

BROADCAST EDITORIAL

044

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

WYNR, Chicago; WYSL,
Buffalo; KILT, Houston;
KABL, San Francisco --



Circulation: approx. 7 million

Subject WISCONSIN CITIZENS --

(Open)

And now an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute):

(Editorial)

The state of Wisconsin needs to appraise carefully two cases which involve Wisconsin citizens but are both of national importance.

The first involves Rep. John W. Byrnes, an important Republican member of Congress. Rep. Byrnes purchased stock in a Wisconsin insurance company after he had helped that company at the Treasury Department. The matter deserves investigation.

The second Wisconsin incident involves the appointment of David Rabinowitz to the Federal bench. The American Bar Association has advised the Senate that its committee reached the unanimous conclusion that Mr. Rabinowitz is unqualified to serve. The Wisconsin Bar Association now advises that over three thousand of its members have voted overwhelmingly that Mr. Rabinowitz is not qualified to serve.

At the very least, Wisconsin will do well to give the cases of Rep. Byrnes and Mr. Rabinowitz careful attention.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

December, 1963

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To be broadcast
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McLendon Stations: **KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYSL,
Buffalo and WYNR, Chicago --**

Circulation: **approx. 23 million**



Subject **SPACE RACE --**

(Open)

And now an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute):

(Editorial)

It has become fashionable to say that while Russia may be able to put up heavier rockets, the United States is actually ahead in the space race.

For what it's worth, let's put the record straight. Two years ago, Russia put up two seven-ton satellites. We haven't yet put up a payload a third as heavy. The Soviets have hit the moon dead-on. They have photographed the far side of the moon. In contrast, in fourteen moon missions, the United States has a record of almost complete failure.

In space transmissions, Russia radioed 66 million miles with its Mars Probe I, millions of miles greater than our Mariner II. The new bride, Tereshkova Nikolayev, in one flight has more time in orbit than all American astronauts put together, with a day to spare.

We do not intend here to defend our adventure in space economically or otherwise. Our intention is only to set the record straight. When you hear someone say that the United States really leads in space, it just ain't so. It pays to face facts.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

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Subject

SHRIVER -- LBJ's CHOICE FOR VICE PRESIDENCY ?

(Open)

And now an editorial by Gordon McLendon, President of The McLendon Stations. Listening time approx. one minute.

(Editorial)

Insiders report that Lyndon Johnson's choice for a Vice President would be Sargent Shriver. Shriver is Director of the Peace Corps and President Kennedy's brother-in-law.

If this report is true, the President has made a wise choice. Shriver is one of the ablest men in government. He was a successful Chicago businessman. He is young at 48, personable and good-looking. He is a Northerner and, despite his relationship to President Kennedy, a middle-of-the-reader on most political issues.

This combination of the Southern President and the young, brilliant Northerner would give the Democrats a formidable ticket. If President Johnson's choice is, indeed, Sargent Shriver, he is very much on the right track.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

December, 1963

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

December, 1963

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The McLendon Corporation

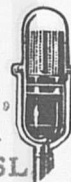
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Circulation: approx. 23 million



Subject

AMERICA'S TWO FORGOTTEN MEN --

(Open)

And now an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute):

(Editorial)

Americans were delighted to see the late President Kennedy use the awesome power of the Presidency to provoke Russian release of Professor Frederick Barghoorn of Yale. Now we may ask President Johnson if similar Presidential power cannot be used in the case of America's two forgotten men.

We refer to two young Army Captains--Ben W. Stutts and Charleton W. Voltz. It has been now six months since these two young Army Helicopter Pilots were forced down in North Korea and disappeared into the Chinese Communist wasteland.

The inquiries by this network of radio stations to the Defense Department have only produced the answer that our demands for release of Captains Voltz and Stutts have failed with the North Koreans. We do not even know for certain today whether they are alive or dead.

Professor Barghoorn was well-known and thus he got great attention. But Captains Stutts and Voltz are not famous and have no friends in high places. Yet, they were in American uniforms and are almost forgotten, either dead or in the stench of some North Korean jail.

For the second time, these radio stations appeal editorially to President Johnson and to the Defense Department to do something in the case of America's two forgotten men.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

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Circulation: **approx. 23 million**



Subject AIRCRAFT CARRIER --

(Open)

And now an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute):

(Editorial)

The Defense Department has decided to build a new aircraft carrier. This time with conventional power, not atomic power. Such is false economy. The decision to build another huge aircraft carrier is bad enough. The carrier is as anti-dated as the ark in an age of missiles and vertical take-offs and landings. But if one does decide to build a carrier, the nuclear-powered ship is completely superior. It has a fantastic cruising range, immense power, great flexibility. The Navy has, after long study, already demonstrated that all future war vessels over 8000 tons should be nuclear powered.

If we embark on the questionable project of building other carriers, a decision to build them without nuclear power is absolutely beyond understanding.

(End of Editorial)

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Circulation: Approximately 23 million



Subject WEST BERLINERS VISIT EAST BERLIN

(Open)

And now, an editorial by Gordon McLendon, President of The McLendon Stations.
Listening time, approximately one minute.

(Editorial)

The West is absolutely wrong when it accepts Communist offers to allow West Berliners to pass through the Berlin wall for Christmas visits. We turned down this very same offer last year.

To accept the offer of Christmas visiting is to recognize the access control rights of the Reds in East Berlin. It is to recognize and dignify the wall itself. It is to give the Communists a chance to pose as humanitarians.

This agreement with the East Germans for Christmas visiting privileges is pure Communist blackmail. Notice that East Germans are not being permitted Christmas visits in West Germany. However harsh it would be to deny Christmas visiting to West German families, and apparently inhuman, the West is still dead wrong in accepting the same offer it rejected last Christmas. This is not even a Christmas truce. It is just a one-way piece of Communist blackmail.

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Subject **FEATHERBEDDING (Railway)**

(Open)

And now an editorial by Gordon McLendon, President of The McLendon Stations. Listening time, approximately one minute.

(Editorial)

For over four years now, every board, commission and court has ruled that 33,000 railway firemen are unnecessary and featherbedding.

Now the United States arbitration board rules likewise--the firemen must go. That board set up generous job and income protection for the affected firemen. Yet now the railway unions say that they will try to delay even further. That is unthinkable. In fact, one railway union president, Louis J. Wagner, even suggests public ownership of the railroads. In order to keep bleeding the railroads white with 33,000 unnecessary firemen, Wagner would saddle the taxpayers with another strangling financial burden.

Nobody can help but feel sorry for a man who loses his job; no matter what the reason, it's no joke. But here, the severances are slow and humane. For this reason, the railway unions cannot possibly justify their continued disregard of the nation's welfare.

(Close)

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Circulation:

approx. 23 million



Subject

The Houston Chronicle --

(Open)

You are about to hear an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute):

(Editorial)

The Chronicle, a Houston newspaper, criticizes the job done by radio in covering the assassination weekend.

The Chronicle, which occasionally shows flashes of mediocrity, here lapses back into old habits. When the Chronicle says that during the four-day weekend, "radio gave the mind chatter... some of it aimless and harmless... some of it spreading falsehood and rumor...", the Chronicle loses the precious few yards it has ground out in the last forty years. For we can show the Chronicle many radio stations which contributed mightily to the news development of that fateful weekend.

Radio abandoned its commercials. Did the Chronicle? Radio contributed news and immediately. The Chronicle contributed largely repetition and history--typical Chronicle contributions. This sort of reporting has always made us think of the Chronicle as "yesterday's newspaper tomorrow."

The Chronicle, still sailing uncharted seas of journalism, has once again run aground with a shuddering crash.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

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Circulation: approx. 23 million



Subject JEWS of RUSSIA --

(Open)

And now an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute):

(Editorial)

The views of this radio station on the reprehensible rise of a new Nazi movement are of record.

But Jews everywhere face a far more serious problem in the Communist posture toward Jewry. Three million Russian Jews are subject to discrimination in employment, education and most other phases of Soviet life. They are singled out as the perpetrators of economic crimes against the Soviet Union. Three million Russian Jews have been deprived of newspapers, publishing houses, theaters and educational institutions. Russian Jews cannot either assimilate or emigrate to Israel. They are trapped, locked in a vice, often literally imprisoned.

We join with humanitarians everywhere in urging that Premier Khrushchev demonstrate the freedom of Russia in his treatment of its Jewish population.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

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Circulation: Approximately 23 million



Subject **MILITARY BUDGET IN WESTERN EUROPE**

(Open)

And now, an editorial by Gordon McLendon, President of the McLendon Stations.
Listening time, approximately one minute.

(editorial)

As most Americans know, almost half our national budget goes for defense.
The figure is about 50 billion.

Much of this investment is in Western Europe. Yet a prosperous Europe is
not carrying its load. Our annual outlay is 50 billion; France spends 8 billion.
General Eisenhower suggests that we bring home five of the six divisions in
Europe. We do not completely agree with that, but he is on the right track.
Other NATO members must help.

Also, there are new figures on Soviet ground strength. While the Russians
have been supposed to have 175 divisions, there is now evidence that they
have only about 90 divisions, and that these are only half as large as American
divisions.

Unless European members of NATO will come across, there is good reason
to take a long look at our military budget in Western Europe.

(Close)

You have just heard an editorial by Gordon McLendon, President of The
McLendon Stations.

December, 1963

Saturday, December 28, 1963

BROADCAST EDITORIAL

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KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; WYSL, Buffalo; KABL, San
Francisco; WYNR, Chicago --

Circulation: Approximately 23 million



Subject **END CITIZENSHIP OF DEFECTORS**

(Open)

And now an editorial by Gordon McLendon, President of The McLendon Stations. Listening time, approximately one minute.

(Editorial)

The San Antonio NEWS has a point. Lee Harvey Oswald tried to get Russian citizenship during his stay in the Soviet Union but the Russians did not accept him.

Oswald talked loudly about the shortcomings of the United States. The NEWS suggests that there ought to be a way to end the citizenship of any defector once he has firmly announced his intention to resign from the United States way of life. To quote: "The severance should become final whether or not he or she is granted citizenship elsewhere."

The NEWS suggests a new law which would grant people like Oswald their wish--a one-way ticket to anywhere else--and no return. If proper time for reconsideration is given any defector, particularly the youthful, we would agree with the NEWS--a one-way ticket to anywhere.

(Close)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

Saturday, December 28, 1963

(Close)

The preceding was an editorial by Gordon McLendon, President of the McLendon Stations.
November, 1963

BROADCAST EDITORIAL

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Riverside 7-9311

To be broadcast
on the following
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KLIF, Dallas; KILT
Houston; KTSA, San
Antonio; KABL, San Francisco.



Circulation: Approx. 8 million

Subject

BAIL BOND LAWS

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

More than half of the prisoners in (Bay Area) (Dallas) jails are held because they have been unable to afford bail or a professional bondsman. Yet many will be freed when or if brought to trial.

We need to examine our bail bond laws. Not only does it cost taxpayers tremendously to keep prisoners but, of course, it's obviously unjust to hold some persons in jail just because they have no money and others do.

(Dallas) (the Bay Area) could well look at the new Illinois law under which a judge is encouraged to release a prisoner without bail when the judge himself thinks the prisoner is a good risk. Another Illinois law makes bail-jumping a penitentiary offense. In a New York experiment, out of 800 prisoners released by judges as "good risks" in the judge's opinion, only 8 failed to show up for trial--a rate no higher than bond forfeitures.

Another Illinois bond law experiment allows the prisoner to post with the court clerk--instead of a bondsman--10 percent of his bond, and he gets 9 percent back when his trial is finished.

In the name of the poor antiquated (Texas) (California) bail bond laws need re-examination in the light of the Illinois and New York experiments.

(Close)

The preceding was an editorial by Gordon McLendon, President of the McLendon Stations.

November, 1963

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To be broadcast
on the following
McLendon Stations:

KLIF, Dallas

November 25th, 1963

Circulation: approx. 4 million



Subject

DEFENSE OF DALLAS --

(Open)

And now an editorial by Gordon McLendon, President of KLIF (listening time approx. one minute):

(Editorial)

The late President's funeral is over. Tomorrow it will be time to take up the business of the day again.

As we found in visiting Cleveland and Chicago yesterday, Dallas will need to defend itself in many quarters. Let us begin then with a vigorous defense of the Dallas Police Department. To eastern police criticism, we say that Dallas has one of the nation's finest police forces. Dallas is one of the nation's cleanest cities. There are no payoffs, no rackets, no bribes--an extremely low incidence of violence. In Dallas, there is little of the corruption that has run like a cancer through the Police Departments of Chicago and Boston and Philadelphia. The unexplainable appearance of Lee Oswald's killer at Police Headquarters has happened many times elsewhere. How did the police of Buffalo let Czolgosz get so close to President McKinley? How did the police of Washington let Guiteau get so close to Garfield? How did the Miami police allow Guiseppe Zangera to kill Mayor Cermak of Chicago and almost kill Franklin Roosevelt? How could Washington police allow that tragic moment at Ford's Theater? How did the police of Milwaukee allow a would-be assassin to shoot President Theodore Roosevelt?

So, to the eastern critics of Dallas police, we say that where there is life, there is always human error. We further say to other cities, many of them hotbeds of police corruption, clean your own house first. Ours is already clean. Let the defense of Dallas begin here. All Texans should rise indignantly and affirmatively to the defense of this state and city.

Stand and be counted. We need have deep sorrow, but no shame.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KLIF.

(Close)

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KTSA, San Antonio

KABL, San Francisco; WYSL, Buffalo

WYNR, Chicago.

Circulation:

Approx. 17 million



Subject

WHEAT SALES TO RUSSIA

(Open)

(Open)

The following is an editorial by Gordon McLendon, President of the

The following is an editorial broadcast by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

(Editorial)

This summer the Department of Agriculture went into the news business

The question whether to sell American wheat to Russia or not. The answer is an unqualified: YES.

Take the Russian money for something that is rotting in storage bins anyway. After all, we are not selling guns or chemicals.

This is wheat for the reduction of hunger, and if we don't sell it and take those Russian rubles, someone else will.

Now Russian entertainment troops have long milked money from the United States public, but when our entertainers go there, the main reward they get there is publicity. So its difficult enough to get money out of Russia. Here in the wheat transaction we get Russian money. We improve our balance of payments position and we help alleviate hunger. It's a good deal for us.

President Kennedy may agree with the wheat transaction but he is wrong in insisting that the wheat has to be carried to Russia in American ships which have far higher rates. Let's not complicate this first real opportunity to start getting some Russian money.

The more money they spend for our wheat, the less money they have for their missiles.

(Close)

No, the Agriculture Department ought to stay down on the farm.

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

November 19, 1963 an editorial by Gordon McLendon, President of the McLendon Stations.

November 18, 1963

BROADCAST EDITORIAL

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KABL, San Francisco
KTSA, San Antonio; WYSL
Buffalo

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Subject DEPARTMENT OF AGRICULTURE

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

This summer the Department of Agriculture went into the news business and it's still there. The Department of Agriculture has launched its own news service.

This for the first time, puts the government in direct competition with the private news wire systems such as United Press and Associated Press.

The Department of Agriculture has set up a 19,000 mile leased wire news network to Federal and State Market Reporters.

The Department says ominously that it reserves the right to cancel the service to any subscriber when in the department's sole judgement cancellation is desirable.

Now what right has Secretary Freeman and the Agriculture Department to get into the news service business. We completely agree with the American Newspaper Publishers Association which has protested vigorously. This is the way that Russia's Tass began.

If the Agriculture Department can have its own news service why, the Chicago Tribune asks: can't the State Department and the other departments have their own news services? And finally, what do we need for the United Press and the Associated Press and the other private news services.

No, the Agriculture Department ought to stay down on the farm.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

November 18, 1963

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To be broadcast
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KLIF, Dallas

approx. 3 million

Circulation:



Subject POLL TAX --

(Open)

And now a KLIF editorial. The speaker is Joe Long, Managing Editor of KLIF (listening time approx. one minute):

(Editorial)

George Jean Nathan once said "bad officials are elected by good citizens who do not vote." State Senator George Parkhouse believes otherwise. He presently opposes repeal of the poll tax on the grounds that bad officials are the Liberal candidates of Labor--that these bad officials would ease into office behind Labor's free bloc vote. We cannot agree. Too long have Texas Labor leaders bragged about their 100 percent bloc vote... poll tax or no. To Labor endorsed candidates, they have long promised a 100 percent poll tax paid membership. Still, they have not made a significant dent in our government.

On the other hand, it often has been the good citizen who has been penalized. The white collar worker, who has had to pay a tax to vote his own free conscience while the disinterested pays none.

Departing from questions of Liberal versus Conservative, it seems to us every interested citizen deserves the right to vote free. It's high time to do away with the piddling poll tax.

We urge you to vote FOR Amendment 1 this Saturday.

(End of Editorial)

You have just heard a KLIF editorial. The speaker was Joe Long, Managing Editor of KLIF.

November 8th, 1963

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Circulation:



Subject POLL TAX --

(Open)

And now a KLIF editorial. The speaker is Joe Long, Managing Editor of KLIF (listening time approx. one minute):

(Editorial)

Texas voters, in a referendum last fall, voted to do away with the poll tax. Saturday they can and should make it official.

The poll tax has outlived its usefulness. Supposedly, the poll tax was created to protect the "integrity" of the voting machinery. We doubt that protection from the unscrupulous can be assured from a \$1.75 poll tax. With the certain ratification of a federal amendment, which would allow any adult to vote in national elections for President, Vice President, and members of Congress, without any such tax, our failure to drop our state tax would, moreover, result in double confusion. Some involved form of dual registration. Double trouble. And, it is axiomatic, double the trouble: half the result. In 1960, the five states still levying a poll tax were among the seven states with the lowest percentage of voters. Texas ranked 44th--only 43 percent of the qualified vote turned out. Halve that percentage with some intricate form of dual registration, and our state government conceivably could be elected and controlled by less than 22 percent of the qualified voters. Texas is too great a state to allow such a thing. Put the axe to the poll tax this Saturday.

We urge you to vote FOR Amendment 1.

(End of Editorial)

You have just heard a KLIF editorial. The speaker was Joe Long, Managing Editor of KLIF.

November 7th, 1963

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KLIF and The McLendon Stations. Mr. McLendon spoke from San Francisco.

November 7, 1963

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Subject **DALLAS CITY TRANSIT SYSTEM --**

(Open)

And now an editorial by Gordon McLendon, President of KLIF and the McLendon Stations. Mr. McLendon is speaking from San Francisco (listening time approx. one minute):

(Editorial)

Well, the City Council of Dallas has hit the nail with its head again. Yesterday afternoon over the dissent of Councilwoman Blessing and Mayor Cabell, the Council incredibly voted 6 to 2 to hold its next six consecutive Monday meetings in secret. The vote came after City Attorney Henry Kucera spent all afternoon searching for loopholes in the City Charter and court decisions. The City Charter expressly forbids secret meetings of the Council. State court decisions on a Council dispute in 1960 expressly forbade such secret meetings again, as being against public policy. City Attorney Kucera may well have instructed to try to find a way around the law so that secret meetings could be held on the transit issue. But if he has found a way around the law, he has not found a way around the moral problem. The people of Dallas do not want closed Council meetings.

KLIF and former Councilman Joe Geary opened the Council up years ago. Dallas doesn't want it closed again.

Now, who's hiding what? The argument that an open meeting could lead to legal difficulties with private business operators is not now convincing.

KLIF can promise the City Council that it will have reporters at their Monday meeting. They will be under instructions to leave only if arrested. And KLIF can further promise the Council a long court battle. KLIF will be there to report to the public whatever blunders are being hidden. We serve warning that KLIF will be removed only by force of arrest.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KLIF and the McLendon Stations. Mr. McLendon spoke from San Francisco.

November 7, 1963

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You have just heard an editorial by Gordon McLendon, President of KLIF and the McLendon Stations. Mr. McLendon spoke from San Francisco.

November 7, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas

Circulation:

approx. 3 million



Subject

DALLAS CITY TRANSIT SYSTEM --

(Open)

You are about to hear an editorial by Gordon McLendon, President of KLIF and the McLendon Stations (listening time approx. one minute).

(Editorial)

Yesterday, Councilwoman Elizabeth Blessing questioned today's proposed closed meeting of the Council on the public transit issue. A closed meeting!

Again Mrs. Blessing is right. Are we about to start these secret meetings of the Council again? Now, it used to be that the Council met in secret, but KLIF and former Councilman Joe Geary opened the meetings up to the benefit of the public. Now here the old Star Chamber proceeding is about to start again. What's so secret about the bus issue that the public can't hear about it? Does the City Council think that the people of Dallas are too dumb to assess the facts?

Mayor Earle Cabell, an honest man, does himself a disservice with any closed meeting. It simply looks as though somebody is trying to hide something, true or not. Is that what you want, Earle? And closed meetings, Earle, are an insult to the press, radio and television of Dallas which have repeatedly shown themselves to be trustworthy and restrained.

The opposition which Councilwoman Blessing expressed in the press to this renewal of secret meetings is highly justified. KLIF, for one, will have a reporter there this afternoon, demanding entrance on behalf of the public. Now, let's not start this secret tommyrot again, Earle.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KLIF and the McLendon Stations.

(Close)

November 6, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Rlverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas



Circulation:

approx. 3 million

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You have just heard an editorial by Gordon McLendon, President of KLIF and the McLendon Stations.

(Close)

November 6, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7.9311
KLIF, Dallas

To be broadcast
on the following
McLendon Stations:

approx. 3 million

Circulation:



Subject DALLAS CITY TRANSIT SYSTEM

(Open)

And now an editorial by the Old Scotchman, Gordon McLendon, President of KLIF. Listening time one minute:

(Editorial)

Public and radio insistence this afternoon compelled the Dallas City Council to open its planned secret hearing on the transit problem. Now that the Council has learned forcefully that Dallas will never again put up with Star Chamber proceedings in the City Council, we can turn our attention to the main problem. The transit system.

Councilwoman Elizabeth Blessing is correct when she says that the City has not by any means exhausted efforts to find private operators. There are private operators who will run our bus system efficiently and pay taxes. We may have to try two or three or four bidders before finding a good operator. But this is far preferable to city operation. Social operation would be, elsewhere, a minor horror. Already the Council has hit the nail with its head by prematurely hiring a man at \$25,000.00 a year to head the City's transit system which is not even yet in existence. Let's not compound the blunder. Make a real investigation. Is City Attorney Kucera qualified to do that sort of thing? For that matter, has Joe Nall, Director of Public Utilities, even been called in to the last few meetings on the transit problem? Before putting this new bullet into Dallas' taxpayers, let the Council stop complete dependence upon recommendations and start to make a common sense decision.

(End of Editorial)

You have just heard an editorial by the Old Scotchman, Gordon McLendon, President of KLIF.

(Close)

November 6, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas

Circulation: approx. 3 million



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(End of Editorial)

You have just heard an editorial by the Old Scotchman, Gordon McLendon, President of KLIF.

(Close)

November 6, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas



Circulation: **approx. 3 million**

Subject

DALLAS CITY TRANSIT SYSTEM --

(Open)

You are about to hear an editorial by Gordon McLendon, President of KLIF and the McLendon Stations (listening time approx. one minute):

(Editorial)

The City of Dallas has just hired a \$25,000 per year man to head permanently the City's proposed transit system. Councilwoman Elizabeth Blessing is dead right when she says the city acted far too fast.

The City of Dallas has about as much business operating its own transit system as a rhinoceros wearing snowshoes. If present bus operators are inefficient and in default, revoke the charter and select another private operator. If he does not work, find another one, and so on. The City must not operate the transit system. In ten years bus riders will be paying under City operation two or three times the fare for an even worse system. The fare increase by the City will either be direct or hidden in taxes. Can anyone name any state or city owned operation in any field anywhere which operates as well as even the most questionable private operation?

Councilwoman Blessing is one hundred percent right. The City went off half crooked in hiring a \$25,000 a year man to head a city transit system. Let's keep it private and keep bus riders from falling in the public trough.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KLIF and the McLendon Stations.

(Close)

November 5, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas



Circulation: approx. 3 million

Subject

DALLAS CITY TRANSIT SYSTEM --

(Open)

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(Editorial)

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(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KLIF and the McLendon Stations.

(Close)

November 5, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas; KIL T,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago and WYSL, Buffalo --



Circulation: approx. 23 million

Subject TITO --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

President Tito has gone back to Yugoslavia after meeting with President Kennedy.

There are some who say that we should cooperate fully with Yugoslavia, because it is the most independent of all the Communist countries and because Yugoslavia has played a vital role in weakening Moscow's control over all Communist countries.

Yet, we cannot agree. We vividly recall Karl Marx Square in Belgrade, the Russian names of other streets, the general attitude of fear, the acquaintances we made later writing us through relatives in pleas to help them get out. We recall that only a few weeks ago when Khrushchev visited Tito, American newsmen and engineers were forcibly prevented from accompanying them on a tour of a chemical plant being built with American money. Most of all, we recall that Tito still has his former friend, Milovan Djilas, in prison in Yugoslavia because Djilas wrote the truth about the rulers in Yugoslavia. As long as Djilas stays in jail, Tito can make no protestations of good faith. No, Yugoslavia is Communist. Tito is not our friend.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

October, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago; WYSL, Buffalo --

Circulation: approx. 23 million



Subject PEACE CORPS --

(Open)

And now an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute):

(Editorial)

Of all New Frontier creations, the Peace Corps stands highest as money well spent. Even Senator Barry Goldwater has been a Peace Corps fan for a long time. Last month, in fact, Goldwater suggested that most U.S. aid and technical assistance be channeled into the Peace Corps.

Goldwater and Sargent Shriver, Peace Corps Director, have recently teamed to help furnish ham radio equipment and instruction to Liberia.

The entire 1963 appropriation for the Peace Corps was 59 million dollars, a mere pittance against the billions of dollars in questionable foreign aid appropriations. These American volunteers, actually working with the underprivileged foreign peoples, are paid next to nothing. They pay for their cost a hundredfold. As an example of something America is doing well abroad, we agree with Senator Goldwater that the Peace Corps gives much for little.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

October, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL San Francisco; WYNR,
Chicago; WYSL, Buffalo --

Circulation: approx. 23 million



Subject ROBERT G. BAKER --

(Open)

And now an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute).

(Editorial)

Noted columnist William S. White has pointed out that the U. S. Senate may well have cause to regret the resignation of Robert G. Baker.

Bobby Baker was the Secretary of the United States Senate. He had served the Senate for over 20 years, having risen from page boy. Probably no living man knew more about the complex inner workings of the Senate. Baker was beloved by the majority of Senators.

His forced resignation came as the result of publicity largely based upon innuendos and implication. The only factual charge yet levied against him was that he had been sued in a civil action by a vending machine company. In his private business dealings, nobody has yet shown conflict of interest.

Unless there are facets to the story we do not know, we would say that Baker's resignation is another staggering blow at the cause of keeping good men in government.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

October, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
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McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago; WYSL, Buffalo --

Circulation: approx. 23 million



Subject DISTRICT OF COLUMBIA --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

One day recently Congress took time to debate a proposed law to allow ice cream to be sold in small lots in the District of Columbia. With civil rights and tax revision and other vital business largely left undone, the Congress was debating about small packages of ice cream in the District of Columbia.

The reason for this is that Washington has no local government. By law, the District is run by Congress and appointed Commissioners. Only recently were Washington residents even given the right to vote in Presidential elections. A small group of legislators still feel that if local government is given to Washington, Negroes will outvote the whites. That may be, but we can no longer afford the luxury of having our Congress take its time to be a house-keeper for the District of Columbia. For this reason, we heartily endorse President Kennedy's District of Columbia Charter Act, which would give the District an elected Mayor and a seven-member council.

It is time that Washington be allowed to join the rest of the Union.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

October, 1963

10/29/63

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF - Dallas



Circulation: Approximately 3,000,000

Subject REBUTTAL TO JOE LONG'S
ADLAI STEVENSON INCIDENT EDITORIAL

(Intro)

Occasionally, KLIF offers rebuttal to its own editorials. With such an editorial here is Don Keyes, Vice President in Charge of Programming for KLIF and The McLendon Stations.

(Editorial)

Yesterday, Mr. Joe Long, Managing Editor of KLIF News, stated editorially that enough had been said about the Adlai Stevenson incident. Enough has not been said. It has not been said, for example, how the incident was magnified by sensational newspaper copy. It has not been said that the wordage of the city fathers' letter of apology was sickeningly sweet. It has not been said that Mr. Stevenson should have known better than to step into an emotional public crowd.

The entire incident is regrettable, yes, but there is no need for the city of Dallas to put on sack cloth and ashes, look heavenward with wringing hands and grovel in the dirt in the eyes of the world.

(Close)

You have just heard an expression of editorial opinion presented in rebuttal to yesterday's KLIF editorial by Mr. Joe Long, Managing Editor of KLIF News. The speaker was Don Keyes, Vice President in Charge of Programming for KLIF and The McLendon Stations.

(Close)

This has been a KLIF editorial. The speaker was Joe Long, Managing Editor of KLIF.

10/29/63

October 28, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas

Circulation:
approx. 2 1/2 million



Subject

ADLAI STEVENSON

(Open)

And now a KLIF editorial...The speaker is Joe Long, Managing Editor of KLIF.

(Editorial)

We think enough has been said about the Adlai Stevenson incident of last week. We've read the editorials, heard the commentaries, charges, counter-charges, denials, the great wave of apologies and we've witnessed the sad wagging of heads because Big Friendly Dallas is now Big Ugly Dallas in the eyes of the world. Yes, enough has been said about the Stevenson incident, but nothing has been done!

What can we do? Well, we could try growing up politically...and this means everyone. We should have shaken off the old habits years ago. We're long overdue in better informing ourselves by seeking out the answers, rather than running blindly behind the loudest voice.

It's far past time we became politically active 12 months a year, rather than just at election time. We're overdue in learning to speak out in the proper way at the right time.

Now, what happened to Mr. Stevenson here last week is not a job of police responsibility. It's a citizen's job and we'd better start at once. If you check back in history, you'll see that vocal and bad-acting minorities, if left unanswered and unchecked, have ruined far more than cities reputations..and it mustn't happen here! It's time for the responsible, but here-to-fore inactive majority to step in!

(Close)

This has been a KLIF editorial.. The speaker was Joe Long, Managing Editor of KLIF.

October 28, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago; WYSL, Buffalo --

Circulation: approx. 23 million



Subject CUBA'S FOREIGN TRADE --

(Open)

The following is an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute).

(Editorial)

The United States should deny the use of American ports to foreign countries which continue to do business with Castro.

Here are some of the countries which continue to allow their flags to trade with Cuba: Great Britain, Greece, Italy, Poland, Norway and Yugoslavia. Why in heaven's name should we continue to allow these countries to use our ports?

In the case of Yugoslavia, we have a nation to whom we are giving aid, and yet Yugoslavia has not only continued trading with Cuba but recently threw American newsmen out of a plant being built by American engineers with American money. We can imagine that if, as Milton Eisenhower suggests, we cut off our ports to such nations, including England, such traffic with Cuba will stop in a hurry.

If we don't act, something big ought to bite us.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

September, 1963

September, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago; WYSL, Buffalo --

Circulation: approx. 23 million



Subject SUPERSONIC JETS --

(Open)

The following is an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute).

(Editorial)

In the next few years, Americans will see the new supersonic jets. Serious additional noise problems may be created. Representative Roman Pucinski of Illinois has introduced legislation in Congress designed to deal with the new sonic boom problems before they present themselves. He is on the right track.

Representative Pucinski points out that when today's present jets were designed, no consideration was given to noise factors. Unless rules are laid down now, far in advance, the new supersonic jets can leave this nation with countless and damaging sonic boom corridors.

Representative Pucinski's bill sets forth definite limits on overpressures. It denies landing or takeoff rights to supersonic jets exceeding certain noise ratios.

Whether the Congressman's formula is exactly right or not, he is certainly correct in that the time to set noise standards is now, well in advance of the monstrous new supersonic planes. A stitch in time may save nine thousand.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

September, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

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McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago; WYSL, Buffalo --

Circulation: approx 23 million



Subject UNEMPLOYMENT COMPENSATION CHISELERS --

(Open)

You are about to hear an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute).

(Editorial)

Time Magazine dramatically exposes a new type of American chiseler. He is the Unemployment Compensation chiseler. He is totally without conscience.

Time mentions a prosperous, retired Houston corporation president. He bet a friend that the unemployment office couldn't find him a job of his choice--namely, bossing corporations. And of course, they couldn't. It was all a great joke, and he collected a weekly check for 18 weeks. Joke was, he never returned a dime.

Some of the worst offenders are prominent Hollywood stars, many of them wealthy. Take Adolphe Menjou, voted many times one of the world's best dressed men. Menjou is a frequent visitor who collects \$55 from the California Unemployment Office.

Unemployment Compensation is not relief--it is a form of insurance, set aside by employers for unforeseen emergencies. Those who use it otherwise defraud the public.

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close) 1963

September, 1963

BROADCAST EDITORIAL

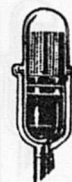
The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNN,
Chicago; WYSL, Buffalo --

Circulation: approx. 23 million



Subject UNEMPLOYMENT COMPENSATION CHISELERS --

(Open)

You are about to hear an editorial by Gordon McLendon, President of The McLendon Stations (listening time one minute).

(Editorial)

A money-hungry few are openly making a mockery of Unemployment Compensation practices. In Miami, a retired Colonel regularly collects an Unemployment Compensation check to add to his already generous Army retirement pension.

In Houston, a wealthy retired corporation president, as a bad joke, collected for 18 straight weeks. Many Hollywood stars and directors likewise abuse our unemployment laws. They collect even though they may have six figure incomes.

Unemployment Compensation is meant for use when deserving workers are laid off and need money for their family's food.

With unemployment still increasing, Unemployment Compensation funds can do without such leeches. So can the world.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

September, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas; KILT, Houston
KTSA, San Antonio; KABL
San Francisco; WYSL, Buffalo, WYNR,
Chicago--

Circulation: Approx. 23 million



Subject MOSCOW FILM FESTIVAL

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute.)

(Editorial)

The Moscow Film Festival is now history. In an astonishing move, Russian judges gave the grand prize to Federico Fellini's new picture "8 1/2."

The award to "8 1/2" was remarkable in that five Russian judges were able to vote not only for a picture made in the West, but for an escapist film at that. "8 1/2" is hardly in the Soviet tradition of realism and propaganda. It is a film of what passes through a producer's mind when he makes a picture. "8 1/2" also has some spicy moments indeed, and yet we remember well Premier Khrushchev's criticism of suggestives in "Can Can" when he visited Hollywood. Since its break with China Russia draws ever closer to the west-now in the field of motion pictures.

"8 1/2" is free, uninhibited, bourgeois entertainment; when the Russians gave it the Grand Prize, Stalin must have spun in his grave.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

August, 1963.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYSL,
Buffalo, WYNR, Chicago

Circulation: Approx. 23 million



Subject

THE GREAT MARCH --

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations, (listening time approximately one minute).

(Editorial)

The Great March is about to begin. It asks for civil rights exactly one hundred years overdue.

The March should not have been necessary. The Declaration of Independence did not intend that any man should have to so demonstrate or plead for his rights. The Fourteenth Amendment clearly guarantees equality.

In the name of conscience above law, we have no right to say "wait" or "we must go slowly". The Declaration of Independence did not say "all men are created almost equal". For those who say "slow", we say time has slowly run out.

In the long years since Appomatox, the Negro has waited with astonishing patience. Understandably, that patience finally seems exhausted.

The present Civil Rights Bill may have flaws but it deserves immediate deliberation, looking to the early passage of considered yet decisive legislation. There should be no delay, no filibuster to block debate. After all, we will only be doing what we thought had been done a hundred years ago.

Those who obstruct will be the advocates of violence. More important, they will do violence to the conscience of a nation.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

August 27, 1963.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABC, San Francisco; WYNR,
Chicago; WYSL, Buffalo --



Circulation: approx. 23 million

Subject DOG DAYS --

(Open)

The following is an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute).

(Editorial)

These are the Dog Days of August, a midsummer season in which supposedly dogs go insane, snakes go blind, roosters crow madly, and pondwater turns to poison.

But somehow this year the Dog Days of August have not changed anything much. We note with a sense of security that the Washington Senators are, as always, restfully in last place in the American League and the Yankees comfortably first. The Republicans are still calling the administration insane, and the administration still trying to prove it. Ray Robinson is still boxing, John Wayne still playing a romantic hero, Red China still trying to explain its great leap forward while going backward. In these Dog Days, we have just seen the annual survey in West Virginia proving again that all teenagers are still going to hell, the railroads are still running, Rockefeller still slopping the hogs on the farm, and parents are still praying for the start of school.

The Dog Days of August, the season where dogs go mad and snakes go blind are almost over, and we are reassured to see that the world is only a little goofier than last year.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

August, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations: **KABL, San Francisco**

Circulation: **Approx. 4 1/2 million**



Subject CHINESE COMMUNIST AIRLINES TO PAKISTAN

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

We take strong issue with the San Francisco Chronicle. The Chronicle criticizes the State Department for opposing landing rights for Chinese Communist planes in Pakistan.

The State Department is withholding some four million dollars in aid to Pakistan because Pakistan has agreed to allow Communist Chinese airliners to fly to Karachi, Lahore and Dacca in Pakistan. The State Department calls the Pakistan move "an unfortunate breach of free world solidarity." We completely agree.

The San Francisco Chronicle when it urges approval of the right to land Red Chinese airliners in Pakistan, is on the wrong plane. The State Department is absolutely right in withholding aid to Pakistan. We need not give everything away. The Chronicle is absolutely wrong.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KABL and the McLendon Stations.

(Close)

August, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KABL, San Francisco



Circulation:

approx. 4.5 million

Subject **BLOTTNER MISSILE BASE**

(Open)

The following is an editorial by Gordon McLendon, President of KABL and the McLendon Stations (listening time approx. one minute).

(Editorial)

Several million Americans were amused a few nights ago on the "Tonight" Show. Johnny Carson presented a puckish old businessman from Bangor, Maine. His name was Sam Blottner, and Sam had bought at auction, of all things, a Nike missile base. As Mr. Blottner explained it, in his dry Maine humor, the government built 4 Nike missile bases, decided they needed only two, and sold him two of them for \$7000.00. It had cost the government over a million dollars to build the two they sold for \$7000.00. Now, Blottner explains, the government decides it has made a mistake in selling one of them and wants it back--for lots of additional money. It has even agreed to call it Blottner Missile Base. It was a very funny program.

But now that we have stopped laughing, we would like to ask the Defense Department who it is firing for such a tragic blunder and waste of tax payers' money. Certainly Secretary Robert McNamara, one of America's ablest public servants, did not find the "Tonight" Show hilariously funny.

Now, Mr. McNamara, who gets fired?

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KABL and the McLendon Stations.

(Close)

August, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago; WYSL, Buffalo --

Circulation: approx. 23 million



Subject YUGOSLAV CHEMICAL PLANT --

(Open)

The following is an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute).

(Editorial)

From Zagreb, Yugoslavia, comes the news that last week American newsmen were recently forcibly put out of a new Yugoslav chemical plant--that plant being built with 23 million dollars of American aid and by American engineers. Premier Khrushchev was visiting Tito. Tito took Khrushchev to the new Yugoslav chemical plant, financed and built by the United States. Yet, American correspondents were forcibly evicted by armed guards without any reason given. American engineers who actually were building the plant could not go along on the Khrushchev-Tito tour.

If we must finance a Communist industrial plant, perhaps to be later an important military installation, let's do it on our own terms. Why in heaven's name not stop that whole chemical project in Zagreb right now and bring our men and money back home?

Maybe that will teach them how to mix acid.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

August, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations: KLIF, Dallas; KILT
Houston, KTSA, San
Antonio; KABL, San Francisco; WYSL
Buffalo, WYNR, Chicago--

Circulation:

Approx. 23 million



Subject WHITE HOUSE CONFERENCES--no place for cameras

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute.)

(Editorial)

Last month, a documentary film was made in the President's offices. This film actually showed the President and the Attorney General in serious conferences on what to do about the racial crisis in Alabama.

Such a filming is wrong. Nobody can give his best reasoning to a complex problem when the cameras are turning. It is rare that one ever expresses ones' self in absolute frankness, when the camera is filming. Furthermore, White House conferences of the most vital import are no place for cameras, or reporters or any other distracting influence.

Interviews of the President serve a purpose. So do the White House Press conferences. But to risk a possible disastrous distraction of the President's mind while he is deliberating a life and death decision in Alabama, just to make a television film, is unthinkable.

That's where public information must stop.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

August, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago; WYSL, Buffalo --



Circulation: approx. 23 million

Subject NUCLEAR TEST BAN TREATY --

(Open)

The following is an editorial by Gordon McLendon, President of The McLendon Stations (listening time approx. one minute).

(Editorial)

While we often pick bones with the Kennedy Administration, we must support wholeheartedly the ratification of the nuclear test ban treaty.

Opposition is unthinkable. Fall-out from past atmospheric testing has gone far beyond safety limits. The United States Public Health Service reports that there was almost twice as much strontium 90 in the nation's milk as there was in May, 1962.

Just listening, one would think that the Senate was deliberating a declaration of war rather than a test ban treaty. The administration deserves support in this first mincing step toward ending the cold war. The risks if we sign are far less than the risks if we do not sign. In fact, we do not sign at our own risk.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of The McLendon Stations.

(Close)

August, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas.

Riverside 7-9311

To be broadcast on the following McLendon Stations:
KLIF, Dallas, KILT, Houston; KTSA, San Antonio; KABL, San Francisco; WYSL, Buffalo; WYNR, Chicago--

Circulation: Approx. 23 million



Subject

NUCLEAR TEST BAN TREATY (DR. EDWARD TELLER)

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute.)

(Editorial)

Dr. Edward Teller loses us when he opposes ratification of the nuclear test ban treaty. Dr. Teller's objections are without merit.

Dr. Teller believes that Russia can and will violate the treaty, and that the Russians violations cannot be detected. This is hardly believable. Defense Secretary McNamara states that the Soviet Union cannot violate the treaty without high risk of detection. If we are able to detect the most minute earthquake tremors, it is unthinkable that a major nuclear blast could escape us. The balance of testimony from the military is clearly in favor of ratification. Our own Joint Chiefs of Staff favor it.

One of Premier Khrushchev's major motives for signing the test-ban treaty was to lessen chances for Red China to gain the bombs. This is a major safeguard against Russian violation of the treaty.

The nuclear test ban treaty must be ratified.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

August, 1963.

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

August 27, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast on the following
McLendon Stations: KLIF, Dallas, KILT
Houston, KTSA, San
Antonio; KABL, San Francisco; WYSL
Buffalo; WYNR, Chicago--

Circulation:

Approx. 23 million



Subject THE GREAT MARCH--

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Station, (listening time approx. one minute)

(Editorial)

The Great March is about to begin. It asks for civil rights exactly one hundred years overdue.

The March should not have been necessary. The Declaration of Independence did not intend that any man should have to so demonstrate or plead for his rights. The Fourteenth Amendment clearly guarantees equality.

In the name of conscience above law, we have no right to say "wait" or "we must go slowly." The Declaration of Independence did not say "all men are created almost equal." For those who say "slow", we say time has slowly run out.

In the long years since Appomatox, the Negro has waited with astonishing patience. Understandably, that patience finally seems exhausted.

The present Civil Rights Bill may have flaws but it deserves immediate deliberation, looking to the early passage of considered yet decisive legislation. There should be no delay, no filibuster to block debate. After all, we will only be doing what we thought had been done a hundred years ago.

Those who obstruct will be the advocates of violence. More important, they will do violence to the conscience of a nation.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

August 27, 1963.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas



Circulation: Approx. 3 million

Subject: DENTON RECORD-CHRONICLE ANNIVERSARY

(Open)

You are about to hear an editorial by Gordon McLendon, President of KLIF and the McLendon Stations (listening time approx. one minute.)

(Editorial)

KLIF offers heartiest congratulations to the Denton Record-Chronicle on its 60th Anniversary to-day.

KLIF's congratulations are offered however, not on the Record-Chronicle's age. Congratulations upon longevity are most often meaningless. The question is what on accomplishes during 60 years. But the Denton Record-Chronicle has used its years well; it is now regarded as perhaps the finest small city newspaper in Texas. The Record-Chronicle's trophy-case is full of awards for out-standing journalism, its editorial page full of tolerance and deliberation, its management remindful of all that newspaper management can be at its ablest.

KLIF salutes Publisher Riley Cross, General Manager Roy Appleton and the entire staff of the Denton Record-Chronicle today, not upon its 60th Anniversary, but upon 60 years well used, years of consistent excellence.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KLIF and the McLendon Stations.

(Close)

August 4th, 1963.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas, KILT
Houston; KTSA, San
Antonio; KABL San Francisco; WYSL
Buffalo, WYNR, Chicago--

Circulation: Approx. 23 million



Subject

AIRLINES MERGER--

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

The Civil Aeronautics Board is dead wrong in denying the merger of Eastern And American Airlines.

The CAB surely recognizes that a good many airlines are in trouble and that the CAB itself is responsible. The CAB requires airlines to operate on overcrowded or unprofitable routes. It takes occasional mergers, creating healthy airlines, to help pay for such bureaucratic bungling.

The CAB apparently believes that the way to preserve competition is to favor the small and sick airlines. Nonsense, of course. The American-Eastern merger should be reconsidered and approved.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

July, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast **KLIF, Dallas, KILT**
on the following
McLendon Stations: **Houston, KTSA San**
Antonio; KABL San Francisco; WYSL
Buffalo, WYNR, Chicago--

Circulation: **Approx. 23 million**



Subject

CALIFORNIA WINES--

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute.)

(Editorial)

Any time we see an American drinking a French wine, we are automatically suspicious of him. For he is either not too smart or he is trying to impress someone. Anyone who knows wines knows that the best California wines are every bit as good as the best French wines. California wines also are less expensive than French wines. One reason for this is because the better French wines come only in vintage years, which may be years apart. Every year since 1948 has been a vintage year for California wine-growers.

Those who know wines will tell you that preference for French over California wines is mere affectation. The wine industry is a perfect point for Californians to begin thinking pridefully about California.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

July, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast on the following McLendon Stations: KLIF, Dallas; KILT, Houston; KTSA, San Antonio; KABL, San Francisco; WYSL, Buffalo, WYNR, Chicago--

Circulation: Approx. 23 million



Subject FEATHERBEDDING (Railroads)

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

An old train has come to the end of the line. In all likelihood, Congress will be forced to impose compulsory arbitration to avoid a disastrous national rail strike. Thus, the railway unions will have made collective bargaining unworkable. All labor will now be damaged and freedom itself as the railway unions force the government deep into one of our fundamental freedoms--collective bargaining.

A handfull of irresponsible labor leaders wish to continue featherbedding the railroads to the tune of six hundred million a year. Well, to use an old railroad expression, it is time to blow the whistle. It is time to make the feathers fly. The gravy train has made its last stop.

Already many newspapers are proposing a reexamination of all the special rights and privileges of organized labor. Only an eleventh hour return to sense by the railroad unions can save all labor from taking the 12:01 to nowhere.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

July, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast **KLIF, Dallas; KILT.**
on the following **Houston; KTSA, San**
McLendon Stations: **Antonio; KABL, San Francisco; WYSL**
Buffalo, WYNR, Chicago--

Circulation: **Approx. 23 million**



Subject **FEATHERBEDDING (Railroads)**

(Open)

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(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

July, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas
KTSA, San Antonio
KILT, Houston



Circulation: approx. 6 1/2 million

Subject NASA'S PUBLIC RELATIONS' PROGRAM

(Open)

You will now hear an editorial by Gordon McLendon, President of (KLIF) (KTSA), (KILT) and the McLendon Stations. (listening time approx. one minute.)

(Editorial)

NASA has just pulled two major public relations boners. They indicate clearly that NASA would do well to stick to its space program.

First, NASA announced that it would give Columbia University \$131,000 to survey NASA's public relations program. Now, there was nothing in NASA's public relations program that could not have been solved by mature consultations with leading newsmen. And NASA had to abandon the proposed survey when the New York Herald Tribune suggested editorially instead of spending \$131,000 for the public relations survey, the money ought rather to be spent for lie detector tests to determine who in NASA had thought the whole thing up in the first place.

Next, NASA invited a Senator on an absolutely unnecessary flight to Utah. The Senator embarrassed NASA by publicly refusing and chastising NASA for wasteful flights.

Such blunders will do little to help NASA's image in Congress at budget time.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of (KLIF), (KTSA), (KILT), and the McLendon Stations.

(Close)

July 29, 1963.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

WYSL, Buffalo

Approx. 2 million

Circulation:



Subject THE CHAMIZAL AFFAIR

(Open)

You will now hear an editorial by Gordon McLendon, President of WYSL, and the McLendon Stations (listening time approx. one minute.)

(Editorial)

The Buffalo Courier is all wet in its editorial this morning on the Chamizal Affair.

The Chamizal affair refers to a border dispute between Mexico and the United States over land along the Rio Grande near El Paso. As the Courier points out, Mexico and the United States have at long last settled the dispute. And, as the Courier points out, the United States is getting the worst of the bargain. The land being given Mexico is in El Paso; the land given the U.S. is uninhabited. The whole border give-away to Mexico is costing the United States 28 million.

Through some tortured logic, the Buffalo Courier praises this latest horrifying bit of Washington waste. We ask the Courier why the U.S. should always take the bad end of a deal. Then the Courier says that the 28 million dollar border giveaway quote should set a healthy example to other hemisphere neighbors which have allowed bitterness to develop out of rival border claims unquote. Poppycock, and the Courier knows it. To the Courier--28 million here, 28 million there--It can run into money.

The Courier is just all wet/ack.

(End of editorial)

You have just heard an editorial by Gordon McLendon, President of WYSL, and the McLendon Stations.

(Close)

July 28, 1963.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF; Dallas, KILT
Houston; KTSA; San
Antonio; KABL, San Francisco;
WYSL, Buffalo, WYNR, Chicago--

Circulation: Approx. 23 million



Subject

NBC'S FELONY

(Open)

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute.)

(Editorial)

The National Broadcasting Company ought to be ashamed of itself. Tonight, NBC compounds a felony. In February, NBC allowed Jack Paar to ridicule an obviously sick man, Oscar Levant, on Paar's weekly TV show. The show was taped in advance which meant that NBC had a chance to save Mr. Levant and the network from real humiliation. But NBC, after seeing the tape, did not stop the show. The tape was shown. At the time, we questioned NBC's and Paar's judgment but wrote it off as just one more example of Paar's tasteless humor. Now NBC announces that the show will be re-run tonight. If you missed it the first time around, by all means miss it again tonight. Perhaps Paar enjoys this sadistic humor. Perhaps Oscar Levant doesn't mind being shown in such a light. But what about NBC and its obligations to the public? We strongly urge that you miss Jack Paar's unforgivable repeat of the Oscar Levant obituary tonight, particularly if you have a weak stomach.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

Friday, July 26th, 1963.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KABL.

Oakland - San Francisco

Circulation: approx. 5 million



Subject TAXICAB DRIVERS in San Francisco --

(Open)

You are about to hear an editorial by Gordon McLendon, President of KABL and the McLendon Stations (listening time approx. one minute).

(Editorial)

For our money, the taxicab drivers in the San Francisco area are about the nicest in the whole United States. Rarely do we have a taxi ride in the San Francisco area which is not pleasant. Such good work should not go unnoticed.

If one has been to New York, where cab drivers generally treat riders as though they were escaping thieves, one can better appreciate the good nature of our San Francisco drivers. They generally help you in and out of your cab, most of them still say "sir" and "mam", rarely do they shout at you and, indeed, they most often smile and make pleasant conversation.

KABL offers its congratulations to the area's taxi drivers for making life just a little bit nicer.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KABL and the McLendon Stations.

(Close)

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KABL,

Oakland - San Francisco

Circulation: approx. 5 million



Subject TENNIS ANYONE ?

(Open)

You are about to hear an editorial by Gordon McLendon, President of KABL and the McLendon Stations (listening time approx. one minute).

(Open)

The recent tennis extravaganza at the Berkeley Tennis Club reminded us of the sad state to which American tennis has dropped. For there on the courts at Berkeley before us were great heroes of yesterday--Don Budge, Alice Marble, Ted Schroeder.

Who can ever forget Budge's breathtaking, last ditch rally to defeat Baron Gottfried von Cramm and retain the Davis Cup for the United States? Remembering that, it is hard to believe that Mexico beat the United States last year.

The saddest thing of all about American tennis is the United States Lawn Tennis Association itself--which forces young players to lie, cheat and perjure themselves in order to pose as amateurs. No young player can afford to travel from tournament to tournament without being paid. Yet they are forced by the USLTA to lie about all of this.

The answer to it is open tournaments, just as in golf, where professionals and amateurs freely compete against each other. Open tournaments would help tennis. But the United States Lawn Tennis Association, a hypocritical group, jealous of its power, continues to outlaw open tournaments and force young people to lie and cheat.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KABL and the McLendon Stations.

(Close)

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KILT, Houston ; KABL, San Francisco
and WYNR, Chicago

Circulation: approx. 13 million



Subject BASEBALL ANNOUNCERS --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

Why is it that nowadays the average baseball announcer thinks it is fashionable to be dull? In most cities where this company operates radio stations the current crop of baseball announcers seem to think that it is a disgrace to show emotion and feelings. Why is this? What happened to the greats of yesteryear? Ted Husing, Graham MacNamee, Clem McCarthy? Men who loved their work and got excited when things were popping! Nowadays a home-run is often good for little more than "...well, there is another one..." Remember the excitement of Clem McCarthy...

(EXCERPT)

No, we don't understand why modern day sports announcers think it is undignified to get excited. There is no virtue whatever in dullness.

But, one thing about modern day baseball announcers--there is no reason why a heart patient shouldn't listen to them. He wouldn't get overly excited.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

WYNR, Chicago

Circulation: approx. 7 million



Subject RACIAL (Education) PROBLEM

(Open)

You are about to hear an editorial by Gordon McLendon, President of WYNR and the McLendon Stations (listening time approx. one minute).

(Editorial)

We must agree completely with Dr. Albert Burke, Educational Consultant to the NBC Television Network, in his views on the American racial problem. Dr. Burke says that this nation cannot exist as it is today with one group of people not given the education that the next are.

Failure to allow the Negro equal rights in education is a costly failure. Dr. Burke points out that the current racial problems in education and delinquency in Washington are causing that city to be beset by crime among youngsters. We pay nine times in taxes as much to combat crime as we did fifteen years ago.

Those who would deny the Negro equal rights on education are inviting illiteracy. Illiteracy breeds suspicion and fear. Suspicion and fear breed violence. Of all rights which the Negro must have, the right to equal education is foremost.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of WYNR and the McLendon Stations.

(Close)

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas;
KILT, Houston;
KABL, San Francisco

approx. 11 million

Circulation:



Subject POPE JOHN XXIII --

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute) :

(Editorial)

Pope John Twenty Third lies in mortal illness. No one has to be a Roman Catholic to feel the greatness of this man. He is a man the world needs. He has begun to liberalize church canons badly stagnated by archaic rules.

Pope John must go down as one of the great Popes of history. His two great encyclicals would be enough to earn him historical immortality by themselves. But in addition one must note the ecumenical conference from which consequences of the most vital moment will flow for years to come.

We hope that the Pope's life is not ended. We need his vigor and his strength. We need his thinking like his "Peace on Earth" which has been described as one of the most all-embracing formulas for universal peace ever written.

It is easy to see why the Catholic and Protestant world alike are uniting in love of a Pope. They must and do for Pope John, the great Pope of this time.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

May, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago and WYSL, Buffalo --

Circulation: approx. 23 million



Subject PROFUMO AFFAIR --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

The San Francisco Chronicle is right in saying that the Profumo affair has just the right ingredients for a first class scandal--immorality among British aristocracy, a mysterious Russian spy, a disgraced government minister, and beautiful girls bathing in the nude at a great English castle in the moonlight. What a plot! What a cast! What a mess! But the San Francisco Examiner gets the prize for its great, if unwitting headline: an affair, it says, of broad repercussions.

Now, we doubt that the Profumo affair, even though it is spreading a lot of fumes, will do any very permanent damage to England. The British have had a lot of these scandals.

In 1791, the London Observer wrote editorially that if the Lord of the Admiralty would stop sleeping with both Lady Archer and Lady Lakesborough, he might have more time to run the navy. And about this same time the great British hero was Lord Nelson who ran a pretty tight ship and at the same time had some highly unorthodox moral arrangements.

As George Bernard Shaw wrote in Pygmalion... "these women upset everything."

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago and WYSL, Buffalo --

Circulation: approx. 23 million



Subject PLAYBOY --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

The publisher of Playboy magazine, Hugh Hefner, has been arrested on charges of publishing and circulating an obscene magazine. Hefner is now free on bail and will be tried in Chicago later this month.

The arrest of the publisher of Playboy arises directly from a series of pictures in the current issue of Playboy showing actress Jayne Mansfield in a high stage of nudity. From Europe, Miss Mansfield claimed that she had never given permission for the publication of the photographs. We must comment, however, that Miss Mansfield was obviously clearly posing in the pictures, and they scarcely looked like pictures that she might have intended for Christmas cards. It seems clear to us that Jayne Mansfield, or her agent, as Mr. Hefner claims, did give her consent to publication of the questionable photographs.

Therefore, we must observe that if publisher Hugh Hefner is guilty of these charges of obscenity, what about Miss Mansfield? If the publisher is to be arrested, what of the poser?

After all, it still takes two to tango.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

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To be broadcast
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McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNN,
Chicago and WYSL, Buffalo

Circulation: approx. 23 million



Subject PRAYER IN SCHOOLS --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

Many members of the National Council of Churches were upset by the Supreme Court's eight to one decision on prayer in schools. Many members of the National Council of Churches felt that this was government encroachment upon the First Amendment--that Amendment which guarantees the freedom of religious worship in the United States.

Now this is ironic. That same First Amendment also guarantees freedom of speech. And yet, on June 8th, the National Council of Churches urged the government to impose tighter controls on television and radio. It urged that the FCC be given the power to regulate networks.

So then the National Council of Churches on one hand wants government to stay out of that part of the First Amendment which has to do with freedom of religion but, on the other hand, asks the government to step in on that part of the First Amendment which gives broadcasters free speech.

The National Council of Churches when it asks for government control of broadcasting should remember that pet tiger, when asked to bite, may sometimes chew up everybody in sight.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

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McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago and WYSL, Buffalo --

Circulation: approx. 23 million



Subject CLEOPATRA --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

Tonight, 72 cities, including (Dallas) (Houston) (San Antonio) (San Francisco) (Chicago) (Buffalo) will see the world premiere of CLEOPATRA. More important, they will see the end of an era of motion picture making. For CLEOPATRA was the death rattle of an old-style, reckless film-making which began in the Golden Twenties. Never again will a picture be made in such truly Hollywood tradition; black eyes, scandals, illnesses, money spent like water, broken homes--or rather broken hotel suites.

It was the true Hollywood life of moth and flame. There were wild parties, stolen pictures. Even the Vatican radio got into the picture. It is hard to believe that even CLEOPATRA herself might have caused this much commotion. But, CLEOPATRA is at last here and with it, like the ancient Rome of the Caesars, a legendary era of film-making has ended forever.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago and WYSL, Buffalo --

Circulation: approx. 23 million



Subject MURDER IN MISSISSIPPI --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

Now an NAACP executive is murdered in Mississippi. And there promises to be further violence.

The Declaration of Independence did not intend that any man should have to plead for his rights. And the Fourteenth Amendment clearly guarantees equality.

If we are to maintain that law and order are to be respected, we have no right to say "wait" or "we should go slowly". The Fourteenth Amendment did not say anything about guaranteeing equality slowly. The Declaration of Independence did not say that all men were created almost equal. The law is clear. Like it was clear a long time ago. For those who have said slow, we say time has slowly run out.

Now there is no more time.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF - KILT - KTSA
KABL - WYSL

Circulation:



Subject

Jayne Mansfield vs. "Playboy"

(OPEN)

More news following this KLIF Editorial by Joe Long, Managing Editor of KLIF News.

(EDITORIAL)

The publisher of "Playboy" magazine, Hugh Hefner, has been arrested on charges of publishing and circulating an obscene magazine. Hefner is now free on bail and will be tried in Chicago later this month.

The arrest of the publisher of "Playboy" arises directly from a series of pictures in the current issue of "Playboy" - showing actress Jayne Mansfield in a high stage of nudity.

From Europe, Miss Mansfield claimed that she had never given permission for the publication of the photographs. We must comment, however, that Miss Mansfield was obviously - clearly posing in the pictures and they scarcely looked like pictures that she might have intended for Christmas cards.

It seems clear to us that Jayne Mansfield or her agent, as Mr. Hefner claims, did give her consent to the publication of the questionable photographs. Therefore -- we must observe -- that if publisher Hugh Hefner is guilty of these charges of obscenity -- what about Miss Mansfield? If the publisher is to be arrested -- what of the poser? After all -- it still takes two to tango.

(CLOSE)

You have just heard an editorial by Joe Long, Managing Editor of KLIF News.

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas

Circulation: approx. 3 million



Subject CASE MORGAN --

(Open)

You are about to hear an editorial by Gordon McLendon, President of KLIF and the McLendon Stations. (listening time approx. one minute).

(Editorial)

Case Morgan has been dying for about six weeks now and most everybody knew it. Case knew it. He lied to most people about the fact that he was dying, but that was just Case.

He was a good man. He was one of the best educators in the United States, and St. Marks School will not replace him easily. His friends cannot replace him at all--for kindness and whimsical humor are rare these frantic days.

Old Case had to have a painful operation and could not have any sedation afterward. Someone came in during a period of his most intense pain--and found him trying to grade papers.

They don't hardly make them like old Case any more. Among educators and just plain people, he was the real article.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KLIF and the McLendon Stations.

(Close)

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
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McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago and WYSL, Buffalo --
Circulation: approx. 23 million



Subject NAZI DEMONSTRATIONS --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

In the first of two editorials, we spoke of the recent violence which attended new Nazi demonstrations in Yorkville, New York.

Can we have forgotten that only twenty years ago Adolf Hitler stood like the Colossus of Rhodes, with one foot in Narvik and the other in Tobruk? Can we have forgotten that night when the Nazis without warning bombed Poland, killing hundreds of thousands of innocent civilians? Can we have forgotten that Nazi bombers turned Rotterdam to dust after the city had surrendered; can we blot from memory Buchenwald and Dachau so quickly, or the blood that flowed like wine on the death beaches at Dunquerque?

This was but twenty years ago. The public must not forget when it sees a Nazi armband, for underneath that armband lies depravity and cruelty to match the worst that Communism can offer.

The Bonn Government has outlawed Nazism and considers Nazi policies a stain on the German government. The United States should set up at least the same legal safeguards against Nazism that it has already erected against Communism.

The right of free assembly is a precious American freedom. Yet there are unlawful uses of the right to assemble. It is unlawful, for instance, to assemble when such assemblage is conducive to a breach of peace. Nazi demonstrations, as Yorkville proved, provoke riots, violence and bloodshed and thus are unlawful use of the right to assemble.

Assemblage in Birmingham was lawful because there the demonstrations were in behalf of constitutional rights. But, Nazi demonstrations by river rats, by their very nature, have no such cloak of law.

This nasty reappearance of the Nazi movement with its call to terrorism, racial strife and government by fear, must be opposed by all Americans.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.
(Close)

SCHEDULE: Sunday, June 23, 1963 (second editorial in series)

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas

Circulation: Approx. 3 million



Subject FLUORIDATION --

(Open)

You are about to hear an editorial by Gordon McLendon, President of KLIF and the McLendon Stations (listening time approx. one minute).

(Editorial)

The Dallas Morning News takes a stinging slap at the Dallas City Council. The News mockingly says "it is doubtful that the present city administration, any more than its predecessors, is prepared to divide the community in a fight over fluoridation."

What the News is really saying is that it believes that when the chips are down this Council will turn tail and run away. The News is saying that this Council has no more guts than members of the Thornton Council who made a lot of noise about fluoridation and then chickened out with a lot of excuses.

We believe that the Dallas Morning News underestimates this City Council. It is true that Council members will now be pressured by the poison pen letters of a highly organized minority. But we believe that this Council will then observe that hundreds of cities have held elections and then fluoridated their city's waters. We say men like Joe Golman, Bill Roberts, George Underwood, and women like Elizabeth Blessing are not as faint-hearted as past Council members. We say they will not be intimidated by minority pressures.

The Dallas Morning News seems to vote no confidence in the moral fiber of this city administration. We say the Dallas Morning News is wrong.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of KLIF and the McLendon Stations.

(Close)

June 19, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast on the following McLendon Stations: **KLIF, Dallas; KILT, Houston; KTSA, San Antonio; KABL, San Francisco; WYNR, Chicago and WYSL, Buffalo --**

Circulation: approx. 23 million



Subject **CULTURE --**

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

Singers Mimi Benzell and Frank Parker have spoken up for the establishment of a United States Department of Culture and for more entertainment trips overseas at government expense.

Miss Benzell said that a junket to South America by the Robert Shaw choral group was almost ended because of a few Washington people who can't appreciate what so few dollars can bring in return. We need more such overseas trips, she said, and a United States Department of Culture.

Perhaps, now, some of these troupes of entertainers that the government sends abroad do some good. We doubt it. And as to Miss Benzell's proposal to establish a Department of Culture, may heaven forbid. This would start as a small group of perhaps ten men and secretaries, and in a year or so would have blossomed to several hundred employees. Soon, we would need to build a new building for the new United States Department of Culture, and then new jobs would have to be created to fill all that new office space. And then, when the new United States Department of Culture had achieved maturity--which means in Washington spending a hundred million a year or more, we would naturally have to have a Congressional Investigating Committee to look into the operations of the Department of Culture, and this would cost more millions annually.

Come, come, Miss Benzell.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

Schedule: Sunday, June 16th, 1963

BROADCAST EDITORIAL

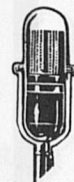
The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

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Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago and WYSL, Buffalo --

Circulation: approx. 23 million



Subject NAZI DEMONSTRATIONS --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

Americans must have been shocked by the Nazi demonstrations in Yorkville, New York, the other night. A minority group in Yorkville which calls itself the National Renaissance Party was, like the Nazis, parading in an effort to deprive citizens of constitutional privileges. Everything about this group in Yorkville reminded of the Nazis--the ranting speeches, the uniforms, slogans, armbands, the banners. One almost expected Adolf Hitler suddenly to appear again.

If Hitler is dead, Nazism is not so. The Yorkville riot is no mere isolated happenstance. Throughout the world, there are repeated demonstrations by neo-Nazis.

These new Nazis, many of whom are thugs, prey upon the marvelous ability of most people to forget. Yet we cannot forget that a mere 20 years ago the Nazis killed 11 million men, butchered 5 million Jews in concentration camps. Not far from the murder camps of Buchenwald and Dachau, Berlin was gay--there was boating on the Tiergarten, dancing in the Adlon, the warm cafes of Kurfuerstendamm, the lilting waltzes of J. Strauss, while Hitler's men dined on the finest Danish Bacon and stolen French wine--and Lidice only hours away.

The reappearance of Nazi demonstrators on American streets calls for a reexamination of the right of free assembly. The right of free assembly is not an absolute right. It has been denied in New York City. It should be denied here, too, because as the arrests and violence at Yorkville proved, the very appearance of Nazi demonstrators is conducive to a breach of peace. This is an unlawful use of the right of free assembly.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

SCHEDULE: Tuesday, June 11th, 1963 (first editorial in series)

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago and WYSL, Buffalo --

Circulation: approx. 23 million



Subject

FINK, Texas --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

We stopped worrying about taxes and the atomic bomb this week when we heard about all the problems in Fink, Texas. It seems that Fink is going to the dogs.

The Dallas News quotes the Mayor and General Storekeeper of Fink, Mr. J. L. Allgood. Mr. Allgood says that for years the citizens of two large neighboring towns, Sherman and Denison, Texas, have been dumping their stray dogs and cats in Fink. The Mayor says "...and now that Denison has got that new leash law, it is just raining dogs on Fink. We got them by the hundreds--little dogs, big dogs, young dogs, old dogs--cats, too. We've got to stop it right away or Fink will be just plain dogtown."

Well now, we do not want to add to the problem Steve Allen has already caused Fink and all finks. And, the question here is whether Fink is going to the dogs or the dogs are going to Fink. Most of all, what can be done?

Let this station know what you fink.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

Schedule: Sunday, June 9th, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast on the following McLendon Stations: KLIF, Dallas; KILT, Houston; KTSA, San Antonio; KABL, San Francisco and WYSL, Buffalo --

Circulation: approx. 14 million



Subject **FLUORIDATION --**

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

There are members of the (Dallas) (Houston) (San Antonio) (San Francisco) (Buffalo) City Council who favor water fluoridation. We wonder how they can keep silent and still look themselves in the face. Is keeping their office more important than keeping their morality and self-respect?

One of the highest officials of the American Dental Association points out again that today--this morning--more than 50 million Americans have fluoridated water in their homes, millions of Americans have been drinking this water for generations, and there has not been one single case of harm proved.

The American Dental Association goes on to say that it is strange that this small group opposing fluoridation has information of danger apparently unavailable to the American Medical Association, the United States Public Health Service, the American Dental Association, the entire scientific community generally, and even the personnel who guard the health of President Kennedy and his family, because all of them drink fluoridated water.

If you are a member of the City Council who favors fluoridation but fails to speak up, you must answer your own conscience.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

SCHEDULE: Sunday, June 9th, 1963

SCHEDULE: Thursday, June 6th, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast on the following McLendon Stations: KLIF, Dallas; KILT, Houston; KTSA, San Antonio; KABL, San Francisco; WYSL, Buffalo and WYNR, Chicago --

Circulation: approx. 23 million



Subject COURTROOM DRAMAS ON TV --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute):

(Editorial)

Courtroom programs are among the most popular series on television. Among these TV courtroom dramas are "Sam Benedict", "Perry Mason", "Arrest and Trial" and "The Defenders", and others.

Now comes the Hollywood District Attorney's office and says that such programs are contributing to a breakdown of law and order. We must agree in principle.

According to the Hollywood District Attorney's office, defense lawyers actually win only 5% of cases tried, but on television the heroic defense lawyers win almost all of them. The DA's office is made to look as though it is full of boobs. The theory here obviously is that the younger generation will grow up with a profound contempt for District Attorneys and their staffs and possibly for law and order in general.

One television researcher now says that, while scripts must be okayed by a member of the Bar Association, television legal heroes still falsify the facts.

Now, nobody expects that as a result of this editorial Edward O'Brien and Raymond Burr and Chuck Connors will start to lose all their cases, but maybe they will let the DA win just once in a while. If they do, their programs will be more realistic and thus more entertaining--and we will have taken one small step toward maintaining a respect for law and order.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations

(Close)

SCHEDULE: Thursday, June 6th, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas
Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KILT, Houston ; KABL, San Francisco
and WYNR, Chicago

Circulation: approx. 13 million



Subject **BASEBALL ANNOUNCERS --**

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

Why is it that nowadays the average baseball announcer thinks it is fashionable to be dull? In most cities where this company operates radio stations the current crop of baseball announcers seem to think that it is a disgrace to show emotion and feelings. Why is this? What happened to the greats of yesteryear? Ted Husing, Graham MacNamee, Clem McCarthy? Men who loved their work and got excited when things were popping! Nowadays a home-run is often good for little more than "...well, there is another one..." Remember the excitement of Clem McCarthy...

(EXCERPT)

No, we don't understand why modern day sports announcers think it is undignified to get excited. There is no virtue whatever in dullness.

But, one thing about modern day baseball announcers--there is no reason why a heart patient shouldn't listen to them. He wouldn't get overly excited.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

June, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas
Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

Circulation:



Subject

Channel 11

(OPEN)

More news following this KLIF Editorial by Joe Long, Managing Editor of KLIF News.

(EDITORIAL)

Let's hear a big hand for the Dallas-Ft. Worth Rangers!
.....And an over-ripe razzberry for Channel 11 in Fort Worth!

The Rangers, long the laughing stock of the baseball world, have now come into their own and are leading the tough Pacific Coast League after a long, hard climb from the cellar. What a feather in the collective caps of Dallas and Fort Worth!

But here comes a Fort Worth television station, apparently engaged in its own hard struggle, and competes with one of it's own city's enterprises. Channel 11 threw the rule book aside and televised a major league baseball game yesterday... ..while the hi-flying Rangers were playing at home!

The Rangers need the in-person support of the fans...as much support as they can get. What they DON'T need is more competition....especially from a home-town enterprise.

Channel 11 should heed the rules and re-evaluate its programming when the Rangers are playing at home on Sunday afternoon. This is no time for dirty pool. After all....the Rangers don't buy time on an opposing channel to compete with all those old movies!

(CLOSE)

You have heard an editorial by Joe Long, Managing editor of KLIF News.

JUNE 3, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas



Circulation:

Subject SALVATION ARMY --

(Open)

You will now hear an editorial by Gordon McLendon, President of KLIF and the McLendon Stations (listening time approx. one minute).

(Editorial)

The Dallas Times - Herald properly points out that it has been 40 years since the Salvation Army has had a building campaign for community needs. KLIF completely agrees with the Times - Herald that the current effort of the Salvation Army deserves the absolute and unqualified support of the Dallas County community.

The Salvation Army is in the last stages of a drive seeking something more than one and one half million dollars to build nine new centers. When the Salvation Army campaigns, you can be sure of the need. Servicemen throughout this area can tell of the Salvation Army's magnificent and somehow unsung efforts in the last war. And everyone who has ever needed knows that the Salvation Army is help indeed. Dallas will surely respond to this first drive in 40 years by the Salvation Army, because for those 40 years, the Salvation Army has been responding to Dallas.

(Close)

You have just heard an editorial by Gordon McLendon, President of KLIF and the McLendon Stations.

May, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYSL,
Buffalo; WYNR, Chicago --
Circulation:



Subject LORD BERTRAND RUSSELL --

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

Thank heavens for Bertrand Russell's advanced age. Because of it, we are able to call him senile and silly. If he were younger, we would have to be less charitable and call him some sort of nut.

Lord Bertrand Russell has long followed the Communist line. His latest statement is that the real threat to world peace comes from the West's attempt to stop Communist advances. Lord Russell goes on to say that the real concern of the United States is prevention of far-reaching social reforms. To use a good British expression, that is just so much poppycock and, of course, even Bertrand Russell knows it.

Come to think of it, Bertrand Russell is some sort of nut.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

May, 1963

BROADCAST EDITORIAL

The McLendon Corporation

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Riverside 7-9311

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Antonio; KABL, San Francisco; WYSL,
Buffalo, WYNR, Chicago --

Circulation:



Subject GOVERNOR ROCKEFELLER --

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

Many will disagree sharply but Governor Rockefeller has risen a giant step in our eyes. His decision to remarry was undoubtedly taken against the advice of so-called political experts. Rockefeller was undoubtedly told that a remarriage would cost him votes, perhaps cost him the nomination and even the Presidency. Yet Rockefeller, credit to him, took his marital step. He voted for personal happiness at the possible sacrifice of glory and position.

We may not agree with all of Governor Rockefeller's legislative leanings but we do agree with him that today's voter has become more politically sophisticated. While Rockefeller's decision to marry has not the enormity of the decision that faced the Duke of Windsor, it required the same courage and thus Governor Rockefeller seems a taller man to us.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

May, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

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Houston; KTSA, San
Antonio; KABL, San Francisco; WYSL,
Buffalo; WYNR, Chicago**

Circulation:



Subject **CAPITAL PUNISHMENT --**

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

The scheduled triple execution of San Quentin has been postponed. (Texas) (California) (Illinois) (New York) must take steps to outlaw Capital Punishment.

What if an innocent man is put to death? Just last year Governor Brown of California pardoned Warren K. Billings. Billings had been sentenced to death. And yet, his innocence was discovered before his execution. Suppose Billings had been executed and then found to be innocent? The same was true of Tom Mooney, whom California sentenced to die and who was later found to be innocent before his execution, and pardoned. In fact, how many innocent men have died? As Justice Musmanno of the Pennsylvania Supreme Court has pointed out, Sacco and Vanzetti were executed even while evidence of their innocence was piling up overwhelmingly. Had this fish peddler and shoemaker not been executed, they would today be free men for today the record reads them unquestionably innocent.

The death penalty is not only wrong because it is a deterrent that does not deter. With Justice Musmanno, we must ask what government can afford the risk of the most appalling and irretrievable of all errors--the risk of killing an innocent man.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

May, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

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McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco, WYSL,
Buffalo; WYNR, Chicago

Circulation:



Subject CAPITAL PUNISHMENT

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. (listening time approx. one minute)

(Editorial)

The New York State legislature has taken an interesting step toward the abolition of capital punishment. It has repealed those provisions of the criminal code which make the death penalty mandatory for first degree murder. Now, instead, the jury will decide the penalty.

So, New York has not killed the death penalty, but it has taken one small step: it has offered an alternative in cases of first degree murder.

Penal experts have long known that capital punishment does not deter-- that the death penalty takes on authority which no man can claim. The death penalty is an expression of the Dark Ages. The New York State legislature, in removing the mandatory death penalty in first degree murder cases and giving juries the right to decide the penalty, has taken a halting but heartening step in the right direction.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

May, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KABL, Oakland
and San Francisco, Calif.

Circulation:



Subject Cables Banned by KEWB --

(Open)

You will now hear an editorial by Gordon McLendon, President of KABL and the McLendon Stations (listening time approx. one minute).

(Editorial)

There is a San Francisco musical group called "The Cables". With that explanation, we quote from the current issue of Billboard Magazine: "The Cables may be making a big hit on records but they won't be heard on Oakland rock and roll station KEWB. The situation is too touchy, according to KEWB management, because of the existence of a rival Oakland station with the call letters KABL" end quote from Billboard.

If Billboard is correct, then, KEWB will not play records by The Cables because this station is named KABL. Aside from the injustice that KEWB does to this local musical group, we miss KEWB's logic. Would KEWB suggest that the musical Cables change their name to the Cubes? Or the Kewbles? Or the Squares, maybe? Oh well, at this season of the year, KEWB is entitled to its moment of daffiness. After all, it is Spring and the sap begins to run.

(Close)

You have just heard an editorial by Gordon McLendon, President of KABL and the McLendon Stations.

May, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KABL, Oakland and
San Francisco, Calif.

Circulation:



Subject KEWB Bans Cables --

(Open)

You will now hear an editorial by Gordon McLendon, President of KABL and the McLendon Stations (listening time approx. one minute).

(Editorial)

It is Spring, the season of Spring college riots, panty raids, statues uprooted, and other general nonsense. Even radio stations may go daffy.

Billboard Magazine writes that Oakland rock and roll station KEWB won't play the records of a musical group called "The Cables", because of the existence of a rival Oakland station with the call letters KABL.

If this be true, gentlemen at KEWB, what next? Will you forbid employees to ride the cable cars? Or refuse to accept cablegrams? Or maybe ask that the cable car be renamed the Kewble car? We are not so narrow-minded here at KABL. We continue to use words like Cuba, cue ball, cubism and even concupiscent. Come on, fellows at KEWB, give this local musical group a break. Play the Cables records.

It is Spring and daffiness is everywhere. But this is too much. We point out to KEWB that in the White House itself, even the Kennedys quite often serve Oysters Rockefeller.

(Close)

You have just heard an editorial by Gordon McLendon, President of KABL and the McLendon Stations.

(May, 1963)

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYSL,
Buffalo; WYNR, Chicago --

Circulation:



Subject

FEATHERBEDDING (Railroads)

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations. (listening time approx. one minute)

(Editorial)

In less than 60 days, America faces a disastrous railroad strike.

There is only one reason for the strike: to preserve railroad featherbedding. While we sympathize with the thousands of railroad workers who will lose their jobs, one cannot stop progress.

Railroads are now having to employ useless workers at a cost of 600 million dollars yearly. Railroads are crippled by old and unfair labor rules for hours and pay.

Last year's Presidential commission turned up practical alternatives to a strike. Most of the unneeded workers would be kept on the payroll until they died, retired or were promoted. What could be fairer?

The health of American railroads is vital to the national welfare. The railway unions must recognize that yesterday must one day end.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

May, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYSL,
Buffalo; WYNR, Chicago--

Circulation: approx. 16 million



Subject FEATHERBEDDING (Railroads) --

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(Close)

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May, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYSL,
Buffalo; WYNR, Chicago
Circulation:



Subject LOTTERIES --

(Open)

You will now hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute).

(Editorial)

(Texans) (Californians) (Illinoisans) (New Yorkers) should have been appalled when the New Hampshire legislature voted for a state lottery. If as conservative a state as New Hampshire can vote a lottery it should be many times easier to pass one in (Texas) (California) (Illinois) (New York).

A state lottery will be viewed with eagerness by many legislators as another and easy way of squeezing tax money from the public. One trouble with the lottery is that it will merely encourage further spending, followed by more deficits, followed by other government grabs for more money. Again we say the answer is not greater revenue, but a program for economy. And as the San Francisco Examiner points out, state lotteries in the nineties became so corrupt that these state lotteries disgusted the public and caused federal laws to be passed to outlaw the mailing of lottery tickets. Even more importantly, a state lottery diverts money from legitimate business to wasteful gambling.

With respect to New Hampshire's amazing decision to begin a state lottery, we can only say that, like the woman who knowingly married Bluebeard, we applaud her courage but question her logic.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

May, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KABL,
Oakland, California

Circulation:



Subject THE MONTH OF MAY
(Public Service)

(Open)

You are about to hear an editorial by Gordon McLendon, President of KABL, and the McLendon Stations. (Listening time: one minute)

(Editorial)

The month of May brings touching moments. Such as the two beggars on the street. For some strange reason, everyone passed one beggar and yet everyone gave something to the second beggar. We could not understand why until we turned to look and saw that the second man wore this sign on his back "...it is May and I am blind..."

No less touching a May incident is the response of KABL listeners to the humanitarian plea of John K. Chapel for contributions to finance a rare kidney transplant. Fifteen thousand was needed, in three days over ten thousand has been raised; more is still coming. Doctors at Colorado General Hospital say that Mr. and Mrs. John Holmes are in good condition--there is real hope for success in this unusual operation in which the wife gave a kidney to her husband.

To Commentator John Chapel, to Holmes' employer Lou Waggoner, and most of all to warm hearted KABL listeners, KABL expresses appreciation. Somehow today, May seems greener.

(Close)

You have just heard an editorial by Gordon McLendon, President of KABL, and the McLendon Stations.

May, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Rlverside 7-9311

To be broadcast
on the following
McLendon Stations:
KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYNR,
Chicago and WYSL, Buffalo --

Circulation: approx. 23 million



Subject WHEAT CONTROLS --

(Open)

You are about to hear an editorial by Gordon McLendon, President of the McLendon Stations (listening time approx. one minute) :

(Editorial)

Farmers everywhere showed great courage in voting against the government's rigid wheat controls.

The defeated program would have been the worst possible solution. It would have raised the domestic price of wheat far above the world price. It would have continued the monstrously nonsensical system in which the consumer pays twice. Furthermore, the rejected system would have continued our trend toward bigger government. It was no secret that if farmers had voted yes, government planners would have rapidly expanded into other control schemes for other commodities.

While the return to a free market is encouraging, farmers must now seek to avoid a glutted and chaotic market as a result. The best solution suggested is direct payments to marginal farmers, who should be encouraged to quit farming by retraining. And further, these direct payments should also be made to all farmers who agree to divest production.

Such measures will make the return to a free market more orderly and less painful.

(End of Editorial)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations,

(Close)

SCHEDULE: Friday, May 31st, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF

Circulation:



Subject

The following is an editorial by Joe Long, Managing Editor of KLIF.

Hats off to Mrs. Tommie Huntley!

This calm, quick-thinking bank teller thwarted a would-be bank robber this week. When the man demanded money...Mrs. Huntley calmly told him she didn't have any money...then turned to a fellow teller and told him to "get that man". The nervous thug fled.

Mrs. Huntley's courage and loyalty to her word and employer should serve as an example.

We're confronted by thugs every day...locally, nationally and internationally...who would be leeches and rob us of our goods and freedoms.

But...by calm, yet firm thinking and action, we can call their bluff and send them packing.

Our thanks to Mrs. Huntley...she is an excellent example of a good citizen.

Broadcast on KLIF, May 15, 1963

BROADCAST EDITORIAL

Subject: FEDERAL AVIATION AGENCY

Subject: FLUORIDATION

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas

Circulation:



(The (Open)ing is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial) Any Dallas mother who votes tomorrow should ask herself how does this candidate stand on water fluoridation. Fluoridation is vital to the welfare of Dallas children.

Any voting mother should demand to know how all candidates stand on fluoridation and should not accept double talk.

Over 1600 American cities have added fluoride to their water systems and the results show that the reductions in tooth decay has been amazing and the cost is one minute.

Dallas mothers should bear in mind that the American Dental Association and the American Medical Association both favor fluoridation. Dr. Jonas Salk and Morris Fishbein are both outspoken advocates of fluoridation. Stories that persons will be poisoned are so much irrational poppy-cock. Objections to fluoridation comes from persons who also opposed the Salk vaccine, typhoid and diphtheria shots and most other great medical advances.

Tomorrow for their childrens sake, Dallas mothers should make it a point to know how every candidate stands on fluoridation.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

April 1, 1963.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas; KILT, Houston;
KTSA, San Antonio; KABL,
San Francisco, WYSL, Buffalo
WYNR, Chicago



Circulation: 21 million

Subject FEDERAL AVIATION AGENCY

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

The amount of money being spent by the Federal Aviation Agency, even allowing that we must have safety, is simply appalling.

During 1962, the annual appropriation for the FAA was a whopping 766 million - more than the cost of operating the entire United States from 1789 to 1916, 127 years.

Last year every man, woman and child shelled out over \$4.00 to underwrite the FAA. Now certainly we need a government agency to regulate air traffic and to maintain practicable standards of air safety, but in these days of unbelievable public debt, do we need airports such as Washington's 175 million dollar Dulles airport? Do we need an eight million dollar unused data processing computer and a multi-million dollar supersonic airliner.

If some check isn't made of such free wheeling expenditures, we soon won't even need the Federal Aviation Agency because most taxpayers won't have any money to go anyplace anyway.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

April 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, DALLAS
KILT, Houston
KTSA, San Antonio

Circulation:



Subject **CAPITAL PUNISHMENT**

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

A bill introduced by Representative Charles Whitfield of Houston may outlaw capital punishment in Texas.

It is high time this barbaric method of exacting official cold blooded vengeance belongs to the age of tar and feathering, bear-baitings, shanghaiing and duelling.

Even when executions were held in public, their deterrent value was questionable and today held deep in the concrete bowels of Huntsville, hidden from the embarrassed world, the state executions have become nothing more than secret murders.

What is needed is not eye for an eye vengeance, months or even years removed from the crime itself, but a penal code that will evoke swift and certain justice. It has been proven where capital punishment has been abolished that the capital crime rates are lower.

Representative Whitfield's bill before the Texas Legislature would abolish capital punishment. If you agree that capital punishment should be outlawed, write to all your legislators in Austin. Let's make death row a relic of the past.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

April 1963.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, DALLAS
KILT, Houston
KTSA, San Antonio

Circulation:



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(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

April 1963.
April 1963.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas
KTSA, San Antonio
KILT, Houston

Circulation:



Subject: Forced Pooling Legislation

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

Texas' able Land Commissioner Jerry Sadler speaks out against forced pooling legislation.

In doing so, Sadler also speaks out against growing big government and he speaks for veterans.

What is forced pooling? The Forced Pooling bill if passed would pool oil and gas leases on land not even yet under gas and oil leases. More simply, if this bill is passed and you or I should buy Texas land that happens to have oil and gas resources, we would be forced by law to pool our royalty interest with other parties without consent and against our will.

Such a measure is a vicious trespass against individual rights of landowners. It's passage would take another chunk out of the free enterprise system. It would twist the arms of 30-thousand veterans who have bought land. It would be a slap in the face to you as a Texas taxpayer.

The Forced Pooling bill is number 510. Make your objections to House Bill # 510 known now.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

April 1963.

EDITORIAL -- Cyprus

To be broadcast on all McLendon Stations-- Wednesday and Thursday, February 14th and 15th, respectively.

63

(Open)

The following is a statement of editorial opinion by Gordon McLendon, President of KLIF and the McLendon stations, who is presently visiting Nicosia, Cyprus.

(Open)

Just a few minutes ago we arrived from the strategic island of Cyprus, deep in the eastern jaws of the Mediterranean. The supposed Russian astronaut, Yuri Gagarin, is just now arriving in Cyprus. The capital, Nicosia, is literally covered with tens of thousands of pictures of Gagarin--every store and house. Teams of trained Communists plastered up the pictures all in one night. It is significant perhaps, that the Russians should send Gagarin to Cyprus on the very day that the Americans were to launch John Glenn. But, although foreign newsmen can question Glenn, Americans are no longer permitted to question Gagarin. Perhaps the Russians fear that someone may ask him about the windows in his space ship. But, the West has troubles on Cyprus. It is the nerve center of the entire American communications network in the Middle East and Near East. We can ill afford to lose it. Yet, Communist strength is growing on Cyprus every day. There is strong belief that the Communists may even defeat Makarios in 1964.

America is in trouble on Cyprus.

(Close)

The preceding has been a statement of editorial opinion by KLIF and the McLendon stations. The speaker was Gordon McLendon, President of KLIF and the McLendon stations, who currently is visiting Nicosia, Cyprus.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KABL, KILT, KTLF
Houston; KTSB, KABL,
San Francisco; WYSL, Buffalo; WYNR,
Chicago

Circulation:

Approx. 17 million



Subject **TRIBUTE TO GEORGE MARDIKIAN --**

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. (listening time one minute)

(Editorial)

(Editorial)

We approve a tax cut if it is accompanied by a definite plan to
We would define an obituary as a collection of kind words written one day too late. KABL proposes to be a few years too early with its kind words to that remarkable San Franciscan and remarkable American, George Mardikian.

The President's Advisory Committee has unanimously recommended
The old Armenian is very much alive. Tens of thousands of youngsters whom he has inspired will tell you of his astonishing man's vigor and magnetism. In his boyhood, George Mardikian watched his parents slaughtered before his eyes in one of the age-old vendettas of the Middle East, and then found his way to America. Here, Mardikian prospered, became one of the nation's great restaurateurs, reveled in the beauty of this land's freedom. He then proceeded to devote his life to telling Americans, and particularly American youngsters, why they had been given a great legacy.
It is unfashionable these days to be sentimental. But we are. And KABL believes that if one were going to be sentimental in San Francisco, George Mardikian would be a good place to start. He is something of value.

(Close)

(Close)

You have just heard a statement of editorial opinion by Gordon McLendon.
You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

February, 1963

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas; KILT,
Houston; KTSA, San Antonio; KABL,
San Francisco; WYSL, Buffalo; WYNR,
Chicago

Circulation:

Approx. 17 million



Subject **FEDERAL TAX CUT**

(Open)

And now an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

We approve a tax cut if it is accompanied by a definite plan to reduce federal expenses in a like amount. If we reduce taxes by 10 billion, we have to save 10 billion somewhere else. We certainly do not need to go further in debt.

The President's Advisory Committee has unanimously recommended a prompt tax cut. But we object on the ground that it is a half-recommendation. The Committee does not set forth where the government should economize to make up for the lost revenue.

It is not good enough to say that a tax reduction will improve profits and thus create increased tax revenue. This is only hopeful thinking.

A 10 billion dollar tax cut is highly desirable but only if accompanied by a 10 billion dollar cut in federal expenditures. It can be done. After that, it is time for the real reform--a complete revision of our tax structure.

(Close)

You have just heard a statement of editorial opinion by Gordon McLendon, President of the McLendon Stations.

December, 1962

December, 1962

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast

on the following

McLendon Stations:

KLIF, Dallas; KILT,
Houston; KTSA, San Antonio; KABL,
San Francisco; WYSL, Buffalo; WYN-R,
Chicago

Circulation:

approx. 21 million



Subject: FEATHERBEDDING (Railroads)

(Open)

And now an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute, speaking from Zurich, Switzerland. (Listening time: one minute)

(Editorial)

The good union man is one of America's best citizens. He would be the first to tell you that he cannot excuse featherbedding.

It follows, therefore, that labor itself must be upset over the continued insistence of railroad unions upon the right to featherbed. The United States Courts of Appeals in Chicago has ruled that railroads have the right to new work rules which will relieve them of over 60,000 unneeded employees. This will save the railroads nearly 600 million dollars per year. But now the railroad unions will appeal and further delay.

The New York Herald Tribune puts the matter well when it says: "For the railroad unions to argue that useless jobs should be perpetuated, or that men should be paid for time not worked, is irrational. But this is the tribute that featherbedding demands. The unions involved have fought long and stubbornly against modernization. They do not have a good cause," says the Herald Tribune. "Featherbedding has to go." Featherbedding, says the Herald Tribune correctly, is what the unions and railroads ought to be talking about.

(Close)

(Close) Just heard an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon spoke from Zurich, Switzerland.

The speaker was Gordon McLendon, President of the McLendon Stations.

December, 1962.

December, 1962.

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast on the following McLendon Stations: KLIF, Dallas; KILT, Houston; KTSA, San Antonio; KABL, San Francisco; WYSL, Buffalo; WYNR, Chicago --

Circulation: approx. 21 million



Subject EUROPEAN COMMON MARKET --

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon is speaking from Zurich, Switzerland. (Listening time: one minute)

(Editorial)

With European stores crowded with holiday buyers, it is difficult to ignore the booming European economy. America's prosperity has long depended upon a maintenance of our foreign market. Yet, during the last ten years, the gross national product of Western Europe has increased by about twice the rate of the United States. There is now talk of expanding the West European Common Market into an Atlantic Community Market which would make Western Europe even stronger economically. While this damages Communism badly, it also has the effect of further weakening America's foreign trade position. European business men are aware of this and are beginning to boast. They say, for example, that almost every important advance in the machine tool industry in the past ten years has begun in Europe or Japan and that the European rate of plant renewal is much greater than ours.

America must protect its foreign markets by insisting, among its allies, upon steadily lowered tariffs.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon spoke from Zurich, Switzerland.

December, 1962

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas
Riverside 7-9311

To be broadcast
on the following
McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
Antonio; KABL, San Francisco; WYSL,
Buffalo; WYN-R, Chicago --

Circulation: approx. 21 million



Subject AIRLINES MERGER --

(Open)

And now an editorial by Gordon McLendon, President of the McLendon Stations. (Listening time: one minute). speaking from Zurich, Switzerland. (listening time: one minute)

(Editorial)

The proposed merger of American Airlines and Eastern Airlines has been rejected by a CAB Examiner. We must disagree. The examiner's opinion seems to have been based only upon the size of the airline which would have been created, and not upon good economics.

Airlines are suffering. Competition is intense. Costs are astronomical. In most cases, losses are huge. The examiner finds that the American and Eastern merger might cause what he calls a "chaotic situation". By this, he seems to mean chaos among the smaller carriers.

We protest on the ground that any impediment to free trade is a blow at the economy. The New York Times says: "The airline industry as a whole has failed to come close to achieving what the CAB regards as a reasonable and adequate return. It is the CAB's responsibility to bring order out of chaos. This does not mean protecting the airlines from their mistakes. It does not mean penalizing the efficient airline in order to maintain the inefficient," says the Times. Plainly, American and Eastern should not be allowed to operate as a monopoly, but by the same token they should not be turned down solely on the basis of size.

(Close)

You have just heard a statement of editorial opinion by Gordon McLendon, President of the McLendon Stations. on spoke from Zurich, Switzerland.

December, 1962

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast on the following McLendon Stations: KLIF, Dallas; KILT, Houston; KTSA, San Antonio; KABL, San Francisco; WYSL, Buffalo; WYNR, Chicago --

Circulation: approx. 21 million



Subject NEUTRAL COUNTRIES --

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon is speaking from Zurich, Switzerland. (listening time: one minute)

(Editorial)

We are always interested to read of a so-called "neutral" country. This generally seems to mean a country that keeps quiet when the Russians take any offensive action but shouts "imperialism" when the United States defends itself.

We are not supposed to complain when the African and Asian nations make no complaint about Russian nuclear testing but scream when the United States then resumes testing.

Now, one of these so-called neutrals has been hurt--India. All of the neutrals had a mutual assistance treaty--Ghana, Guinea, Mali, Ceylon, Indonesia--they were all supposed to rush to the aid of India. But none of them did--not even a murmur of protest at the United Nations. Disloyalty, treachery, fawning, deceit.

While Switzerland remains an exception, the word neutral generally means middle, and it has come to mean the middle of the Communist world.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon spoke from Zurich, Switzerland.

December, 1962

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations:

KLIF, Dallas; KILT,
Houston; KTSA, San
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Buffalo; WYNR, Chicago --

Circulation:

Approximately 17 million



Subject WE THINK WE'VE GOT PROBLEMS?

(Open)

The following is an editorial by Gordon McLendon, President of the
McLendon Stations. Listening time: one minute.

(Editorial)

If you have one minute, and think you have problems, listen to this:

(Editorial)

Russia in March, 1962, predicts food production goals,
which fall far short. Riots occur by Siberian workers
over prices. Khrushchev's new report makes clear that
no hope on food production problem exists for year or
more. Russian Virgin Farm Land Program fails to
achieve goal for fourth straight year. Russia hurt by
European Common Market. Russia checked in Africa,
embarrassed in Cuba. China openly criticizes Russia
for Cuban policy. China and Russia at odds over Albania.
Russia promises India bombers; China bitterly resentful.
No Russian progress in Berlin. Russia in trouble in
East Germany; upheaval in Bulgaria; problems in Poland;
bubbling again in Hungary.

We think we've got problems?

(Close)

You have just heard an editorial by Gordon McLendon, President of the
McLendon Stations.

November, 1962

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The McLendon Corporation

McLendon Building

Dallas 1, Texas

Riverside 7-9311

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Subject

STEEL INDUSTRY OF AMERICA
IN TODAY'S WORLD MARKET --

(Open)

The following is an editorial by Gordon McLendon, President of the
McLendon Stations. (Listening time: one minute)

(Editorial)

A sudden Chinese retreat into the Himalayas, if it occurs, will almost
America's all-important steel industry is in bad shape and we have at
least one suggestion. The steel industry now has rough foreign compe-
tition, operating in new low-cost plants. Other metals have cut in on
steel's market, and further, the steel industry is still hamstrung by
some of the unwise labor contracts it made in the easy nineteen fifties.

Among steel's biggest consumers are the automobile plants. Yet you
cannot find a new American car in Europe. Why? Because tariffs in
these European countries has priced American cars beyond anyone
except a sheik or Sultan. In West Germany, a typical example, a new
medium-priced American car costs over fifteen thousand American
dollars. The Volkswagen is everywhere. We cannot control every
country but to those European countries where we give monetary aid
or other support, we should say--low tariffs on American cars or no
aid. When we do this, we have gone a long way to help both our auto-
mobile and steel industries. President Kennedy has just demonstrated
what a little toughness will accomplish to our enemies--let's now get
a little tough with our so-called friends. It's past due. desperately seek

(Close)

You have just heard an editorial by Gordon McLendon, President of the
McLendon Stations.

November, 1962

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Subject RED CHINA AND RUSSIA --
FRIEND OR FOE?

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

A sudden Chinese retreat into the Himalayas, if it occurs, will almost certainly bring about an even sharper split between Red China and Russia.

The Chinese might have defied American bomber delivery to India; but the additional threat of Russian bombers to India was almost certainly one of the factors which forced the Chinese to back away. The Russians had long ago promised to send bombers to India if it were attacked by anyone--and Nehru has just reminded Russia of that fact.

The first sign of a split between Russia and China came in the crisis at Tirana, when Red China openly supported Albania against Moscow. The split was clear again over Cuba, when the Chinese called Cuba Russia's shame. Now, with Russian bombers promised to India, China backs away. And it seems certain that Russia made other warnings to China. When Karl Marx himself said that China and Russia were inevitable enemies, he was for once a prophet.

We say once again that one day before long China and Russia will face each other as bitter door-to-door enemies and that Russia will desperately seek an alliance with the United States.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

November, 1962

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Subject **RED CHINA vs RUSSIA ---**

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon stations. (Listening time: one minute).

(Editorial)

Inevitably, one day there will be an open split between Red China and Russia. Premier Khrushchev will do well to ponder the following fantastic story of the Red Chinese disregard for human life.

The story is from Derek Lambert to the London Express from the battle lines at Tezpur on India's northeastern frontier. Indian officers, trained at Sandhurst, report that in one battle 10 waves of Chinese were attacking Indian Gurkhas in heavy snow. The first seven waves of Red Chinese were armed with automatic rifles. The last three waves were not armed at all. These last three unarmed waves of Red Chinese were ordered simply to pick up the rifles of their wounded or dying comrades.

Such is the incredible Chinese Communist disregard for human life. Since we believe that one day the U.S. and Russia will be uneasy allies against the Red Chinese we feel that the story of sacrificial, unarmed Chinese troops might well provoke Premier Khrushchev to some very thoughtful, silent moments.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon stations.

November, 1962

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Circulation: Approximately 17 million



Subject BUSINESS FORECAST FOR 1963 --

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

There is good reason to believe that 1963 will be a good year after all. Businesses are planning a three percent increase in their capital spending. This is the McGraw-Hill survey and a good one, but we suspect it is on the conservative side. When the three percent survey was made, America's foreign stand was still weak and vacillating; now it is firmer. Business feels better now that we have taken a firmer stand.

While business spending on new plants and supplies has not been the fifteen percent that the Administration had hoped for this year, there is reason to believe that 1963 may be more predictable: business rallies behind strength.

If the Administration's strength continues, we believe the McGraw-Hill forecast of a three percent increase in capital spending may be very conservative. In fact, we believe that there may be good news just ahead.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

November, 1962

November, 1962

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The McLendon Corporation

McLendon Building • Dallas 1, Texas

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Subject (The) CUBAN AFFAIR --

(Open)

(Open)

The following is an editorial by Gordon McLendon, President of the

McLendon Stations. (Listening time: one minute)

(Editorial)

(Editorial)

We ask Mayor Cabell again for a new and independent analysis of the future

use The Cuban affair provokes some serious questions regarding America's intelligence system.

Who Everyone knew that, in August, 5000 Russians had landed in Cuba.

But the President said the weapons they had brought were purely defensive.

And serious people are questioning the ability of the U.S. to expand its facilities for the giant planes of the future; enough good citizens are

Two months passed. Finally, on October 15, U-2 aerial photographs

actually showed the launching sites and proved that the 5000 Russians

who had landed in August had not come there for defensive purposes at all.

What happened to U.S. intelligence on the ground? Must we rely completely on U-2 flights to learn of our enemies? What if Hurricane Ella had not cleared up and no U-2 flights had been then possible--would not Cuba already have completed all its bases?

We pay millions for political and military intelligence. Are we to assume that they cannot get an inkling of what is going on 90 miles away? Like the little dog said when hit by the train, this worries me.

The foregoing was an editorial by Gordon McLendon, President of the

McLendon Stations.

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November, 1962

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BROADCAST EDITORIAL

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Subject DALLAS LOVE FIELD --

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

We ask Mayor Cabell again for a new and independent analysis of the future usability of Love Field. We have said before that this is not costly and citizens have a right to expect this.

While we are highly prejudiced in favor of Love Field against Amon Carter Field, we could be wrong. Nor do we wish to be an ostrich. Enough able and conscientious people are questioning the ability of Love Field to expand its facilities for the giant planes of the future; enough good citizens are questioning present safety factors on Love Field runways--not to mention the future--that we feel that Dallas must have more facts from a new source. Our present airport advisor has been around for many years; however able he is, it is always possible for anyone to get too close to the facts for a clear view.

We hope a new consulting organization will say that Love Field is a good bet for the future. But if any top consultant believes Love Field is to become another LaGuardia, another Midway, best we at least have a chance to listen to that opinion.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

November, 1962

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Circulation: **approx. 17 million**



Subject **FORD MOTOR COMPANY (England)**

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. (Listening time: one minute)

(Editorial)

Our hat is off, with cheers, to the Ford Motor Company, if reports that we hear are true. One of Ford's English plants is believed to be ready to dismiss a Communist who is also its most militant shop steward.

Ford's position in risking a lengthy shutdown rather than continue to tolerate the Communist shop steward, Kevin Halpern, is one of the most heartening bits in today's news. Americans everywhere will wish Ford well if its expected strike does materialize in Great Britain.

Enough is enough.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations.

November, 1962

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WYMR, Chicago --

Circulation:



Subject DALLAS BUS DRIVERS --

(Open)

The following is an editorial by Gordon McLendon, President of KLIF. Listening time: one minute.

(Editorial)

We continue to hear complaints that a number of Dallas bus drivers are rude to the point of being openly offensive. It is a shame that, as always, the many thoughtful bus drivers must also be caught in this criticism.

There is no absolutely no excuse for impolite and surly behaviour by any bus driver. The work of driving a bus can be highly frustrating, we are sure, but so are many other jobs. Bus drivers have no corner on frustration and no excuse whatever for hostile conduct.

This situation is nothing that a few firings won't cure. Harry Weinberg should remember that while impoliteness is almost a way of life in New York, this is still Dallas, Texas, and some of us have not yet learned to stomach insults.

(Close)

The foregoing was an editorial by Gordon McLendon, President of KLIF.

Sunday, October 7, 1962

October, 1962

BROADCAST EDITORIAL

The McLendon Corporation

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Circulation:

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Subject

WHERE IS EVERYONE ? --

(Open) The following is an editorial by Gordon McLendon, President of the McLendon stations. Listening time: one minute.

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon is speaking from East Berlin, Germany. (Listening time: one minute)

Most often, hindsight is keener than foresight. Often, less expensive.

(Editorial) It is true with a particular question to November's forthcoming general election. We refer to Proposition 4, The Water Con-

I am walking down the streets of East Berlin and I ask, where is everyone? The Unter den Linden was once the Fifth Avenue of the Berlin that Germans loved, and now I can see for blocks ahead and there is only a person here and there. A man with a dog, a lady with a child, no crowds, no traffic, no cars, no people. Where is everyone? It is like an eerie scene from "On the Beach". Where are the million people of East Berlin? It is true that it is a cold and dismal day but surely they cannot all be up there in those tiny, drab little apartments. Can it be that they are somehow afraid to come out? But no, because this is the German Democratic Republic--the people's state. Can it be that they do not leave their homes because there is no place to go--no one they can trust to talk to? Oh no, I am sure not. Though the streets are deserted here in East Berlin, it must only be that Germans do not walk on Sundays. But where is everyone here in East Berlin--in this glorious German Democratic Republic?

The foregoing was an editorial by Gordon McLendon, President of the

(Close) Stations

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon spoke from East Berlin, Germany.

October, 1962

October, 1962

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on the following
McLendon Stations:

KLIF, Dallas
KILT, Houston
KTSA, San Antonio



Circulation:

Subject WATER CONSERVATION AMENDMENT --

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon stations. Listening time: one minute.

(Editorial)

Most often, hindsight is keener than foresight. Often, less expensive. But this is not true with a particular question in November's forthcoming general election. We refer to Proposition 4, The Water Conservation Amendment. It provides for immediate funds for the construction or enlargement of water reservoirs, when first built. Reservoirs adequate to meet the needs of anticipated demands. Not the demands of today, tomorrow, next month or next year--but the demands of 20 to 40 years from now.

It is then, 40 years from now, that economists conservatively predict four million more Texans and countless new industries will be tapping the public water well. During the costly drought of the 50's, hindsight cost parched Texans untold millions. Let's not look back again only to find "the well done gone dry." Prudent foresight demands unanimous approval of the Water Conservation Amendment.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

October, 1962

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KILT, Houston

KTSA, San Antonio

Circulation:



Subject

WATER CONSERVATION AMENDMENT --

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon stations. Listening time: one minute.

(Editorial)

Outside of the free air, water is our most abundant natural resource. Still, it can be one of the most precious. The critical drought of the 50's hammered home the point to millions of Texans. To insure its never happening again, legislators framed the Water Conservation Amendment. It subsequently passed both House and Senate without a single dissenting vote. It provides for funds for the construction of water reservoirs large enough to fill anticipated demands, when first built, rather than the frantic, expensive scramble when we find "the well done gone dry."

Too, the amendment is not expected to add to the present tax burden. Revenue, to pay off already authorized bonds, would come from the sale of storage facilities to local interests, as their needs increase. It is an amendment framed with the future of the great state of Texas in mind. It is not a proposition to be passed by innocently on the forthcoming ballot. Ever voter, Democrat or Republican, should drop down the lever in favor of Proposition 4. The Water Conservation Amendment, November 6th.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon stations.

October, 1962

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Subject RUSSIA'S INCOME TAX

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

Premier Khrushchev is finding the Russian income tax a tough thing to get rid of. In May, 1960, Khrushchev announced happily that all Russian income taxes would be abolished by 1965. Now he announces that the income tax elimination is going to have to wait a little while. Not only that, but prices on butter and meat have risen sharply.

The reasons Khrushchev must eat crow and retain the income tax are the staggering costs of supporting Castro, the Russian armed forces and attempts to develop heavy industry. Russia is finding that the cost of keeping a world upset can be very high. And Khrushchev is finding out that, even in Russia, the income tax is here to stay.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

October, 1962

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Subject

AMERICAN PRODUCTS FOR EUROPE --

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon is speaking from West Berlin, Germany. (Listening time: one minute)

(Editorial)

There is good in everything. We owe much to the Russians for providing in East Berlin the world's most striking showcase of a federal versus a private economy.

Yet, amidst the enormous prosperity of West Berlin, we must again point to alarming facts: there are even fewer American cars. The West Berliners want to buy them but even small American cars are priced so far above European competitors that no West Berliner can now afford an American car. The same is true of refrigerators, washing machines, radios, steel, railway supplies, and virtually every form of consumer and durable goods. The market for American goods everywhere in Europe is slowly dissolving.

Since a maintenance of our foreign market is absolutely vital to continued high production and employment, we must wonder again if some elements of American labor should not reexamine its position.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon spoke from West Berlin, Germany.

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Subject BERLIN --

(Open)

The following is a SPECIAL NEWS ITEM by Gordon McLendon, President of the McLendon Stations. Mr. McLendon is speaking from Berlin, Germany. (Listening time: one minute).

(News Item)

Here in Berlin, the view is that the real crisis will still be over Berlin--and not in Cuba. Berlin believes that the Cuban situation will be resolved by action of the Security Council, but that Berlin cannot.

It is thought here that the axis will swing from Cuba next to the Indian-Chinese fight on the eaves of the world and finally will come to rest on its ultimate center--the conflict at West Berlin.

We are in a position to trade on Cuba--for Turkish or Iranian bases. But we will not trade on Berlin. We endorse a continued but deliberate display of American strength as the most effective possible answer to the Russian position here in Berlin.

(Close)

You have just heard a SPECIAL NEWS ITEM by Gordon McLendon, President of the McLendon Stations. Mr. McLendon spoke from Berlin, Germany.

October, 1962

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The McLendon Corporation

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Circulation:

Subject **DALLAS LOVE FIELD --**

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon stations. Listening time: one minute.

(Editorial)

We are no aviation expert and we are really very much for Love Field--if it can serve Dallas' future needs. But we hear that aircraft with load limits of 550,000 pounds are now on order and that Love Field's load limit is less than half that. We understand that the second runway at Love Field is 2300 feet from the first runway but that today's rules call for 6000 foot clearance.

James Buckley, the city's airport consultant, is a conscientious man, but we think that after ten years the city needs some new thinking which we hope will confirm Buckley's optimistic thoughts about Love Field. It will cost the city about \$10,000.00 to get the opinion of a top aviation research concern to tell us the future of Love Field. We love Love Field but we love the taxpayers of Dallas even more and if we are wasting money on improvements at Love Field, let's find out now.

A stitch in time saves millions. Hire a top consulting concern, Mr. Mayor.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon stations.

October, 1962

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Subject DALLAS LOVE FIELD --

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon stations. Listening time: one minute.

(Editorial)

We have not editorialized before on the matter of Love Field versus Carter Field because this station emotionally is so prejudiced in favor of Love Field, but some sixth sense prompts us to ask the city of Dallas for facts.

With an unbelievable amount of money at stake, Mayor Cabell should hire an independent research organization to answer the question of Love Field's future usefulness--the load limits that are to come, the runway clearances that will be necessary for the new aircraft. We are prejudiced in favor of Love Field, but we also do not wish to pour the taxpayers' money down a rathole, if an independent survey were to show Love Field to be that.

James Buckley, who has been aviation consultant to the city of Dallas for ten years, undeniably competent, yet may be too close to the forest to see the trees. At any rate, we'd like to see a top aviation research concern confirm his findings. Cost: ten thousand perhaps to save millions.

How about some new and independent facts on Love Field, Mr. Mayor?

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon stations.

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Subject

EAST BERLIN's ADLON HOTEL --

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon is speaking from East Berlin, Germany. (Listening time: one minute)

(Editorial)

Here we are, in the Adlon, the grand hotel of old Berlin, now the glorious meeting place of social visitors to the new German Democratic People's Republic of East Berlin. But I think, what has happened to the Adlon old Germany knew? The great front is peeling and in disrepair, the bricks are loose and chipped, the carpets are frayed, there are few lights in the hotel, not even the war damage has been fixed at all.

In the old days there was boating in the Tiergarten and there were the warm cafes of the Kurfuerstendamm. But the hub of everything was the Adlon. Now it is a ghost hotel and strange that this can be true in the glorious German Democratic People's Republic, for this is a country of great progress, East Germany. I know this because my Russian interpreter keeps telling me so. The lobby of the Adlon is deserted. I must say the guests look rather seedy. But, of course, perhaps they are somewhat depressed by having 20,000 armed guards so near them, hang-ing on the great Western Wall.

The Adlon of yesterday in the gay days of visits by Greta Garbo and Kurt Weill is gone like the Weimar Republic and in its stead we have a sense of "The House of Usher" amid the vast grayness of the German Democratic People's Republic.

(Close)

You have just heard an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon spoke from East Berlin, Germany.

October, 1962

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Subject FOREIGN PRESS OPINION

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon stations. Listening time: one minute. Beirut, Lebanon. (Listening time: one minute).

(Editorial)

More and more these days we hear our friends saying "oh, this American move is going to get us some awfully bad publicity abroad." Or they'll say, "won't Izvestia and Pravda make hay out of this!"

Soviet Union, that maintains a military base in Cuba. In his wildest American government is a big business, and the businessman who tries to please everyone is foredoomed to failure. We have reported extensively enough from abroad to know that any American action, no matter how right, will receive criticism from some elements of the foreign press. It is folly for us to pay more than a passing glance at what the foreign press thinks. Again, American action should be influenced only by what is right, not by the voices of the hysterical, irrational, or stupid, that the United States has a queer kind of myopia that prevents a clear view of Cuba. "It is a disease. If the United States acts with rationality and right, let the devil in the foreign press take the hindmost. Right that Cuba should have belonged to the United States."

(Close)

We might point out to the London Times that even King George The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

(Close)

October, 1962 was an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon spoke from Beirut, Lebanon.

October, 1962

BROADCAST EDITORIAL

The McLendon Corporation

McLendon Building • Dallas 1, Texas

Riverside 7-9311

To be broadcast
on the following
McLendon Stations: KLIF, Dallas; KILT,
Houston; KTSA, San
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Buffalo; WYNR, Chicago -
Circulation: approx. 17 million



Subject

LONDON TIMES ON CUBA

TED HUSING (Sports Broadcaster)

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon stations. Mr. McLendon is speaking from Beirut, Lebanon. (Listening time: one minute).

(Editorial)

This morning the London Times sharply scolds the United States about Cuba. The Times says, "It is the United States, and not the Soviet Union, that maintains a military base in Cuba. In his wildest moment," the Times says, "Dr. Castro has never threatened to end the treaty protecting U. S. rights to Guantanamo."

The point is made here in London that the United States expects to maintain military bases in Turkey and Iran right up against the Soviet border, but denies the same rights to the Russians in Cuba.

The London Times goes on to say that the United States has a queer kind of myopia that prevents a clear view of Cuba. "It is a disease that has bothered the United States since its birth", says the Times. "even Thomas Jefferson always thought that Cuba should have belonged to the United States."

We might point out to the London Times that even King George thought that America should have belonged to England.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations. Mr. McLendon spoke from Beirut, Lebanon.

October, 1962

BROADCAST EDITORIAL

The McLendon Corporation

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San Francisco; WYSL, Buffalo -

Circulation:

approx. 12 million



Subject

TED HUSING (Sports Broadcaster)

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

To be called "the best who ever lived" is quite something in almost any field. We call Ted Husing the greatest sports broadcaster who ever lived--and by far. His passing leaves us with many poignant memories, memories of the Sunday afternoons we spent as a boy curled up beside an old Majestic radio listening to his great football broadcasts, memories of our personal friendship with him in the October days of his career, but most of all, memories of the unforgettable voice of the old master:

(Ted Husing tape excerpt)

Matchless memory--Ted Husing. Ted, you were the very best. Save a seat for me on the fifty, will you?

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

August, 1962

BROADCAST EDITORIAL

The McLendon Corporation

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San Francisco; WYSL, Buffalo -

Circulation: approx. 12 million



Subject SHORTER WORK-WEEK

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

George Meany has announced that labor will intensify its campaign for a 35-hour week.

Nobody has yet mentioned the best reason to oppose this even shorter work week. Man was meant to work. The more he is idle, the more he is usually unhappy. Idleness breeds self-contempt. Man's pride and dignity come from his accomplishments in work. Who wants all this idleness? More leisure time will breed only unhappiness and weakness. It will further tear apart the nation's moral fabric. It will further increase crime and juvenile delinquency. It will further damage the self-respect and dignity of the individual.

Idleness is a deadly poison. When 35-hour and shorter work weeks are proposed, let laboring men everywhere realize that in excess idleness lies decay - and in complete idleness lies complete decay.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

Wednesday, July 4th, 1962

BROADCAST EDITORIAL

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San Francisco; WYSL, Buffalo -
Circulation: **approx. 12 million**



Subject **LIBEL SUIT -- John Henry Faulk**

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

Radio commentator John Henry Faulk sued several people in New York for libel. He charged that the defendants had unjustifiably called him a Communist sympathizer. The New York Supreme Court agreed with him and awarded Faulk a staggering \$3, 500, 000 verdict. We applaud the court's decision.

We deplore so-called super-patriots who undermine the Constitution by denouncing as a Communist anyone with whom they disagree. This is extreme and punishable irresponsibility. And we likewise deplore those who, without facts, attempt to smear right-wingers with the title of "nuts" and "Fascists". Both the far left and the far right have many members deeply devoted to the maintenance of America.

The Court was right in the Faulk decision. Maybe now some people will stop popping off without facts.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

July, 1962

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Circulation:

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Subject

EUROPEAN COMMON MARKET

(Open)

And now an editorial by Gordon McLendon, President of the McLendon Stations, speaking from Paris, France --

(Editorial)

For years, here in Paris, the topic of conversation has been Algeria. Now, Frenchmen only want to talk about the Common Market. The economy of France as well as the other five Common Market countries is booming. No one here seems to understand or care quite why the economy is booming. The answer, of course, is that the Common Market has, for the first time, released from bondage the powerful, irresistible forces of a free market place. In fact, France is now suggesting to the United States that the U. S. put its Dollar on a sounder basis. The French submit that only if this is done can European countries continue to hold unusually high Dollar reserves. And it is true that even a European threat to unload Dollars in exchange for gold would put the United States in a very awkward situation indeed.

The United States promoted the European Common Market and now, like the man who gave his wife a shotgun, may very well some day wonder what in the devil he did that for.

(Close)

You have just heard a statement of editorial opinion by Gordon McLendon, President of the McLendon Stations.

July, 1962

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Subject CAPITAL PUNISHMENT

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

(New York) (Texas) (California) lawmakers seem to make no serious effort to investigate and abolish capital punishment.

Legislators must not only hear protests against capital punishment from little old ladies and garden clubs and poets, but also from lawyers, doctors, businessmen and newsmen. We repeat again the unshakable fact that states which do not have capital punishment have lower capital crime rates.

The abolition of capital punishment in (New York) (Texas) (California) should be a part of a general overhaul of the penal code. The best deterrent is not the barbaric inhumanity of execution but a penal code that will invoke swift and certain justice. If you agree, contact your representatives.

Let the legislature know your view before another man is strapped into the electric chair at Sing Sing prison. Make the legislature stop fiddling while men burn.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

July, 1962

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Subject CAPITAL PUNISHMENT

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

The best way to rehabilitate a criminal is to electrocute him - or gas him to death. That solves everything.

Or does it? Strange, but the states which have abolished capital punishment have lower capital crime rates. What really prevents crime is speed and certainty of punishment by the court, which we do not have. Capital punishment is no answer at all.

In 18th century England more than two hundred crimes carried the death penalty. Children nine and ten were executed for theft. Public hangings were held supposedly to deter criminals. Yet a public execution of a pickpocket was always a field day for other pickpockets mingling with the crowd.

The time has come for (New York) (Texas) (California) to join these states which have abolished the death penalty.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

July, 1962

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Subject

RUSSIA -- "Economic Crime" ?

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

One man has just been put to death in Russia for running a private cosmetics business. Three others are being executed in the Soviet Union for selling low-grade apples at high prices.

Russia used to criticize the United States for our death penalty, and rightfully so. But now Russia has resorted to the death penalty--for mere competitive business. 225 people have been executed during the last year in Russia for so-called "economic crime". And what is our "economic crime"? Simply being a capitalist.

Fifteen people, 12 of them Jews, are right now facing death for "capitalistic tendencies". As the New York Herald Tribune puts it, if Russians must now be put to death for selling apples at open market prices, then even 44 years of Bolshevik rule have not stamped out the remnants of capitalism.

Month by month, the bloom goes off the Communist rose. First, the west wall, then the great Russian farm failure, now mass Soviet executions for "economic crimes". What next, comrade--back to capitalism?

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

July, 1962

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Subject SATELLITE PROGRAM --
Government Ownership ?

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

Telstar is in orbit, racing the sun. Senator Yarborough is dead wrong when he insists that there should be government ownership of our satellite program. Yarborough is dead wrong when he says that private ownership of our satellite program would be a giveaway of billions of dollars.

Senator Yarborough forgets that profits created the money which he proposes that the government spend. He forgets that free capitalism in the short period from 1776 to 1915 created the greatest nation ever seen on earth. The Senator forgets that government did not create this nation; the people through private business did it! Business sustains the government, created by the people; the government does not create or sustain business.

Our satellite system should be privately-owned. On the satellite issue, Senator Yarborough has unaccountably gone into orbit. He should check his premises.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

July, 1962

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Subject **FARM CONTROLS**

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

The Billie Sol Estes case has this virtue: it has pointed up sharply our agricultural problem.

We have roughly nine billion dollars in farm produce and storage now. It costs the United States a billion dollars a year just to store it.

President Kennedy asks for tighter controls on production to ease the problem. We do not agree. Such controls over the number of acres a farmer may plant, and the number of bushels he can sell, are further artificial restraints on the natural checks and balances of the capitalistic system. As we pointed out a month ago in opposing Senator Gore's bill to impose further federal controls on corporate growth, you can only load so many controls on an old mule, no matter how good his body is, before one day his system goes out of kilter and he just sits down forever.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

Sunday, June 17th, 1962

BROADCAST EDITORIAL

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Subject ESTES -- SENATOR CARL ANDERSEN

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

Will Rogers used to say that but for fate he would still be on a farm in Claremore, Oklahoma, sloppin' the hogs and knockin' the Republican Party.

Well, everybody has knocked the Democrats in the Billie Sol Estes mess but, like Will Rogers, we have a word for the Republicans, too. Republican Representative Carl Andersen of Minnesota should resign from Congress. There is strong testimony to the effect that Billie Sol just happened to buy shares in a coal mine owned by Representative Andersen's family - and then Billie forgot to pick up the stock certificates.

If the Republican Party is to make clean political capital out of the Estes affair, it should get its own farm in order and put Representative Andersen out to pasture.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations

Sunday, June 10th, 1962

BROADCAST EDITORIAL

The McLendon Corporation

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Circulation: approx. 12 million



Subject STOCK MARKET

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

In our opinion, there is no reason for undue alarm about the stock market. The break was long overdue. Stocks were badly overpriced. Many were not being bought on present values, not even futures, but dreams.

Now stock prices are in better balance with bond prices and savings bank yields. Stock prices, based on a ratio of price to earnings, are more realistic.

We can be calm about the stock market. There may even be a silver lining to the big break. Perhaps, to paraphrase the New York Herald - Tribune, it will teach some bright young fellows not to drop their Phi Beta Kappa keys into the market machinery.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

Friday, June 8th, 1962

BROADCAST EDITORIAL

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Subject FREE ENTERPRISE

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations. Listening time: one minute.

(Editorial)

We are hearing more and more pessimistic talk about the future of America's economy. Most people say there's nothing to do - it has gone too far.

Rubbish - if you and I can stand up on our hind legs and write our elected officials and roar like wounded lions every time a new bureaucrat is appointed - we can bring this old free enterprise system back in shape. Start cutting down on the bureaus, loosen the strangling collars of restraint on business--business will produce more, pay taxes with which we can pay the national debt. Protect against big government - against socialism - with hundreds of thousands of letters daily.

Chinese proverbs say: a million voices crying in the wind wake even the dead.

(Close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

June, 1962

EDITORIAL -- Will Wilson Farewell

(open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations.

(editorial)

In all likelihood, the political career of Texas Attorney General Will Wilson, is over.

But we do not wish to let Mr. Wilson go without a parting word.

Observers quite close to the Billie Sol Estes case will tell you that it all might have been conveniently misplaced but for the stubborn determination of Attorney-General Wilson. Wilson, and perhaps Wilson alone, may have kept this case from becoming one of those crimes which do pay and which are never tried.

A word of thanks in parting to a watchdog's job well done -- by Will Wilson.

(close)

The foregoing was an editorial by Gordon McLendon, President of the McLendon Stations.

This editorial scheduled for broadcast on KLIF, Dallas on Tuesday, May 22, 1962, and on KTSA, San Antonio and KILT, Houston on Wednesday May 23, 1962.

MAY 62

EDITORIAL -- Senator Gore's New Bill

(No. 1)

To be broadcast on all McLendon Stations -- May 1962

(Open)

The following is an editorial by Gordon McLendon, President of the McLendon Stations.

(Editorial)

Senator Albert Gore has introduced into Congress a bill which takes another savage, slashing stroke at America's free enterprise system.

Senator Gore's proposed new law would make it easier to break up large corporations and would set up powerful new federal controls over our economy.

Senator Gore must have conceived this nasty little horror in a moment of hysteria. We already have laws amply able to defend us against corporate abuses. This new and uncalled for strait-jacket on corporate growth would strike fear into all business. It would be a blow struck at investment, at incentive, at the United States. If we continue to fetter business with more strangling new laws, our free enterprise system will stumble to its knees. Senator Gore, being from Tennessee, you ought to know that you can only load so much on an old mule and then he will sit down and refuse to budge.

(Close)

The preceding was an editorial by Gordon McLendon, President of the McLendon Stations.

MAY 62