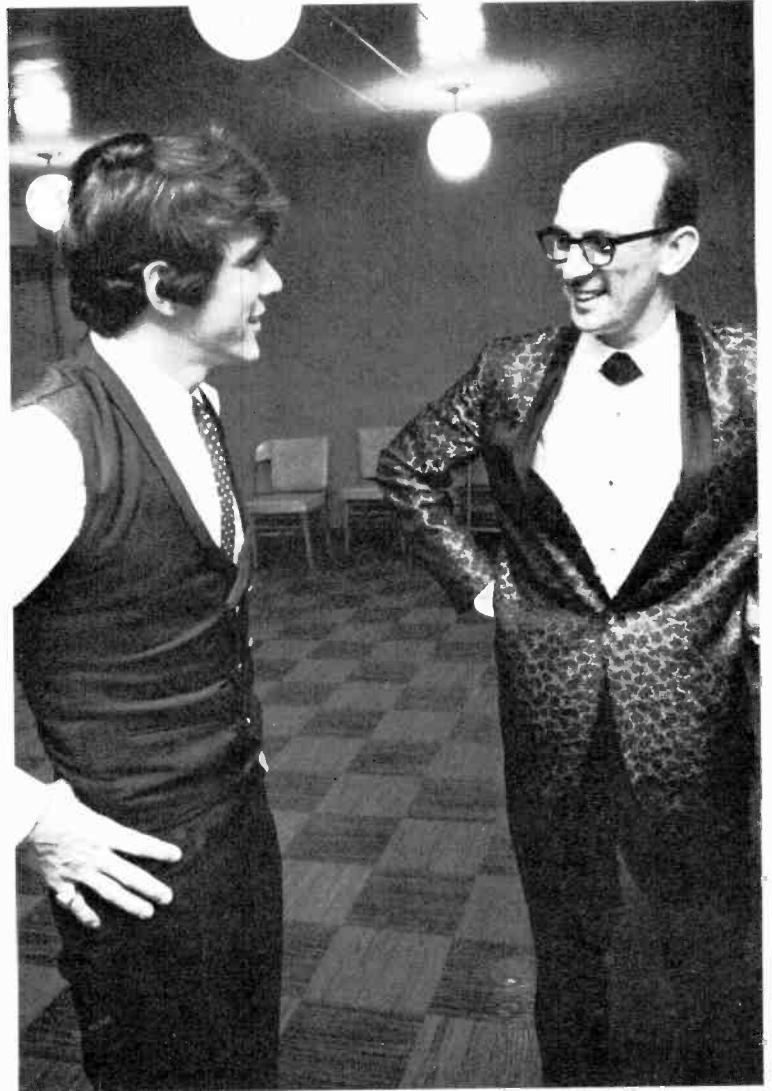
"Very often, I'll take a few brand new, untried records with me to hops and let the teen-agers give me an opinion. They're a critical audience. If the tune's a bomb, they let you know immediately. If they like it, there's a good chance the record will go over big throughout the area."

His hopes for the future? "I've always been a pretty ambitious sort of guy," he states. "I want to be best at whatever I'm doing. Since I love being a disc jockey and meeting people, I just want to be the best record-spinner in the business."

Judging by his avalanche of fan mail and calls, and his excellent ratings, Clark Weber has just about achieved his ambition to be "the best."



"We'd like to dedicate this one to Ron Riley!"



"Gee, you were great, Clark." "So were you, Dave."

The two Clarks, Weber and Dave, chat with fans.



# E-Z ZODIAC QUIZ

Can you tell the WLS Stars  
by their 'Stars'?

Do you dig digging into horoscopes? If so, try our E-Z Zodiac Quiz. Simply read over the following personal characteristics associated with each Zodiacal month. Then try to guess under which sign of the Zodiac the WLS personalities listed at the bottom were born. (P.S.: It might be fun to see how you shape up for your month.)



**AQUARIUS** (*January 21 thru February 19*) Those born under The Water Bearer sign, Aquarius, are apt to be bold pathbreakers . . . they're not afraid to think new

thoughts or dream big dreams. Gals—and guys—are keenly intuitive. Aquarians make friends slowly, hold them long. They're kind and generous but sometimes "pushy." Show biz stars born in Aquarius include John Steel of the Animals, Barbara Lewis and Don Everly.



**PISCES** (*February 20 thru March 20*) If you were born in the Pisces period (sign: The Fish), you're psychic, really and truly. Artistic, too . . . 'specially when it comes to

music, painting, sculpture. On the debit side, you're emotional, easily-influenced, often insecure. But you're a friend indeed to a friend in need—or in any trouble. Born in Pisces: George Harrison, Donna Loren, Brian Jones of the Rolling Stones.



**ARIES** (*March 21 thru April 20*) Those hatched in the Aries period (sign: The Ram) are self-reliant eggs. Usually have energy to burn, and being impatient, sometimes become real rebels . . . at home, in school, and on the job.

Boys will find few clinging-vine types among Aries misses, but if you like a girl with spirit . . . ! Born in Aries: Hayley Mills (doesn't she fit the picture!), David "Fugitive" Janssen and Mike Vickers of Manfred Mann.



**TAURUS** (*April 21 thru May 21*)

Those whose birthdate falls in the Taurus month (sign: The Bull) are practical folk with bull-dog tenacity. Slow starters sometimes, but

when they get rolling, they roll. They're fond of creature comforts—tasty chow, sleep, long vacations. Affectionate without being gushy, they're good marriage bait. Taurus VIPs include Ricky Nelson, Bobby Rydell, and Eric Burdon and Hilton Valentine of The Animals.



**GEMINI** (*May 22 thru June 21*) Be-

fitting their sign—The Twins—Gemini guys and gals are dual natured: they swing to and fro like a pendulum. Easily-excited, easily-bored.

But they're both smart and creative. Other pluses: charm and good sense of humor. As wooers, they like to play the field. Geminis include Paul McCartney, Cilla Black, Tom Jones, Bob Dylan.



**CANCER** (*June 22 thru July 23*)

Those born in Cancer (sign: The Crab) range from lazybones to real go-getters. Sometimes, you find both types in the same person, for the

moods of Cancer people change fast. Generally not fickle, they make good "steadies." Warning tho: they have itchy feet, like to roam. Born under The Crab sign: Ringo Starr, Ian Whitcomb, Bobby Sherman.



**LEO** (*July 24 thru August 23*) If

you celebrate a Leo birthday, your sign is The Lion but romantically-speaking you can be a real "tiger." Like your dates in bunches . . . but

once you fall, you fall hard. You have pride, tho, and don't take to bossing even from your true Luv. You win friends easily, like to bask in their admiration. Born in Leo: Mick Jagger of the Rolling Stones, Karl Green of Herman's Hermits, Dennis Payton of DC5.



**VIRGO** (August 24 thru September 23) As a Virgo (sign: The Virgin), you keep your head when all about you are losing theirs. Quiet and deliberate, you're often thought aloof

but you make the best of buddies when the ice breaks. In small friendly groups, you shine. Virgo folk include David "Illya" McCallum, Frankie Avalon and Sal Valentino of The Beau Brummels.



**LIBRA** (September 24 thru October 23) Lads and lassies born in Libra, identified by the sign of The Scales, appropriately weigh the issues well, seldom make snap judgments. Sympathetic and given to seeing the best in people, they're fine to have as pals. "Touchy," tho, and not easily bossed. Have strong love of harmony. Born in Libra: John Lennon, Annette, Manfred Mann.



**SCORPIO** (October 24 thru November 22) Scorpio, the sign for which is the scorpion, is said to be the best period to be born if you seek success. Scorpions (don't call 'em

Scorpions) are dogged hard workers, usually brainy to boot. Forceful personalities, but often hot-tempered. When moved, they go all-out to help others. Included in Scorpio: "Dino" Martin, Petula Clark and Herman of "Hermit's" fame.



**SAGITTARIUS** (November 23 thru December 22) Those who boast Sagittarius (sign: The Archer) birthdays have a zest for adventure and like to keep on the go, go,

go. They act on their instincts often, rather than their mind, but they're no dumbbells. Especially when it comes to concentration. Straight-forward, they're hard to soft-soap. Born in Sagittarius: Robert Vaughn, Keith Richard of the Rolling Stones, Dave Clark.



**CAPRICORN** (December 23 thru January 20) Girls born in the Capricorn month, which has The Goat for a sign, tend to be dandy wives—they're patient, loyal, thrifty. Ditto

for Capricorn guys, natch. Moreover, both genders dig the other, romance being big in a Capricorn's life. Good food is another thing they dote on... it may be needed for all the energy they burn. Among the Capricorns: Jack Jones, Debbie Watson, "Desi" Arnez, Jr.

## QUIZ

### Zodiac Period

Clark Weber was born in .....  
 Ron Riley was born in .....  
 Dex Card was born in .....  
 Bernie Allen was born in .....  
 Art Roberts was born in .....  
 Don Phillips was born in .....

Birthdays, including correct zodiac sign, for each of the above on page 21.

## CHECK FOR YOUR FAVORITE STAR'S BIRTHDAY

**JANUARY 8** Elvis Presley, John Peterson (*Beau Brummels*), **9** Scott Engel (*Walker Bros.*), **10** Bob Lang (*Mindbenders*), **14** Jack Jones, **19** Desi Arnaz (*Dino, Desi & Billy*), **20** Suzanne Noone (*Herman's Sister*), Eric Stewart (*Mindbenders*), **22** Dex Card, **25** Ronny Brandon (*The McCoys*), **30** Sandy Deane (*Jay & Americans*).

**FEBRUARY 1** Don Everly (*Everly Bros.*), **2** Graham Nash (*Hollies*), **3** Dave Davies (*The Kinks*), Eric Haydock (*Hollies*), **4** John Steel, **5** Dave Berry (*English Singer*), Larry Tamblyn (*The Standells*), **10** Donovan, **15** Mick Avory (*The Kinks*), **16** Sonny Bono (*Sonny 'n' Cher*), **17** Gene Pitney, **21** Mike Avory (*The Kinks*), Peter McEnery, **23** Mike Maxfield (*Billy J & Dakotas*), **24** Paul Jones (*The Manfred Mann*), **25** George Harrison (*Beatles*), **26** Sandy Shaw, **28** Brian Jones (*Rolling Stones*).

**MARCH 3** Mike Pender (*The Searchers*), **6** Hugh Grundy (*Zombies*), Mary Wilson (*Supremes*), **7** Chris White (*Zombies*), **8** Ralph Ellis (*Swinging Blue Jeans*), **9** Gary Leeds (*Walker Bros.*), **10** Dean Torrence (*Jan & Dean*), Mark Lindsay, **11** Ric Rothwell (*Mindbenders*), **15** Mike Love (*Beach Boys*), Dave Costell (*G. Lewis & Playboys*), **17** John Sebastian (*Lovin' Spoonfuls*), **19** Paul Atkinson (*Zombies*), **22** Jeremy Clyde (*Chad & Jeremy*), Keith Relf (*Yardbirds*), Randy Hobbs (*McCoys*), **24** Mike Smith (*P. Revere & Raiders*).

**APRIL 1** Fletcher Swanson, Bruce Lovely, **3** Jan Berry (*Jan & Dean*), **5** Jane Asher, Allan Clarke-Hollies, **16** Dusty Springfield, Bobby Vinton, Chuck Chaplin, **17** Bill Fury, **18** Mike Vickers (*Manfred Mann*), Haley Mills, **19** Allan Price (*Allan Price Set*), **20** Johnny Tillotson, **23** Billy Joe Royal, John Allen (*Nashville Teens*), **26** Bobby Rydel, **28** Beverly Bivins (*We Five*), **30** Bobby Vee.

**MAY 1** Lesley Gore, **4** Bernie Allen, **8** Paul Samwell Smith (*Yardbirds*), **9** Pete Birrell (*Freddie & Dreamers*), John Hawkins (*Nashville Teens*), **11** Eric Burdon, (*Animals*), Les Chadwick (*Jerry & Pacemakers*), Irving Berlin, **12** Dave Walker (*G. Lewis & Playboys*), **14** Derek Leckenby (*Herman's Hermits*), **15** Trini Lopez, **20** Cherilyn LaPierre Bono (*Sonny 'n' Cher*), **22** Hilton Valentine (*Animals*), **23** Adam Faith (*English Singer*), **24** Derek Quinn (*Freddie & Dreamers*), Bob Dylan, H. Williams Jr., Tony Valentino (*The Standells*), **26** Arthur Sharp (*Nashville Teens*), Ray Ennis (*Swinging B. J.'s.*), Al Jolson (*late*), **27** Cilla Black, **28** Tony Mansfield (*Billy J. Kramer & Dakotas*), **29** Roy Crewsdon (*Dreamers*), **30** Lenny Davidson (*D. Clark 5*).

**JUNE 2** Charlie Watts (*Rolling Stones*), **3** Mike Clarke (*Byrds*), **4** Gordon Waller (*Peter & Gordon*), **7** Tom Jones, **14** Rod Argent (*Zombies*), **17** Norm Kuhlke (*Swinging B. J.'s.*), **18** Paul McCartney (*Beatles*), **20** Brian Wilson (*B. Boys*), **21** Roy Davies (*Kinks*), **22** Peter Asher, Hooty Sapperticker, **24** Jeff Beck (*Yardbirds*), Colin Blustone (*Zombies*), **26** Georgie Fame, **29** Bill Hinche (*Dino, Desi & Billy*), **30** Ray Levin (*Little Boy Blues*).

**JULY 7** Ringo Starr (*Beatles*), **10** Ian Whitcomb (*English Singer*), **13** Jim McGuinn (*Byrds*), **16** Tony Jackson (*The Searchers*), **18** Robin McDonald (*Billy J. Kramer & Dakotas*), **21** Barry Whitwam (*Herman's Hermits*), **25** Jim McCarty (*Yardbirds*), **26** Mick Jagger (*Rolling Stones*), **27** Al Ramsay (*G. Lewis & Playboys*), **31** Gary Lewis, Karl Anthony (*Herman's Hermits*), John West (*G. Lewis & Playboys*), Karl Green (*Herman's Hermits*).

**AUGUST 4** Ricky Zehringer (*McCoys*), **5** Rick Huxley (*D. Clark 5*), **8** Dennis Payton (*D. Clark 5*), **10** Ronnie Bennett (*Ronettes*), **11** Denny Payton (*D. Clark 5*), Mike Hugg (*Manfred Mann*), **13** John Stokes (*Bachelors*), **14** Dave Crosby (*Byrds*), **17** Drake Levin (*P. Revere & Raiders*), **19** Bobby Hatfield (*Righteous Brothers*), Billy J. Kramer (*Billy J. and Dakotas*), **20** John Lantree (*Honeycombs*), **21** Jackie DeShannon, **23** Pete Shannon (*Nashville Teens*), **26** Chris Curtis (*Searchers*), Keith Allison (*Yardbirds*), **29** Ray Van Steen (*Peter Fugitive*), **30** John McNally (*Searchers*).

**SEPTEMBER 3** Al Jardine (*B. Boys*), **7** Ronny Dove, Buddy Holly (*deceased*), **8** Sal Valentino (*Beau Brummels*), **11** Bernie Dwyer (*Dreamers*), **15** Les Braid (*Swinging B. J.'s.*), **18** Gary Lane (*The Standells*), **19** Bill Medly (*Righteous Bros.*), David McCallum (*Man from U.N.C.L.E.*), **23** Art Roberts, Steve Boone (*Lovin' Spoonful*), **24** Gerry Marsden (*Gerry & Pacemakers*), **29** Jerry Lee Lewis, Gene Autry, **30** Jim Boyce (*Little Boy Blues*).

**OCTOBER 2** Ron Meagher (*Beau Brummels*), **6** Millie Small, **9** John Lennon (*Beatles*), **14** Cliff Richard, **15** Barry McGuire, **18** Chuck Berry, **21** Manfred Mann (*The Manfred Mann*), Ron Elliot (*Beau Brummels*), **23** Fred Marsden (*The Pacemakers*), **24** Bill Wyman (*Rolling Stones*), **26** Keith Hop (*Herman's Hermits*), **27** Dick Dodd (*The Standells*), **28** Wayne Fontana, Paul Ostroff (*Little Boy Blues*), **30** Lowell Shyette (*Little Boy Blues*).

**NOVEMBER 2** Jay Black (*Jay & Americans*), Bruce Welch (*Shadows of Knight*), **3** Lulu (*Lulu and the Luvvers*), **5** Herman (*Peter Noone*) (*Herman's Hermits*), **6** P. J. Proby, **10** Ron Riley, **11** Chris Dreya (*Dreamers*), **12** John Walker (*Walker Bros.*), **14** Freddie Garrioty (*Dreamers*), **15** Petula Clark, **17** Gene Clark (*Byrds*), Dino Martin, Jr. (*Dino, Desi & Billy*), **21** Randy Zehringer (*McCoys*), **22** Robert Vaughn (*Man from U.N.C.L.E.*), **24** Clark Weber, **30** Frank Ifield.

**DECEMBER 1** Carl Wilson (*B. Boys*), **2** Tom McGuinness (*Manfred Mann*), **4** Dennis Wilson (*B. Boys*), Chris Hillman (*Byrds*), **6** Johnathon King, Mike Smith (*D. Clark 5*), **8** Bobby Elliot (*Hollies*), **9** Kenny Vance (*Jay & Americans*), **10** Chad Stuart (*Chad & Jeremy*), **12** Mike Smith (*D. Clark 5*), **14** Frank Allen (*Searchers*), **15** Dave Clark (*D. Clark 5*), **18** Keith Richard (*Rolling Stones*), Bryan Chandler (*"Chas"* (*Animals*)), **19** Zal Yanovsky (*Lovin' Spoonful*), Chris Jagger (*Rolling Stones*), **21** C. Wilson (*B. Boys*), **27** Les McGuire (*Jerry & Pacemakers*), **29** Marianne, **31** Pete Quaife (*The Kinks*).

*Everyone, but Everyone, likes him yet . . .*  
BERNIE ALLEN SAYS:

*Bernie  
Allen*



# 'I'm tired of being a nice guy!'

"I'M TIRED OF BEING KNOWN as a 'nice guy.' That is, if you use the term to mean someone who's pleasantly blah or overly agreeable. Actually, I'm an opinionated cuss with a fair streak of stubbornness about many things."

At first glance, this seems a surprising statement to come from smiling, easy-going Bernie Allen. Bernie, who holds down a key spot in the WLS mid-day lineup, is one of the most popular personalities on the Channel 89 staff. A longtime (18 years) favorite of Midwest listeners, he's liked by all his fellow disc jockies and announcers. In fact, he's popular with everyone at the station from the mailroom boys to the top executives. Lest he be suspected of swigging Dr. Jekyll-and-Mr. Hyde potions, Bernie hastens to explain:

"What I'm really saying is that I have strong likes and dislikes—about people, books, art, music, etcetera—as everybody else does. But I make it a point not to let my peeves or prejudices show too much, particularly on the job."

Apparently Bernie has nothing to worry about on that score, for his show is deftly diversified and has an all-around appeal. The show's music, for example, spans the pop music spectrum from big beat numbers to ballads. Such a smooth balance is a tribute to Bernie's keen musical ear.

Bernie began developing that ear and his other talents at a truly tender age. At four, he was dancing in school shows staged by his mother, a noted dance instructor in Chicago. The family then moved to Hollywood, and Bernie turned pro at seven by signing on as an actor in the famed *Our Gang* comedy films. A publicity photo of that era shows him as a tow-haired little boy with an angelic face, but Bernie vows he was far from a "heavenly" child: "I was properly cast as an *Our Gang*-er. I got into plenty of mischief around the old homestead."

After outgrowing the *Our Gang* series, Bernie set his sights on radio. He became a youthful regular on the

*Screen Guild Theater* and the *Jack Armstrong* series. "Parents will remember the *Jack Armstrong Show* as *The Man From U.N.C.L.E.* of its day," Bernie quips.

Bernie came back to his birthplace when a promising radio job with the Chicago Board of Education outlet, WBEZ, popped up. He stayed on here, too, even turning down a Paramount screen test offer in the late '40s.

Bernie served on two major Chicago stations in the dozen ensuing years and built up a big fan following before joining WLS in the summer of 1963.

Live performances are still a big part of Bernie's life. As a self-described "baritone crooner," he's sung at several posh Chicagoland supper clubs, one of the most recent being the Kings Lair in the Sheraton-O'Hare. And a while back at a local summer theatre he turned in a fine job as a supporting actor in a comedy that starred comedian Morey Amsterdam of "Dick Van Dyke Show" fame.

Bernie isn't the only member of the Allen household with a show business background. His wife, Tommie, was an active professional singer before her marriage. The Allens have two adopted children: a 1-year-old daughter, Ann-Kay, and a 2-year-old son, Christian. With typical parental pride, Bernie claims even Christian can already sing—"not well but loudly."

Entertainment in his blood, Bernie is high on the record hops he hosts regularly. "I find I work off more pounds and frustrations at these teen shindigs than I ever do out on the golf course or in a bowling alley," Bernie says. "Golf and bowling are my favorite sports, but record hops can be just as much fun."

Baseball great Leo Durocher, the manager of the Chicago Cubs, is famous for a remark he once made to the effect that "nice guys finish last." But Bernie Allen in spite of being leery of the "nice guy" tag, is a fellow who's proved that friendliness—when backed by talent and energy—does pay off.



# ATA HOP

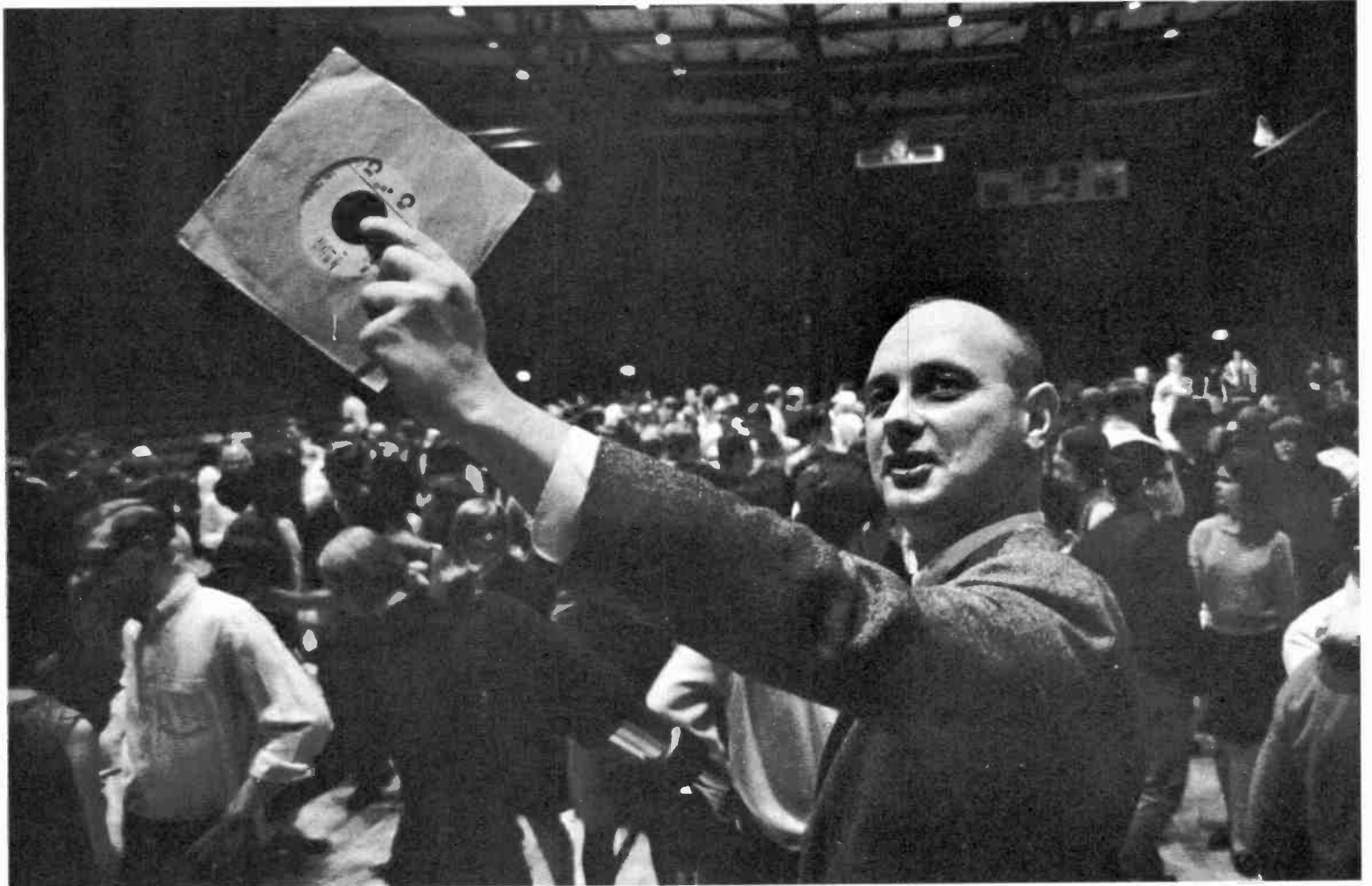
Things really swing at a Bernie Allen hop.



Above, Bernie, his fans, and paraphernalia.

"Just sign it, 'to Herbie, my best friend."

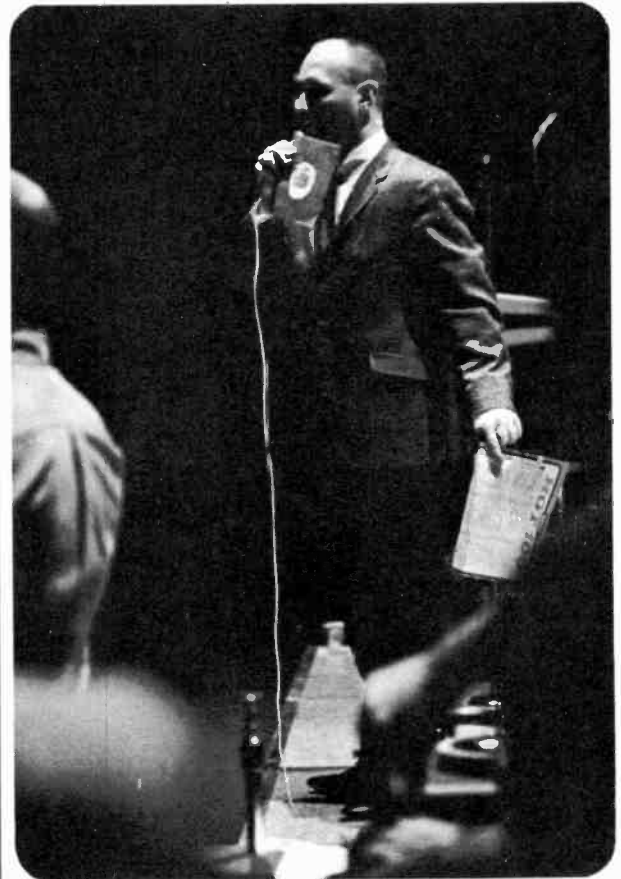




"Okay, who slipped in this Guy Lombardo record?"



Before a record hop, Bernie sets up his equipment and records.

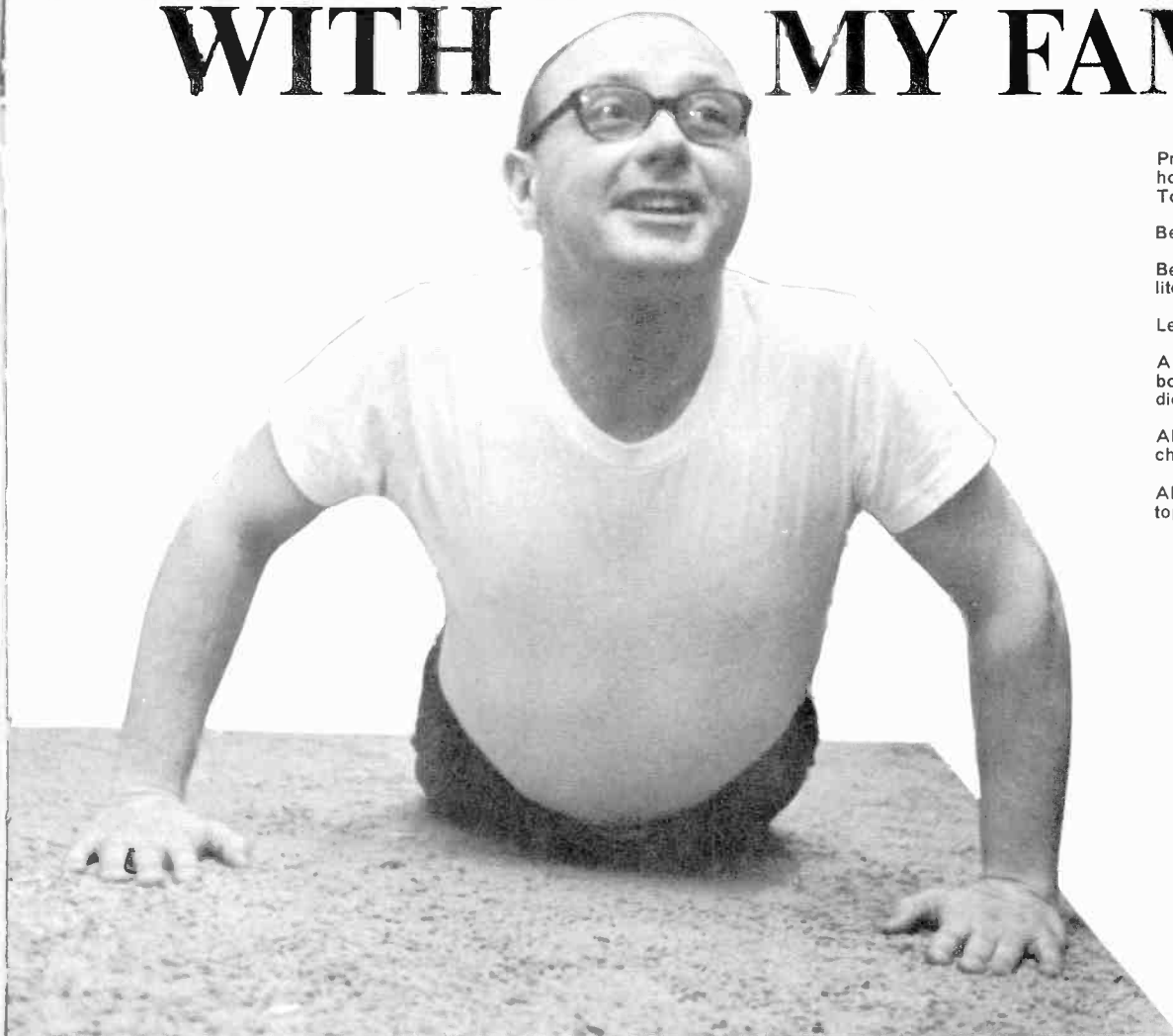


"and now, for the "one note game."





# WITH MY FAMILY



Preceding page upper left, the Allen clan at home, including 2-year-old son, Christian, wife, Tommie, and tiny Ann-Kay.

Below, left, Christian gives a platter the taste test.

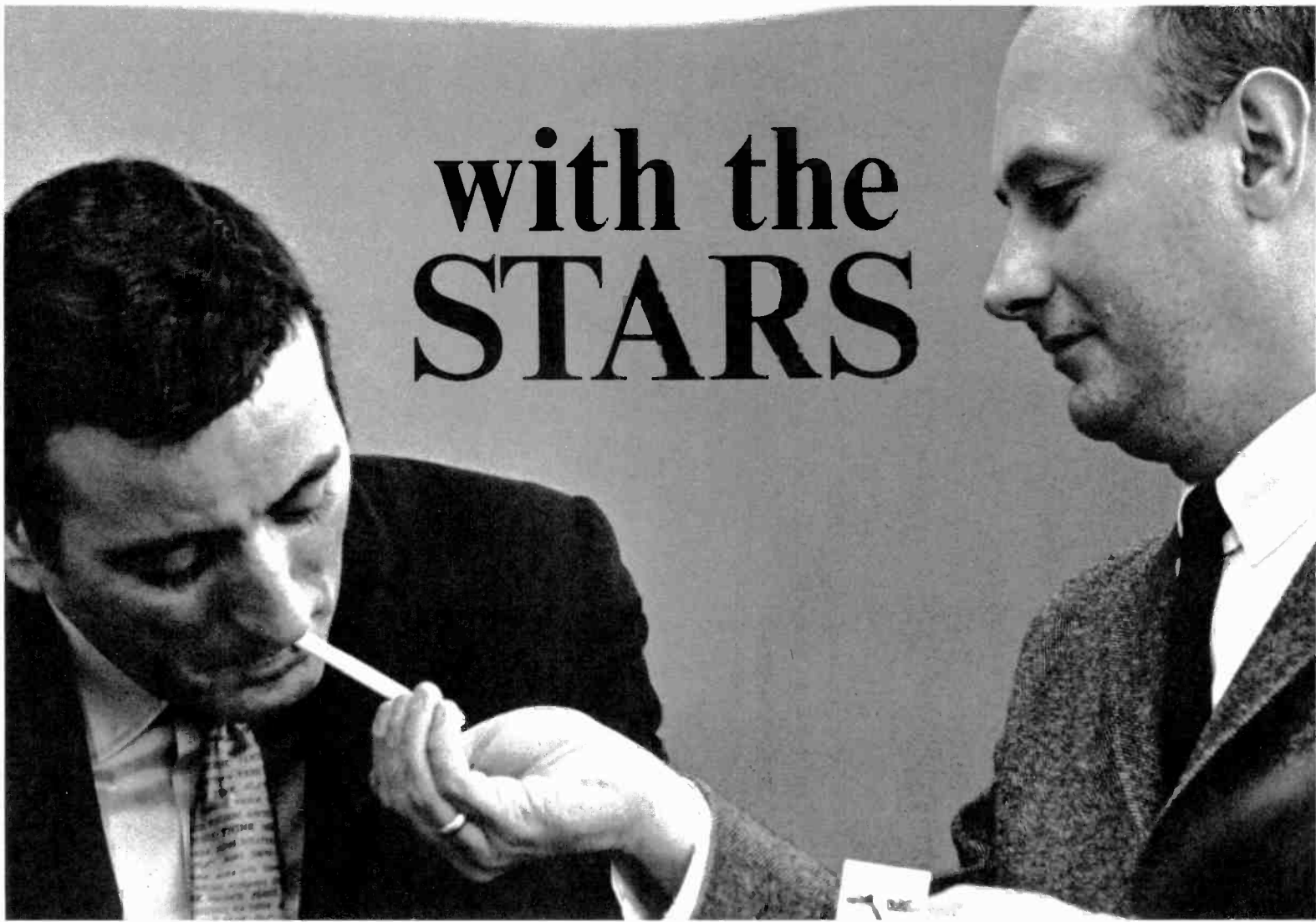
Below, right, Bernie checks out some of his literary work with young Christian.

Left, "You sure this is how Batman started?"

Above, left, Bernie challenges a couple of neighborhood youngsters to a pool game. P.S. Bernie didn't win!

Above, center, before a record hop, Bernie checks out the tunes to bring along.

Above, right, "Okay gang, let's take it from the top once more."



Bernie chats with one of the greats . . . Tony Bennett.



Clowning it up during a concert with Paul Revere and the Raiders.



"Not a bad fit, Bernie," comments Mark Lindsey, center, and Paul Revere, right.



Recording stars, the Young Bloods, pay a visit to Bernie at the studio.



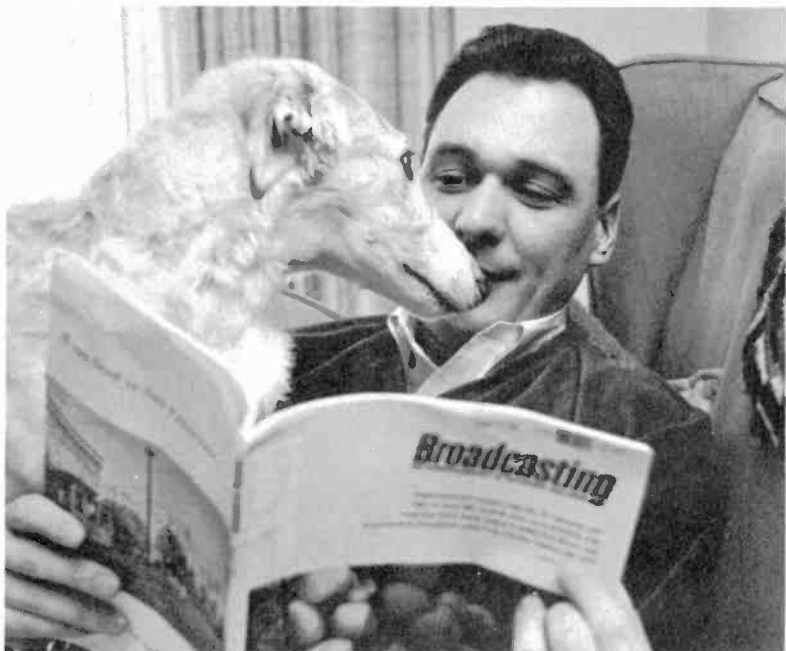
Before a concert, a bit of shop talk with Gary Lewis.



Backstage chatter with singer Steve Alaimo.

# A Man's BEST Friend

Four of the WLS personalities share a love for pooches. After a rugged session in front of a mike each day, they get a kick from romping around the house with their favorite canines. "She's really a member of the family," states Clark Weber, (left, center) about tiny Cozy, a toy poodle. Ron Riley, (left, bottom) shares a magazine with Ivan, a male Russian wolfhound. "He's still a pretty slow reader," reports Ron. Bernie Allen (below, center) proudly shows off Corky, the Allens' female miniature schnauzer, who, states Bernie, "gets along great with the kids." Art Roberts, (below, center) ruffles the fur on Pixie, a female shetland sheep dog. "Since we don't have sheep, she guards our banjos," Art claims.





# A day at the STUDIO

One of the most popular Saturday activities for thousands of young people in Chicagoland is a trip to the WLS studios at 360 N. Michigan. From 11 a.m. to 3 p.m. every Saturday or school holiday, you can drop in and see a WLS personality on the air. Very often, you'll bump into one or more of the recording stars who visit the studios. For example, the lucky visitors shown in the photos got to meet a famous singing duo who were at the studios for an interview. Can you guess who they are? Check the answer on page 63.

## ANSWERS TO ZODIAC QUIZ ON PAGE 11

Clark Weber..... November 24 (Sagittarius)  
Ron Riley..... November 10 (Scorpio)  
Dex Card..... January 22 (Aquarius)  
Bernie Allen..... February 4 (Aquarius)  
Art Roberts..... September 23 (Virgo)  
Don Phillips..... January 13 (Capricorn)



*Jet  
David*



IT'S A CONCERT that features a famous recording group. Every seat in the huge auditorium is filled with a restless fan, waiting impatiently for his or her favorites to walk onto the stage.

But the stars don't appear.

As it happens occasionally, because of crossed up plane schedules, the famed group is late. Curtain time arrives, then passes. The worried sponsors of the concert, pacing backstage, hear the young crowd's angry murmuring grow in volume as time shuffles on.

Suddenly the spot light outlines a tall, lanky guy strolling on stage wearing a big grin. "I'm Dex Card . . ." he begins casually. When the group finally appears a breathless twenty minutes later, the audience is in a much more cheerful mood, thanks to the deft touch and infectious wit of Dexter Card.

"This is the world I really dig," says Dex, "in front of a crowd of people, reaching out to them so that I can see their reaction when I toss out a few gags.

"Of course," he hastens to add, "radio is my first love. The crowds you talk to through that microphone are a thousand times bigger than a personal appearance. But at a concert or at a record hop things are a little more personal. You don't have to wait for a phone call or letter to know whether the guys and gals dig you, or toss you a few put-downs."

When Dexter Card was born his parents were vacationing at a winter resort called Meddybemps, Maine. "Try working Meddybemps into a conversation sometime," Dex quips. The Cards' hometown was really Portland, Maine, where Dex lived until he graduated from high school. His college years were spent in Kent Hill Junior College, in Kent Hill, Maine, and Bates College in Lewiston.

"I sort of helped out with family finances during these days in high school," he says, "with summer jobs as a soda jerk, or a spot as a theatre usher. One summer I stacked up thousands of miles selling ice cream bars to tourists and their youngsters in a resort area."

Dex got his first real taste of the excitement of entertaining when he was 13 years old. "I stretched the truth a little about my age," he relates, "to get a job as the mike man for a bingo game at an amusement park in Old Orchard, Maine. I was pretty shaky the first few times I called the games whenever the crowd of people stared at me. If you've seen bingo players, you know how they hang on every word you say.

"Then, I guess I developed a streak of ham, because I relaxed and started to work out different deliveries, mixing up gags and chatter with calling out the numbers and letters."

The happy reaction of these small audiences made a deep impression on Dex. He loved entertaining people. The feeling he got was not too different from the reaction of a crowd when he starred as a top-notch football and basketball player in school.

Fate seemed to be trying to guide Dex along a predetermined course. The kid who had practiced news delivery from stories in newspapers, holding a hair-

*(continued on page 29)*

# THE SECRET WORLD OF DEX CARD

# I'M A TRAVELER



The Card wit is displayed at one of the many concerts he hosts.



Dex greets some of his fans.



With the attractive Angels group.



Backstage visit with (center) Freddie Cannon and Lou Christie.



Dex chats with the Supremes before a concert.



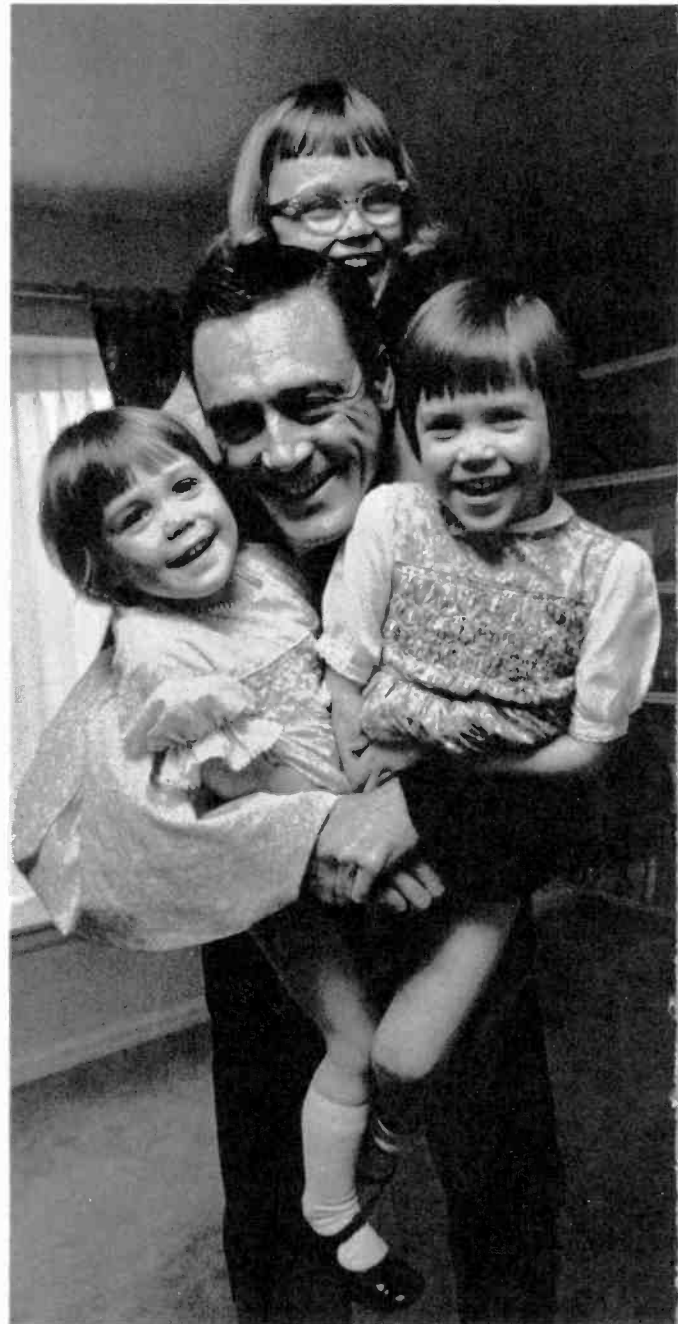
Signing autographs after a record hop.



"It's something new, called the Dex Card bounce."

# ONE of DEX CARD'S SECRET WORLDS

Left, putting practice in the living room of the Card residence.  
Below, Dex's favorite off-mike activity, playing with his daughters,  
left to right, Dorene, Dexanne and Darcy.





Dinner time at the Cards, presided over by attractive wife, Anah.

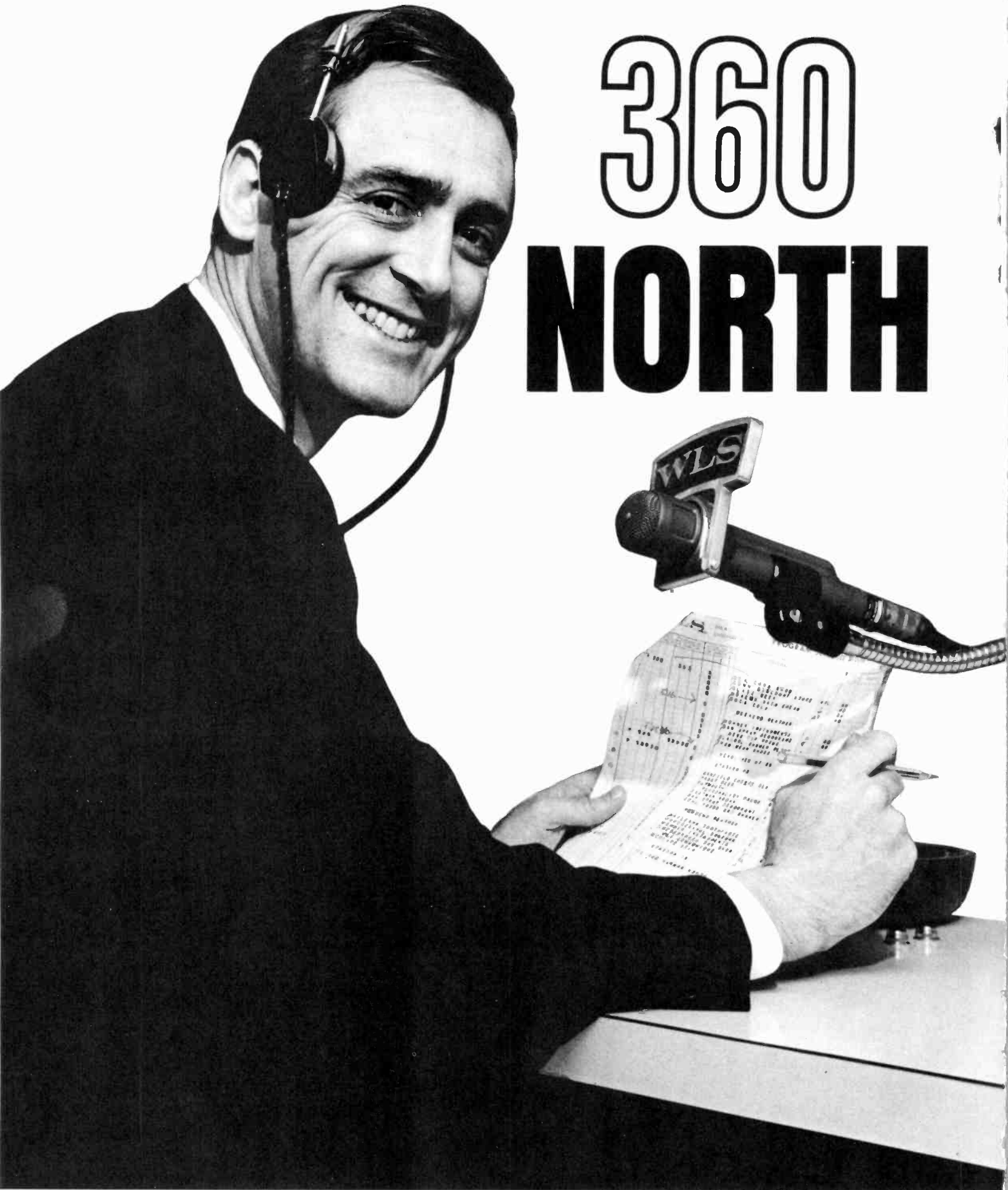


"Now after Daddy gets his turn, we'll try the slides."



A do-it-yourself mechanic, Dex operates on a carburetor.

# 360 NORTH





"Hey, that's my mike!" Dex warns the Cryan Shames.

*(continued from page 23)*

brush to simulate a microphone, got a big chance when, at 15, he was asked to fill in for an announcer who had become ill. True, Dex may have given fate a bit of a helping hand by being at the right place at the right time—but who could have dreamed that such a break would just happen?

He stayed with the station on a part-time basis. Dex received additional training in radio when he was with the Army in Germany, handling announcing duties for the Armed Forces Radio Network. "During the next few years," he says, "I worked at a number of radio stations, including WHIM in Providence; WADA in New York; WCOP in Boston; and WERE in Cleveland. I climbed aboard the WLS bandwagon in May of 1964."

Since Dex Cards' name is almost perfect for show business, many people assume it's not his own. "It's really mine," he says. "Actually, I was named after an old friend of the family's."

Although his daily show, personal appearances for civic and charitable activities, and record hops keep Dex busy, he does manage to squeeze in an occasional golf game or ski outing with his wife Anah, and his three daughters, Dorene, 4, Darcy, 6, and Dexanne, 9. He also likes to tinker under the hood of the family auto.

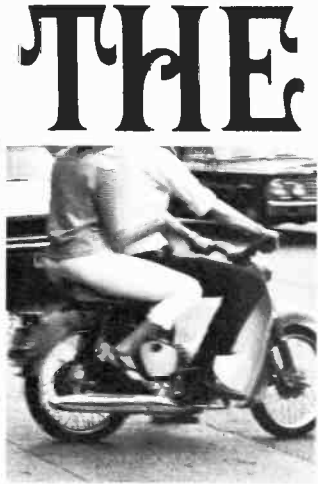
The relaxed, witty style of Dex's show, combined with his flair for showmanship, make it one of the most popular listening "habits" for Chicagoland fans.



During Saturday visiting hours, some fans drop in on Dex.



"So what's wrong with a red tie and a green suit?"

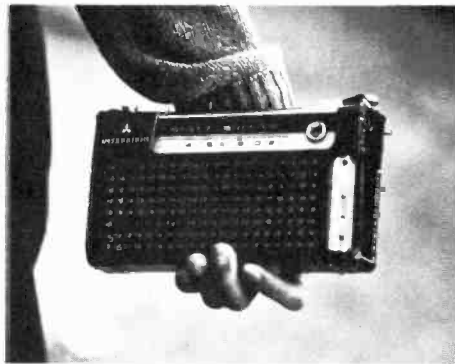


THE

# FUN-LOVING PERSONALITIES

OF

SKATE  
BOARDS  
PROHIBITED



G  
O  
G  
G



**HEROES**

LIVE ENTERTAINMENT TONIGHT!

TONIGHT





**WLS RADIO  
WHO  
TUNE YOU  
IN  
TO THE CHICAGO**



**BEAT**

*You keep busy...*

# LEADING THE LIFE OF (ron) RILEY



Scene: a din-filled press conference of The Beatles that preceded their Chicago concert. Ron Riley, WLS' fearless disk jockey, fights his way through a mob of reporters, photographers, radio and TV technicians, press agents and gatecrashing fans to collar John Lennon for a quick taped interview.

Shouting a little to be heard above the hubbub, Ron asks: "John, maybe this is the wrong question to put to a millionaire, but do you think young people today—boys and girls—have too much money to spend?"

"No, I don't," is the reply. "When I was a young bloke in Liverpool, I could always use a few spare shillings. Quarters, to you Yanks. I think most modern kids know the value of money. And if they didn't have a bit to spend on entertainment, where would *we* be?"

That the Beatle spokesman would take time out to chat personally with Riley in the midst of such a frenzied affair is evidence of the high regard the Mersey musicmakers have for him. Ron was one of the earliest and most enthusiastic Beatle boosters.

Ron's popularity with performers is matched by that with WLS listeners. They may not be hip to computers, but school-age guys and gals throughout the Midwest "program" their homework to catch as much as possible of Ron's early evening show. The lessons are usually tackled before supper or between the show's finish and bedtime.

Nearly all Ron's teen fans are members of his mythical "Ron Riley Rebel Raider" troop. Why "Rebel?"

Well, maybe it suggests Ron's defiance of WLS morning man Clark Weber, who claims to be the No. 1 leader of local pop music lovers. Ron is involved with a running feud with Clark. Typical Riley taunts aimed at his thinly-thatched fellow D.J. include: "Weber wishes so much he had dandruff that he puts salt on his shoulders" . . . and . . . "Weber is a fine example of a self-made man which should put an end to the do-it-yourself craze."

From sign-on to sign-off Ron keeps his show jumping. In addition to presenting a tuneful array of top recording artists — The Beatles, The Hollies, Paul Revere, The Supremes, Sonny and Cher—he enlivens his swingin' soiree with tips and quips, quickie record critiques and oddball comedy voices. As Ron explains it: "My format is to include something for everyone without catering to special groups."

Chicago-born, Ron attended suburban Antioch High and, bitten early by the broadcasting job, went on to major in radio/television at the University of Wisconsin.

"My first full-time broadcasting job was with a station in DeKalb, Ill.," Ron recalls. "I did everything there. Worked as announcer and engineer and even waxed the floor and filled the coke machine after hours."

Ron later worked in Appleton (Wis.), Milwaukee and Cleveland before making a happy landing with WLS in 1963.

*(Continued on page 35)*



Sam Kiley



*it's*  
**SHOW  
TIME**



Ron clowns with a couple of friends, Chad Stuart and Jeremy Clyde.

Talking about one of his favorites—the Beatles



Batman Riley, about to 'take off.'



The busy Riley office, and his secretary, Cindee.



Ron enjoys a visit from the Hollies at WLS.

(Continued from page 32)

"People keep saying that as a radio personality I lead an easy life—the old life of Riley, I guess they mean," Ron complains. "But I put in many more hours at WLS than my allotted air time. After my show, I talk at length with listeners by phone. Getting their reactions to the program is a thing I really enjoy. Every day I also have to check out new records and other show material and plow through the mail that hits my desk."

Off-station, energetic Ron keeps busy as host of numerous record hops and local concerts given by visiting U.S. and British record stars.

"I do manage to spend a few hours each week with my wife Toni and our daughters Robin, 6, and Karin, 4," Ron says, "Toni and I get special kicks in dining out at restaurants specializing in exotic foods."

Ron's hobby is ham radio. He delights in making like Marconi in tapping out messages to other hams and also talking person to person. And he also digs sports: particularly, boating, water skiing and pro football. The first two as a participant; the latter as a spectator only. Judging by the monsters playing pro football today, who can blame him? If he has to tangle with anyone, Ron would prefer it to be his archenemy of the airwaves, Clark Weber. He knows the battles will be strictly verbal and all in fun. Bruce Lovely is a



**BRUCE LOVELY**<sup>®</sup>

phynque (that's intellectual talk for "fink") who continually harasses Ron Riley from a vantage point outside the studio window. Bruce squats there, overlooking Michigan Avenue, screaming and heckling, always the do-gooder for Riley, sort of a loud conscience.

Shortly after Bruce "joined" the show, Ron started getting drawings of what listeners thought Bruce Lovely looked like. WLS ran a contest for the best "look-alike" drawing of Bruce, and a student at Notre Dame University won.

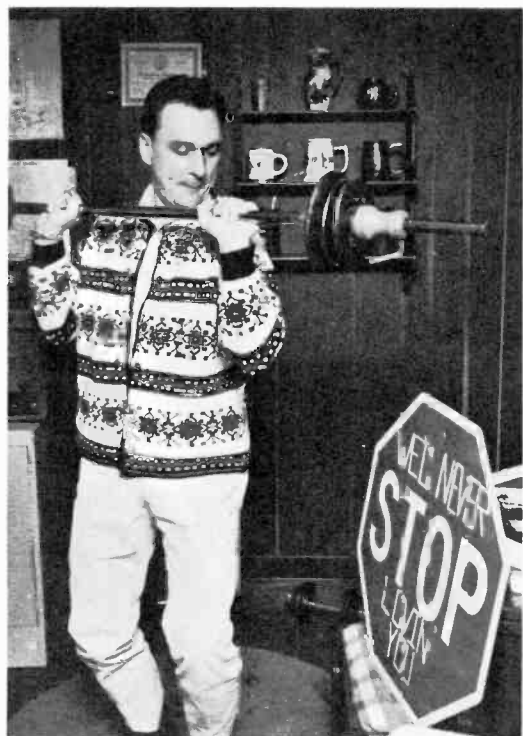
During the past three years Bruce has been in a flock of misadventures including the time he swiped a *heckacopter* (he can't swear on the air) from a local TV station and got into a dog fight over the city. He also took a trip to England and tried to bring the Beatles back with him. Bruce even went into orbit once, and gave nightly reports from the rocket.

As far as Ron is concerned, Bruce's worst habit is his constant harping on his favorite disk jockey—Clark Weber.



"Me, listen to Ron Riley?" Jaughs Ron's ever lovin' Toni, Robin (left) and Karin share the family fun.

# *a time to relax*



Ugh! He likes to throw his weights around.



Extra homework—telephone, typewriter and top tunes.



Ron's number one fans Karin and Robin.



Taste test by Billy Joe Royal, of Ron's culinary art.



Busman's holiday for ham operator Riley.



"Come in Argentina" as Riley neighbor tries her hand at the set.



Practicing an approach to Clark Weber's office.



"Now repeat after me—Ron Riley is the best disk jockey in America . . ."

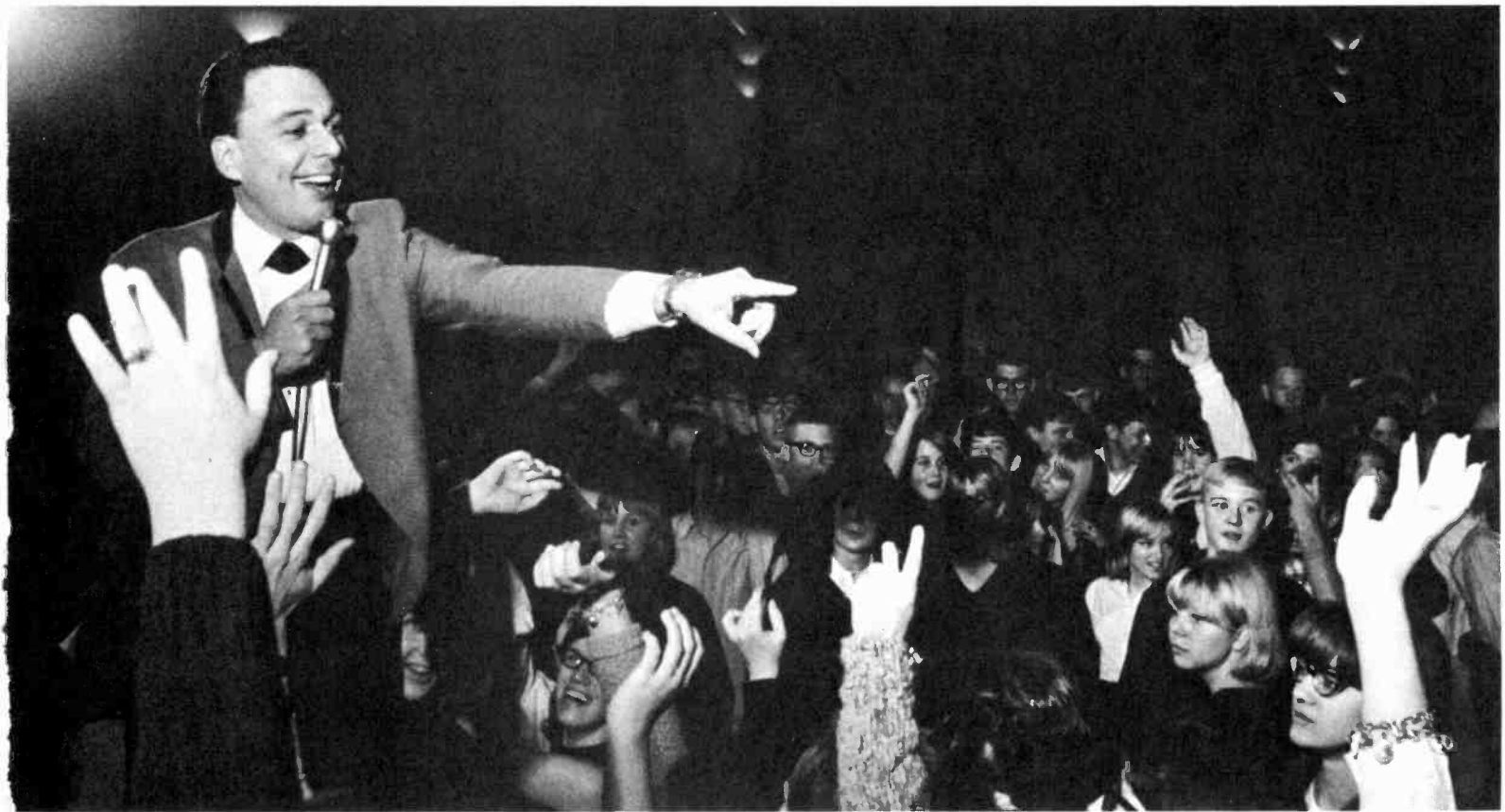


Family scene with Ivan sitting in.



***MEET the***  
***PEOPLE***





At a hop: "Okay honey, what tune do you want to hear next!"



"So that's why I call Weber ole chrome-dome!"



Ron talks shop with a couple of friends.



"I ran into this new step at a hop in Chicago . . ."



"How 'bout a few words for the gang, Ma'am"

# the truth about that feud

## *Weber vs. Riley in the put-down bout of the century.*

IT STARTED INNOCENTLY, a funny line about a guy, with no malice aforethought . . . played for laughs.

But the opening shot had been fired, and the war had started. The combatants, deployed at either end of town, didn't have to move an inch; Clark Weber exercising only his fertile wit and his jaw muscles at radio station WRIT each morning, putting down Ron Riley, and Ron in turn, lighting up the night skies from his battle station WOKY with unveiled insults hurled back thru the Milwaukee atmosphere at Clark Weber.

The feud carried on for months, with neither side showing any sign of surrender.

Finally, one fateful evening, the pair met head-on, although quite by accident, at a local record hop. Weber, catching sight of Riley, bristled for the fight to come. Riley flexed his muscles, ready to counter any quick thrust by his opponent. But the battle never came.

Weber, since he had started the whole thing with the first insult, extended a hand in friendship. "Look Ron," started Clark, "Let's call a halt to this silly feud before someone gets hurt." "Okay by me," Ron answered. "I guess you're right, this could get out of hand."

Perhaps that would have ended it once and for all but fate stepped in to play a hand.

The scene changes to Chicago. Ron Riley and Clark Weber are successfully launched on new careers. Both now top disk jockeys on one of the nation's great radio stations, WLS. And by coincidence, Clark is on the air again in the mornings, Riley at night.

The two, in talking over their silly feud of their Milwaukee days reminisce. "I'll have to admit, Ron says "you really made me mad when you said my face was so ugly that I made Mother Nature look like a litter bug." "Oh yeah," said Clark, "when you accused me of being 'half out of my mind and completely out of material'—I thought that was stooping pretty low."

"How about the time you said," started Ron, but Clark cut him off—"Wait a minute, wait a minute, here we go again: Let's save some of this for the air."

"You mean," said Ron with raised eyebrows, "we should start the feud all over again?" "Sure," said Clark "but all in fun this time, just for laughs."

Just for laughs it is—so there's the truth behind "the feud." All in fun, all for laughs but as the put-downs fly fast and thick, the folks behind the scenes are wondering how long this "planned cold war" can continue before it breaks out into a full-fledged shooting feud.

"The stork that delivered Riley should be arrested for dope smuggling," quips Weber—

"Weber is a lot like garlic," counters Riley "a little of him is more than enough."

Veteran observers of the feud shake their heads in wonderment—"how long can this last?" The insults are getting rougher, the fuses getting shorter, so look out for flying glass!

What started out for yaks may be no laughing matter after all.



The other WLS personalities help break it up, left to right, Bernie Allen, Don Phillips, Art Roberts, "enemies" Clark and Ron, and Dex Card.



"Okay Weber, take that!"



"Quit hiding, Riley, I see you back there!"

HE WAS A KID WITH A DREAM. During his part time job as a soda jerk in a Manhattan drug store, he projected a loose, happy-go-lucky personality, kidding with the gang at the counter, or building one of his "tailor-made" ice cream concoctions. But he nursed a secret ambition to become a great drummer.

An independent sort of guy, he scraped together enough quarters and nickels from his meager earnings to pick up a second-hand set of drums. Laboring to perfect his technique, he squeezed in practice sessions during evening hours away from school and his job. For awhile he took lessons from the famed Cozy Cole.

Although Art Roberts didn't become the best drummer in the world, the training in rhythm and the knowledge of music he acquired helped him climb to a top spot in radio.

It was during his days at Southeastern Louisiana College, when Art was majoring in veterinary medicine that he first entertained the notion to make radio a career. A notice on the campus bulletin board stated, "Part-time radio announcer, needed." Art relates, "I had a lot more nerve than talent, so I trotted over to the station, had an audition and was accepted for the job. After a few sessions in front of a microphone and gaining a bit of experience, I decided this was the life for me, so I switched my major to speech."

During his last year in college, Art taught speech and speech correction at St. Paul school in Covington, Louisiana. He also met, courted and married his attractive wife, Barbara.

"In those early days," Art recalls, "there was one station, KTBB, in Tyler, Texas, that gave me an opportunity to learn everything about running a radio station. In addition to announcing and record-spinning, I was assigned the spot of program manager, and handled everything from choosing records to be played to ordering office supplies."

On his WLS show, Art displays a kind of restless creativity, constantly devising "something different" for his listeners. For example, Art is currently spotlighting a "Teen Disc Jockey" segment on his Saturday broadcast—in which a young listener is invited to come to the station and appear as a guest disk jockey. "We choose the guys and gals on the basis of letters they send in," he reports. "We average between 150 and 200 letters a week, from which we pick the most likely candidate. The guests are allowed a fifteen minute chunk of the show, during which they usually introduce the top three songs of the week and offer their own brand of chatter.

"Quite a few of these 'disc-jockeys-of-tomorrow' exhibit talent. We hope these appearances will encourage some of them to make radio their career."

Another Roberts project is the segment titled, "Hey, Baby, They're Playing Our Song," on his Sunday night show, a dramatic presentation of recording stars of the past and the songs they offered.

Art has recently introduced still another talent—a record album he narrates called "Hip Fables." Accord-

*(Continued on page 45)*

## ART ROBERTS

# MR. HAPPY • GO • LUCKY



Art  
Roberts

# THIS IS WORK?



The Byrds ask: "Could you hum a little louder, Art?"



"Who, me?" Art asks Sam the Sham, with the Pharos, at the studio.

(Continued from page 42)

ing to Art, "These fables are part of a series of kookie, swinging bedtime stories I've written and told on the show, each one with a sort of twist ending that has a moral. The stories aren't 'preachy' just entertaining."

Art, his wife, Barbara, and the five Roberts youngsters—Cheryl, 13, Robert, 11, Pamela, 9, Dahleen, 7, and Wayne, 2—live in one of Chicago's northern suburbs, where Art spends his free moments with the family. "I get a kick out of horse-back riding," says Art. "Jogging through the woods along a quiet, sun-dappled trail allows you to forget the day-to-day pressures for a moment or two. My wife and the three older kids often join me for an outing. One of my proudest possessions is a beautiful, hand-tooled saddle I bought recently."

Art devotes a lot of his time and talents to charitable organizations, such as Cerebral Palsy, La Rabida sanitarium, the Amvets, B'nai B'rith and others. He was recently awarded the U.S. Treasury Department's "Minute Man" award, for his work in promoting the sale of U.S. Savings Bonds. The Chicago Police Dept. also honored Art for his work with the Fraternal Order of Police during their Thanksgiving drive for the needy of Chicago.

That young, ambitious soda jockey with a dream has earned his niche among the top radio personalities in Chicagoland.



A happy interview with star Tommy Rowe.



"They're all for that blasted Clark Weber!"



Before a concert, Art clowns with the Lovin' Spoonfuls.



On banjo, Art; playing organ, Pam; strumming guitar, Cheryl; on trumpet, Robert; and handling a tiny zither is Dahleen. Lending vocal talents, wife Bobbie and little Wayne.

"Okay, who put the bubble gum on Daddy's paddle?"

Pam shows off Dad's album, while Cheryl and Art try out the stereo.





# ART'S BIGGEST FANS



"Come on, Rob. It's my turn next."



Art offers Cheryl a bit of bowling lore.

"Well it looks simple enough. Let's see . . . hmmm . . ."

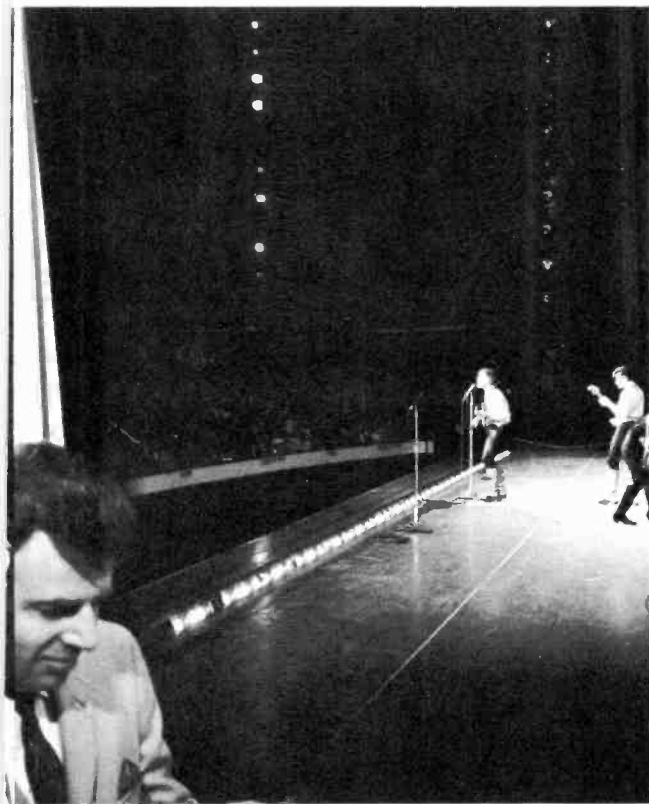




Gary Lewis and the Playboys gather round for an interview.



Art appears with Dick Clark at a meeting with high school editors.



"Let's see, I come on after the trained bear."



"All together, now. We love WLS!"



Art, host of the Kumzitz TV show with Freddie Cannon.



Art demonstrates his talent on the guitar for the Yardbirds.

# The Wild Adventures of Peter Fugitive

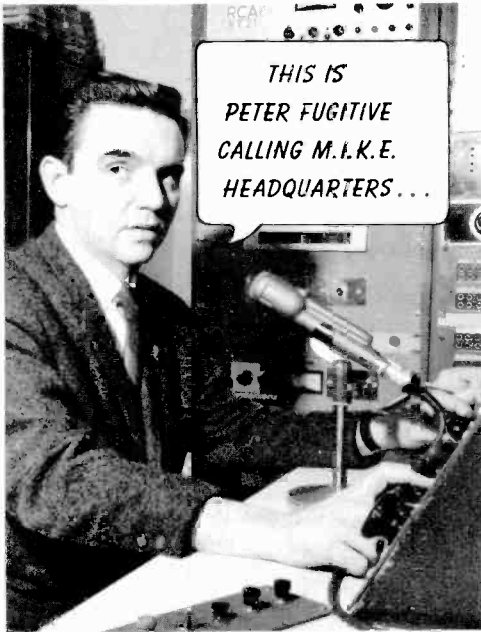
He might whisk you to a mountain top to track down a kookie crook, or dunk you into an underground river for another caper. He's one of the wildest heroes on radio—Peter Fugitive—whose rugged adventures are broadcast every Monday Through Friday night within the Art Roberts show.

The part of Peter, his teen-age sidekick, Bobby (called "Booby" when he goofs) and an entertaining parade of assorted characters are all played by Ray Van Steen, creator and producer of the show.

Each series of episodes, which might last for two or three weeks, is a complete story, highlighted by a complete range of sound effects, music, and, of course, the cast of characters.

During his appearances at record hops and other functions in Chicagoland, Ray is frequently asked, "How can you do all of those different voices?" Although he's too modest to say, the real reason is a thing called talent.





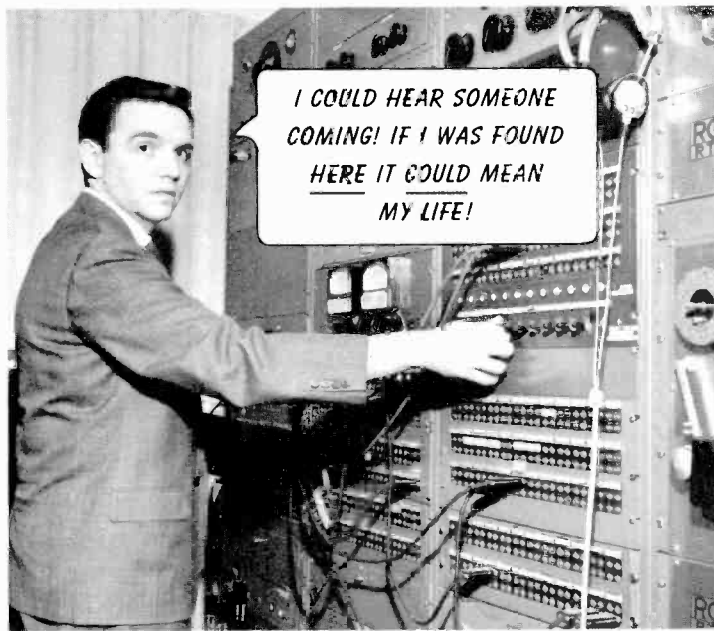
THIS IS  
PETER FUGITIVE  
CALLING M.I.K.E.  
HEADQUARTERS...



HE WAS ONE OF S.C.O.R.P.I.O.N.'S  
TOP AGENTS! I DIDN'T LIKE  
NEGOTIATING WITH 'THE DOME',  
BUT I WAS FIGHTING FOR  
MY VERY LIFE!



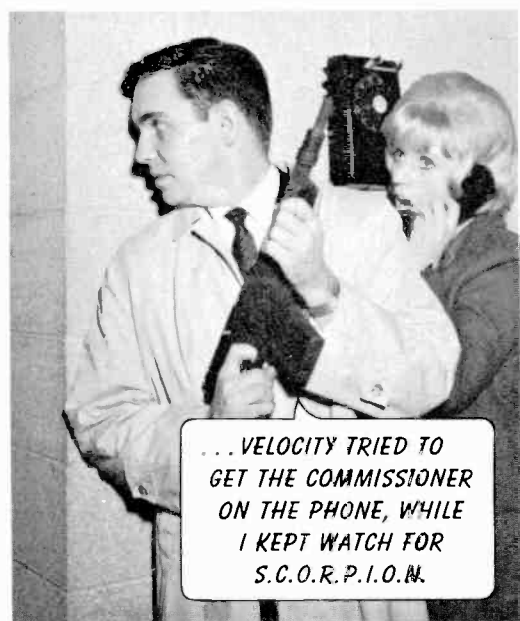
... 'BUGGING' THE OFFICE  
WAS THE ONLY WAY. I HOPED  
THEY WOULDN'T FIND THE  
MICROPHONE!



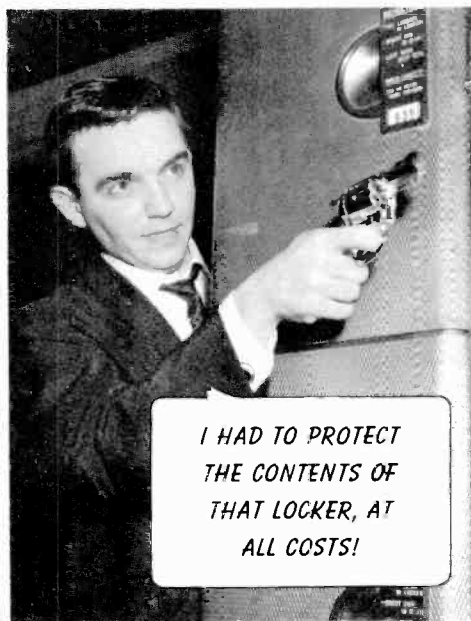
I COULD HEAR SOMEONE  
COMING! IF I WAS FOUND  
HERE IT COULD MEAN  
MY LIFE!



S.C.O.R.P.I.O.N. WASN'T  
KIDDING. THEY WANTED TO  
BE SURE I GOT THE POINT!!



... VELOCITY TRIED TO  
GET THE COMMISSIONER  
ON THE PHONE, WHILE  
I KEPT WATCH FOR  
S.C.O.R.P.I.O.N.



I HAD TO PROTECT  
THE CONTENTS OF  
THAT LOCKER, AT  
ALL COSTS!



I WAS SPEAKING DIRECTLY  
WITH CHIEF HARDY... AT M.I.K.E.  
HEADQUARTERS IN ARIZONA

**BE TUNED TO  
CHICAGO'S  
MOST  
POPULAR  
AND  
LATEST  
HIT  
RECORDS  
... GET WLS'  
OFFICIAL  
PLAY LIST**

*Available  
at your favorite  
record department  
or music store*

# WLS

PERSONALITY RADIO IN CHICAGO

## SILVER DOLLAR SURVEY

### WLS' OFFICIAL PLAY LIST

THIS WEEK	WEEKS PLAYED
* 1. Good Vibrations	Beach Boys — Capitol 8
* 2. Winchester Cathedral	New Vaudeville Band — Fontana 7
* 3. Last Train To Clarksville	Monkees — Colgems 12
* 4. Poor Side Of Town	Johnny Rivers — Imperial 11
* 5. You Keep Me Hanging On	Supremes — Motown 6
* 6. Reach Out	4 Tops — Motown 12
* 7. I Wanna Meet You	Cryan Shames — Columbia 8
* 8. Hooray For Hazel	Tommy Roe — ABC 11
* 9. Rain On The Roof	Lovin' Spoonful — Kama Sutra 8
* 10. Stop Stop Stop	Hollies — Imperial 8
* 11. What Becomes Of The Broken Hearted	Jimmy Ruffin — Soul 11
* 12. 96 Tears	Questions Mark & Mysterians — Cameo 14
* 13. Lady Godiva	Peter & Gordon — Capitol 5
* 14. Dandy	Hermans Hermits — MGM 10
* 15. Devil With A Blue Dress On	Mitch Rider — New Voice 7
* 16. If I Were A Carpenter	Bobby Darin — Atlantic 9
* 17. It's Only Love	Tommy James & Shondells — Roulette 6
* 18. Hair On My Chinny Chin Chin	Sam The Sham — MGM 7
* 19. See See Rider	Eric Burdon & Animals — MGM 10
* 20. Mellow Yellow	Donovan — Epic 5
* 21. Louie Louie	Sandpipers — A&M 6
* 22. Help Me Girl	Outsiders — Capitol 6
* 23. Nineteen Days	Oave Clark 5 — Epic 8
* 24. I Can Make It With You	Pozo Seco Singers — Columbia 12
* 25. Time After Time	Chris Montez — A&M 5
* 26. Talk Talk	Music Machine — Original Sound 5
* 27. Sugar Town	Nancy Sinatra — Reprise 3
* 28. Coming On Strong	Brenda Lee — Decca 6
* 29. I'm Ready For Love	Martha & Vandellas — Gordy 6
* 30. She Comes To Me	Chicago Loop — DynoVoice 6
* 31. I Got A Feeling	Neil Diamond — Bang 6
* 32. Tiny Bubbles	Bon Ho — Reprise 5
* 33. A Hazy Shade of Winter	Simon & Garfunkel — Columbia 6
* 34. I'm Gonna Make You Mine	Shadows of Knight — Dunwich 5
* 35. Who Am I	Pet Clark — Warner Bros. 8
* 36. Kind Of A Drag	Buckingham's — U.S.A. 4
* 37. Free Again	Barbra Striesand — Columbia 6
* 38. Mame	Herb Alpert — A&M 4
* 39. Please Don't Ever Leave Me	Cyrkle — Columbia 3
* 40. Wheel Of Hurt	Margaret Whiting — London 3

### FEATURED ALBUMS

SWEET PEA — TOMMY ROE — ABC

PSYCHEDELIC LOLLIPOP — BLUES MAGOOS — MERCURY



**WLS • DIAL 890 • 24 HOURS-A-DAY**  
AN ABC OWNED RADIO STATION

This list is selected each week by WLS/Chicago from reports of all record sales gathered from leading record outlets in the Chicagoland area and other sources available to WLS/Chicago. Hear Dex Card play all the SILVER DOLLAR SURVEY hits daily from 2:00 to 6:00 P.M. \*Denotes record first heard in Chicago on WLS.



# A SMASH OR A BOMB?

Here's how tomorrow's  
top tunes get rolling

By GENE TAYLOR  
*WLS Station Manager*

THERE ARE ABOUT 10,000 RECORDS released every year. In 1966 this broke down to about 6,500 singles and 3,500 LPs. Approximately one-third of these are played on the air, and only a tiny handful ever reach the rarefied atmosphere of "hit" status.

Why? What special "magic" ingredient causes a lone record to skyrocket to the top of the list, leaving the stacks of chaff behind? How can an unknown group like Shadows of the Night suddenly, almost out of nowhere, scream to the top?

If you're looking for a secret formula for producing a best-selling record, forget it. Although there are one or two things that will help boost a record, sometimes a tune will break all the stodgy rules and still make it big.

A record that has the "built-in sell" of a name star or group has the best chance. It's obvious that a Beatle tune will generally do better than one cut by Joe Nobody.

To become a hit, a record has to be "showcased" on the air for potential buyers. This isn't easy. Our WLS program manager, Clark Weber, screens between 150

and 200 singles each week to choose 65 or so for playing on the air. How does he pick them? Again, records with "name" artists have the best chance.

Listener response is another way to boost a record. Some of the disc jockeys will take brand new records to their hops, and let the guys and gals give their opinion. Letters and phone calls to the station are another measurement for a record.

Many companies will test market a record in towns like Detroit or Ft. Wayne, to see if the tune will sell nationally. If sales are good, and listeners response high enough, the company will go ahead with national distribution.

There's one odd fact faced by every company in the record business—geographical preference. Some towns will fall madly in love with a tune, while others will ignore the same platter. A Dave Clark 5 release in Chicago might be a complete sell-out, while the same record might be a miserable flop in Ft. Lauderdale.

So that's the story. To produce a hit record you should have a name recording artist, promotion, and bushels of luck.



Don  
Phillip



# THE CRaZY, TOPSY•TURVY WORLD of DON PHiLLiPS

An alarm clock suddenly blasts off. A lanky arm snakes out from beneath the covers, a hand fumbles along the dresser top, encounters the screaming clock and clicks off the alarm. Sleepily perched on the edge of the bed, Don Phillips glances at daylight streaming through his bedroom window.

Sounds like a normal, early-morning rising? The odd thing about the scene is that it's three o'clock in the afternoon!

This is the mixed-up world of WLS disc jockey Don Phillips, who capably handles the midnight-to-five a.m. time slot on his East of Midnight show. Don's work day is just starting when most Chicagoland gents are ending theirs. While buses, trains and cars are jammed with homeward bound commuters, Don is having breakfast (usually consisting of juice, cereal and coffee) with his attractive wife, Doris and the four Phillips youngsters, Keith, 14; Sandra, 11; Donna, 10; and Brian, 6.

Don's reaction to his upside down schedule? "I love it," he states. "How many guys can have every afternoon off, to spend with the family, shoot a bit of golf, or just loaf?"

There's very little time in Don's schedule for loafing. An experienced pilot, Don is one of the two "birdmen" at WLS (Clark Weber also flies). He recently made a long-time dream come true by purchasing a Ryan "260" Navion, a four-place, single engine plane. (The other WLS disc jockeys kid Don about the picture of the plane he carries in his wallet. "I can't help it," he says, "I love her.") Don uses his "bird" flying to record hops and other personal appearances throughout the Midwest.

There's another Phillips talent—singing. Don was part of a vocal group in his home town of Milwaukee for several years. Two members of the quintet, called the Honeybees, invited Don to join them in another group being formed. Don declined in favor of a radio career. "These two friends later formed the top-rated Hi-Lo's," he reports. "But I'm glad I stuck with radio." During his record hops, Don occasionally tosses in a sampling of his singing ability, to the surprise and delight of his fans.

"I was majoring in speech at the University of Wisconsin when I decided to make radio my career," he states. A native of Milwaukee, Don had attended Nathan Hale high school in West Allis, Wis., before entering college. "After leaving college, I started a part-time job as an announcer at WRJN in Racine, Wisconsin. My next stop was with WAUX in Wauke-

*(continued on page 57)*



# AT THE STuDiO

(continued from page 55)

sha, then to WRIT and WOKY, both in Milwaukee. I joined WLS in May, 1963."

When planning his show, Don carefully blends in something for everyone, including pop tunes, balanced with humorous chatter on the world of music, flying, golf, or any other subject that pops up. "We keep things moving right along," he says, "Our audience enjoys the fast-paced tempo of the show."

"When I first started the East of Midnight time slot, I was a little worried that the only listeners around would be truck drivers and bartenders. Well, it turned out that we have some of these, but we also get calls and letters from doctors, nurses, firemen, policemen, and thousands of other people in Chicagoland who work while the rest of the world is asleep."

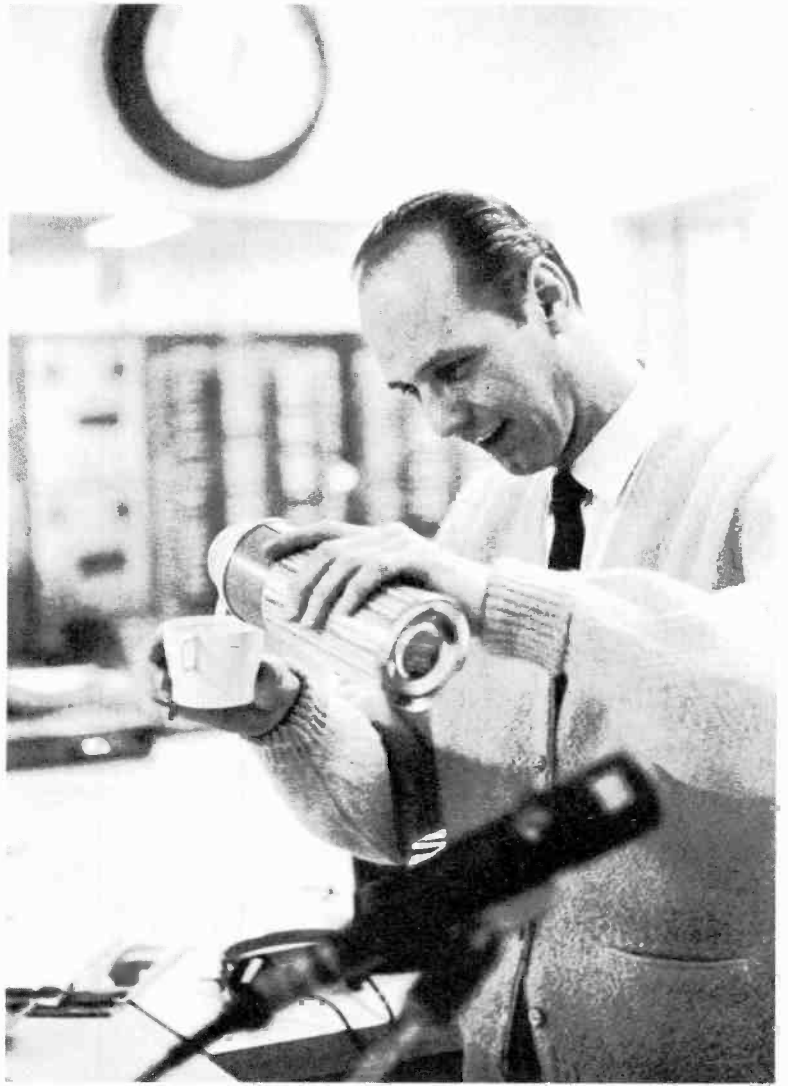
"The 50,000 watt signal of WLS booms out pretty far at night when the airwaves are less cluttered. I have had listeners call from as far away as Texas and California."

This close association with the Don Phillips "family" of loyal fans is the most enjoyable part of Don's work. "I don't go for that 'sophisticated-and-bored-radio-star' routine," he reports. "I still get a thrill from a letter or call, or walking out on stage for a record hop. Whenever I point that bird of mine toward a Midwest town for a hop or benefit appearance, I'm grateful for the acceptance of listeners."

Here's a rough idea of Don's schedule: After his lengthy, 5-hour shift working over a "hot" mike, he arrives at his home in the northern suburbs about 6:30 a.m. Don usually unwinds by romping a bit with his four youngsters before the kids head for school. Bed-time for Don is about 8:30 a.m. "With the kids in school and the house quiet, I have no trouble going to sleep," he says.

Don's "morning" starts at 3:00 p.m., when, after breakfast, he handles some of his paperwork routine involved in the show and his many appearances. He might also take part in one or more of his outside activities—golf, flying, church work or, in the summer, coaching a local Little League team.

After a late dinner, Don begins preparation for his evening cruise to the WLS studios in Chicago. While this topsy-turvy schedule might be confusing to some people, Don thrives on it.



The secret of staying awake all night . . . coffee.



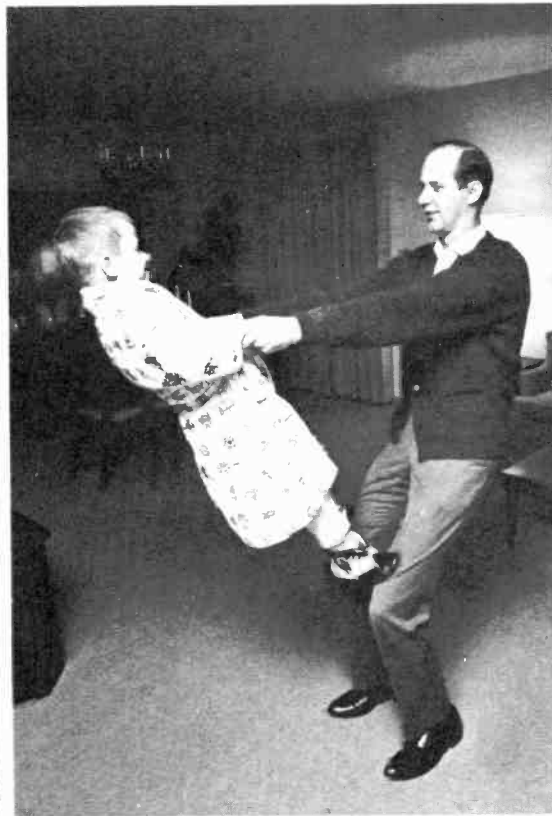
"Sure I'm happy! Only three hours more to go!"



What a lineup! The Foggy Notions and Don at a hop.



Don gives 14-year-old Keith tips on using the Ham set.



"Brian, are you sure this is a dance step?"



# AfTeR HouRS



Planning a flight with the family, left to right, Keith, Don, Donna, 10, wife, Doris, Sandy, 11, and 6-year-old Brian.



Don, a pretty good pianist, leads a song-fest.



A careful mileage check before a flight.



On his way to another record hop, loaded with records.



Above, Don autographs photos during a hop.



Above, he gets a tip on guitar playing from Mitch Ryder and the Detroit Wheels.



Above, Don adds his baritone to the Shangri-Las' talents.  
Below, backstage gabbing with the Robbs.



"My dream came true!" Don with starlets promoting a recent movie.

# A Hard



Another "tough" job, an appearance with Stella Stevens.



Awwwwwwww!



"Is it a bird? Is it a plane?"

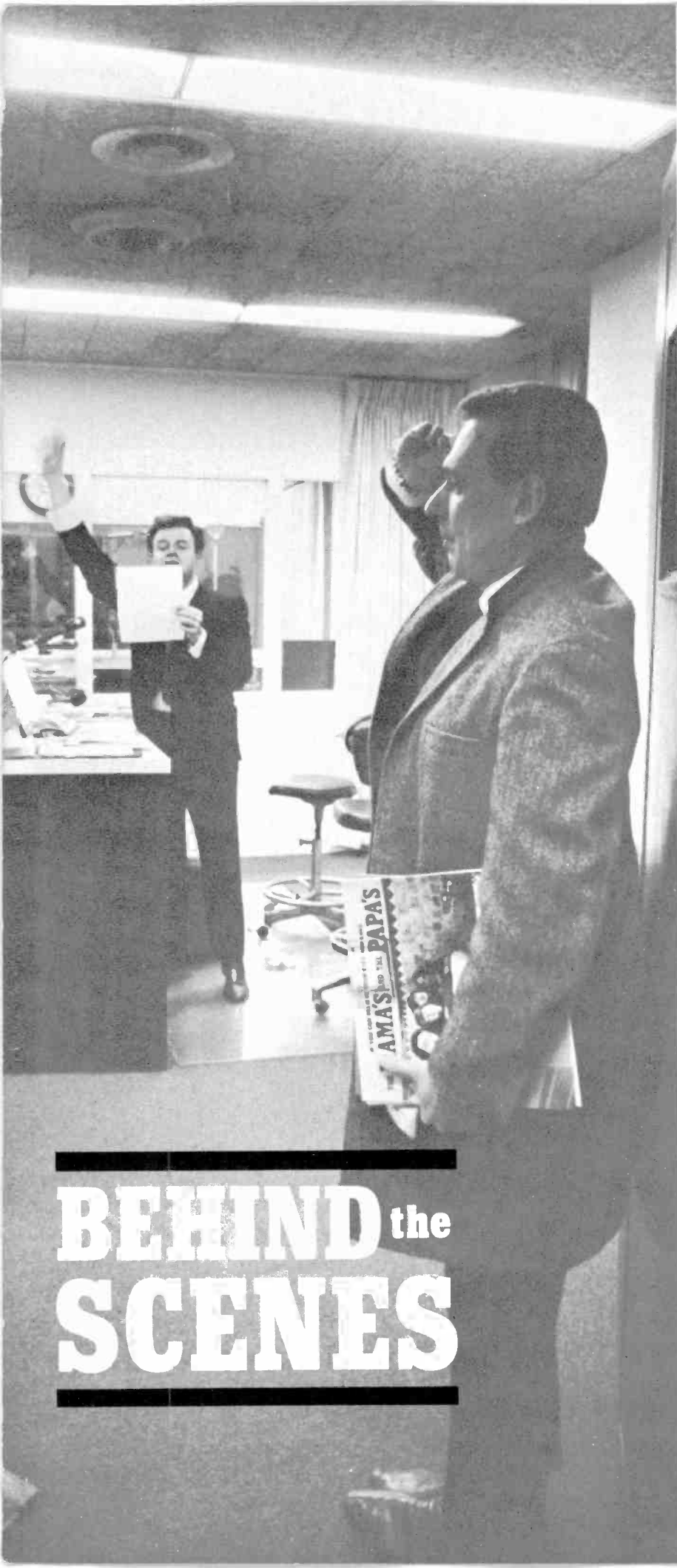
# DAY'S NIGHT



The blond guy isn't really one of the Turtles.



"Sorry, girls, the fellows are bashful."



**BEHIND** the  
**SCENES**





If you could roam the halls of the WLS studios at night and during the daylight hours, you'd run into some strange goings-on among the six personalities. For example, (far left) here's a "changing of the guard" pose between Ron Riley, who's just finished his show, and "General" Art Roberts, who is taking over the microphone. (Left) Dex Card swaps a few gags with Art Roberts in the studio. (Below, left) Art looks a bit skeptical during a shop talk with Ron Riley. (Below) Bernie Allen gives Dex a special "fitting" for earphones at the turntable. (Top photo, right) "Let me in! It's my turn on the air," Bernie warns Art Roberts. (Center photo, right) Art tries out a rough cane-and-straw-hat routine on poor Don Phillips. (Below, right) "Thanks for your program suggestions, Bernie," kids Clark Weber.



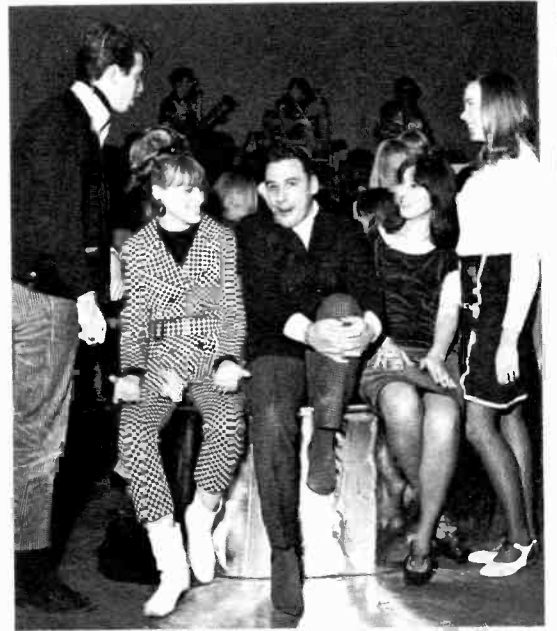
Answer: Top photo, Chad Stuart. Bottom photo, Jeremy Clyde.





# *A Time to Remember*

*with  
WLS Personalities*



# TUNE IN YOUR FAVORITE WLS PERSONALITY

*They make Listening Great Entertainment all through the*

**DAY and NIGHT**



## THE CLARK WEBER SHOW

Monday thru Saturday 6 am-10 am

## THE BERNIE ALLEN SHOW

Monday thru Friday 11 am-2 pm

Saturday 10 am-2 pm

Sunday 12 noon-2 pm



## THE DEX CARD SHOW

With The Silver Dollar Survey

Monday thru Sunday 2 pm-6 pm

## THE RON RILEY SHOW

Monday thru Friday 7 pm-9 pm

Saturday 6:30 pm-9 pm

Sunday 6:30 pm-8:30 pm



## THE ART ROBERTS SHOW

Monday thru Saturday 9 pm-12 midnight

Sunday 10 pm-12 midnight

Adventures of Peter Fugitive—Monday thru Friday 10:15 pm

## EAST of MIDNIGHT with DON PHILLIPS

Monday thru Saturday 12 midnight-5 am



Radio 890

# WLS

The Station with Personality

Chicago's Only 24 Hour-A-Day Popular Music Station



AS  
M.S.

Joe  
Cone

Don  
Phillips

Bruce  
Allen

Robert  
Walker

Law  
Liley