

twist the m.c.'s tongue. Those that Mr. O'Brien says perfectly on the air earn their writers only \$1. In nine weeks listeners responded with 8,000 entries and WMCA paid out \$642. Joe O'Brien, reciting his way through tongue twisters in several languages on all conceivable topics, says he averages about 40% right. More popular than Peter Piper and the peck of pickled peppers, says the radio personality, is "Still the sinking steamer sunk."

Dog of the day • WVIP Mt. Kisco, N.Y., has come to the rescue of the Westchester County center of the Society for the Prevention of Cruelty to Animals. After Mort Dean, WVIP news editor, learned the center was ready to close for lack of funds, he arranged to have the station air daily broadcasts in a drive for funds that netted the shelter \$5,000. In addition, WVIP has scheduled two spot announcements daily to help in the placement of stray pets. Called "Dog of the day at the SPCA," the spots consist of poetic descriptions of the dogs by school children, followed by recorded whimpers of the homeless pet.

Cleveland 'first' • Thomas Edison's first record, made in 1877, and re-recorded in 1927, was used for station breaks by KYW Cleveland, Feb. 11, commemorating the inventor's 113th



Lot's a check • One of the "largest" checks ever cashed was presented to Mrs. Reed Onley (far right) chairman of a nursing home, by staffers of WDMV Pocomoke, Md. When the station learned that 16-year-old Jimmy Jester, paralyzed last summer in a swimming accident, couldn't return home because his

family lacked funds for special equipment needed for his comfort, it staged a "radiothon." WDMV raised \$1,306 for Jimmy. Holding the check are (l to r) Ernie Tannen, owner of WDMV; Dave Welborn, Pierce Burgess, Catherine Sparrow, Curt White, general manager, and Dave Davis, all of WDMV.

anniversary. The recording of "Mary Had a Little Lamb," was originally made of tin foil and soon fell apart. Edison recorded it again in 1927, but it never did make the top 40.

'I Missed It . . . I Saw It' • By the simple device of using two stills of a rubber-faced staff cameraman, KPHO-

TV Phoenix, has created an attention-getting promotional spot, tying in with the station's daily newspaper advertising of its schedule. A sad-faced version is shown on the air with the announcer saying: "Awww, if he'd only known it was on, he would have watched." It is followed by smiling photograph with the announcer explaining: "He reads KPHO-TV's daily ad and knows what he's going to see before he tunes in."

'S'no' contest • WKEE Huntington, W.Va., took advantage of the winter weather and awarded \$20 to the biggest snowman in the community. The winner was a 12 ft. high snow monster "constructed" by the Sigma Alpha Epsilon fraternity at Marshall College in Huntington.

Hoedown • Dennis Weaver, "Chester" of CBS-TV's *Gunsmoke*, Sky King and other tv luminaries whooped up an 18-hour telethon over WKRC-TV Cincinnati that helped gross over \$83,000 for the Goodwill Industries' rehabilitation home there. The show ran Saturday night 11:15 p.m. to Sunday at 5 p.m. Station disc jockeys manned the phones to accept pledges with local officials and others pitching in to help. Area children made door-to-door collections with the cash—over \$8,000—turned in before the tv cameras.

Love & marriage • WKNB Hartford, Conn., paid the way for five starry-eyed couples who took out marriage licenses to be wed Feb. 13 and 14. The station paid the license fee for five couples who called in. It was WKNB's way of saluting the Valentine's Day weekend.

4 BIG FLOORS

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is to see...
from **TOP**
to **BOTTOM**

4 BIG DAYS...

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