

Uncle Sam Says 'Thanks'

EDITOR:

The Internal Revenue Service during the 1958 federal income tax filing period received the finest cooperation in its history from the national television and radio industry.

Each of our nine regional and 64 district offices reported active interest and assistance from broadcasters of their area in bringing to their millions of viewers and listeners helpful programs and pertinent hints on filing requirements.

We are very grateful for the aid and understanding which these members of the industry so generously provided.

*Russell C. Harrington
Commissioner of Internal Revenue
Washington, D.C.*

No Complaints

EDITOR:

It was a real pleasure to do the MONDAY MEMO, [July 7]. Judging from the mail I have received, a lot of people read the article. Another indication that you still have the best damned book in the business.

*Harry K. Renfro
Director of Radio-TV
D'Arcy Adv., St. Louis*

EDITOR:

The MONDAY MEMO by Harry K. Renfro on the country and western consumer market was long past due. We have often tried to remind national and regional time-buyers and the networks that country music devotees constitute a veritable Fort Knox when it comes to product loyalty and results. Harry Renfro deserves a gold guitar!

*Connie B. Gay, Chairman
Town & Country Network
Arlington, Va.*

EDITOR:

We want to express our most sincere thanks for the excellent handling of the story on our company. [BROADCASTING, July 7]. Congratulations and complimentary comments have been reaching us from all directions as a result of this fine reportorial job.

*Robert E. Eastman, President
Robert E. Eastman Co.
New York*

Top 40 (continued)

EDITOR:

Congratulations. Once again you prove to the entire broadcasting industry that there is no substitute for your "know how" and leadership in this industry. Your splendid editorial entitled "Wrong Enemy" [July 14] is just another example.

*Fred H. Kenkel, V. P.
C. E. Hooper Inc.
New York*

EDITOR:

Congratulations on your editorial, "Wrong Enemy." WFBR, now in its 36th year, can hardly be classed as Johnny-Come-Lately, but at the same time, we pride ourselves in being as modern as the stations who call

themselves "modern." During those 36 years we have been affiliated with three of the major networks and are presently independent. However, as a network affiliate, we didn't "hate" independents and, as an independent, we don't have our guns trained on network stations. There is room and need for both.

We're getting pretty tired of all the cannibalism in our great industry. Let's all sell on our unique merits and when those competitive corpuscles start singing, let's point our combined efforts toward our direct mail competitors, whose clients face rate increases up to 50% when the new postal rates become effective Aug. 1. There is really gold in them hills. All it takes is a little digging.

*Robert B. Jones Jr.
V.P.-General Manager
WFBR Baltimore*

EDITOR:

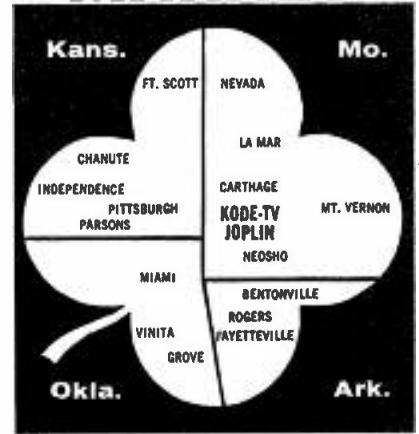
... the survey—and let's admit it was loaded—tended to indicate that timebuyers placed greater confidence in standard programming—whether by network affiliate stations or by PrehiSTORZic independent stations—than they did in "modern" radio. Within hours, typewriters in Dallas, Memphis, Omaha, Miami and New York were smoking as Todd Storz, Gordon McLendon and Gerry Bartell among others, rushed into battle.

The keys that those typewriters hit were the same ones that have been clacking for many months—the ones that spell the doom of "old fashioned" radio. As might have been expected, the battle-cry was raised that "old-fashioned" radio has been dead for years even if it doesn't know it, that only "modern" radio can survive, that networks and network affiliates have rigor mortis and that the only kind of radio that is paying off today—for itself and for its customers—is the kind *formalized* by independent stations patching together hit records, staccato news, siren wails, license plate numbers, public service announcements by the ton, axe-grinding community service and commercial piled on commercial.

Between the keys the champions of this "modern" radio also let it be known that although timebuyers may say they deplore this kind of radio when it comes time for them to put their clients' money where their mouths are they climb all over each other's backs to get aboard the rock-and-roll train.

Although it may be true that in some isolated markets, modern radio has taken a commanding lead in ratings and probably in national spot business, if ever there was a case of the tail wagging the dog, this is it. Certainly Gordon McLendon can point to KLIF in Dallas as a prime example of modern radio beating the pants off everything else in the market; just as surely Todd Storz can show the dominance of WQAM in Miami; there's no question that Harold Krelstein has a smokin' pistol in Memphis. But somebody has his perspectives showing because the deplorable part of the story is that an entire industry picture has been distorted because of the dramatic publicity fire-power of a handful of people operating

**MISSOURI'S
THIRD TV
MARKET**



167,769 TV HOMES*

KODE-TV in the Joplin market covers a 4-state area with 167,769 TV homes, 669,800 population and \$776,919,000 buying power.

Joplin is the urban center of 11 communities in an 18-mile radius with a combined population of 97,750.

KODE-TV in the Joplin market is 28 percent taller, and 29 percent more powerful than any competitor.

* Television Mag. Set Count—June '58

**CREATED BY
KODE-TV
JOPLIN, MO.**



WSTV, WSTV-TV, Steubenville; WBOY, WBOY-TV, Clarksburg; KODE, KODE-TV, Joplin; WPAR, Parkersburg; WPIT, Pittsburg; KMLB, Monroe, La.; Colmes-Werrenrath Prod., Inc., Chicago