

## Some of Mr. Las Vegas Radio's Closest Kin

**MIKE**

(Continued from Page 1)

commendation from the Las Vegas Chamber of Commerce. He deserves the gratitude of each one of us whose welfare is dependent on the growth and progress of Las Vegas. That is why we present the saga of Mike Gold, "Mr. L.V. Radio."

Mike Gold is the owner and operator of K-LUC, which became known by those call letter in March, 1961, when he purchased the station, then a small, run-down operation. Mike first proceeded to enhance and elaborate on the "Good Music" format, and never once deviated to Rock 'N Roll, Hill-billy or Western noises.

His next step was to add FM to the AM set-up, which broadened the scope and deepened the quality of the sounds going over the air. But bringing a new FM station to Las Vegas was only half the battle for Mike. Broadcasting programs like the New Philharmonic in the richer quality FM necessitated radio receivers for the programs to be heard.

So Mike investigated and brought to this area a low-priced but sturdy FM receiver which he turned over to retail stores here in Las Vegas. Through an ingenious promotion campaign thousands of the FM sets found their way into homes at all levels.

Then Mike scored the affiliation with CBS Network, bringing his listeners classic and standard programs like the incomparable "Face the Nation," the long accepted "Standard School Broadcast" and many, many others including live broadcasts of all the President's messages. The Net-Alert, the CBS exclusive electronic innovation that transmits news from anywhere in the world, brings Las Vegas triggered bulletins that cut into programs automatically. For instance, 30 seconds after the death of President John F. Kennedy, Net-Alert news pre-empted all other programs including commercials and continued continuously for three days until the burial.

By now you may be realizing that Mike Gold is a solid citizen, so unusual in these parts, interested in the betterment of mankind and a long, reliable business, rather than the fast buck.

He's been that way all his life, starting with his school days in Minneapolis, where he was born. Mike's dad, Sam, a tailor, and his mother, Bess, were brought to Fort Snelling, Minnesota, by the U.S. Government to make uniforms for the soldiers during the Spanish-American War. Others in Mike's family were two brothers and a sister.

Mike was business manager of his high school newspaper and found time to play a little baseball and tennis.

At the University of Minnesota, where Mike earned



**WIFE SYLVIA**

his B.B.A. degree, he was c-founder of the Minnesota Business Review, monthly publication highly regarded in the business world. While attending college, a professor who had an interest in a printing establishment, spotted the young man's potential and offered him a position to create new promotional ideas. This was in 1931, during the height of the depression when jobs were at a premium.

But Mike rose to the occasion. His perspective was to improve upon what you and we accepted as normal. A simple book of matches was not good enough for Mike. He created one that spread its sides wide as it was opened to display the advertisement. As a result he was appointed assistant to a vice president of the Universal Match Company, where he remained for three years.

He next opened the Mike Gold Advertising Agency in Minneapolis, where he elevated a local account to na-



**SON STEVEN**

tional fame by creating the now household expression: "Which One Has the Tony?"

Among the many other innovations patented by Mike were the Dairy Village Milk Cartons, which were printed in designs for children to cut and arrange into houses once the product was consumed; and Mitten Clips, which held gloves to sleeves of coats for children; etc.

In 1946 Mike opened a Hollywood office, where he wrote and presented campaigns for radio and the infant TV.

It was during this period he created Melody Mileage, a promotion for oil companies to give premiums to listeners for the last three numbers on their car mileage meter. More than 500 radio stations have accepted this promotional idea and have, and are paying royalties to Mike.

In 1958, Mike organized a firm for the production and distribution of television programs. The Lindy Theatre he produced was on Los Angeles TV for five years.

Despite his constant striving to improve the lot of mankind, Mike is an ardent family man. He met his lovely and most understanding wife, the former Sylvia Mesbisher at a beach resort



**SON TERRY**

near Minneapolis, when an overthrown ball landed in her lap. Six months later, they were married, and on Jan. 12, celebrated their 30th anniversary. The Gold's have three sons, Richard, Steven and Terry, and a daughter, Margie, who has presented Mike and Sylvia with two grandsons and a granddaughter. Steven and Terry are attending Nevada Southern.

When the Golds settled in Las Vegas, Mike became very active in organizations of a civic nature. He is secretary-treasurer of the Nevada State Broadcasters Assn., Pres. of the Southern Nevada Broadcasters Assn., on the Board of Directors of the Las Vegas Advertising Club, member of the Executive Lions Club which he served as a director, member of L.V. Shrine, Varley, Elks, Saints & Sinners and Chamber of Commerce. He was appointed to the Governor's Committee on Defense Communication.

And Mike never neglected his religious responsibilities. He is a member of the Men's Club of Temple Beth Shalom. He's never gotten around to becoming a member of our Temple, because: "No one asked him," a matter this writer will attend to pronto.



**Grand children David, Amy**

Under Mike's aegis, K-LUC has developed into the most potent radio station in our area. Here's why!

Even when the CBS network, after 30 years discontinued the broadcasts of the N.Y. Philharmonic, Mike went to N.Y. to arrange for the live broadcasts of this noteworthy musical program on a special Philharmonic Network. That is why we are able to hear it 34 weeks each year every Saturday evening from 8 to 10, and a repeat program from 1 to 3 Sunday afternoon.

Every Sunday morning K-LUC presents the Salt Lake Tabernacle Choir without in-



**Grandson Cary**

terruption for commercials, and each Friday afternoon the World of Religion is heard. During elections, Mike has a special program, Meet the Candidates, in which each candidate is given an opportunity to appear and address the public - absolutely free.

Mike is one of four applicants for a new TV station in this area to be known as Channel 4. His appeal on this is now in process and should be determined by July.

Mike also has on file, application to increase the power of K-LUC to 10,000 watts, which would make it the most powerful station in Nevada. We hope he gets it. No one is more deserving, to his community, his family and his religion.

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