

Behind all this platter-spinning there is, inevitably, the disc jockey with the proper image, one who can whip up the teens, one whose music makes them go. Neatly fitting this description is "Marvelous" Marv Brooks whose station WPGC is described as contemporary by the Radio Response rating sheet; i. e. a station that plays primarily singles and LPs of rock 'n' roll and rhythm and blues nature.

"You're just in time for the battle of the boss record," said Marv a veteran DJ at 21 years of age whose "good guys radio" has a tremendous following in the area.

From 2 until 6 p.m.—prime teen time—Marv sits in his squeaky chair in a cluttered studio surrounded by the top-40 records and a whole lazy-susan full of commercials. He talks, spins records or plays his little games. At 4 p.m. he plays the boss (or hit) record of the day and then a challenger. His listeners vote on which is their choice. He may get as many as 20 phone calls in as many minutes. Of the 300 records Marv receives a week, he may air only about 25.

— Everyone is hesitant to guess what form the next big sound will take. "Everything's been around at least once," said Marv. He thinks the island sound or the true African sound might make it the next try around. If he knew, he admitted, he would be a millionaire like Berry Gordy, Jr., the Motown record entrepreneur responsible for The Detroit sound of the Supremes and the Four Tops. "He's so confident of a hit he just sends you a platter with one side!"