

"Hello, everybody everywhere, this is the Old Scotchman, Gordon McLendon... At this very moment, you are an eye witness, or actually, an ear witness to history. You are listening to the first radio station in the history of American broadcasting that has no intention of entertaining you with disc jockeys or records or what have you. The station is WNUS, W-News, and it is at your fingertips at any given minute of the day or night to offer you, not entertainment, but service... we do not expect you to stay tuned in for over a few minutes at a time to bring yourself up-to-date on what's going on in the world. Then, later, we hope you'll tune us in again until your desire for news is fulfilled. W-News is pioneering this program format and we think you'll find it as convenient as your wristwatch. WNUS, W-News, America's first and only all-news radio station."

# # #

"Hello everybody everywhere, this is the Old Scotchman, Gordon McLendon... Every business has to have an objective... and the folks here at W-News have one, too. The objective is to create a radio station that specializes in constant, continuing news coverage. A station offering such a vital service, that you'll refer to it as often as you glance at your wristwatch. Unusual?? You bet it is!! It's the only radio station of its kind in all our 50 states. . It's yours for the dialing at any minute of any hour--day or night, whenever you wish to know what's going on in the world. WNUS, W-News, is truly America's first newspaper of the air."

# # #



"Hello everybody, everywhere...this is the Old Scotchman, Gordon McLendon... We've been telling you recently of this station, W-News, being America's first all-news radio station. Actually, the whole idea goes a lot deeper than that. WNUS, W-News, feels that radio, not newspapers, is rightfully the nation's number one news medium. Radio news is many hours ahead of newspapers and has the impact of the human voice. Why waste time reading yesterday's news tomorrow when you can get it on W-News today? More and more, radio is becoming tomorrow's newspaper now. W-News is a perfect example of this. When you want the time, you glance at your watch...when you want the news, as up-to-the-minute as the hands on your watch, turn that radio dial of yours to 1390. That's the spot for WNUS, W-News, Chicago."

###

"Hello Everybody everywhere, this is the Old Scotchman, Gordon McLendon. Have you ever heard anybody say, 'Oh, what I'd give to see a copy of tomorrow's newspaper now'. 'What a lot of money I could make.' Well, now you can do it. I<sup>N</sup> the last few years, television competition has forced radio to find things it can do better than television. One of these is news. We in radio have found that we're really competing now with newspapers, not TV. W-News represents the ultimate in radio news service. It is the first radio station in America to be devoted to an all-news program format. News is reported constantly, continuously, around the clock. W-news stands ready to serve you at any minute of any hour.... whenever you have that urge to know what's going on in the world. So you see, you can have tomorrow's newspaper now by occasionally dialing W-NUS, W-News. W-News, in the air everywhere over Chicago."

# # #



"Hello everybody everywhere...this is the Old Scotchman, Gordon McLendon. Who would have ever thought that radio would offer newspapers a serious challenge as a news reporting medium? Yet, due to the competition of television, radio has turned much attention to its news potential. Radio now is offering a complete news service. All the important stories you find in tomorrow's newspaper were on radio today, hours earlier. If you don't want to be behind the times, if you don't like to take the time to read yesterday's news tomorrow, turn to radio, and W-News in particular. W-News gives you the latest Vietnam developments, the latest Washington news, the latest sports news, the latest Chicago news--all of the news that you have to wait until tomorrow to read in the newspapers. America's first all-news radio station. W-News over Chicago."

# # #

"Hello everybody everywhere, this is the Old Scotchman, Gordon McLendon. Where do you hear baseball scores first? On radio, of course. Where do you get election news first? On radio, of course. Where did you first hear of the Pennsylvania Mine Disaster? On radio, And now, W-News is showing the broadcasting industry, and the world, that radio can compete actively with newspapers as a news reporting medium. W-News not only has the immediacy that any radio station can have, it has one other factor which makes it a vital part of your daily life. The news flow at W-News is literally unending. You don't have to sit through 30 minutes of today's so-called popular music to hear a frantic, screaming newscast. You simply can switch your dial to W-News until you have had your fill, and then, tune in some other station for entertainment. Later, perhaps, you'll wish to tune in again to be brought up completely <sup>To</sup> ~~to~~ date. Right at this moment, you're listening to the most convenient, fastest news media known to man... W-News, in the air everywhere in Chicago."

# # #

CHARTERED BROADCAST

BALGANE

NEWS  
INTROS  
GET IT AND OUT



"Hello everybody everywhere...this is the Old Scotchman, Gordon McLendon.... Did you know that you subscribe to a daily history book? That's right...you find it on your front steps every morning. Oh, we call it the morning paper, but actually it's a little history book. It's just full of interesting items, all of which took place hours, if not days, before. News by radio is not history. It's as immediate and up-to-the-minute as the hands on your watch. W-News is a perfect example of the immediate availability of news by radio. More so, actually, because W-News is America's first all-news radio station. You can dial it anytime you wish, twenty-four hours a day, and become completely informed. It's such a vital service it's a wonder it hadn't been done before! It's a service no other city in America enjoys. W-News, the news communications giant of Chicago..."

# # #

CHARTERED PRIVATE

BALLGAME

NEWS  
INTROS  
GET I AMERIC

"Hello everybody everywhere...this is the Old Scotchman, Gordon McLendon.... When you take time to read the front page of your newspaper, do you have that feeling that you've heard all that news before? Well probably it is old news to you...you've heard it on radio, and we hope, WNUS, W-News. W-News is the most remarkable radio station in America because it is the very first all-news radio station. It is in the air around you at any minute of any hour around the clock, constantly broadcasting the latest developments in every major news story in the world. So, if you don't have time to read yesterday's news tomorrow, listen to W-News, a vital force and a worthwhile service in today's Chicago..."

# # #

CHICAGO BRAY

BALGANE

NEWS  
INTROS  
CITY AND OUT



"Hello everybody everywhere....t his is the Old Scotchman, Gordon  
McLendon. If you're the type of person who likes to be informed, to keep on  
top of things, W-News is/<sup>a</sup>must on your schedule. People who listen to  
W-News are a day ahead of those who depend on the newspapers for their  
news. It's the first all-news radio station in America and it's yours for the  
dialing anytime of the day or night. No music is played because W-News  
is designed not to keep you entertained, but to keep you informed. W-News,  
in keeping with a faster, wide-awake Chicago..."

# # #

CREATION PROMA

BALGAME

NEWS  
INTROS  
GET IT ANEW

McLENDON NEWS PROMOS

Chicago

Cut # 1

"Hello everybody everywhere...this is the Old Scotchman, Gordon McLendon.... In busy and pulsating Chicago, thousands of people every day are learning that they can save the time of reading and still stay a day ahead of the Joneses....by listening to WNUS, W-news...the only trouble is that, most likely, the Joneses are getting the W-news habit, too! W-News is truly a unique radio station because it is the first radio station in America to broadcast nothing but news. It's not designed to entertain you; it's yours as a service. Your thermometer on the back porch tells you the temperature; a glance out the window tells you the general weather; a telephone call gives you the time, and a flip of your dial to W-news informs you in seconds at any time of the day or night. So, don't worry about keeping up with the Joneses...join them in listening to WNUS, W-news, in the air everywhere in Chicago..."

# # #

CHARTERED BROADCAST

BALGANE

NEWS  
INTROS GET AHEAD



"Hello, everybody everywhere, this is the Old Scotchman, Gordon McLendon... At this very moment, you are an eye witness, or actually, an ear witness to history. You are listening to the first radio station in the history of American broadcasting that has no intention of entertaining you with disc jockeys or records or what have you. The station is WNUS, W-News, and it is at your fingertips at any given minute of the day or night to offer you, not entertainment, but service... we do not expect you to stay tuned in for over a few minutes at a time to bring yourself up-to-date on what's going on in the world. Then, later, we hope you'll tune us in again until your desire for news is fulfilled. W-News is pioneering this program format and we think you'll find it as convenient as your wristwatch. WNUS, W-News, America's first and only all-news radio station."

# # #

CHARITON BRAY

BALIGAME

NEWS  
INTROS  
GETT ANDRONE

"Hello everybody everywhere, this is the Old Scotchman, Gordon McLendon...  
Every business has to have an objective...and the folks here at W-News have  
one, too. The objective is to create a radio station that specializes in  
constant, continuing news coverage. A station offering such a vital service,  
that you'll refer to it as often as you glance at your wristwatch. Unusual??  
You bet it is!! It's the only radio station of its kind in all our 50 states...  
It's yours for the dialing at any minute of any hour--day or night, whenever  
you wish to know what's going on in the world. WNUS, W-News, is truly  
America's first newspaper of the air."

# # #

CHARTERED PAPER

BALGAM

NEWS  
INTROS  
CETI ANFRATIS



"Hello everybody, everywhere...this is the Old Scotchman, Gordon McLendon... We've been telling you recently of this station, W-News, being America's first all-news radio station. Actually, the whole idea goes a lot deeper than that. WNUS, W-News, feels that radio, not newspapers, is rightfully the nation's number one news medium. Radio news is many hours ahead of newspapers and has the impact of the human voice. Why waste time reading yesterday's news tomorrow when you can get it on W-News today? More and more, radio is becoming tomorrow's newspaper now. W-News is a perfect example of this. When you want the time, you glance at your watch...when you want the news, as up-to-the-minute as the hands on your watch, turn that radio dial of yours to 1390. That's the spot for WNUS, W-News, Chicago."

# # #

CHARTERED PAPER

BALGANE

NEWS  
INTROS  
CETI ANDRIS

"Hello Everybody everywhere, this is the Old Scotchman, Gordon McLendon. Have you ever heard anybody say, 'Oh, what I'd give to see a copy of tomorrow's newspaper now'. 'What a lot of money I could make.' Well, now you can do it. I<sup>N</sup> the last few years, television competition has forced radio to find things it can do better than television. One of these is news. We in radio have found that we're really competing now with newspapers, not TV. W-News represents the ultimate in radio news service. It is the first radio station in America to be devoted to an all-news program format. News is reported constantly, continuously, around the clock. W-news stands ready to serve you at any minute of any hour....whenever you have that urge to know what's going on in the world. So you see, you can have tomorrow's newspaper now by occasionally dialing W-NUS, W-News. W-News, in the air everywhere over Chicago."

# # #

CHARTERED PAPER

BALGANE

NEWS  
INTROS  
GET AMERICA



"Hello everybody everywhere...this is the Old Scotchman, Gordon McLendon. Who would have ever thought that radio would offer newspapers a serious challenge as a news reporting medium? Yet, due to the competition of television, radio has turned much attention to its news potential. Radio now is offering a complete news service. All the important stories you find in tomorrow's newspaper were on radio today, hours earlier. If you don't want to be behind the times, if you don't like to take the time to read yesterday's news tomorrow, turn to radio, and W-News in particular. W-News gives you the latest Vietnam developments, the latest Washington news, the latest sports news, the latest Chicago news--all of the news that you have to wait until tomorrow to read in the newspapers. America's first all-news radio station. W-News over Chicago."

###

CREATION PREPARE

BALIGAME

NEWS  
INTROS  
CITY AFFAIRS

"Hello everybody everywhere...this is the Old Scotchman, Gordon McLendon. McLendon... Did you know that you subscribe to a daily history book? Where do you hear baseball scores first? On radio, of course. Where do you get election news first? On radio, of course. Where did you first hear of the Pennsylvania Mine Disaster? On radio, And now, W-News is showing the broadcasting industry, and the world, that radio can compete actively with newspapers as a news reporting medium. W-News not only has the immediacy that any radio station can have, it has one other factor which makes it a vital part of your daily life. The news flow at W-News is literally unending. You don't have to sit through 30 minutes of today's so-called popular music to hear a frantic, screaming newscast. You simply can switch your dial to W-News until you have had your fill, and then, tune in some other station for entertainment. Later, perhaps, you'll wish to tune in again to be brought up completely <sup>to</sup> date. Right at this moment, you're listening to the most convenient, fastest news media known to man... W-News, in the air everywhere in Chicago."

# # #

CHARTERED BROADCAST

BALIGAME

NEWS  
INTROS  
CITY ANTHROPS



"Hello everybody everywhere...this is the Old Scotchman, Gordon McLendon....Did you know that you subscribe to a daily history book? That's right...you find it on your front steps every morning. Oh, we call it the morning paper, but actually it's a little history book. It's just full of interesting items, all of which took place hours, if not days, before. News by radio is not history. It's as immediate and up-to-the-minute as the hands on your watch. W-News is a perfect example of the immediate availability of news by radio. More so, actually, because W-News is America's first all-news radio station. You can dial it anytime you wish, twenty-four hours a day, and become completely informed. It's such a vital service it's a wonder it hadn't been done before! It's a service no other city in America enjoys. W-News, the news communications giant of Chicago..."

# # #

CHARTERED PUBLICATION

BALGAM

NEWS  
INTROS  
GET IT FIRST

"Hello everybody everywhere...this is the Old Scotchman, Gordon McLendon.... When you take time to read the front page of your newspaper, do you have that feeling that you've heard all that news before? Well probably it is old news to you...you've heard it on radio, and we hope, WNUS, W-News. W-News is the most remarkable radio station in America because it is the very first all-news radio station. It is in the air around you at any minute of any hour around the clock, constantly broadcasting the latest developments in every major news story in the world. So, if you don't have time to read yesterday's news tomorrow, listen to W-News, a vital force and a worthwhile service in today's Chicago..."

# # #

CHARTERED BROADCAST

BALGANE

NEWS  
INTROS  
GETT ANEQUIC



"Hello everybody everywhere....t his is the Old Scotchman, Gordon McLendon. If you 're the type of person who likes to be informed, to keep on top of things, W-News is/<sup>a</sup>must on your schedule. People who listen to W-News are a day ahead of those who depend on the newspapers for their news. It's the first all-news radio station in America and it's yours for the dialing anytime of the day or night. No music is played because W-News is designed not to keep you entertained, but to keep you informed. W-News, in keeping with a faster, wide-awake Chicago..."

# # #

Control:

CHARTER DUBA/C

BALIGAME

NEWS  
INTROS  
GET ANE/111C

NO OTHER CITY

Chicago

PROMO # 1

Control: ( stab )

Anncr: "Chicago is now hearing something that no  
other city in America can call its own..."

Control: ( Longer stab )

Anncr: "Yes, you heard about it weeks ago and now  
it's here. The brand new radio service  
that is ready to inform you 24 hours a day.  
America's first and only all-news radio station.  
It's by your side around the clock, standing ready  
to serve your need to be up-to-date. It is WNUS,  
W-News, the most remarkable radio station in the U.  
S. At the powerful 1390 spot on the dial, W-NUS  
W-News, in the air everywhere in Chicago..."

Control: ( curtain )

CHARTERED BROADCAST  
BALICAME  
NEWS  
INTROS CITY AND OUTS



NO OTHER CITY

Chicago

Promo # 2

Control: ( stab )

Anncr: "Now Chicago has something that cannot be claimed by any other city in the world. For example, take San Francisco....."

Control: ( "Manhattan Tower" cut on S. F. )

anncr: "True enough, but San Francisco doesn't have W-News. In Chicago, WNUS, W-News, is in the air everywhere. The most amazing new radio station in America, W-News, devoted entirely to the service of Chicagoans by broadcasting nothing but up-to-the-minute, fresh news. At the 1390 spot on your dial 24 hours a day. W-NUS, W-News, Chicago."

Control: ( Curtain )

For those who need to know what's going on in the world, this is W-NUS, W-News, Chicago...."

Control: ( Curtain )

CHARTERED BROADCAST

BALIGAME

NEWS  
INTROS  
CITY ANCHORS

NO OTHER CITY

Chicago

Promo # 3

Control: ( stab )

Anncr: "From the 1390 spot on your dial, this is the big booming voice of service, W-NUS, W-News... over all Chicagoland. America's first and only all-news radio station. Such a unique radio service cannot be claimed by any other city in America, not even St. Louis..."

Control: ( "Manhattan Tower" cut on St. Louis )

Anncr: "Even St. Louis, a bustling, busy city, does not have W-News or anything comparable. W-News is a radio station whose programming is entirely devoted to the broadcasting of news. It's the only station of its kind in all the nation and it's available only to Metropolitan Chicagoans.

Control: For those who need to know what's going on in the world, this is W-NUS, W-News, Chicago..."

Control: ( Curtain )

CHICAGO BUREAU

BALIGAME

NEWS  
INTROS  
CITY AND COUNTR



NO OTHER CITY

Chicago

Promo # 4

Control: ( stab )

Ann r: "W-News, WNUS in Chicago , the remarkable  
new radio service that no other city in America  
can claim. Or even in France..."

Control: ( "I Love Paris" by Rosie Clooney, cross fade )

Ann r: "Paris has its sidewalk cafes and artists'  
colonies and many points of interest, but  
only Chicago has W-NUs, WNews. W-News,  
America's first and only all-news radio station.  
W-News offers continuing, fresh, re-written  
newscasts around the clock. Anytime you wish to  
tune in at the 1390 spot on your dial, the news is there  
for you to hear. W-News, in the air, everywhere,  
Chicago...."

Control: ( Curtain )  
...ver Chicago, America's first and only  
all-news station. Dedicated to a better informed  
Metropolitan Chicago."

Control:

( Curtain )

CREATION DUE DATE

BALGANE

NEWS  
INTROS  
GET I ANTECH



NO OTHER CITY

Chicago

Promo # 5

Control: ( stab )

Annrcr: "There's nothing like it anywhere else in  
America; not in Dallas, Atlanta, New York,  
Kansas City or even New Orleans..."

Control: ( "Swanee" fade for... )

Annrcr: "No, not even the Crescent City of New Orleans  
with its French Quarter, its fine harbor, and  
wonderful restaurants has anything that even  
sounds like W-News, the revolutionary new  
radio station that has all Chicago talking. W-News is Chicago's  
amazing new radio station devoted entirely to the  
broadcasting of news. You can dial it in at  
the 1390 spot on your dial anytime of the day  
or night and fresh, late news is there. W-NUS'  
W-News, over Chicago, America's first and only  
all-news station. Dedicated to a better informed  
Metropolitan Chicago."

Control: ( Curtain )

CHARTERED DREAZC

BALIGAME

NEWS  
INTROS  
CETI AMFOUIS

NO OTHER CITY

Chicago

Promo # 6

Control: ( stab )

Anncr: "No other city in America is able to enjoy a radio station like W-News because there is no other radio station anywhere in America like W-News. Not in Philadelphia, Dallas, Boston or even St. Louis..." )

Control: ( Big Crosby "Meet Me In St. Louis", fade for... )

Anncr: "St. Louis has the fair and many other interesting places, but not even St. Louis has a radio service like that of Chicago. It's WNUS, W-News, America's first and only all-news radio station. At the 1390 spot on the dial, it's exclusive with Metropolitan Chicagoland. It's yours to use, whenever you wish to hear the latest news immediately, without any delay. At 1390 on the Chicago dial, this is W-NUS, W-News..." , in the air,

Control: ( curtain )

Control:

( Curtain )

CHARTERED BROADCAST

BALICAME

NEWS  
INTROS  
PETIT ANECDOTES



Control:

( stab )

Annrcr:

"No other city in America can lay claim to a radio station like W-News, because there is not other radio station in the U. S. A. like W-News. Not in Kansas City, Pittsburgh, Seattle or even St. Louis..."

Control:

( "St. Louis Blues" -- Lena Horne, fade for... )

Annrcr:

"The St. Louis women may have diamond rings but the ladies of Metropolitan Chicago are exclusive in that only they have at their fingertips the services of America's first and only all-news radio station, W-NUS, W-News. At the 1390 spot on the Chicago dial, W-News is the most unique radio station in the U. S. and a first in the history of American broadcasting. You're listening to it now, W-NUS, W-News, in the air, everywhere over Chicago..."

Control:

( Curtain )



NO OTHER CITY

Chicago

Promo # 8

Control: ( stab )

Annrcr: "After months i n the planning stages, it's  
here now, at the 1390 spot on the Chicago  
dial. It's W-NUS, W-News, Chicago's  
newest radio station broadcasting nothing but  
news. A service that no other city in America  
can claim. Not in Portland, San Francisco, El  
Paso or even San Antonio..."

Control: ( "San Antonio Rose" -- Pat Boone, fade for )

Annrcr: "That's right...San Antonio has its alamo, the  
river walk and the giant military installations,  
but nothing even resembling W-News. That is  
available only in Chicagoland. The newest station  
on the Chicago dial and the most unique radio  
station in the U.S. America's first and only  
all-news radio station, W-NUS, W-News...Chiago."

Control: ( Curtain )

STATION DEPT

BALGANE

NEWS  
INTROS  
GETT ANTONIC

NO OTHER CITY

Chicago

Promo # 7

Control: ( stab )

Anncr: "Radio history has been made and you're listening to it now. It's W-NUS, W-News, America's first and only all-news radio station. A remarkable radio service that can't be claimed by any other city in America. Not in Minneapolis, Detroit or even Dallas...."

Control: ( "Big D" by Jo Stafford, fade for... )

Anncr: "No, not even sprawling oil-rich Dallas, the home of Neiman-Marcus has anything like W-News. It's available only in Chicagoland because it's the only radio station of its kind in the U.S. W-NUS, W-News, devoted entirely to the broadcasting of news 24 hours a day. No disc jockey, no rock'n' roll, no contests or quiz shows. Just a service of information around the clock. At 1390 on the Chicago dial, this is W-NUS, W-News..."

Control: ( Curtain )

CHATTAM BDFAVC

BALIGAME

NEWS  
INTROS  
CETI ANFOUIC



NO OTHER CITY

Chi Chicago

PROMO # 1

Control: ( stab )

Anncr: "Chicago is now hearing something that no  
other city in America can call its own..."

Control: ( Longer stab ) San Francisco...

Anncr: "Yes, you heard about it weeks ago and now  
it's here. The brand new radio service  
that is ready to inform you 24 hours a day.  
America's first and only all-news radio station.  
It's by your side around the clock, standing ready  
to serve your need to be up-to-date. It is WNUS,  
W-News, the most remarkable radio station in the U.  
S. At the powerful 1390 spot on the dial, W-NUS  
W-News, in the air everywhere in Chicago..."

Control: ( curtain )

CHATTOM BDFAYC

BALIGAME

NEWS  
INTROS  
CETI ANFOUIC



NO OTHER CITY

Chicago

Promo # 2

Control: ( stab )

Ann cr: "Now Chicago has something that cannot be claimed by any other city in the world. For... example, take San Francisco....."

Control: ("Manhattan Tower" cut on S. F.)

ann cr: "True enough, but San Francisco doesn't have a, not W-News. In Chicago, WNUS, W-News, is in

Control: the air everywhere. The most amazing new radio

Ann cr: station in America, W-News, devoted entirely to the service of Chicagoans by broadcasting nothing

but up-to-the-minute, fresh news. At the 1390

spot on your dial 24 hours a day. W-NUS, W-News,

Chicago." its kind in all the nation and it's

Control: ( Curtain ) only to Metropolitan Chicagoans.

For those who need to know what's going on in the world, this is W-NUS, W-News, Chicago..."

Control: ( Curtain )

STATION DEAVC

BALIGAME

NEWS  
INTROS  
CITY AND OUTS

NO OTHER CITY

Chicago

Promo # 3

Control:

( stab )

Anncr:

"From the 1390 spot on your dial, this is the big booming voice of service, W-NUS, W-News... over all Chicagoland. America's first and only

Control:

all-news radio station. Such a unique radio service cannot be claimed by any other city in America, not even St. Louis..."

Control:

( "Manhattan Tower" cut on St. Louis )

Anncr:

"Even St. Louis, a bustling, busy city, does not have W-News or anything comparable. W-News is a radio station whose programming is entirely devoted to the broadcasting of news. It's the only station of its kind in all the nation and it's available only to Metropolitan Chicagoans.

Control:

For those who need to know what's going on in the world, this is W-NUS, W-News, Chicago..."

Control:

( Curtain )

CHATTAM BEECH

BALIGAME

NEWS  
INTROS  
GETT AND OHS

NO OTHER CITY

Chicago

Promo # 4

Control: ( stab )

Ann r: "W-News, WNUS in Chicago , the remarkable  
new radio service that no other city in America  
can claim. Or even in France..."

Control: ( "I Love Paris" by Rosie Clooney, cross fade )

Ann cr: "Paris has its sidewalk cafes and artists'  
colonies and many points of interest, but  
only Chicago has W-NUs, WNews. W-News,  
America's first and only all-news radio station.  
W-News offers continuing, fresh, re-written  
newscasts around the clock. Anytime you wish to  
tune in at the 1390 spot on your dial, the news is there  
for you to hear. W-News, in the air, everywhere,  
Chicago...."

Control: ( Curtain )  
all-news station. Dedicated to a better informed  
Metropolitan Chicago."

Control: ( Curtain )

CHARTERED RECORDS

BALIGAME

NEWS  
INTROS (PT 1) AMEN/115



NO OTHER CITY

Chicago

Promo # 5 6

Control: ( stab )

Anncr: "There's nothing like it anywhere else in y a

America; not in Dallas, Atlanta, New York, no  
Kansas City or even New Orleans..."

Control: ( "Swanee" fade for... )

Anncr: "No, not even the Crescent City of New Orleans

Control: with its French Quarter, its fine harbor, and r... )

Anncr: wonderful restaurants has anything that even  
sounds like W-News, the revolutionary new service  
radio station that has all Chicago talking. W-News is Chicago's  
amazing new radio station devoted entirely to the  
broadcasting of news. You can dial it in at  
the 1390 spot on your dial anytime of the day  
or night and fresh, late news is there. W-NUS'  
W-News, over Chicago, America's first and only  
Control: all-news station. Dedicated to a better informed  
Metropolitan Chicago."

Control: ( Curtain )

STATION DEPART

BALGAME

NEWS  
INTROS  
CITY AFFAIRS

NO OTHER CITY  
NO OTHER CITY

Chicago  
Chicago

Promo # 7  
Promo # 6

Control:  
Control:

( stab )  
( stab )

Anncr:

"No other city in America is able to enjoy a radio station like W-News, because there is no other radio station in the U. S. A. like W-News. Not in Kansas City, Pittsburgh, Seattle or even W-News. Not in Philadelphia, Dallas, Boston or even St. Louis..."

Control:  
Control:

("St. Louis Blues" -- Lena Horne, fade for...)  
( Big Crosby "Meet Me In St. Louis", fade for...)

Anncr:

"St. Louis has the fair and many other interesting places, but not even St. Louis has a radio service like that of Chicago. It's WNUS, W-News, America's first and only all-news radio station. At the 1390 spot on the dial, it's exclusive with Metropolitan Chicagoland. It's yours to use, whenever you wish to hear the latest news immediately, without any delay. At 1390 on the Chicago dial, this is W-NUS, W-News..."

Control:

( curtain )

CREATING DEBATE

BALANCE

NEWS  
INTROS  
GET IT AMERICAN

NO OTHER CITY

Chicago

Promo # 7

Control:

( stab )

Anncr:

"No other city in America can lay claim to a radio station like W-NEws, because there is not other radio station in the U.S.A. like W-News. Not in Kansas City, Pittsburgh, Seattle or even St. Louis..."

Control:

( "St. Louis Blues" -- Lena Horne, fade for... )

Anncr:

"The St. Louis women may have diamond rings but the ladies of Metropolitan Chicago are exclusive in that only they have at their fingertips the services of America's first and only all-news radio station, W-NUS, W-News. At the 1390 spot on the Chicago dial, W-News is the most unique radio station in the U.S. and a first in the history of American broadcasting. You're listening to it now, W-NUS, W-News, in the air, everywhere over Chicago..."

Control:

( Curtain )

CHARTERED DEADLINE

BALGANE

NEWS  
INTROS  
CITY AND OUT



NO OTHER CITY

Chicago

Promo # 8

Control: ( stab )

Anncr: "After months i n the planning stages, it's  
here now, at the 1390 spot on the Chicago  
dial. It's W-NUS, W-News, Chicago's  
newest radio station broadcasting nothing but  
news. A service that no other city in America  
can claim. Not in Portland, San Francisco, El  
Paso or even San Antonio..."

Control: ( "San Antonio Rose" -- Pat Boone, fade for )

Anncr: "That's right...San Antonio has its alamo, the  
river walk and the giant military installations,  
but nothing even resembling W-News. That is  
available only in Chicagoland. The newest station  
on the Chicago dial and the most unique radio  
station in the U.S. America's first and only  
all-news radio station, W-NUS, W-News...Chiago."

Control: ( Curtain )

STATION REPLAY

BALICAME

NEWS  
INTROS  
GET AMONG

NO OTHER CITY

Chicago

Promo # 7

Control: ( stab )

Annrc: "Radio history has been made and you're listening to it now. It's W-NUS, W-News, America's first and only all-news radio station. A remarkable radio service that can't be claimed by any other city in America. Not in Minneapolis, Detroit or even Dallas...."

Control: ( "Big D" by Jo Stafford, fade for... )

Annrc: "No, not even sprawling oil-rich Dallas, the home of Neiman-Marcus has anything like W-News. It's available only in Chicagoland because it's the only radio station of its kind in the U.S. W-NUS, W-News, devoted entirely to the broadcasting of news 24 hours a day. No disc jockey, no rock'n' roll, no contests or quiz shows. Just a service of information around the clock. At 1390 on the Chicago dial, this is W-NUS, W-News..."

Control: ( Curtain )

STATION REPAIRS

BALGANE

NEWS  
INTROS  
CITY AND COUN

"Biographical Promos"

WNUS

Standard Format;

M — Annr 1: "(echo) "Who are the men at W-news?" (off echo)

B — Annr 2: ";(name of individual, title)

M Annr 1: (gives biographical sketch from list)

B — Annr 2: "Not a radio announcer but a trained, experienced broadcast journalist. (name), one of the men at W-news"

Control: (curtain)

List of Biographical Sketches:

Larry Webb, Managing Editor.

"10 year radio journalism veteran. Holds various reporting awards including two from Sigma Delta Chi, national journalism fraternity. A graduate of Stetson University, he served in the Middle East as a member of United States Air Force Intelligence."/

Cliff T. Johnson, Associate Editor.

"22 years experience. Covered Europe and reported the near crisis at the Berlin wall. Served in the United States Navy. A graduate of Augustana College/"

Alan W. Phillips, Associate Editor.

"8 year veteran of radio broadcasting. Covered outstanding stories of racial strife in recent years. Known for strong authoritative delivery."

Lawrence E. Roberts, Associate Editor

"5 years background. Associated with Armed Forces Network in, distant outposts. Received award for coverage of Helena, Montana earthquake in 1959. Served as station manager in Fairbanks, Alaska."

Harry J. Brown, Associate Editor

"Correspondent for Mutual Broadcasting System during Cuban crisis. ex-pilot, United States Air Force. Attended Duke University."

Stanley T. Major, Associate Editor

"11 year seasoned veteran. Reported for Mutual and NBC. Attended Bradley University. Served in the U. S. Army in Frankfurt, Germany

Gary R. Fuller. Associate Editor

"A graduate of Los Angeles City College. Degree in Radio and Television. 17 year broadcast veteran. Served as a forward field artillery observer in Korea"

STATION REPLAY

BALGANE

NEWS  
INTROS  
GET AMERIC



Floyd A. Brown, Associate Editor

"Attended Northwestern University and Radio Institute of Chicago. 14 years before the microphone. Served at Big Delta, Alaska, U.S. Army, most Northern post"

Bernard Shaw, Associate Editor.

"Served on President Eisenhower's Far Eastern Communications team. Attended University of Illinois. Four years in the communications section of the United States Marine Corps"

Raymond E. Williams, Associate Editor

"Air Force veteran of the Far East. Delivered ~~news~~ news over Armed Forces Network from Tokyo. Recognized for crisp, clear style of newscasting"

John Evans Grigsby, Associate Editor

"Eleven years experience. Studied at Boston University. Carried a microphone through the cold of Korea for Armed Forces Network."

Jack C. Fiedler, Vice President and General Manager

"16 years experience. Holds Bachelor of Journalism degree in Radio News from University of Missouri. Member of Sigma Delta Chi, national journalism fraternity. Ex-combat paratrooper"

Donald C. Keyes, Vice President and National Program Director

"11 years with McLendon Stations. Formed and instructed news departments in many stations. Attended Syracuse University and Southern Methodist University. Designed all-news format"

Gary R. Fuller, Associate Editor

"A graduate of Los Angeles City College. Degree in Radio and Television. 17 year broadcast veteran. Served as a forward field artillery observer in Korea"

STATTON RPAVZC

BALGAME

NEWS  
INTROS  
GETT ANFOUIC

"Biographical Promos"

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B — Annr 2: ";(name of individual, title)

M Annr 1: (gives biographical sketch from list)

B — Annr 2: "Not a radio announcer but a trained, experienced broadcast journalist. (name), one of the men at W-news"

Control: (curtain)

List of Biographical Sketches:

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STATION REPAIR

BALGANE

NEWS  
INTROS  
CITY AMERICA



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3.1 ALAN W. PHILLIPS, Associate Editor

Three years college

No service

8 years radio experience

No awards

First to break story on flag to play in Shrine Bowl Game

STATTON RDEAVC

BALIGAME

NEWS  
INTROS  
CETI ANEQUIC



1.) LARRY WEBB, Managing Editor

Graduate: Stetson University

4 years U.S. Air Force Intelligence in Turkey  
Armed Forces Radio in Turkey

9 years radio experience

Awards:

UPI award for best newscast - State of Texas, 1963  
Sigma Delta Chi award for best Texas sport story, 1962  
Sigma Delta Chi award for best Texas feature story, 1961  
His KTSA news department won UPI award for best Texas news coverage, 1963

Important stories covered:

Wally Butts libel suit  
Hurricane Carla  
Kennedy Assassination

2.) CLIFF T. JOHNSON, Associate Editor

Graduate Augustana College

Public Relations for Navy

22 years radio experience

European Reporter

Awards:

Zonta International Friendship award, 1955, in cooperation with the Eisenhower Award

Important stories:

Berlin Wall for NBC

Most thrilling story:

Fisher Quintuplet story

3.) ALAN W. PHILLIPS, Associate Editor

Three years college

No service

8 years radio experience

No awards

First to break story on first Negro to play in Shrine Bowl Game

STATION REPAIRS

BALLGAME

NEWS  
INTROS  
CITY AND COUNTRY

First to break several stories on racial relations  
in Jamestown, New York

4.) LAWRENCE E. ROBERTS, Associate Editor

2 1/2 years college

Armed Forces Network  
Station Manager of Armed Forces Radio in  
Fairbanks, Alaska

5 years radio experience

Awards:

For coverage of Helena, Montana earthquake  
story in 1959

Biggest story:

DeKaplany murder trial

5.) HARRY J. BROWN, Associate Editor

3 years at Duke University

U. S. Air Force pilot

9 years radio experience

Graduate of National Academy of Broadcasting

Mutual Radio correspondent in Miami during  
Cuban crisis. First to break new developments  
of Cuban crisis from Miami.

6.) STANLEY T. MAJOR, Associate Editor

3 years Bradley University

Newscaster for Armed Forces Network in  
Frankfort, Germany

Reporter for Mutual, NBC Monitor, UPI Audio

Former Boston radio station News Director

Awards:

Nominee for UPI best story of year -- Boston 1963  
Coast Guard Rescue

Important stories:

Covered Boston ramifications of Kennedy assassination

11 years radio experience

STATION REPAIR

BALANCE

NEWS  
INTROS  
GETT ANDRONE

7.) GARY R. FULLER, Associate Editor

Bachelor of Radio & Television Arts Degree from  
Los Angeles City College

Field Artillery Observer -- Korea

17 years radio experience

Awards:

Associated Press Texas State Award for  
best news coverage, 1953

UPI Texas runner-up feature award, 1963

Outstanding stories:

Aniwetok Atomic Tests

Kemoy-Matsu bombardment

8.) FLOYD A. BROWN, Associate Editor

2 years Northwestern University

4 years Radio Institute of Chicago

Army Military Service

Armed Forces Radio in Big Delta, Alaska, Army's  
most Northern post

14 years radio experience

9.) BENARD SHAW, Associate Editor

2 years University of Illinois

4 years U. S. Marine Corps Communications

Served on President Eisenhower's Far Eastern  
Communications Team

Won recognition for coverage of Illinois Civil Rights  
Rally, July, 1964.

10.) RAYMOND E. WILLIAMS, Associate Editor

7 years U. S. Air Force

Armed Forces Network -- Tokyo

Biggest Story:

NAACP Convention, Chicago, 1963

STATION REPAIRS

BALLGAME

NEWS  
INTROS  
RETI AND OUTS



11.) JACK FIEDLER, General Manager

Bachelor of Journalism Radio News --  
University of Missouri

Combat Paratrooper

16 years radio experience

Member Alpha Delta Sigma, Professional Honorary Advertising  
Fraternity

Member Sigma Delta Chi and holder of Sigma Delta Chi  
scholastic award

Holder of Journalism's Kappa Tau Alpha scholastic award

Holder of numerous public service awards

Major stories:

Dallas Tornado

Hurricane Carla

Kennedy Assassination

12.) JOHN EVANS GRIGSBY, Associate Editor

Air Forces Honor Guard  
Armed Forces Network -- Korea

Attended Boston University

Years experience 11

13.) MOSES CORDELL, Associate Editor.

Graduate Radio Institute of Chicago

Army Special Service Branch

Years experience 12

STATION REPAIRS

BALGANE

NEWS  
INTROS  
GET ANEW

Now, Chicago has the first all-news radio station in the United States. There is only one other in the world: the famous XTRA NEWS serving Los Angeles and all Southern California from its transmitter in Baja California. So that you can know what audience to expect for W-NUS, let's look at XTRA NEWS over Los Angeles. XTRA is consistently first in total audience in many periods of the vital 6 - 9 traffic time in the mornings. XTRA NEWS over Los Angeles delivers nearly a million a quarter different Los Angeles homes each week according to Pulse, Inc. XTRA NEWS' enormous and immediate success over Los Angeles is just what you can expect from W-NUS in Chicago.

# # #

STATION REPAIRS

BALIGAME

NEWS  
INTROS  
GETT AND PAIRIC

Only one other all-news radio station like WNUS exists in the entire world -- XTRA NEWS over Los Angeles with transmitter in Baja California. As an example of what you can expect from WNUS, Walter Winchell says, "The radio on my hotel night table and the radio in my car, are always tuned to XTRA NEWS..."

Walter Winchell says, "When I told the editor of the Los Angeles Examiner I always listened to XTRA NEWS, he said, me too!"

That will give you an idea of the way Los Angeles has come to depend on its all-news station. Now Chicagoans are forming the same iron-clad habit of dialing WNUS, Chicago's own all-news radio station.

# # #

STATION REPLAY

BALLGAME

NEWS  
INTROS  
GETT AND GOTT



Until now, there was only one other all-news radio station in the world--XTRA NEWS over Los Angeles. That station so dominated Los Angeles news listening that we decided Chicago needed an all-news station, too. Thus we've patterned W-NUS after XTRA NEWS over Los Angeles. To compare the two, in Los Angeles XTRA NEWS dominates news listening both in home and in nearly 5 million Los Angeles automobiles. And thousands of Los Angeles listeners tune XTRA NEWS in and out as many as ten times per day. In vital areas of Southern California, XTRA NEWS is most often number one or two in total listenership. You may expect the same--and more--from W-NUS in Chicago.

###

STATTON RPEAVG

BALGAME

NEWS  
INTROS  
GETT ANEQUIC

Now, Chicago has the first all-news radio station in the United States. There is only one other in the world: the famous XTRA NEWS serving Los Angeles and all Southern California from its transmitter in Baja California. So that you can know what audience to expect for W-NUS, let's look at XTRA NEWS over Los Angeles. XTRA is consistently first in total audience in many periods of the vital 6 - 9 traffic time in the mornings.

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XTRA NEWS' enormous and immediate success over Los Angeles is just what you can expect from W-NUS in Chicago.

# # #

STATION REPLAY

BALGANE

NEWS  
INTROS  
GETT ANDOUTS

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# # #

STATTON RPPAFC

BALGAME

NEWS  
INTROS  
GET ANEQUIC



XTRA - WNUS PROMOS

Cut # 3

Chicago

Until now, there was only one other all-news radio station in the world--XTRA NEWS over Los Angeles. That station so dominated Los Angeles news listening that we decided Chicago needed an all-news station, too. Thus we've patterned W-NUS after XTRA NEWS over Los Angeles. To compare the two, in Los Angeles XTRA NEWS dominates news listening both in home and in nearly 5 million Los Angeles automobiles. And thousands of Los Angeles listeners tune XTRA NEWS in and out as many as ten times per day. In vital areas of Southern California, XTRA NEWS is most often number one or two in total listenership. You may expect the same--and more--from W-NUS in Chicago.

###

STATION REPEATS

BALIGAME

NEWS  
INTROS  
GETT AND/ORIG

FREEWAY TRAFFIC PROMOS

Cut # 1

Chicago

Control:

( traffic sounds, fade for....)

Control:

Anncr:

"The great freeways...to Gary, Elgin,

Milwaukee...cars, hundreds of thousands

of them...and, at last, a radio station fashioned

especially for car listening...W-NUS, W-News,

when you get in your car, you don't have to search

for the news on your radio dial....it's there....

on W-News....when you get in your car, punch

the button for 1390 and the

news is there...here.....W-NUS, W-News,

Chicago."

Control:

( Curtain )

Control:

( Curtain )

STATION REPEATS

BALGAME

NEWS  
INTROS  
GETT ANEATIS

FREEWAY TRAFFIC PROMOS  
FREEWAY TRAFFIC PROMOS

Cut # 3  
Cut # 2

Chicago  
Chicago

Anncri

Control:

"Now, get in your car. That's it ( S. E.

( traffic sounds, fade for... )

Anncri:

"Chicagoans are known as the most mobile  
Okay, now, start off. ( S. E. engine ) Here we go  
people on earth... cars, cars everywhere... and  
now, .. down the Dan Ryan Freeway. ( S. E.  
now, a radio station tailored especially for  
traffic ) Whoooo... look at that traffic! Now  
cars.... when you get in your car, you haven't  
turn on the radio for the news ( S. E. run across  
time to fiddle with the dial trying to find a  
dial rapidly )... where is it? ... no, not that  
station... or that... tune up the dial --  
your eye off the Expressway/long.... So

W-NUS, W-News, is just your cup of tea...

hit the button for 1390 and W-News is there  
example of why it's best not to fiddle with your  
with the news... W-NUS, W-News, Chicago."

Control:

( Curtain )

Control:

( Curtain )

STATION BREAKS

BALIGAME

NEWS  
INTROS  
GET ANOTHER



Annrcr:

"Now, get in your car. That's it ( S. E.  
close door ) Start the motor ( S. E. starter )  
Okay, now, start off. ( S. E. engine ) Here we go  
now...down the Dan Ryan Freeway. ( S. E.  
traffic ) Whoooo...look at that traffic! Now  
turn on the radio for the news ( S. e. run across  
dial rapidly )...where is it? ....no, not that  
station...or that....tune up and down the dial--  
try to find the news....look down at your dial ...  
(S. E. crash )...that's a not-so-humorous  
example of why it's best not to fiddle with your  
radio in traffic...and you don't have to...just  
punch the button for 1390...doh't fiddle,  
don't be exasperated, just tune to W-NUS,  
W-News...the news is here all the time...  
W-News, 1390, Chicago."

Control:

Control:

( Curtain )

STATTON BREAKS

BALGANE

NEWS  
INTROS  
GETT ANFOUIC

FREEWAY TRAFFIC PROMOS  
FREEWAY TRAFFIC PROMOS

Cut # 4

Chicago  
Chicago

Control:  
Control:

( Traffic sounds, fade for... )  
( Bugle call "assembly", fade for... )

Anncr:

"When you're fighting freeway traffic, W-News can be a help to you. As a in the service'? Well, people in Chicago matter of fact, W-News might lay claim to have another saying, 'frustrated on the freeway'. Traffic, speed, hurry--no time being the safest radio station in America... reason we say that is because there's no need to rake your radio dial looking for news when in busy traffic to divert your attention from you're fighting Chicago traffic. So just the freeway and search for the news. W- hit that button for W-NUS, W-News. W- need to look at your dial and try to find the News, your freeway partner...the station born new. It's right right at 1390. Just for for busy drivers who want the news right now the punch of a button 24 hours a day... and don't have time to search for it in traffic... created for W-NUS, W-News... Chicago. Push that button to the 1390 spot on your dial. W-NUS, W-News, Chicago."

Control:

( Curtain )

STATION BREAKS

BALGAME

NEWS  
INTROS  
GET IT ANEW

Control: ( Traffic sounds, fade for... )

Anncr: "When you're fighting freeway traffic,  
W-News can be a help to you. As a  
matter of fact, W-News might lay claim to  
being the safest radio station in America...  
reason we say that is because there's no need  
in busy traffic to divert your attention from  
the freeway and search for the news...no  
need to look at your dial and try to find the  
news...it's right there at 1390...just for  
the punch of a button....24 hours a day...  
created for cars... W-NUS, W-News...  
Chicago."

Control: (Curtain )

STATION BREAKS

BALGAME

NEWS  
INTROS  
GETT ANFOUIC



FREEWAY TRAFFIC PROMOS

Cut # 1

Chicago

Control:

( traffic sounds, fade for.... )

Annrcr:

"The great freeways...to Gary, Elgin,  
Milwaukee...cars, hundreds of thousands  
of them...and, at last, a radio station fashioned  
especially for car listening... W-NUS, W-News,  
when you get in your car, you don't have to search  
for the news on your radio dial....it's there....  
on W-News....when you get in your car, punch  
the button for 1390 and the  
news is there...here..... W-NUS, W-News,  
Chicago."

Control:

( Curtain )

STATION BREAKS

BALGAME

NEWS  
INTROS  
GETT ANEWITIC

FREEWAY TRAFFIC PROMOS

Cut # 2

Chicago

Control:

( traffic sounds, fade for... )

Anncr:

"Chicagoans are known as the most mobile people on earth...cars, cars everywhere...and now, a radio station tailored especially for cars....when you get in your car, you haven't time to fiddle with the dial trying to find a station broadcasting news...you can't take that your eye off the Expressway/long....So W-NUS, W-News, is just your cup of tea... hit the button for 1390 and W-News is there with the news... W-NUS, W-News, Chicago."

Control:

( Curtain )

Control:

( Curtain )

STATION BREAKS

BALIGAME

NEWS

INTROS



FREEWAY TRAFFIC PROMOS

Cut # 4

Chicago

FREEWAY TRAFFIC PROMOS

Cut # 3

Chicago

Control:

( Bugle call "assembly", fade for... )

Anncr:

"Now, get in your car. That's it ( S. E.  
close door ) Start the motor ( S. E. starter )  
Okay, now, start off. ( S. E. engine ) Here we go  
now...down the Dan Ryan Freeway. ( S. E.  
traffic ) Whoooo...look at that traffic! Now  
turn on the radio for the news ( S. e. run across  
dial rapidly )...where is it? ....no, not that  
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punch the button for 1390...doh't fiddle,  
don't be exasperated, just tune to W-NUS,  
W-News...the news is here all the time...  
W-News, 1390, Chicago."

Control:

( Curtain )

STATION BREAKS

BALIGAME  
Intro Speech

NEWS  
INTROS  
GETT ANTONIC



FREEWAY TRAFFIC PROMOS

Cut # 4

Chicago

Control:

( Bugle call "assembly", fade for... )

Ann-cr:

"Remember that old expression 'nervous  
in the service'? Well, people in Chicago  
have another saying, 'frustrated on the  
freeway'. Traffic, speed, hurry--no time  
to rake your radio dial looking for news when  
you're fighting Chicago traffic. So just  
hit that button for W-NUS, W-News. W-  
News, your freeway partner...the station born  
for busy drivers who want the news right now  
and don't have time to search for it in traffic...  
Push that button to the 1390 spot on your dial.  
W-NUS, W-News, Chicago." News...

Control:

( Curtain )

STATION BREAKS

BALGANE  
Intro Speech

NEWS  
INTROS  
GETT ANTONIC

Control: ( Traffic sounds, fade for... )

Annrcr: "When you're fighting freeway traffic,  
W-News can be a help to you. As a  
matter of fact, W-News might lay claim to  
being the safest radio station in America...  
reason we say that is because there's no need  
in busy traffic to divert your attention from  
the freeway and search for the news...no  
need to look at your dial and try to find the  
news...it's right there at 1390...just for  
the punch of a button...24 hours a day...  
created for cars... W-NUS, W-News...  
Chicago."

Control: (Curtain )

STATION BREAKS

BALIGAME  
Intro Speech

NEWS  
INTROS  
GETT ANTEAITE



"NEWSBUTTON"    PROMO

Anncl: 1:            "Want the news? Press the newsbutton!--  
                      Want the news? Press the newsbutton!--  
                      Want the news? Press the newsbutton!--"  
Anncl: 2:            "That's right. For news, press the newsbutton."  
Anncl: 3:            "What's a newsbutton?"  
Anncl: 2:            "It's one of the buttons on your car radio, let's say  
                      the right hand one. Set your dial at W-NEWS, 1390 and  
                      adjust that button. Then everytime you want the news,  
                      just press that button. That's your new newsbutton."  
Anncl: 3:            "Make one of my car radio buttons a newsbutton by adjusting  
                      it to W-NUS, 1390. Good idea."  
Anncl: 2:            "Thought you'd like it."  
Control:            ( humorous curtain )

STATION BREAKS

BALGANE  
Intro Speech

NEWS  
INTROS  
GETT ANFOUIC



"NEWSBUTTON" PROMO

Ann cr 1: "Want the news? Press the newsbutton!--  
Want the news? Press the newsbutton!--  
Want the news? Press the newsbutton!--"

Ann cr 2: "That's right. For news, press the newsbutton."

Ann cr 3: "What's a newsbutton?"

Ann cr 2: "It's one of the buttons on your car radio, let's say  
the right hand one. Set your dial at W-NEWS, 1390 and  
adjust that button. Then everytime you want the news,  
just press that button. That's your new newsbutton."

Ann cr 3: "Make one of my car radio buttons a newsbutton by adjusting  
it to W-NUS, 1390. Good idea."

Ann cr 2: "Thought you'd like it."

Control: ( humorous curtain )

STATION BREAKS

BALICANE  
Intro Speech

NEWS  
INTROS  
CUT ANCHORS

FOR HOUR AND HALF HOUR -- XTRA NEWS

"This is XTRA NEWS over Los Angeles with news, instantly, constantly, dependably..."

"This is XTRA NEWS over Los Angeles, exciting yet stable, fascinating, yet dependable..."

STATION BREAKS

"This is the mighty 690, XTRA NEWS over Los Angeles, and this news yet sound as a grand piano set in concrete..."

"This is news over Los Angeles, XTRA NEWS, with a circulation of over 7 million..."

"Your car radio is set on Los Angeles' newstation... At XTRA NEWS, the mighty 690, the newstation on almost all Los Angeles car radios..."

"This is the station that has run away with Los Angeles radio day, XTRA over Los Angeles. Vivid, keen, first, fun and factual..."

"This is Los Angeles's own XTRA NEWS, first news first, first 15 minutes newscasts, first real news in depth, XTRA NEWS over Los Angeles..."

"This is XTRA NEWS over Los Angeles and if it's true that in Philadelphia almost everyone reads the ENQUIRER, it's twice as true that in Los Angeles almost every adult listens to XTRA NEWS..."

"You're in tune with XTRA NEWS over Los Angeles. Spirited as a fast fire, cautious as a Scotchman at a charity ball, dependable as the seasons, XTRA NEWS over Los Angeles..."

"This is XTRA NEWS over Los Angeles, XTRA NEWS, methodical as the Times, vivid as the moon on the Pacific and reliable as the sun..."

"You've got XTRA NEWS over Los Angeles... bright as the lights in the Strip, sound as the buttons on a policeman's uniform, careful as a seamstress... XTRA NEWS over Los Angeles..."

"This is the world's first all-news radio station, XTRA NEWS over Los Angeles. News with the accuracy of a Carter timepiece, the color of a Santa Monica summer sunset and the immediacy of well... the mighty 690... XTRA NEWS..."

"This is Los Angeles' own radio newspaper... XTRA NEWS over Los Angeles. Sound as a silver dollar, fast as a Pacific Coast swallow, colorful as Civic Center and as steady as a barber tug..."

"Your dial is set where thinking Angelenos listen. To XTRA NEWS, the mighty 690... first all-news radio station in the world. The station everybody turns to when something is happening..."

"That newbutton on your car radio is at the mighty 690. This is XTRA NEWS..."

STATION BREAKS

BALGAM  
Intro Speech

NEWS  
INTROS  
GET ANOTHER



I.D.'s FOR HOUR AND HALF-HOUR -- XTRA NEWS

"This is XTRA NEWS over Los Angeles with news, instantly, constantly, dependably..."

is

"This / XTRA NEWS over Los Angeles, exciting yet stable, fascinating, yet dependable..."

"This is the mighty 690, XTRA NEWS over Los Angeles, exciting and vivid news yet sound as a grand piano set in concrete..."

"This is news over Los Angeles, XTRA NEWS, with a circulation of over 7 million..."

"Your car radio is set on Los Angeles' newsbutton. At XTRA NEWS, the mighty 690, the newsbutton on almost all Los Angeles car radios..."

"This is the station that has run away with Los Angeles radio day, XTRA NEWS over Los Angeles. Vivid, keen, first, fun and factual..."

"This is Los Angeles' own XTRA NEWS, first news first, first 30 minutes newscasts, first real news in depth. XTRA NEWS over Los Angeles..."

"This is XTRA NEWS over Los Angeles and if it's true that in Philadelphia almost everyone reads the ENQUIRER, it's twice as true that in Los Angeles almost every adult listens to XTRA NEWS..."

"You're in tune with XTRA NEWS over Los Angeles. Spirited as a fast filly, cautious as a Scotchman at a charity ball, dependable as the seasons, XTRA NEWS over Los Angeles..."

"This is XTRA NEWS over Los Angeles. XTRA NEWS, methodical as the Times, vivid as the moon on the Pacific and reliable as the sun..."

"You've got XTRA NEWS over Los Angeles...bright as the lights in the Strip, sound as the buttons on a policeman's uniform, careful as a seamstress... XTRA NEWS over Los Angeles..."

"This is the world's first all-news radio station, XTRA NEWS over Los Angeles. News with the accuracy of a Cartier timepiece, the color of a Santa Monica summer sunset and the immediacy of well...the mighty 690... XTRA NEWS..."

"This is Los Angeles' own radio newspaper ... XTRA NEWS over Los Angeles... Sound as a silver dollar, fast as a Pacific Coast swallow, colorful as Civic Center and as steady as a harbor tug..."

"Your dial is set where thinking Angelenos listen. To XTRA NEWS, the mighty 690...first all-news radio station in the world. The station everybody turns to when something is happening..."

"That newsbutton on your car radio is at the mighty 690. This is XTRA NEWS

BALIGAME  
Intro Speech

NEWS  
INTROS  
GETT ANDERSON



over Los Angeles... XTRA NEWS has several different news services... maybe too many, but we'd rather be there fustest with the mostest and XTRA NEWS is..."

"This is XTRA NEWS over Los Angeles. Nobody keeps XTRA NEWS on all the time, that's true... at least we hope it's ture. XTRA NEWS should not be kept on all the time. Just do like your neighbors do. Just tune us in 6 or 7 times a day, that's enough..."

"This is XTRA NEWS over Los Angeles, for 119 years the Chicago Tribune masthead has carried the line, 'the World's Greatest Newspaper...' The Tribune proudly feels that way. The masthead at XTRA NEWS can only be, in all fact, the world's first all-news radio station..."

"This is news in Chicago. WNUS, AM & FM. With a circulation of over 6 million..."

"Your car radio is set on Chicago's newsbutton. At WNUS, AM & FM Chicago... the newsbutton on almost all Chicago car radios..."

"This is the station that has run away with Chicago radio day, WNUS AM & FM Chicago, vivid, keen, first, fun and factual..."

"This is Chicago's own WNUS AM & FM, first news first, first 30 minute newscasts, first real news in depth. WNUS, Chicago..."

"This is WNUS AM & FM, Chicago, and if it's true that in Philadelphia almost everyone reads the ENQUIRER, it's twice as true that in Chicago almost every adult listens to WNUS..."

#### AM & FM

"You're in tune with WNUS / Chicago, spirited as a fast filly, cautious as a Scotsman at a charity ball, dependable as the seasons, WNUS, Chicago..."

"This is WNUS, AM & FM, Chicago. W-news, fiery as Eddie Stanky, methodical as the TIMES, vivid as the moon on Lake Michigan, and reliable as the sun..."

"You've got WNUS, AM & FM, Chicago, WNUS, bright as the lights in the loop, sound as the buttons on a policeman's uniform, careful as a seamstress, W-news in Chicago..."

"This is America's first all-news radio station, WNUS, Chicago. News with the speed of Gale Seyrus, the accuracy of a Cartier timepiece, the color of a Chicago summer sunset and the immediacy of well... the night 1994 W-news..."

"Your dial is set for W-News, WNUS, AM and FM, Chicago. W for watched, N for news, U for uncompromising, S for swiftness, W-I-T-U-S... W-news, Chicago..."

"This is the Windy City's own radio newspaper... W-news, WNUS, AM & FM, Chicago. Sound as a silver dollar, fast as a Lake Michigan swallow, colorful as the Wrigley Building and as steady as a Great Lakes fog..."

BALGAM  
Intro Speech

NEWS  
INTROS  
GET ANEQUIC

I. D. 'S FOR HOUR AND HALF-HOUR

AM & FM

"This is WNUS/ Chicago with news, instantly, constantly, dependably..."

AM & FM

"This is WNUS/ Chicago. W-NEWS, exciting yet stable. Fascinating yet dependable..."

AM & FM

"This is the mighty 1390, WNUS/ Chicago, exciting and vivid news yet sound as a grand piano set in concrete..."

"This is news in Chicago, WNUS, AM & FM. With a circulation of over 6 million..."

Your car radio is set on Chicago's newsbutton. At WNUS, AM & FM Chicago... the newsbutton on almost all Chicago car radios..."

"This is the station that has run away with Chicago radio day, WNUS AM & FM Chicago, vivid, keen, first, fun and factual..."

"This is Chicago's own WNUS AM & FM, first news first, first 30 minute newscasts, first real news in depth. WNUS, Chicago..."

"This is WNUS AM & FM, Chicago, and if it's true that in Philadelpha almost everyone reads the ENQUIRER, it's twice as true that in Chicago almost every adult listens to WNUS..."

AM & FM

"You're in tune with WNUS/ Chicago, spirited as a fast filly, cautious as a Scotchman at a charity ball, dependable as the seasons, WNUS, Chicago..."

"This is WNUS, AM & FM, Chicago. W-news, fiery as Eddie Stanky, methodical as the TIMES, vivid as the moon on Lake Michigan, and reliable as the sun..."

"You've got WNUS, AM & FM, Chicago, WNUS, bright as the lights in the loop, sound as the buttons on a policeman's uniform, careful as a seamstress. W-news in Chicago..."

"This is America's first all-news radio station, WNUS, Chicago. News with the speed of Gale Sayres, the accuracy of a Cartier timepiece, the color of a Chicago summer sunset and the immediacy of well... the mighty 1390, W-news..."

"Your dial is set for W-News, WNUS, AM and FM, Chicago. W for watchful, N for news, U for uncompromising, S for swiftness, W-N-U-S... W-news, Chicago..."

"This is the Windy City's own radio newspaper... W-news, WNUS, AM & FM, Chicago. Sound as a silver dollar, fast as a Lake Michigan swallow, colorful as the Wrigley Building and as steady as a Great Lakes tug..."

BALIGAME  
Intro Speech

NEWS  
INTROS  
GETT ANTONIS

"Your dial is set where thinking Chicagoans listen. To WNews, WNUS, AM & FM, Chicago...first all-news radio station in the world...the station everybody turns to when something is happening..."

1.) "This is WNUS... W-news... the all-news station..."

"That newsbutton on your car radio is at the mighty 1390. This is WNUS, AM & FM, Chicago. WNUS has 11 different news services...maybe too many, but we'd rather be there fustest with the mostest and W-news is!!"

2.) "You receive the additional service of an accurate time check"

"This is WNUS, AM & FM, Chicago. Nobody keeps W-news on all the time, that's true... at least we hope it's true. W-News should not be kept on all the time. Just do like your neighbors do. Just tune us in 6 or 7 times a day, that's enough..."

"Your newsbutton is on W-News, the mighty 1390. FCC regulations indicate that here we should say WNUS Am & FM, Chicago, and now we've done it. FCC regulations also permit our saying with accuracy that W-news is the first all-news radio station in the United States...."

3.) "dependably... the all-news station where you hear news in depth,"

"This is WNUS, AM & FM, Chicago...for 119 years the Chicago Tribune masthead has carried the line, "the World's Greatest Newspaper." The Tribune proudly feels that way. The masthead of W-news can only be in all fact, America's first all-news radio station."

6.) "This is WNUS... W-news... the all-news station, the only one

of its kind in the whole nation..."

7.) "This is WNUS... W-news... where you can tune in and hear

the latest news any minute of the day or night..."

8.) "...with news instantly, constantly, dependably..."

BALIGAME  
Intro Speech

NEWS  
INTROS  
CITY ANCHORS



STATION I. D. 's

- 1.) "This is WNUS... W-news... the all-news station..."
- 2.) "This is WN US... W-news... the all-news station where  
you receive the additional service of an accurate time check  
every seven-and-a-half minutes."
- 3.) "This is WNUS... W-News... where you hear a new, fresh  
newscast every 15 minutes..."
- 4.) "This is WNUS... W-news.... with news instantly, constantly,  
dependably... the all-news station where you hear news in depth,  
not just headlines..."
- 5.) "This is WN US... W-news... the all-news station, unique in all America..."
- 6.) "This is WNUS... W-news... the all-news station, the only one  
of its kind in the whole nation..."
- 7.) ".This is WNUS... W-news... where you cantune in and hear  
the latest news any minute of the day or night..."
- 8.) " .....with news instantly, constantly, dependably...."

BALICAME  
Intro Speech

NEWS  
INTROS  
CETLANEQUIS

STATION I.D.'s

- 1.) "This is WNUS... W-news... the all-news station..."
- 2.) "This is WN US... W-news... the all-news station where  
you receive the additional service of an accurate time check  
every seven-and-a-half minutes."
- 3.) "This is WNUS... W-News... where you hear a new, fresh  
newscast every 15 minutes..."
- 4.) "This is WNUS... W-news... with news instantly, constantly,  
dependably... the all-news station where you hear news in depth,  
not just headlines..."
- 5.) "This is WN US... W-news... the all-news station, unique in all America..."
- 6.) "This is WNUS... W-news... the all-news station, the only one  
of its kind in the whole nation..."
- 7.) "This is WNUS... W-news... where you can tune in and hear  
the latest news any minute of the day or night..."
- 8.) ".....with news instantly, constantly, dependably...."
- 10.) ".....WNUS  
in Chicago."
- 11.) "This is WNUS at 1390 on your Chicago dial, where the news is not  
periodical but perpetual..."
- 12.) "This is WNUS in Chicago... truly, your newspaper of the air...  
with a circulation of over six million..."
- 13.) "This is WNUS at 1390 on your Chicago dial, where you are never  
more than seconds away from the news of the world..."
- 14.) "At 1390 on your dial, this is WNUS, for those who need to know what's  
going on in Chicago, the nation, the world..."
- 15.) "This is the 1390 spot on your dial, this is WNUS, for perceptive

BALICAME  
Intro Speech

NEWS  
INTROS  
CHICAGO

## STATION BREAKS

- 1.) "This is WNUS at 1390 on your Chicago dial, your newspaper of the air..."
- 2.) "At 1390 on your Chicago dial, this is WNUS, current as today, progressive as tomorrow..."
- 3.) "This is WNUS over Chicago, with news when it's news, not history..."
- 4.) "At 1390 on your dial, this is WNUS, tomorrow's newspaper now!"
- 5.) "This is WNUS at 1390 on your dial, Chicago's independent and dependable newspaper of the air..."
- 6.) "At 1390 on your Chicago dial, this is WNUS, where the world is at your fingertips..."
- 7.) "At the 1390 spot on your dial, this is WNUS, the pulse of Chicago."
- 8.) "This is WNUS over Chicago, the eyes and ears of Chicago..."
- 9.) "This is WNUS at 1390 on your dial, Chicago's independent and dependable newspaper of the air..."
- 10.) "This is the nation's first and only all-news radio station, WNUS in Chicago."
- 11.) "This is WNUS at 1390 on your Chicago dial, where the news is not periodical but perpetual..."
- 12.) "This is WNUS in Chicago, ...truly, your newspaper of the air... with a circulation of over six million..."
- 13.) "This is WNUS at 1390 on your Chicago dial, where you are never more than seconds away from the news of the world..."
- 14.) "At 1390 on your dial, this is WNUS, for those who need to know what's going on in Chicago, the nation, the world..."
- 15.) "This is the 1390 spot on your dial, this is WNUS, for perceptive Chicagoans..."

BALGAME  
Intro Speech

NEWS  
INTROS  
CHICAGOANS



- 16.) "... This is WNUS at 1390 on your dial, the heartbeat of Chicagoland..."
- 17.) "At 1390 on your Chicago radio dial, this is WNUS, the fastest news media in the nation..."
- 18.) "This is WNUS over Chicago, with more listeners than the New York Times has readers..."
- 19.) "... At 1390 on your Chicago dial, this is WNUS, where the world is at your fingertips..."
- 20.) "This is WNUS at 1390 on your dial, bringing the news to over six million Greater Chicagoans around the clock..."
- 21.) "This is WNUS over Chicago, at 1390 on your dial, like having a finger on the pulse of the world..."
- 22.) "...with news instantly, constantly, dependably..."
- 23.) "This is WNUS in Chicago, with stories you won't get on any other station..."
- 24.) "This is WNUS in Chicago, continuing news at your convenience..."
- 25.) "This is WNUS in Chicago, with full weather and sports scores every 15 minutes..."
- 26.) "This is WNUS, at 1390 on your dial, Chicago's independent and dependable newspaper of the air..."
- 27.) "This is WNUS at 1390 on your Chicago dial, where you are never more than seconds away from the news of the world..."
- 28.) "At 1390 on your Chicago dial, this is WNUS, where the world is at your fingertips..."
- 29.) "This is WNUS, at 1390 on your dial, bringing ~~you~~ the news to Chicagoans around the clock..."

BALIGAME  
Intro Speech

NEWS  
INTROS  
CETLANFOIIS

## STATION BREAKS

- 1.) "This is WNUS at 1390 on your Chicago dial, your newspaper of the air..."
- 2.) "At 1390 on your Chicago dial, this is WNUS, current as today, progressive as tomorrow..."
- 3.) "This is WNUS over Chicago, with news when it's news, not history..."
- 4.) "At 1390 on your dial, this is WNUS, tomorrow's newspaper now!"
- 5.) "This is WNUS at 1390 on your dial, Chicago's independent and dependable newspaper of the air..."
- 6.) "At 1390 on your Chicago dial, this is WNUS, where the world is at your fingertips."
- 7.) "At the 1390 spot on your dial, this is WNUS, the pulse of Chicago."
- 8.) "This is WNUS over Chicago, the eyes and ears of C<sup>H</sup>icago..."
- 9.) "This is WNUS at 1390 on your dial, Chicago's independent and dependable newspaper of the air..."
- 10.) "This is the nation's first and only all-news radio station, WNUS in Chicago."
- 11.) "This is WNUS at 1390 on your Chicago dial, where the news is not periodical but perpetual..."
- 12.) "This is WNUS in Chicago, ...truly, your newspaper of the air...."
- 13.) "This is WNUS at 1390 on your Chicago dial, where you are never more than seconds away from the news of the world..."
- 14.) "At 1390 on your dial, this is WNUS, for those who need to know what's going on in Chicago, the nation, the world..."
- 15.) "This is the 1390 spot on your dial, this is WNUS, for perceptive Chicagoans..."

BALGAMIE  
Intro Speech

NEWS  
INTROS  
CHICAGOANS



- STATION BREAKS
- 16.) "... This is WNUS at 1390 on your dial, the heartbeat of Chicagoland..."
  - 17.) "At 1390 on your Chicago radio dial, this is WNUS, the fastest news media in the nation..."
  - 18.) "This is WNUS over Chicago, with more listeners than the New York Times has readers..."
  - 19.) "... At 1390 on your Chicago dial, this is WNUS, where the world is at your fingertips..."
  - 20.) "This is WNUS at 1390 on your dial, bringing the news to over six million Greater Chicagoans around the clock..."
  - 21.) "This is WNUS over Chicago, at 1390 on your dial, like having a finger on the pulse of the world..."
  - 22.) ".....with news instantly, constantly, dependably..."
  - 23.) "This is WNUS in Chicago, with stories you won't get on any other station..."
  - 24.) "This is WNUS in Chicago, continuing news at your convenience..."
  - 25.) "This is WNUS in Chicago, with full weather and sports scores every 15 minutes..."
  - 26.) "This is WNUS, at 1390 on your dial, Chicago's independent and dependable newspaper of the air..."
  - 27.) "This is WNUS at 1390 on your Chicago dial, where you are never more than seconds away from the news of the world..."
  - 28.) "At 1390 on your Chicago dial, this is WNUS, where the world is at your fingertips..."
  - 29.) "This is WNUS, at 1390 on your dial, bringing you the news to Chicagoans around the clock..."

BALGAGE  
Intro Speech

NEWS  
INTROS  
CHICAGO



## STATION BREAKS

- 1.) "This is WNUS, W-NEWS....1390..."
- 2.) "At 1390 on your Chicago dial, this is WNUS, W-NEWS..."
- 3.) "In Chicago...at 1390...this is WNUS, W-news..."
- 4.) "This is W-news...WNUS...at the 1390 spot on the Chicago dial..."
- 5.) "You're listening to WNUS, W-news...at 1390..."
- 6.) "...Your newspaper of the air..."
- 7.) "...Current as today, progressive as tomorrow..."
- 8.) "...With news while it's news, not newsreels..."
- 9.) "...Where there's never a final edition..."
- 10.) "...Where the news is never continued on the back page..."
- 11.) "...The Pulse of Chicagoland..."
- 12.) "...Where the big story is news..."
- 13.) "...Tomorrow's newspaper now..."
- 14.) "...Tomorrow's front page today..."
- 15.) "...Where you never need to renew your subscription..."
- 16.) "...America's first all-news station..."
- 17.) "...The first and last word in news..."
- 18.) "...Where you hear history happen..."
- 19.) "...Bringing you the news as it happens..."
- 20.) "...With more listeners than the New York Times has readers..."
- 21.) "...all new, all news..."

BALICAME  
Intro Speech

NEWS  
INTROS  
CHICAGO

# STATION BREAKS

- 1.) "This is WNUS, W-NEWS....1390..."
- 2.) "At 1390 on your Chicago dial, this is WNUS, W-NEWS..."
- 3.) "In Chicago...at 1390...this is WNUS, W-news..."
- 4.) "This is W-news...WNUS...at the 1390 spot on the Chicago dial..."
- 5.) "You're listening to WNUS, W-news...at 1390..."
- 6.) "...Your newspaper of the air..."
- 7.) "...Current as today, progressive as tomorrow..."
- 8.) "...With news while it's news, not newsreels..."
- 9.) "...Where there's never a final edition..."
- 10.) "...Where the news is never continued on the back page..."
- 11.) "...The Pulse of Chicagoland..."
- 12.) "...Where the big story is news..."
- 13.) "...Tomorrow's newspaper now..."
- 14.) "...Tomorrow's front page today..."
- 15.) "...Where you never need to renew your subscription..."
- 16.) "...America's first all-news station..."
- 17.) "...The first and last word in news..."
- 18.) "...Where you hear history happen..."
- 19.) "...Bringing you the news as it happens..."
- 20.) "...With more listeners than the New York Times has readers..."
- 21.) "...all new, all news..."

BALGANE  
Intro Speech

NEWS  
INTROS  
NFTL ANFOIIS

TOUCH SCREEN for Ballgame tape #1

Amert

BALLGAME

Introductory Speech

"This is WYMR, Chicago and here is a special message to everyone listening to this station, especially fellow broadcasters, advertising agencies, time buyers and newspapermen. Immediately following this baseball broadcast, this radio station, WYMR, will cease to exist. Instead, the 13-90 spot on the Chicago dial will supply all of Chicago with the most unique radio service in America.

You will be introduced to WNUS, W-NEWS, America's first and only all-news radio station. A station that will stand ready to serve you with a service of constant news broadcasting. No longer will you have to search the dial for news. On W-NUS, the news will be there at any hour of the day or night, 24 hours a day. Stay tuned after this ball game for the newest of the new, W-NUS, W-NEWS 13-90 on the Chicago dial. Now, by tape recording back to the Polo Grounds in New York and Gordon McLendon,

BALLGAME  
Intro Speech

NEWS  
INTROS  
CELEBRATIONS



TEASER PROMOS for Ballgame tape #1

TEASER PROMOS for Ballgame tape #2

Anncr:

"This is WYNR, Chicago and here is a special message to everyone listening to this station, especially fellow broadcasters, advertising agencies, time buyers and newspapermen. Immediately following this baseball broadcast, this radio station, WYNR, will cease to exist. Instead, the 13-90 spot on the Chicago dial will supply all of Chicago with the most unique radio service in America. You will be introduced to WNUS, W-NEWS, America's first and only all-news radio station. A station that will stand ready to serve you with a service of constant news broadcasting. No longer will you have to search the dial for news. On W-NUS, the news will be there at any hour of the day or night, 24 hours a day. Stay tuned after this ball game for the newest of the new, W-NUS, W-NEWS 13-90 on the Chicago dial. Now, by tape recording back to the Polo Grounds in New York and Gordon McLendon.

NEWS  
INTROS  
CELLANEQUIS

TEASER PROMOS for Ballgame tape #2

TEASER PROMOS for Ballgame tape #2

Annncr: "immediately following the broadcast of this baseball game, this radio station WYNR, Chicago will cease to exist and in its place, you'll hear the most unique, unusual radio station in all America. At 5:00 o'clock today, this station, at 13-90 on the dial, will become America's first all-news radio station. The call letters will be WNUS, pronounced W-NEWS. It will be a station designed, not to entertain you but to inform you. W-NEWS will be on the air broadcasting news constantly 24 hours a day. At any time you wish to be informed....any time, simply switch your dial to the spot, 13-90, and in minutes you will be brought up to date on every significant news story. Be listening for the all new, all news, W-NUS, W-NEWS at 5:00 today. Now back to the National League Championship playoff game of 1951 between the New York Giants and the Brooklyn Dodgers. Here's Gordon McLendon.

League playoff between the New York Giants and the Brooklyn Dodgers. Here's Gordon McLendon.

NEWS  
INTROS  
CELL ANFOIIS



Annncr:

"The folks at WYNR, Chicago hope you are enjoying the re-broadcast of this great ballgame between the New York Giants and the Brooklyn Dodgers. We especially hope you are enjoying it because it is the last program that will ever be heard on this station. Yes, following the game today, the call letters of this station and its programming will change. At the 13-90 spot on the dial, a brand new concept of radio broadcasting will be heard. The station will be W-NUS, pronounced W-NEWS and it will be devoted entirely to the broadcast of news. W-NEWS will feature one newscast after another around the clock, 24 hours a day. Anytime you wish to know what's going on in the world, simply dial in W-NUS, W-NEWS at 13-90 and be brought up to date. No waiting for the news, no searching the dial for a newscast. But for now, back to that famous game of 1951. The National League playoff between the New York Giants and the Brooklyn Dodgers. Here's Gordon McLendon.



TEASER PROMOS for Ballgame tape #1

TEASER PROMOS for Ballgame tape #4

Annecr: You're listening to history right now. You're listening to the 1951 National League Championship game between the New York Giants and the Brooklyn Dodgers. We hope you're enjoying this exciting game of 13 years ago. Right after the game ends, you'll hear history in the making. You'll hear the birth of a brand new radio station that is the only one of its kind in the nation. You'll hear America's first and only all-news radio station, WNUS, pronounced W-NEWS. W-NEWS will offer to Chicagoans the unique service of constant news broadcasting around the clock. Notice where your dial is right now. 1390. That will be the spot to tune for fresh, late news anytime you want it. No waiting, no searching the dial. Be listening for W-NEWS at 5 today. Now, back to history. The exciting 1951 playoff game between the Dodgers and the Giants. As the excitement mounts, here's Gordon McLendon.

NEWS  
INTROS SCITLANEOIIS

TEASER PROMOS for Ballgame tape #1

TEASER PROMOS for Ballgame tape #2

Annncr:

"This is WYNR, Chicago and here is a special message to everyone listening to this station, especially fellow broadcasters, advertising agencies, time buyers and newspapermen. Immediately following this baseball broadcast, this radio station, WYNR, will cease to exist. Instead, the 13-90 spot on the Chicago dial will supply all of Chicago with the most unique radio service in America. You will be introduced to WNUS, W-NEWS, America's first and only all-news radio station. A station that will stand ready to serve you with a service of constant news broadcasting. No longer will you have to search the dial for news. On W-NUS, the news will be there at any hour of the day or night, 24 hours a day. Stay tuned after this ball game for the newest of the new, W-NUS, W-NEWS 13-90 on the Chicago dial. Now, by tape recording back to the Polo Grounds in New York and Gordon McLendon.

NEWS  
INTROS SPILL ANFOUIS



TEASER PROMOS for Ballgame tape #3

TEASER PROMOS for Ballgame tape #2

Annncr: "Immediately following the broadcast of this baseball game, this radio station WYNR, Chicago will cease to exist and in its place, you'll hear the most unique, unusual radio station in all America. At 5:00 o'clock today, this station, at 13-90 on the dial, will become America's first all-news radio station. The call letters will be WNUS, pronounced W-NEWS. It will be a station designed, not to entertain you but to inform you. W-NEWS will be on the air broadcasting news constantly 24 hours a day. At any time you wish to be informed....any time, simply switch your dial to the spot, 13-90, and in minutes you will be brought up to date on every significant news story. Be listening for the all new, all news, W-NUS, W-NEWS at 5:00 today. Now back to the National League Championship playoff game of 1951 between the New York Giants and the Brooklyn Dodgers. Here's Gordon McLendon.

League playoff between the New York Giants and the Brooklyn Dodgers. Here's Gordon McLendon.

NEWS  
INTROS SEATTLE/ANFOIIS



Anncr: "The folks at WYNR, Chicago hope you are enjoying the re-broadcast of this great ballgame between the New York Giants and the Brooklyn Dodgers. We especially hope you are enjoying it because it is the last program that will ever be heard on this station.

Yes, following the game today, the call letters of this station and its programming will change. At the 13-90 spot on the dial, a brand new concept of radio broadcasting will be heard. The station will be W-NUS, pronounced W-NEWS and it will be devoted entirely to the broadcast of news. W-NEWS will feature one newscast after another around the clock, 24 hours a day. Anytime you wish to know what's going on in the world, simply dial in W-NUS, W-NEWS at 13-90 and be brought up to date. No waiting for the news, no searching the dial for a newscast. But for now, back to that famous game of 1951. The National League playoff between the New York Giants and the Brooklyn Dodgers. Here's Gordon McLendon.

DOUGLAS - GIANTS 1951 BALLGAME SIGN ON

TEASER PROMOS for Ballgame tape #4

Annncr: WYMR 13-90 in Chicago is proud to present a special

Annncr: You're listening to history right now. You're  
listening to the 1951 National League Championship  
game between the New York Giants and the Brooklyn  
Dodgers. We hope you're enjoying this exciting game  
of 13 years ago. Right after the game ends, you'll  
hear history in the making. You'll hear the birth of  
a brand new radio station that is the only one of its  
kind in the nation. You'll hear America's first and  
only all-news radio station, WNUS, pronounced W-NEWS.

Annncr: W-NEWS will offer to Chicagoans the unique service of  
constant news broadcasting around the clock. Notice  
where your dial is right now. 1390. That will be  
the spot to tune for fresh, late news anytime you want  
it. No waiting, no searching the dial. Be listening  
for W-NEWS at 5 today. Now, back to history. The  
exciting 1951 playoff game between the Dodgers and  
the Giants. As the excitement mounts, here's Gordon  
McLendon. ... of this brand new station to tell you all  
about it...."

NEWS  
INTROS SCETLANEOIIS



DODGERS - GIANTS 1951 BALLGAME SIGN ON

Annrcr: WYNR 13-90 in Chicago is proud to present a special broadcast, a recording of one of the most exciting baseball games in the history of the sport. The 1951 National League Championship game between the New York Giants and the Brooklyn Dodgers. So, if you're ready for baseball thrills, let's turn the tripod of time around and listen back through the years. From the Polo Grounds in New York, the voice of the Old Scotchman, Gordon McLendon...."

BALLGAME SIGN OFF

Annrcr.

"And so it was that bleak October day in 1951 at the Polo Grounds in New York. A story book finish to a great baseball game. This broadcast was a tape recording of that game with the Old Scotchman, Gordon McLendon at the microphones of the Old Liberty Broadcasting System. It was presented as a special feature of this station and we hope you enjoyed it. And now, it's time for us to unveil that new radio station we've been telling you about. Here is Don Keyes Vice-President in charge of programming of this brand new station to tell you all about it...."



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BALLGAME SIGN OFF

Anncr. "And so it was that bleak October day in 1951 at the Polo Grounds in New York. A story book finish to a great baseball game. This broadcast was a tape recording of that game with the Old Scotchman, Gordon McLendon at the microphones of the Old Liberty Broadcasting System. It was presented as a special feature of this station and we hope you enjoyed it. And now, it's time for us to unveil that new radio station we've been telling you about. Here is Don Keyes Vice-President in charge of programming of this brand new station to tell you all about it...."

# INTRODUCTORY SPEECH---W-NUS

Effective this very second, the call letters of this radio station are changed to WNUS, pronounced W-NEWS, and at the same time, W-NEWS becomes the first and only all-news radio station in America. That's right, all news. No records, no rock'n'roll, virtually nothing that will keep you entertained. For W-NEWS is not an entertainment medium, it is a service medium. W-NEWS broadcasts nothing but newscasts 24 hours a day. At any time you wish to know what's going on in the world, just switch your dial to 13-90 and you are brought up-to-date instantly. You can compare it with a telephone time service although W-NEWS provides a vastly broader and immeasurably more important service, the principle is the same. You can depend upon W-NEWS for news instantly upon dialing.

Not only is WNUS, W-NEWS like a newsreel of un-ending pictures, it does not have the problem of tiresome repetition that many radio stations are forced to adopt. W-NEWS does not have to cram just headline coverage into a tiny 3 minute newscast. Each newscast is different, completely up-dated, re-written and containing several news items from our 10 different news wires.

W-NEWS is an electronic newspaper, it's facsimile without the paper. Our circulation on W-NEWS, provable by rating services will be in the millions.

You'll be hearing more about this station as time goes by. But now, it's time to show you what we mean. Ladies and gentlemen, I give you America's first newspaper of the air, W-NEWS, 13-90, Chicago.

# # #



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# # #



A

"Thompson - Giant Game Promos"

Chicago

# 1

Control: ( Same as Cat # 1 )

Control: ( crack of bat, "Take Me Out to the Ball Game",

GBM: fade for... )

GBM: "Hello, everybody everywhere, this is the Old  
Scotchman, Gordon McLendon. The Giants and the  
Dodgers made a big move a few years back when they  
went to California. But on Thursday, September 3rd, at 2:30  
PM, WYNR is moving them right back to the Polo Grounds.  
At 2:30 that Thursday afternoon, WYNR will present, for  
all Dodger-Giant fans, all baseball fans, that unforgettable  
game of the 1951 National League race. The game that  
made Bobby Thompson immortal in the annals of baseball.  
Be listening to WYNR at 2:30 PM, Thursday afternoon,  
September 3rd for the most exciting 2 1/2 hours in the  
history of baseball. The fantastic Giant-Dodger game  
from 1951."

Control: ( curtain )

Control: ( Same as Cut # 1 )

GBM: "Hello, everybody everywhere, this is the Old Scotchman,

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Gordon McLendon. The New York skies were sunny over  
the Polo Grounds that day in 1951. It was the National  
League play-off game between the New York Giants and  
the Brooklyn Dodgers. Beyond any doubt, the most exciting  
game in the history of the big league baseball. The game  
that made a national hero out of Bobby Thompson. This  
electrifying game from 1951, will be broadcast over WYNR,  
at 2:30 PM, Thursday afternoon. Be sure you're listening  
to WYNR, Tuesday afternoon and share with me the most  
exhilarating game in baseball's history. The Dodger-Giant  
championship game of 1951."

Control: ( Curtain )

Control; ( Curtain )

Control: ( Same as Cut # 1 )

GBM: "Hello, everybody everywhere, this is the Old Scotchman, Gordon McLendon. Remember the great Dodger-Giant National League play-off in 1951? The hero of the day was Bobby Thompson, the flying scot. The Polo Grounds in New York haven't been quite the same since that day... no crowd has ever yelled as loud and no sportscaster has ever gone quite as berserk. On Thursday afternoon, WYNR will broadcast that great game to all Chicagoland... just as it was heard.... It starts at 2:30 Thursday afternoon, and I hope you'll be with me then to re-live the most pulse-pounding moment in baseball. Remember the time: Thursday, at 2:30 PM, the Giant-Dodger championship game of 1951 over WYNR."

Control: ( Curtain )

Control: ( curtain )



"Thompson - Giant Game Promos"

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from 1951."

Control: ( curtain )

NEWS  
INTROS  
SCENARIOS

Control: ( Same as Cut # 1 )

GBM: "Hello, everybody everywhere, this is the Old Scotchman, Gordon McLendon. The New York skies were sunny over the Polo Grounds that day in 1951. It was the National League play-off game between the New York Giants and the Brooklyn Dodgers. Beyond any doubt, the most exciting game in the history of the big league baseball. The game that made a national hero out of Bobby Thompson. This electrifying game from 1951, will be broadcast over WYNR, at 2:30 PM, Thursday afternoon. Be sure you're listening to WYNR, Tuesday afternoon and share with me the most exhilarating game in baseball's history. The Dodger-Giant championship game of 1951."

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Control: ( Curtain )



MEMORANDUM

TO: Jack Burke  
Jack Fiedler  
Larry Webb

NEWS INTROS

FROM: Don Keyes

DATE: November 10, 1965

Please make the following changes in the all-news format:

1.) Delete the opening headlines completely and go directly to the first story of the newscast. At the conclusion of the first story, which will rarely be over 45 seconds in length, go to the first commercial.

2.) Revise the middle heads as follows: Rather than simply giving the three headlines of the top three stories, we will now attempt to use this vehicle as a reminder that WNUS covered other important stories earlier that day. This in addition to the three headlines mentioned previously.

The selection of the additional headlines will be made by the Senior Editor. These additional two headlines should pertain to stories that were broadcast hours earlier. Let's call them "early headlines". The format should read as follows:

"Summarizing the headlines of earlier  
W-Newscasts: (give three middle heads followed  
by two early heads.)"

There'll be no further reference to "additional details coming up shortly" as is the case presently.

When a Senior Editor goes off duty, he should notify the new Senior Editor of those early heads that should be used. It will be the responsibility of the Senior Editor on duty to change the early heads during his shift if he feels a change is dictated.

Don Keyes

NEWS  
INTROS  
SCILLANEOUS

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Jack Fiedler  
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ys

MISCELLANEOUS

NEWS INTROS -- WNUS -- BEETHOVEN'S Fifth Symphony

Control: ( 4 notes from Beethoven's Fifth )  
Anncr: "W-News..."

Control: ( 4 notes from Beethoven's Fifth, mix  
electronic s.e. )

- Anncr: 1.) "W-news on the hour..."  
2.) "W-news at 20 minutes past the hour..."  
3.) "W-news at 20 minutes before the hour..."

NOTE: Three cuts in all-- Hour, 20 past, 20 till.

###



W-News rpt

THE *McLendon* STATIONS/MEMORANDUM

To Jack Fiedler

Date October 27, 1964

cc: Larry Webb

From Don Keyes

Subject

Here are the intros for our various features. Note that most of them are to be delivered in a conversational manner. This enables us to have an intro without emphasizing the fact that we are going into a program segment as such.

For Sports Scores: "W-News Sports-at-a-Glance....."  
( Goes into scores or stories, no closing )

For Agriculture: "W-News charts the market...."  
( Goes into livestock noon report, no closing )

For Traffic: "Here is the latest W-News Traffic Advisory..."  
( Goes directly to traffic info, no closing )

For Stock Market: "From the W-News Business Briefcase, here are the latest stock market averages..."  
( goes directly to report, no closing )

For Education: "W-News School Facts presented in cooperation with the Chicago School System..." ( or whatever the proper name is..., no closing )

I think these accomplish the purpose. Call me if you have any questions.

By the way, here are some other titles I've invented should you need them.

"Special Correspondent"  
"Special Reporter"  
"Staff Correspondent"

Don Keyes

ys

MT SCFT ANFOHS

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# NEWS RELEASE

5,000 WATTS @ 1390 KC • 24 HOURS / DAY



**FIRST ALL-NEWS RADIO IN U.S.**

**W-NUS ALL-NEWS  
CHICAGO!**

230 N. MICHIGAN AVE. • 726-1566

For further information  
or photographs, contact:.....

*R. P. Book*

FOR RELEASE:

**WHAT THE TRADE IS SAYING ABOUT W-NUS...**  
(with no poetic license!)

**Time Buyer...**

"I listened for 30 hours last week."

**Account Executive...**

"Every regional and local advertiser in our shop without exception, has called and asked about W-NUS."

**Client Vice President...**

"I was at a wedding reception over the week-end, as soon as I could duck out of the receiving line I went into another room and tuned in your station to get some news I was interested in."

**Agency Treasurer...**

"I've set that station of yours on my car push button. It's great!"

**Media Department Head...**

"Look! I have my radio set at your station."

**Ad Manager...**

"Your audience composition is perfect for people in our business."

**Competitive Station Salesman...**

"Man, you got to make nothing but money!"

**Agency Copywriter...**

"My congratulations to your station on your great and daring idea...continual 24-hour newscasting. When first we heard of it, someone said he couldn't see how it would work. Now I, personally, can't see how it could miss."



# NEWS

## WELCOMES

5,000 WATTS @ 1350 KC • 24 HOURS / DAY



FIRST ALL-NEWS RADIO IN U.S.

**W-NUS** ALL-NEWS  
CHICAGO!

230 N. MICHIGAN AVE. • 725-1555

For further information  
or photographs, contact:

Cont'd.

P.R. Agency President...

"Chicagoland has long needed such a fine effort as you have undertaken. Keep it up!"

Agency Partner...

"While working at home on a campaign about 1:30 this morning I tuned in to W-NUS for the first time---and I think it is terrific. I'll be a regular listener and will change the button on my car radio tomorrow!"

Client Vice President...

"I find myself tuning to W-NUS about four times daily and have, for the first time in two years, reset the buttons on my automobile radio to pick up your station."

Agency Treasurer...

"I've set that station of yours on my car push button. It's great!"

Media Department Head...

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# NEWS

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MEMORANDUM

TO:

POLICY BOOK and ANNOUNCERS

FROM:

DON KEYES

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Location

Reference

1 through 70

Don Keyes

MT SCETLANEQUIS



# FOREIGN RADIO NEWS INTROS      INSERTS      Page 1 M E M O R A N D U M

TO: POLICY BOOK and ANNOUNCERS

FROM: DON KEYES

When recording the voice tracks ( "Radio Berlin", etc. ) for insertion into the Foreign Radio News Intro Format, simply read the names in

order down the left column. They are spaced to avoid proximity of announcements in the same language. Disregard the right hand column,

it is for the recording engineers' reference.

## Location

## Reference

1 through 70

Don Keyes

ys

CONTINUED

MT SCPT 1 ANFOUIS

- 1.) Radio Bombay ( Disc 1 B, Group 1 )
- 2.) Radio Hokkaido ( Disc 1 B, Group 9 )
- 3.) Radio Arequipa ( Disc 3 B, Group 4 )
- 4.) Radio Athens ( Disc 4 A, Group 09 )
- 5.) Radio Budapest ( Disc 4 B, Group 7 )
- 6.) Radio Berlin ( Disc 5 A, Group 1 )
- 7.) Radio Rio De Janeiro ( Disc 7, Side 1, cut 8 ) ( Check this closely )
- 8.) Radio Hague ( Disc unknown, sheet indicates # 302 )
- 9.) Radio Chile ( Disc 6, Side 2, Cut 15 ) ( Check this closely )
- 10.) Radio Montreal ( Disc 6, Side 1, Cut 17 ) ( Check this closely )
- 11.) Radio Ghent ( Disc 4, Side 2, Cut 6 ) ( Check this closely )
- 12.) Radio Vienna ( Disc 4, Side 2, Cut 12 ) ( Check this closely )
- 13.) Radio Sidi Bel Abez ( no code other than #128 )
- 14.) Radio Yokohama ( Disc 2 a, Group 5 )
- 15.) Radio Calcutta ( Disc 1 B, Group 6 )
- 16.) Radio Warsaw ( No code other than #210 )
- 17.) Radio Dakar ( Disc 4, Side 1, Cut 1 )
- 18.) Radio Kingston ( Disc 4, Side 1, Cut 17 )
- 19.) Radio Amsterdam ( Disc 4, Side 1, Cut 21 )
- 20.) Radio Ahmedabad ( No code other than # 76 )
- 21.) Radio Manila ( No code other than # 85 )
- 22.) Radio Salonika ( No code other than # 97 )
- 23.) Radio Helsinki ( No code other than # 100 )
- 24.) Radio Burma ( No code other than # 107 )
- 25.) Radio Reykjavik ( No code other than # 119 )
- 26.) Radio Rome ( Disc 2, Side 1, Cut 7 )
- 27.) Radio Karachi ( Disc 2, Side 1, Cut 19 )
- 28.) Radio Kobe ( Disc 2 A, Group 6 )
- 29.) Radio Buenos Aires ( Disc 4 A, Group 2 )
- 30.) Radio Tripoli ( Disc 4 B, Group 5 )
- 31.) Radio Frankfort ( Disc 5 A, Group 3 )
- 32.) Radio Moscow ( Disc 7, Side 1, Cut 1 )
- 33.) Radio Sao Paulo ( Disc 7, Side 1, Cut 14 )
- 34.) Radio Rotterdam ( No code other than # 304 )
- 35.) Radio Monaco ( No other code but # 312 )
- 36.) Radio La Paz ( Disc 6, Side 2, Cut 2 )
- 37.) Radio Paris ( Disc 6, Side 2, Cut 16 )
- 38.) Radio Havana ( Disc 5, Side 2, Cut 14 )
- 39.) Radio Caracas ( Disc 6, Side 1, Cut 1 )
- 40.) Radio Ottawa ( Disc 6, Side 1, Cut 23 )
- 41.) Radio Wilmstad ( Disc 4, Side 2, Cut 1 )
- 42.) Radio Algiers ( no code other than # 126 )
- 43.) Radio Czechoslovakia ( no code other than # 207 )
- 44.) Radio Brussels ( Disc 4, Side 1, Cut 4 )
- 45.) Radio Tanpere ( No code other than # 103 )
- 46.) Radio Phillipines ( No code other than # 88 )
- 47.) Radio Kyoto ( Disc 2, Side 1, Cut 4 )
- 48.) Radio Milan ( Disc 2, Side 1, Cut 10 )
- 49.) Radio Lahore ( Disc 2, Side 1, Cut 22 )
- 50.) Radio Cusco ( Disc 3 B, Group 1 )

CONTINUED



- 51.) Radio Piralus ( Disc 4 B, Group 1 )  
52.) Radio Bonn ( Disc 4 B, Group 1 )  
53.) Radio Madrid ( Disc 7, Side 1, Cut 16 )  
54.) Radio Luxembourg ( No code other than # 310 )  
55.) Radio Punta Arenas ( Disc 6, Side 2, Cut 14 )  
56.) Radio Innsbruk ( Disc 4, Side 2, Cut 16 )  
57.) Radio Tangier ( no code other than # 132 )  
58.) Radio Maracaibo ( Disc 6, Side 1, Cut 4 )  
59.) Radio Casablanca ( No code except # 135 )  
60.) Radio San Pedro Sula ( Disc 6, Side 1, Cut 16 )  
61.) Radio Guayaquil ( Disc 5, Side 2, Cut 22 )  
62.) Radio Yugoslavia ( No code other than # 199 )  
63.) Radio Leopoldville ( Disc 4, Side 1, Cut 14 )  
64.) Radio Thialand ( no code other than # 82 )  
65.) Radio Italian Somaliland ( Disc 2, Side 1, Cut 15 )  
66.) Radio Osaka ( Disc 2, Side 1, Cut 2 )  
67.) Radio Brazzaville ( Disc 4, Side 1, Cut 10 )  
68.) Radio Ukraine ( No code other than # 209 )  
69.) Radio Tegueigalpa ( no code other than # 17 )  
70.) Radio Lima ( No other code than # 6 )

###



# MEMORANDUM

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- 32.) Radio Moscow ( Disc 7, Side 1, Cut 1 )
- 33.) Radio Sao Paulo ( Disc 7, Side 1, Cut 14 )
- 34.) Radio Rotterdam ( No code other than # 304 )
- 35.) Radio Monaco ( No other code but # 312 )
- 36.) Radio La Paz ( Disc 6, Side 2, Cut 2 )
- 37.) Radio Paris ( Disc 6, Side 2, Cut 16 )
- 38.) Radio Havana ( Disc 5, Side 2, Cut 4 )
- 39.) Radio Caracas ( Disc 6, Side 1, Cut 1 )
- 40.) Radio Ottawa ( Disc 6, Side 1, Cut 23 )
- 41.) Radio Wilmstad ( Disc 4, Side 2, Cut 1 )
- 42.) Radio Algiers ( no code other than # 126 )
- 43.) Radio Czechoslovakia ( no code other than # 207 )
- 44.) Radio Brussels ( Disc 4, Side 1, Cut 4 )
- 45.) Radio Tampere ( No code other than # 103 )
- 46.) Radio Philippines ( No code other than # 88 )
- 47.) Radio Kyoto ( Disc 2, Side 1, Cut 4 )
- 48.) Radio Milan ( Disc 2, Side 1, Cut 10 )
- 49.) Radio Lahore ( Disc 2, Side 1, Cut 22 )
- 50.) Radio Cusco ( Disc 3 B, Group 1 )

CONTINUED



- 51.) Radio Piralus ( Disc 4 B, Group 1 )  
52.) Radio Bonn ( Disc 4 B, Group 1 )  
53.) Radio Madrid ( Disc 7, Side 1, Cut 16 )  
54.) Radio Luxembourg ( No code other than # 310 )  
55.) Radio Punta Arenas ( Disc 6, Side 2, Cut 14 )  
56.) Radio Innsbruck ( Disc 4, Side 2, Cut 16 )  
57.) Radio Tangier ( no code other than # 132 )  
58.) Radio Maracaibo ( Disc 6, Side 1, Cut 4 )  
59.) Radio Casablanca ( No code except # 135 )  
60.) Radio San Pedro Sula ( Disc 6, Side 1, Cut 16 )  
61.) Radio Guayaquil ( Disc 5, Side 2, Cut 22 )  
62.) Radio Yugoslavia ( No code other than # 199 )  
63.) Radio Leopoldville ( Disc 4, Side 1, Cut 14 )  
64.) Radio Thialand ( no code other than # 82 )  
65.) Radio Italian Somaliland ( Disc 2, Side 1, Cut 15 )  
66.) Radio Osaka ( Disc 2, Side 1, Cut 2 )  
67.) Radio Brazzaville ( Disc 4, Side 1, Cut 10 )  
68.) Radio Ukraine ( No code other than # 209 )  
69.) Radio Tegueigalpa ( no code other than # 7 )  
70.) Radio Lima ( No other code than # 6 )

####



# LONGITUDE - LATITUDE NEWS INTROS INSERTS

## LONGITUDE - LATITUDE NEWS INTRO FORMAT

Library by Don Kayes, 17 April, 1961

Annrc: "W-NUS circles the globe"

Rec. Control: ( electronic sound effect )

Annrc: ( filter mike ) "Latitude, \_\_\_\_\_; degrees, \_\_\_\_\_; minutes \_\_\_\_\_"

"Longitude, \_\_\_\_\_; degrees, \_\_\_\_\_; minutes, \_\_\_\_\_"

"Location....." ( off filter mike )

Rec. Control: ( hard "beep" )

Annrc: " \_\_\_\_\_ ( foreign location ) "

Rec. Control: "From around the globe, news is received at  
Latitude 41°44" North, Longitude 87°42" West.....  
W-News, Chicago..."

B'Cast Control: ( go directly to newscast )

# # #

Continued  
Continued

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# LONGITUDE - LATITUDE NEWS INTROS INSERTS

( Readings obtained from Atlas, Dallas Public  
Library by Don Keyes, 17 April, 1961 )

<u>LATITUDE</u>	<u>LONGITUDE</u>	<u>LOCATION</u>
1. 61° 13' North	149° 50' West	Anchorage
2. 21° 18' North	157° 52' West	Honolulu
3. 57° 9' North	2° 9' West	Aberdeen
4. 52° 30' North	13° 25' West	Berlin
5. 33° 55' South	18° 22' East	Capetown
6. 28° 29' North	77° 15' East	Delhi
7. 53° 22' North	7° 12' East	Emden
8. 35° 6' North	129° 3' East	Fusan
9. 9° 38' South	160° 0' West	Guadalcanal
10. 49° 25' North	8° 43' East	Heidelberg
11. 41° 2' North	29° 0' West	Istanbul
12. 32° 25' North	35° 34' East	Jordan
13. 15° 35' North	32° 32' East	Khartoum
14. 18° 30' North	104° 30' East	Laos
15. 45° 33' North	73° 35' West	Montreal
16. 32° 4' North	118° 45' East	Nanking
17. 21° 25' North	158° 0' West	Oahu
18. 48° 52' North	2° 20' East	Paris
19. 46° 53' North	71° 20' West	Quebec
20. 41° 45' North	12° 15' East	Rome
21. 59° 20' North	18° 0' East	Stockholm
22. 33° 32' South	56° 59' West	Trinidad
23. 48° 50' North	2° 27' East	Vincennes

Continued  
Continued



News Intros Inserts, continued

News Intros Inserts, continued

LATITUDE	LONGITUDE	LOCATION
48. 51° 31' North	131° 48' East	Dover
49. 24. 33° 5' North	131° 48' East	County Cork
50. 25. 52° 18' North	0° 42' West	Usuki ( Japan )
51. 26. 20° 45' North	89° 0' West	Brussels
52. 27. 6° 54' North	122° 5' East	Wellington
53. 28. 63° 10' North	136° 0' West	Athens
54. 29. 5° 30' South	39° 30' East	Yucatan
55. 30. 39° 10' North	127° 26' East	Bern
56. 31. 4° 50' South	149° 13' East	Zamboanga
57. 32. 60° 29' North	22° 14' East	Lebanon
58. 33. 33° 55' South	151° 10' East	Yukon
59. 34. 0° 10' South	78° 30' West	Liberia
60. 35. 50° 8' 5' North	14° 26' East	Zanzibar
61. 36. 26° 30' North	128° 0' East	Trieste
62. 37. 14° 5' 45' South	35° 15' West	Wonson
63. 38. 37° 31' 22' 10' North	121° 28' East	Leopoldville
64. 39. 17° 47' 59' 12' North	39° 42' East	Vitu Island
65. 40. 55° 2' 45' North	37° 36' East	Havana
66. 41. 25° 1' 30' North	0° 7' West	Turku, Finland
67. 42. 37° 29' North	127° 11' East	Irrawaddy, Burma
68. 43. 7° 30' South	110° 0' East	Sydney
69. 44. 160° 10' North	23° 58' East	Jericho
70. 45. 329° 59' North	31° 7' East	Quito
71. 46. 52° 20' North	14° 30' East	Kiev
72. 47. 55° 55' North	3° 10' West	Prague

Continued  
Continued

MISCELLANEOUS



News Intros Inserts, continued

<u>LATITUDE</u>	<u>LONGITUDE</u>	<u>LOCATION</u>
48. 51° 9' North	1° 20' East	Dover
49. 51° 55' North	8° 30' West	County Cork
50. 50° 52' North	4° 22' West	Brussels
51. 37° 54' North	23° 52' East	Athens
52. 46° 56' North	7° 23' East	Bern
53. 33° 45' North	35° 45' East	Lebanon
54. 6° 30' North	9° 30' West	Liberia
55. 45° 36' North	13° 45' East	Trieste
56. 4° 18' South	15° 17' East	Leopoldville
57. 23° 8' North	82° 23' West	Havana
58. 23° 30' North	96° 0' East	Irrawaddy, Burma
59. 31° 51' North	35° 29' East	Jericho
60. 50° 28' North	30° 31' East	Kiev
61. 49° 30' North	0° 5' East	LeHavre
62. 14° 45' North	61° 0' West	Martinique
63. 37° 22' North	9° 55' East	Bizerte
64. 17° 59' North	76° 49' West	Kingston, Jamaica
65. 51° 20' North	12° 20' East	Leipzig
66. 23° 12' North	106° 25' West	Mazatlan
67. 40° 51' North	14° 26' East	Naples
68. 68° 50' North	33° 10' East	Murmansk
69. 19° 0' North	72° 48' East	Bombay
70. 31° 46' North	35° 14' East	Jerusalem
71. 53° 25' North	3° 0' West	Liverpool
72. 11° 20' South	131° 0' East	Melville Island

Continued

News Intros Inserts, continued

<u>LONGITUDE - LATITUDE NEWS INTRO FORMAT</u>		<u>LOCATION</u>
<u>LATITUDE</u>	<u>LONGITUDE</u>	
73. 21° 15' North	79° 12' East "W-NUS circles the globe"	Nagpur
74. 34° 35' South	58° 22' West ( electronic sound effect )	Buenos Aires
75. 46° 27' North	30° 48' East "Latitude, _____, degrees, _____"	Odessa
76. 45° 30' North	75° 44' West "Longitude, _____, degrees, _____"	Ottawa
77. 39° 55' North	116° 25' East "Location, _____, ( off filter )"	Peiping
78. 8° 1' South	35° 0' West ( hard )	Recife
79. 51° 55' North	4° 29' East " ( station )"	Rotterdam
80. 35° 40' North	139° 45' East "From _____ globe, news is received"	Tokyo

Latitude 41° 44' North, Longitude 87° 42' West, \_\_\_\_\_

W-News, Chicago..."

B'Cast Control: ( go directly to newscast )



LONGITUDE - LATITUDE NEWS INTRO FORMAT

Anncr: "W-NUS circles the globe"

Rec. Control: ( electronic sound effect )

Anncr: ( filter mike ) "Latitude, \_\_\_\_\_; degrees, \_\_\_\_\_; minutes \_\_\_\_\_"

"Longitude, \_\_\_\_\_; degrees, \_\_\_\_\_; minutes, \_\_\_\_\_"

"Location....." ( off filter mike )

Rec. Control: ( hard "beep" )

Anncr: " \_\_\_\_\_ ( foreign location ) \_\_\_\_\_"

Rec. Control: "From around the globe, news is received at  
Latitude 41°44' North, Longitude 87°42' West.....  
W-News, Chicago..."

B'Cast Control: ( go directly to newscast )

###



# LONGITUDE - LATITUDE NEWS INTROS INSERTS

( Readings obtained from Atlas, Dallas Public  
Library by Don Keyes, 17 April, 1961 )

<u>LATITUDE</u>	<u>LONGITUDE</u>	<u>LOCATION</u>
1. 61° 13' North	149° 50' West	Anchorage
2. 21° 18' North	157° 52' West	Honolulu
3. 57° 9' North	2° 9' West	Aberdeen
4. 52° 30' North	13° 25' West	Berlin
5. 33° 55' South	18° 22' East	Capetown
6. 28° 29' North	77° 15' East	Delhi
7. 53° 22' North	7° 12' East	Emden
8. 35° 6' North	129° 3' East	Fusan
9. 9° 38' South	160° 0' West	Guadalcanal
10. 49° 25' North	8° 43' East	Heidelberg
11. 41° 2' North	29° 0' West	Istanbul
12. 32° 25' North	35° 34' East	Jordan
13. 15° 35' North	32° 32' East	Khartoum
14. 18° 30' North	104° 30' East	Laos
15. 45° 33' North	73° 35' West	Montreal
16. 32° 4' North	118° 45' East	Nanking
17. 21° 25' North	158° 0' West	Oahu
18. 48° 52' North	2° 20' East	Paris
19. 46° 53' North	71° 20' West	Quebec
20. 41° 45' North	12° 15' East	Rome
21. 59° 20' North	18° 0' East	Stockholm
22. 33° 32' South	56° 59' West	Trinidad
23. 48° 50' North	2° 27' East	Vincennes

Continued

News Intros Inserts, continued

<u>LATITUDE</u>	<u>LONGITUDE</u>	<u>LOCATION</u>
24. 33° 5' North	131° 48' East	Usuki ( Japan )
25. 52° 18' North	0° 42' West	Wellington
26. 20° 45' North	89° 0' West	Yucatan
27. 6° 54' North	122° 5' East	Zamboanga
28. 63° 0' North	136° 0' West	Yukon
29. 5° 30' South	39° 30' East	Zanzibar
30. 39° 10' North	127° 26' East	Wonson
31. 4° 50' South	149° 13' East	Vitu Island
32. 60° 29' North	22° 14' East	Turku, Finland
33. 33° 55' South	151° 10' East	Sydney
34. 0° 10' South	78° 30' West	Quito
35. 50° 5' North	14° 26' East	Prague
36. 26° 30' North	128° 0' East	Okinawa
37. 5° 45' South	35° 15' West	Natal
38. 31° 10' North	121° 28' East	Shanghai
39. 47° 12' North	39° 42' East	Rostov-on-the-Don
40. 55° 45' North	37° 36' East	Moscow
41. 51° 30' North	0° 7' West	London
42. 37° 29' North	127° 11' East	Kwangju
43. 7° 30' South	110° 0' East	Java
44. 60° 10' North	23° 58' East	Helsinki
45. 29° 59' North	31° 7' East	Giza Pyramids
46. 52° 20' North	14° 30' East	Frankfurt
47. 53° 55' North	3° 10' West	Edinburgh

Continued



New Intros Inserts, continued

	<u>LATITUDE</u>	<u>LONGITUDE</u>	<u>LOCATION</u>
48.	51° 9' North	1° 20' East	Dover
49.	51° 55' North	8° 30' West	County Cork
50.	50° 52' North	4° 22' West	Brussels
51.	37° 54' North	23° 52' East	Athens
52.	46° 56' North	7° 23' East	Bern
53.	33° 45' North	35° 45' East	Lebanon
54.	6° 30' North	9° 30' West	Liberia
55.	45° 36' North	13° 45' East	Trieste
56.	4° 18' South	15° 17' East	Leopoldville
57.	23° 8' North	82° 23' West	Havana
58.	23° 30' North	96° 0' East	Irrawaddy, Burma
59.	31° 51' North	35° 29' East	Jericho
60.	50° 28' North	30° 31' East	Kiev
61.	49° 30' North	0° 5' East	LeHavre
62.	14° 45' North	61° 0' West	Martinique
63.	37° 22' North	9° 55' East	Bizerte
64.	17° 59' North	76° 49' West	Kingston, Jamaica
— 65.	51° 20' North	12° 20' East	Leipzig
66.	23° 12' North	106° 25' West	Mazatlan
67.	40° 51' North	14° 26' East	Naples
68.	68° 50' North	33° 10' East	Murmansk
69.	19° 0' North	72° 48' East	Bombay
70.	31° 46' North	35° 14' East	Jerusalem
71.	53° 25' North	3° 0' West	Liverpool
72.	11° 20' South	131° 0' East	Melville Island

Continued



News Intros Inserts, continued

<u>LATITUDE</u>	<u>LONGITUDE</u>	<u>LOCATION</u>
73. 21° 15' North	79° 12' East	Nagpur
74. 34° 35' South	58° 22' West	Buenos Aires
75. 46° 27' North	30° 48' East	Odessa
76. 45° 30' North	75° 44' West	Ottawa
77. 39° 55' North	116° 25' East	Peiping
78. 8° 1' South	35° 0' West	Recife
79. 51° 55' North	4° 29' East	Rotterdam
80. 35° 40' North	139° 45' East	Tokyo

"BIG HAND OF YOUR CLOCK" NEWS INTRO FORMAT

Rec. Control: (three one-second ticks of metronome; on fourth tick, hit a recording of our hourly time tone; continue metronome but fade immediately for....)

Annrc: "The big hand of your clock is at thirty and here is news around the clock from your timekeeper of global events, W-NEWS, Chicago."

Rec. Control: (fade metronome out)

B'Cast Control: (go directly into newscast)

# # # # #



"BIG HAND OF YOUR CLOCK" NEWS INTRO FORMAT

Rec. Control: (three one-second ticks of metronome; on fourth tick, hit a recording of our hourly time tone; continue metronome but fade immediately for....)

Annecr: "The big hand of your clock is at thirty and here is news around the clock from your timekeeper of global events, W-NEWS, Chicago."

Rec. Control: (fade metronome out)

B'Cast Control: (go directly into newscast)

# # # # #



N-E-W-S NEWS INTRO

Control: (sound effect)

Anncr. 1: "News, N-E-W-S, North, East, West, South...

From every point on the compass, news comes to

"W-NEWS, Chicago..."

Rec. Control: (fade everything out)

B'cast Control: (go directly into newscast)

###

N-E-W-S NEWS INTRO

Control: (sound effect)

Annecr. 1: "News, N-E-W-S, North, East, West, South...

Annecr. 2: "From Radio  
From every point on the compass, news comes to

Control: (appropriate voice track)  
Annecr. 1: "W-NEWS, Chicago..." and all points

Rec. Control: (fade everything out)

Rec. Control: (fade everything out)

B'cast Control: (go directly into newscast)

# # #



FOREIGN RADIO STATIONS NEWS INTRO FORMAT

Control: ( electronic s. e. )

Annrc 1: "The world reports the news to "W-NEWS!"

Annrc 2: "From Radio \_\_\_\_\_"

Control: ( appropriate voice track )

Annrc L; "From Radio ( above ) and all points  
news comes to W-NUS, W-NEWS, Chicago"

Rec. Control: ( fade everything out )

B' Cast Control: ( go directly into newscast )

# # #



FOREIGN RADIO STATIONS NEWS INTRO FORMAT

Control: ( electronic s. e. )

Anncr 1: "The world reports the news to "W-NEWS!"

Anncr 2: "From Radio \_\_\_\_\_"

Control: ( appropriate voice track )

Anncr L; "From Radio ( above ) and all points  
news comes to W-NUS, W-NEWS, Chicago"

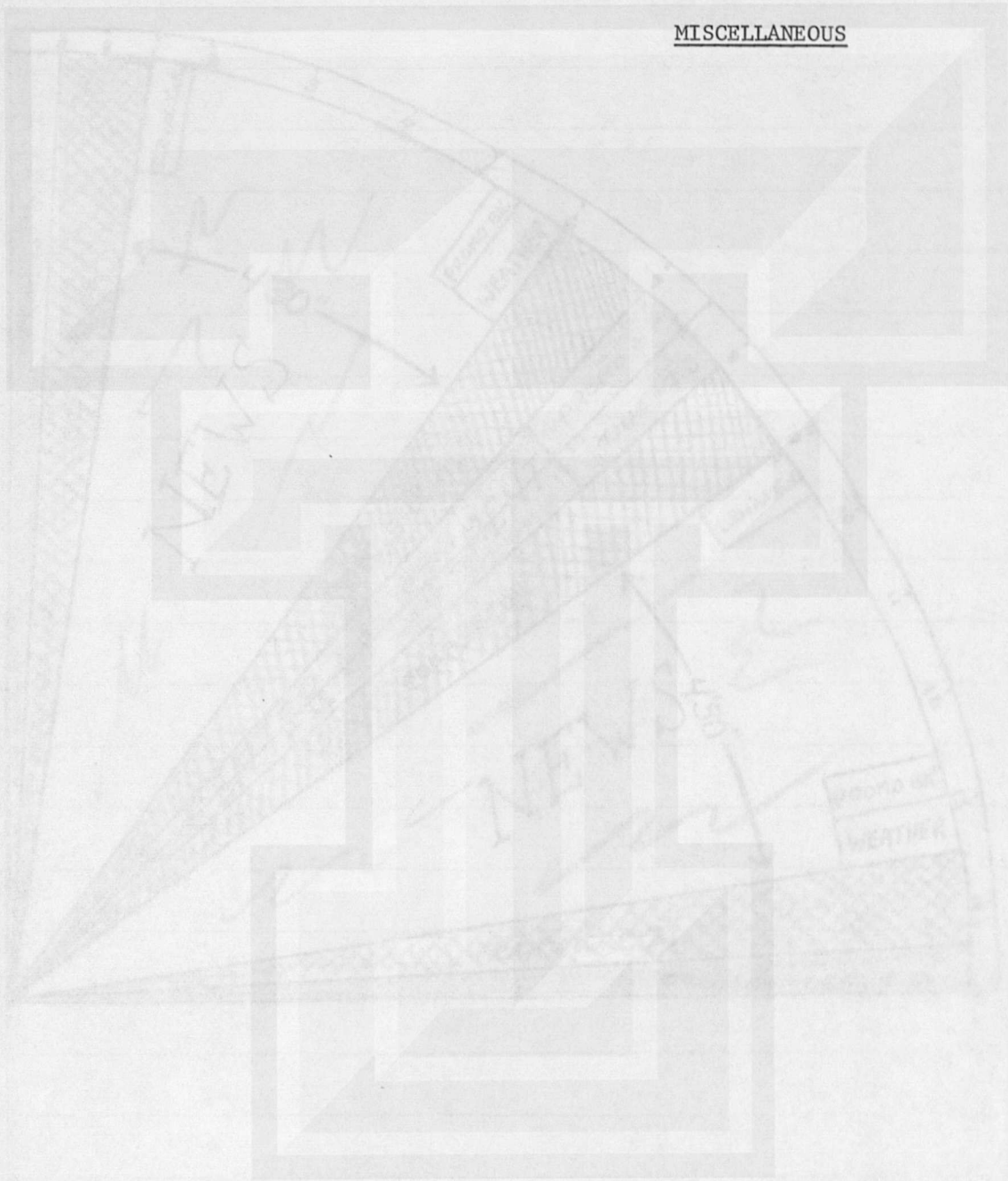
Rec. Control: ( fade everything out )

B' Cast Control: ( go directly into newscast )

# # #

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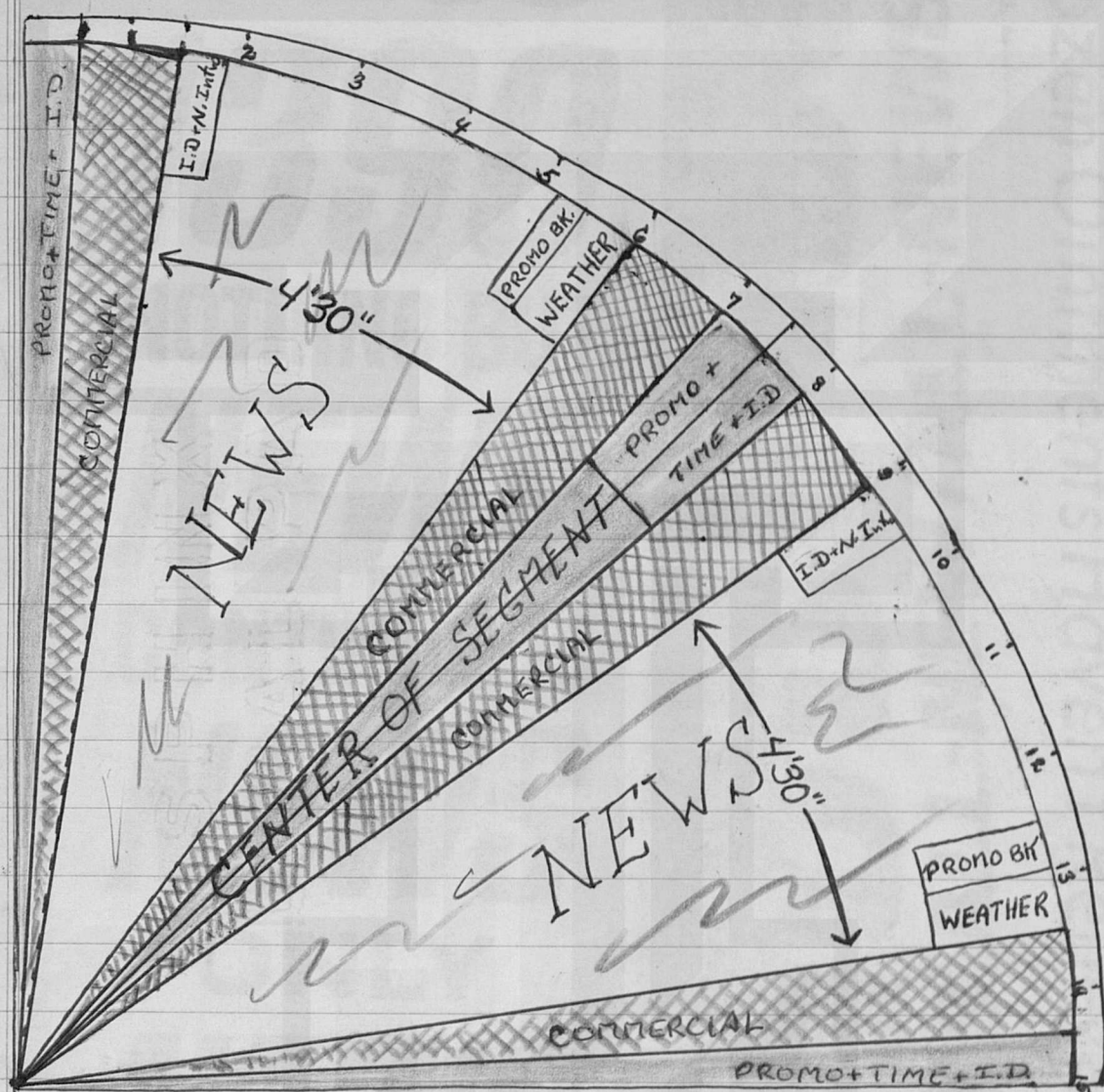
MISCELLANEOUS



MISCELLANEOUS

NEWS 4 HOUR





NEWS 1/4 HOUR



**W-NŪS**  
**1390**

NOTHING BUT

**NEWS**

CONTINUOUS

**NEWS**

ONLY

**NEWS**

ALL-NEWS

**W-NŪS**

**1390** all-news

CHICAGO'S ALL NEW

**W-NŪS-1390**

24-HOURS A DAY

Chicago Tribune - 9/5/64

TO YOUR  
GOOD HEALTH

Dozen Ointments Haven't Relieved This Pain

the party's history." Indeed, the old realist, Norman Thomas, said it was a Utopian or insincere, and that he did not see how it could be put into operation without a system of planned production and all the controls associated with socialism.

In Texas, however, it was different. The Texas state Democratic convention, meeting two months after the party's national convention, adopted a platform that was actually a point-for-point refutation of the national platform. As one delegate belatedly in boiling anger:

"We don't want to go along with Eleanor, Walter Reuther, Adam Powell, and Earl B. Hiss. We've been betrayed and betrayed good and proper by Lyndon Johnson. How do you think you can trust these people?"

Lyndon Johnson was left in the position of apparently endorsing two contradictory platforms. The national platform called for almost unlimited concentration of power in federal hands, while the state platform denounced "federal encroachment" and the "growing and menacing power in the federal government." The national platform called for the "enforcement of laws designed to protect private property from communist occupation." The national platform called for the closing of such "tax loopholes as depreciation allowances"; the state platform called for the "retention of the present oil and gas depletions allowance."

Further, the national platform called for federal aid to education; the state opposed the entry of the federal government into the general field of public education." The national platform called for school desegregation; the state pledged local operation and control of schools. The national platform called for the care of the elderly under social security; the state opposed socialistic measures. The national platform called for the repeal of state right-to-work laws; the state endorsed the right-to-work law as fundamental to the free enterprise system. To a man less thick-skinned than Lyndon Johnson, these irreconcilable contradictions might have presented a challenge in principle. How could he possibly run on two platforms at once? But he did, and so did F. Kennedy, equally insensitive, was content to have Lyndon make conservative noises below the Mason-Dixon line to hold the "solid south" while keeping him under wraps in the north, where Kennedy was working the other side of the street.

By such opportunism are the criteria of responsibility established to the satisfaction of the New York Times and the liberal sounding boards. We will content ourselves with the judgment that Lyndon is just as responsible as he is sincere, and that, granted, he is an "operator."

## TALKING HORSES

The animals in George Orwell's "Animal Farm" were gifted with speech and given to talking at some length, though the two cart horses, Boxer and Clover, had difficulty in thinking things out for themselves. More recently the idea of a talking horse has been popularized on television.

But some of the professors in the school of agriculture at Southern Illinois University, Carbondale, aren't content with fictional talking animals. They have decided to see if they can "talk" to horses, and, in the manner of speaking, if the horses will "talk" back to them. This research project is intended to determine if man can establish some form of nonverbal communications with animals. American saddle horses were selected for the study because a herd of them was given to the university for research purposes, altho Dr. Wendell W. Keeper, dean of agriculture, says he rather fancies trying to communicate with pigs, which he regards as being smarter than horses.

We are not informed as to what the professors will attempt to say to these horses, and we have no idea what the horses might be expected to say in return. Perhaps some mare, as did Orwell's Mollie, will

tributed Gen. Taylor, former chairman of its joint chiefs of staff, to serve as ambassador to Viet Nam on the theory that it takes a military man to manage a war. Meanwhile the state department seems determined to sidetrack any military tendencies on the part of the Saigon government. Having disbanded the Diem family army, it seems now to have pulled Gen. Khanh's military props off from under him, leaving us in more doubt than ever as to who is supposed to be fighting the Viet Cong.

We can hardly recognize our administration as the same one which took pride, only a few weeks ago, in its prompt and decisive response to communist efforts to torpedo American destroyers off North Viet Nam. Having seized the initiative and demonstrated our firmness, we have relapsed into the same old uncertainty—just as President Kennedy seized the initiative in Cuba in 1962 and quickly gave it up.

Once again it looks as if we're willing to settle for anything, provided only that we can have the satisfaction of firing the final salvo.

## STONE FOR STONE

Edward D. Stone, the architect, was refreshingly blunt the other day on the matter of modern building materials. Architecture is "the most permanent of the arts," he said, and "permanence is associated with stone—not with glass or tin or architectural frills."

Today's emphasis on glass and "tin" has created "a colossal mess," he said. "If you look around you, and you give a damn, it makes you want to commit suicide."

Three cheers for Mr. Stone. He has flung down a needed gauntlet in a profession which sometimes seems to have given up art in favor of pure engineering. We need men like Mr. Stone who are confident that their school, whichever it is, is the best one — and Mr. Stone's own work certainly speaks eloquently in behalf of his cause.

But there are others like Mr. Mies van der Rohe who can make an equally good case for glass and who might care to denounce other buildings as "cumbersome heaps of rock and concrete." We might then hear Le Corbusier, the French expert with concrete, reply that the "glass houses" are nothing but "transparent stacks of window panes." And those who are skilled in the use of stainless steel and aluminum [an example is Chicago's Inland Steel building, by Skidmore, Owings and Merrill] could be righteously indignant at the suggestion that they are creating eyesores of "tin."

## Famous Last Words

John Muir:

Late in life the great naturalist, botanist, geologist, writer, and apostle of conservation said: "I might have become a millionaire; I chose to become a tramp." Before dying he wrote: "Death is a kind nurse saying: 'Come, children, to bed, and get up in the morning. . . .'"

—By Barnaby Conrad

## Laughing Matter



"Why don't we go out somewhere? You can take your paper with you."

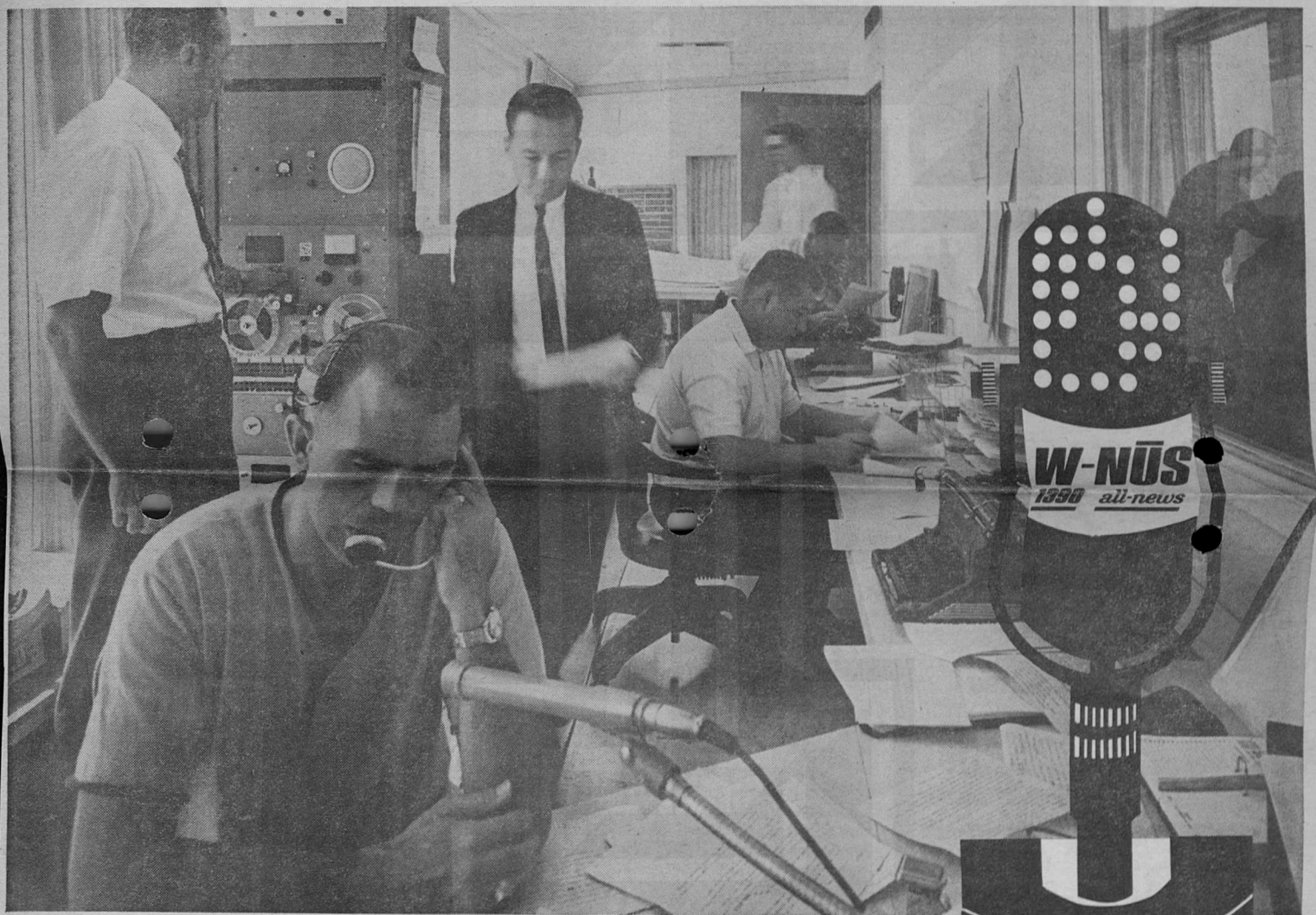
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TO YOUR  
GOOD HEALTH  
Dozen Ointments Haven't Relieved This Itching



# 1<sup>ST</sup>!!! ALL-NEWS RADIO STATION IN THE USA

*One 15 minute newscast after another  
...24 hours a day...nothing but news!*



**24 HOURS A DAY**

**W-NUS-1390**

**CHICAGO'S ALL-NEW/ALL-NEWS RADIO**



TO YOUR  
GOOD HEALTH

## Dozen Ointments Haven't Relieved His Itching

By Dr. Joseph Molner

DEAR DR. MOLNER: Can you suggest something to do about pruritus ani? My grandson, 19, has been bothered with it for two years. He has been to many doctors, who in turn give a prescription for an ointment.

He has used at least a dozen ointments with no results. He changes underclothing every day, and sometimes bathes twice a day.

C. M.

**PRURITUS ANI** (rectal itching) can be an abomination. Let's consider the principal causes.

First, is there any local cause—hemorrhoids, or fissures in the rectum which may be producing a discharge which irritates the skin and makes it itch? I assume that if the young man has seen so many doctors, he has had a thorough rectal examination by at least some of them. If not, and he has been using salves suggested on a sight-unseen basis, then have him examined.

Second, allergy or sensitivity to certain foods can be a cause.

Along with this, antibiotics can cause such itching, in some

cases for months after the drugs have been stopped.

Third, overmedication can be a factor. Salves can be very fine if used for a brief time to overcome the itching, but they can backfire by keeping the skin moist and soft and vulnerable to irritants which otherwise might cause no itching.

I SUGGEST keeping a bit of dry cotton at the rectal opening. I have known this simple and cheap treatment to do more good than many ounces of ointments. And an added

tip: Keep the area clean, but wash with plain water. Soap can be an irritant. Then dry carefully, apply the small wad of cotton, and see whether it helps.

I ALSO RECALL a friend who had suffered for years and in desperation went, on his family physician's advice, to a psychiatrist. Several sessions and a few weeks later the trouble vanished entirely. Evidently, in his case, extreme nervous tension played a part in the condition.

FRONT ROW  
CENTER

THE WORLD premiere performance of Chicago composer Alexander Tcherepnin's "Cantata for Voice and Orchestra" was given Thursday during the 26th International Festival of Music Lucerne in Switzerland.

RIVERVIEW Park will end its 61st season at midnight on Labor Day with a gala three-day holiday weekend.

Special attractions include the last performances of the "Flight Into Fantasy" parade, made up of more than two dozen units including a herd of live elephants, Santa Claus, skaters on real ice, colorful floats, marchers in gay costumes and the "Tournament of Music."



## FOR HIS FANS

Here's Ringo Starr, who is one-fourth (and some say the most important fourth) of the Beatles. Their film, "A Hard Day's Night," is at the Woods.

## TELL IT TO JILL

Six Tested Ways  
To Weep No More

By Jill Kirk

DEAR JILL: Have you a solution to stop me from crying when peeling onions?

MRS. H. N. POTS

OODLES OF 'EM, so work your way through them all until you find one that works for you. All set? Let's go. Peel and cut under running cold water. Peel and cut from stem end. Chill onion in refrigerator before using. Soak in hot water first. Soak in cold water first. And, lastly, if all these remedies still leave you in tears—a sure-fire solution, according to many, is to use the prepared onion flakes as sold at the spice counter of your market.

DEAR JILL: For the reader who wanted to know how to "antique" a picture frame, this is how I have "antiqued" many pieces of furniture, including picture frames:

Wash furniture with turpentine and sand the rough spots very lightly with fine sandpaper. Paint with flat white paint, giving two or three coats, allowing plenty of time to dry thoroughly between coats. Sand lightly after each coat of paint except the last coat.



Make a glaze using 1 cup turpentine, 2 tablespoons linseed oil, 2 tablespoons flat white paint, raw umber—adding small amounts until desired shade is attained. The mixture will be quite black.

Paint this glaze, going with grain of the wood and wipe it off lightly while it is still a little damp, using a soft cloth.

Paint a piece with clear satin varnish and put gold trim on beading, or where desired.

MRS. J. R. C.

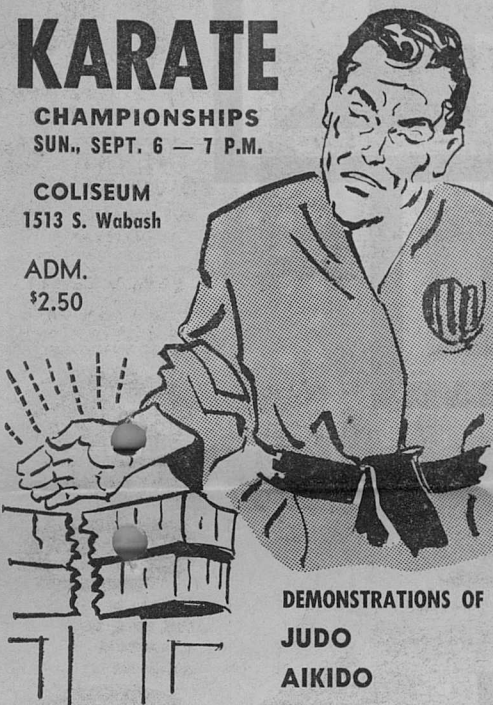
Write to Jill Kirk at The Sun - Times, 401 N. Wabash, Chicago 60611.

## AMUSEMENTS

## AMUSEMENTS

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## AMUSEMENTS

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RICHARD CHRISTIANSEN, News

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## AMUSEMENTS



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INTERIORS ALWAYS A COMFORTABLE 72°  
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