

# SHEPHERD IS BACK IN FOLD

NEW YORK—Local radio station WOR's wandering **deejay Jean Shepherd** has officially signed a one-year contract with veepee-manager Bob Leder, and starts a Sunday night show (9 p.m.-1 a.m.) for Sweetheart Soap this week.

The station has also sold the jock to the Linguaphone Institute, and is looking for other advertisers with egg-head audience products. However, a cautious note was sounded Friday by WOR publicity chief Dick Jackson when he warned: "Listeners are urged not to miss a single minute of his (Shepherd's) program. Who knows when he will be fired again?"