

From: Radioear Corp.
306 Beverly Road
Pittsburgh 16, Pa.

For Immediate Release

Contact: Leonard Davis
Assistant to Board Chairman
LOcust 1-0900 (day)
FIeldbrook 1-4938 (night)

RADIOEAR PICKS UP WHERE
AMERICAN HEARING AID
ASSN. LEFT OFF

PITTSBURGH, Pa., July 21--A national information service for editors, reporters, freelance writers and the general public was launched today by Radioear Corp., oldest company in the field of electronic hearing aids (1924). The service will replace the now defunct Public Information Center of the American Hearing Aid Assn., New York.

E. J. Myers, Radioear board chairman and formerly AHAA president, said the service will disseminate non-commercialized information on hearing and deafness and the hearing aid industry.

It will be directed by Leonard Davis, former AHAA secretary, now assistant to Myers.

There are more than 15-million people in the U. S. with hearing impairments, Myers said, and that figure is "going up" every day.

"This means nearly one out of every 10 Americans either wears, needs to wear or eventually may need to wear a hearing aid.

"The 'rising tide of deafness' ", he added, "has provoked considerable interest on the part of our nation's writers and editors, as well as the general public; thus the service, to help provide as many of the facts on the subject as possible."

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(Advertisement)

It's a Jolly Thing Rouson Forgot Banking

By James L. Collings

Jolly thing this John Henry Rouson, Englishman, side-stepped banking and took up cartooning, what.



John Rouson

I say, imagine him studying dull figures in a London financial house when with a deft brush he can create a pantomime situation that amuses thousands of newspaper readers.

John, a dark-haired, dark-eyed 47 with built-in inflections and accent, was forced by the depression of the 30s to give up a banking career, which his parents wanted, and turn to whatever job he could find.

He found bread and butter and bruises in pro football, bartending and book-making (legal there, you know, ol' boy).

Better Show

He also found himself more eager than ever to bend over the board. Good for you, this labor, but drawing for laughs—ah, there's a better show.

In time (six years ago) he came to this country. In time his product, "Little Sport," became one of the better-selling features in General Features' shop. And in time John's latest effort, a pantomime double

panel called "Boy Meets Girl," out Oct. 3, will probably duplicate LS's success.

S. George Little, GF president, explained the odd format of the panel as he put a fly-speck of butter on a dainty cracker at the launching ceremony. John sipped dry wine and listened.

"I don't know what you'd call it, really," he said. "It's a comic strip—well, no it isn't either. It's a panel, I guess—a two-column panel. It's a short comic, huh? Oh well, by any name, it's in pantomime and it's funny."

That it is—funny. It's \$10 humor in an economy-sized package.

John's wife, Jolita, an American, does "Little Eve" for GF.

"Both strips have been so successful," John said, "that I felt there was room for this one. Personally, don't you know, I'm sick of words all over. Some strips have more balloons than drawing."

"It seems to me this sort of thing gets across the idea more readily than the usual four panels with words. We're trying to save space and reading time."

In "Boy Meets Girl," the author said, the boy—always the same guy—runs into a different girl every day, and he can be anything from a bus driver to a caveman.

Treasurer of the mind...



Daily he dishes out mind-lifting dollars...spends freely of his rich philosophy...gives a fresh green currency convertible into achievement and accomplishment...materially adds to the happiness-wealth of millions...

Ching Chow

by Stanley Link is one of the best known and best loved features in the U.S....gives the reader a big and quick return on his reading time, has proven popularity with both genders, every age and income bracket, wins fans and following wherever newspapers are printed—lifts the customer and circulation at the same time! For proofs and prices, phone, wire, or write Mollie Slott, Manager.

**Chicago Tribune-New York News
Syndicate, Inc.** News Building, New York
Tribune Tower, Chicago

"In other words," John said, "he's not bound by job, time or space."

About that banking career, who misses it! John's good for \$50,000 a year now.

Music, Baseball

That professorial-looking gentleman, Norris Harkness, is at it again. The owner of Hardale Syndicate can offer you music and baseball this week.

The music's by Ralph J. Gleason, the baseball by Harold (Pee Wee) Reese.

Mr. Gleason is music critic of the *San Francisco Chronicle*. Sundays, under the head, "The Rhythm Section," he edits a page in the paper's magazine, *This World*. The page contains features on personalities and albums, reviews of popular and jazz single records, news about recording artists and a record-of-the-week selection.

Twice during the week he writes a column called "The Lively Arts." This deals with anything that comes to his mind in the popular music or jazz fields including interviews and reviews.

Mr. Gleason is also music correspondent for several trade magazines.

Longhair, Bebop

This background, Prof. Harkness believes, qualifies RJG to sit in as columnist for Hardale on subjects musical, and so, as of now, you can have not one but two of Mr. Gleason's writings each week.

"He'll do one column under the title, 'The Rhythm Section,' and one called 'The Lively Arts,' just as in the *Chronicle*," Norris said.

"Why separate columns? The longhairs don't want to read hepat activities, and vice versa. You just can't cover both in one column. They won't mix, and you'd drive readers from each class away if you tried it."

Pee Wee Reese, captain of the pennant-bound Dodgers, will have his name affixed to a 250-word column on the *World Series*.

There will be a minimum of seven writings and a maximum of 10, depending on the number of games, of course. The veteran ballplayer will discuss key plays, turning points in the games and general strategy and action every fan wants to read about.

The first column is for release Sept. 26, the day after the regular season ends. Pee Wee will also do two pre-game columns of comments and predictions.

Hogan Named To Literary Editor Post

SAN FRANCISCO

Charles Thieriot, assistant publisher of the *San Francisco Chronicle*, has announced the appointment of William Hogan to the position of Literary Editor, succeeding the late Joseph Henry Jackson.



Hogan

Mr. Hogan has been the *Chronicle's* drama and film editor since 1951. He originally joined the

newspaper in 1938 as a writer for the Sunday magazine section, *This World*.

In World War II he was a gunner with the First Armored Division in North Africa, after which he was transferred to *Stars and Stripes*. He rose to be news editor of the Mediterranean editions at Algiers, Palermo, Naples and Rome.

The Army chose him as its own reporter at the United Nations Conference in 1945.

After discharge from service that year, he worked briefly with cartoonist Bill Mauldin on the movie adaptation of the latter's book "Up Front," and then he returned to the *Chronicle*. Following work on the copy desk, news desk and Sunday department, he was named drama and film editor in 1951.

Mr. Jackson had served as Literary Editor of the *Chronicle* for 25 years before his death July 15. During that time, he also became a nationally known author and anthologist.

Paine Knickerbocker, assistant city editor, is newly named as drama editor. He will serve as both theater and film critic.

Perlman Invited To French Race Classic

J. Samuel Perlman, editor and publisher of the *Morning Telegraph* and *Daily Racing Form*, will depart this weekend for Paris, where he will attend the running of Le Prix de l'Arc de Triomphe, one of the great racing classics in France. Mr. Perlman will attend the race at the special invitation of the Societe d'Encouragement, which is the governing body of racing in France. Mr. Perlman will also attend racing classics in Italy, England and Ireland.