

## Barney Glazer In Hollywood

Leonard Nimoy, the prominently-eared star of television's Star Trek, accepted it all in a day's work when he had to wear a Nazi uniform for one segment of the popular NBC series. When the production office asked Nimoy to pose for some stills with a visiting singing group, he flatly refused. He feared that the pictures could be used detrimentally by scheming parties. His interests lie elsewhere, as per his scheduled appearance Dec. 29 at the Wilshire Boulevard Temple children's Chanukah services.

EDDY SAMUELS, who figured in the news recently as the companion of singer Jimmy Rodgers on the night when Rodgers was slugged by a mysterious assailant, is Eddie Fisher's close friend, pianist and arranger. Eddy is the son of the famous Milt Samuels, and is also a composer in his own right. Currently, Samuelspere's

new tune, "a Friend of Man I'll Be," has been recorded by Joe Feeney for RCA Victor and is getting the big play. Also, Sarah Vaughan recorded for Mercury Milt's "It's a Man's World," which he wrote in 1941.

The younger Samuels meanwhile has written "You Ain't Heard Nothin' Yet," which is the title tune for Eddie Fisher's new RCA Victor album, now in production. Although "You Ain't Heard Nothin' Yet" was an expression popularized by Al Jolson, Eddy doesn't believe that a previous tune bore the same title. Even if it did, he explained that use of his composition's name is legal because titles can't be copyrighted.

At this writing, Eddy could not divulge any details of the tragic slugging of Jimmy Rodgers. The matter is under investigation and involves Eddy to the extent that he and Jimmy were enroute

## "Jungle Book" At Fox



KING LOUIS THE MOST, ONE OF THE ANIMATED CHARACTERS IN WALT DISNEY'S ALL-CARTOON MOVIE, "THE JUNGLE BOOK" NOW AT FOX THEATRE IN CHARLESTON PLAZA.

to the singer's home in the San Fernando Valley but their respective cars became separated. When Eddy set out to search for Jimmy he found the singer slumped in his car, the apparent victim of a slugging. Eddy had reported previously that three policemen had investigated Rodgers' parked car but had failed, for some reason, to make a report. By this writing, it is hoped that Rodgers has recovered from his critical condition and that the mystery has been solved.

THIRTY YEARS of close friendship ended abruptly at the Las Vegas Frontier Hotel when Joey Forman walked offstage and slugged his costar and friend, Eddie Fisher. The two had been childhood friends in South Philadelphia and have been inseparable ever since.

Today, Joey and Eddie are friends again. They've patched their differences. The trouble started while

Joey was performing his comedy routines. I had been invited to cover the show and Joey was anxious to make a good impression. Fisher started to heckle Joey from behind the curtain in a most unprofessional and unethical manner. Eddie interrupted every one of Forman's punchlines, blowing the comedian's routines into a mess of nothingness.

Joey was furious. He reported that he walked offstage and slugged Fisher. Security guards had to pull the pair apart.

## K-LUC RADIO GLITTERS WITH MIKE GOLD #1 RATING

Broadcasting is a highly competitive business with a constant "race for ratings" determining the success or failure of stations, and Las Vegas is no exception with 10 radio stations and 4 television stations competing for the broadcast advertising dollar.

Pulse, Incorporated, a leading national research organization, conducted a radio station audience survey in the Las Vegas area... and here is how one radio station climbed from 8th place to 1st place in nine months.

January 1, 1966, radio station K-LUC which had been the CBS outlet for Southern Nevada for many years became an independent station. This left Mike Gold station owner - manager, with the problem of finding a substitute for network programming. It meant that an entirely new program format had to be developed.

Without the network taking up nearly 30% of the broadcast day, Mike came to the conclusion that he could play more music with less frequent commercials. Working with his son, Steve, the station's program director, they developed the original "3-In-a-Row" musical format and adopted a strict policy of always playing three records through to conclusion without commercial interruption. Except for five minutes of news on the hour and one minute news head-



MIKE GOLD

lines on the half hour, the "3-In-a-Row" musical format is continued throughout the day.

Each day a new music list is made up by 23 year old Steve Gold and Jim Flint. Music is highly selective and consists of the contemporary 100 hits.

The results of the Pulse Survey, Monday through Friday, from sign on to sign off, average quarter hour estimate indicates the public's overwhelming approval of K-LUC Radio's "3-In-a-Row" program concept. The survey shows the following:

K-LUC comes up with the largest adult audience 18 and over; The largest young adult audience 18-24; The largest audience men 18 and over; And the largest audience women 18 and over.



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\* (FROM SIGN-ON TO SIGN-OFF, MON. THRU FRI.)

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**LARGEST AUDIENCE—MEN (18 and over)**

\*SOURCE: Sept. 1967 Pulse, Las Vegas Metro Area, Average Quarter Hour Estimates.

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