

**AUGUST 28, 1956**

# **DISC JOCKEY SLIPS FROM VIEW AS SOAP COMPANY SEEKS HIM**

**NEW YORK, Aug. 27 (AP)—**Jean Shepherd, the non-conforming disc jockey whose musings were cut off the air because he gave an unpaid commercial for a soap, has an offer from a sponsor — the manufacturer of the soap.

The only trouble is that neither the manufacturer, radio station WOR, which fired him, nor his agent can find Shepherd to tell him about the job.

So WOR placed the following ad in tomorrow's papers:

**"Jean Shepherd — if you see this ad please contact us at once. Major soap manufacturer wants to sponsor you over WOR commencing Sunday night at 9:05 p.m. urgent! WOR Radio."**

Shepherd had long had a name for unorthodox performances. During his nostalgic or philosophic chatter from 1 to 5:30 a. m. he dreamed up a conspiracy of the "day people" against the "night people."

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