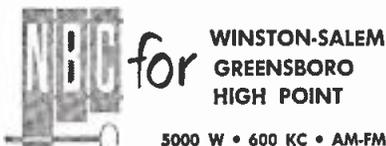


BIG VOICE



IN NORTH CAROLINA'S
**GOLDEN
TRIANGLE**



5000 W • 600 KC • AM-FM

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
HEADLEY-REED, REPRESENTATIVES



2 heads are
better than one
...IN BUFFALO



Nat. Reps. **FREE & PETERS**

Labunski, Loughnane Moved To WDGY by Mid-Continent

TWO Mid-Continent Broadcasting Co. employees were promoted last week by President Todd Storz and transferred to WDGY Minneapolis-St. Paul, whose purchase by Mid-Continent has been approved by the FCC [B•T, Jan. 23].

Stephen B. Labunski, who is presently in a sales capacity with WHB Kansas City, has been named general manager of WDGY and Donald A. Loughnane, program director, WTIX New Orleans, assumes the same capacity with WDGY.

Mid-Continent took over operation of the Minnesota station just seven days after purchase approval was given by the FCC.



MR. LABUNSKI

MR. LOUGHNANE

WABI-TV Bangor Receives Boxing Promoter's License

WITH AN EYE toward promoting at least three national tv fights during 1956, Community Broadcasting Service (WABI-TV Bangor, Me.) has received a promoter's license from the Maine Boxing Commission. Leon P. Gorman, WABI-TV general manager, was named the licensee.

First WABI-TV promoted boxing match, which will not be televised, is scheduled for Feb. 20 and features welterweights Vince Martinez and Del Flanagan. Mr. Gorman said the success of this match (attendance-wise) would determine whether or not the station promotes future fights for national television.

Headley-Reed Now in Seattle

HEADLEY-REED Co., radio-tv station representative, has opened an office in Seattle, Wash., with Fred Kinkaid as manager, it was announced last week.

Mr. Kinkaid, who operated his own representative business in Seattle before going with Headley-Reed, formerly was with the sales departments of KXA and KIRO in that city.

The Headley-Reed Seattle office is located in the Jones Bldg.

KGVO Plans New Studios

KGVO Missoula, Mont., has started work on new studios at 132 W. Front St., the same location the station used until 1950, when the building was gutted by fire, according to President A. J. Mosby, who made the announcement in connection with the station's 25th anniversary.

Studios have been located in the Radio Central Bldg. since the fire, and this space will be occupied by KGVO-TV when the am studios are completed, Mr. Mosby said. KGVO-TV studios now are located at the station's transmitter, 17 miles from Missoula.

Marty-on-the-Spot

WATV (TV) Newark last week claimed it was the only U. S. tv station to be represented by its own Winter Olympics correspondent at Cortina, Italy, as Marty Glickman (also covering for Paramount News), flew to Rome via Lufthansa airlines, one of WATV's clients. Mr. Glickman's basketball chores for WATV will be handled by Johnny Most and Fred Sayles until his return on Feb. 8.

W. N. Schnepf to Manage New Fort Dodge Station

W. N. SCHNEPP, KTRI Sioux City, Iowa, salesman, has been named manager of the newly-authorized Fort Dodge Broadcasters Inc. station at Fort Dodge, it was announced by H. W. Cassill, KTRI manager and corporation president.

Thirty acres of land have been leased for construction of offices, studios and transmitter for the new station, with call letters to be KEOK. It will operate on 540 kc as a 1 kw daytime operation and is scheduled to begin April 1.

KWTV (TV) Rate Card Features '5 & 10' Plans

KWTV (TV) Oklahoma City has issued rate card No. 5, effective Feb. 1, according to Fred L. Vance, sales manager. The new card has done away with frequency discounts and substituted "5 and 10 Plan" discounts based on the volume of announcements run in a seven-day period.

The card covers a general increase in rates, boosting the national spot hour rate from \$750 to \$800 and Class AA 20-second announcements from \$150 to \$180, which is reduced to \$171 and \$162 under the "5 Plan" and "10 Plan" respectively.

Lasker New WBMS Manager

GEORGE LASKER has been appointed general manager of WBMS Boston, it was announced last week by Norman B. Furman, the station's managing director.



MR. LASKER

Mr. Lasker formerly was in the sales department at WOR-TV and WABC-TV in New York and prior to that was general manager of WORL and WCOP, both Boston.

KHPL-TV Opening Iced Out

SNOW, fog and "an inch of ice on the tower" postponed the formal dedication scheduled yesterday (Sun.) of KHPL-TV Hayes Center, Neb., ch. 2 satellite of KHOL-TV Holdrege [B•T, Jan. 23]. KHOL-TV Station Manager Jack Gilbert said that the weather had interrupted final construction work and that dedication ceremonies would be reset for a later date.