

Open Mike

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figures, but 406,000 plus 856,000 for the City of St. Louis, for a total of 1,262,000.

I do not know of a similar situation in the United States. The story has been told before, but there is always a new crop of persons whose market data information may be incomplete or who have not heard of the unusual geographic and governmental status of St. Louis.

Ray E. Dady
Vice President
KWK St. Louis, Mo.

Price No Object

EDITOR:

Your Blatt Story [Aug. 4] was, of course, a tremendous hit. This is the kind of thing to wake local broadcasters to their retail opportunities.

I want 100 reprints. They're worth their weight in gold—so any fee you want to charge is okay by me!

Winslow Leighton
Pres. & Gen. Mgr.
WSNY Schenectady, N. Y.

Registered Rates

EDITOR:

I must say I thoroughly agree with the . . . article on page 23 of the Aug. 18 BROADCASTING • TELECASTING wherein [is described] the plan of Mr. Todd Storz, general manager of KOWH Omaha, for a guaranteed rate card. Mr.

Storz proposes an "NARTB Guaranteed Rate Card Seal."

WWJ will happily go along with the idea. Especially so since the last time I was in Washington I had suggested a "Registered Rate Card" to the editor of your excellent magazine.

Edwin K. Wheeler
General Manager
WWJ-AM-FM-TV Detroit

Who's on First

EDITOR:

A full-page ad in the Aug. 11 issue of BROADCASTING • TELECASTING heralds the "startling, new" montage effect of wedging the image of a commentator onto the same screen with shots of the Chicago conventions.

More than two years ago I was using the same "new" technique as a newscaster on KEYL (TV) San Antonio. My image was focused in the lower left-hand quarter of the screen while wire-photos were flashed on the screen, interspersed with newsreel clips.

Program Director Bill Robb decided that showing the newscaster helped to bridge the gap between motionless still shots and newsreel clips.

Marvin Alisky
Ph D. Candidate
U. of Texas

Pick-Up

EDITOR:

One of my more pleasant chores as president of the New Jersey Broadcasters' Assn. is the business of getting out a monthly newsletter to our members. I hate to contemplate what the job would be without having good old BROADCASTING • TELECASTING to lean on.

Am I in order in using such items as appear applicable providing, of course, proper credit is given.

Thanks so much for the approval I am hoping for.

Paul Alger
President
N. J. Broadcasters' Assn.
Bridgeton, N. J.

[EDITOR'S NOTE: Permission granted.]

EDITOR:

Your MARKETBOOK is terrific. We . . . really use it every day.

James W. Seiler
Director
American Research Bureau
Washington, D. C.

WFMJ

SELLS A DOUBLE MARKET . . .

WITH A 2¼ BILLION SALES RECORD

1 YOUNGSTOWN, OHIO'S 3rd MARKET AND 30th MARKET IN THE UNITED STATES!

Ohio's largest iron and steel town . . . In fact second only to Pittsburgh and Chicago. Many small and large steel fabricators are also located in the great Mahoning Valley.

National Representatives:
Headley-Reed Company

2 WFMJ, with its 5,000 watts, regularly serves most of the 13 counties shown. The experienced know-how that built ABC shows to their highest U. S. ratings—NOW is selling NBC programs and sponsors to this great market.

3 The WFMJ Ohio and Pennsylvania DOUBLE MARKET

	Metropolitan Area—(30th)	13-County Area
Population (30th)	534,300	2,152,900
Retail Sales (34th)	\$571,486,000.00	\$2,253,946,000.00
Food Sales (26th)	\$157,260,000.00	\$ 610,056,000.00
Drug Sales	\$ 18,663,000.00	\$ 60,091,000.00
Building and Hardware Sales (25th)	\$ 42,998,000.00	\$ 201,551,000.00