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## SCHLITZ

**Attunes Beer Drive  
To 'Joy of Living'**

A bright new song, "The Joy of Living," is setting the tone of the Jos. Schlitz Brewing Co.'s 1959 advertising program.

"The Joy of Living" was created for Schlitz by Phil Davis, one of the country's top commercial song writers.

*Advertising Age  
March 30, 1959*

**PHIL DAVIS**  
MUSICAL ENTERPRISES  
Inc.

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tant to a television station manager as the many other problems (labor, sales, promotion, programing in tv, etc.) which he faces.

But the Storz convention takes an area of radio programing that is very much the heart of the whole, i.e. music and delves deeply into the ways and means both management and the performer-personality-disk jockey may best utilize it to build and hold audiences.

This year's convention was planned by a very able group of practical, successful working jockeys, spearheaded by Bill Stewart, Storz's brilliant national program head, and coordinator for the convention. On the planning committee are: Paul Berlin, KNUZ, Houston; Ira Cook, KMPC, Hollywood; Paul Cowley, WKLO, Louisville; Tom Edwards, WERE, Cleveland; Bob Larsen, WRIT, Milwaukee; Robin Seymour, WKMH, Detroit and Joe Smith, WILD, Boston.

I would have liked to have seen one jockey from New York, and one from Chicago on the panel, as well as a couple of jockeys from considerably smaller markets than those represented. But little do I know the problems Stewart had in lining up his planning group. The group is, at any rate, a good one. And they have come up with a number of interesting panels.

Any or all of these sessions could turn up much interesting and useful information, not to say considerable entertainment. As any one who has ever attended one of these meetings knows, unscheduled and often fascinating side issues are often developed in the course of these panel discussions. Last year, for example, one panel got on the question of how radio disk jockeys who happen to be on the air at the same time as the daily Dick Clark ABC TV show program against him. Since Clark is more potent than ever, and several hundred local television bandstand shows also buck radio jockeys in many key areas around the country, a panel on programing against tv "jockeys" might be useful.

### Star-studded lineup of programs, talent

But whether this particular phase is covered or not, you can count on much more informative and entertaining activity throughout the three days of the meet than I can convey to you here. For example, as I finish this piece (5 May, a full 24 days before convention time), I just talked to Bill Stewart, in Omaha. Bill has just lined up Dr. Shane MacCarthy, chairman of President Eisenhower's Council on Youth Fitness, to tell the assembled jockeys how they may help in this pet, and tremendously vital, project of Ike's.

Bill has also been working with some high-placed people in Washington to try to arrange for the surprise appearance of a major star at the convention's show on Saturday night. Whether this particular star shows or not, however, there will be plenty of high-powered entertainment at the banquet and show. The list of names scheduled to appear includes Pat Boone, Peggy Lee, George Shearing, Andy Williams, Mike Nichols and Elaine May, Chris Connors, Dianne Carroll, the Kirby Stone Four, Jack Scott and many, many others.

The record companies, who sponsor breakfasts, lunches, cocktail parties, dinners and you-name-it at the event are outdoing one another in devising super stunts this year. And all of them add up to make this convention a real *must* for every disk jockey in the country, for smart station operators and agency men and their key clients. Don't miss it.

