

How did it get so late so early?

Advance reservations are running heavy for the Storz Stations' Second Annual INTERNATIONAL RADIO PROGRAMMING SEMINAR and POP MUSIC DISC JOCKEY CONVENTION

May 29-30-31, Americana Hotel, Miami Beach

Reason? Tremendous success of last year's Kansas City confab. Almost before that one adjourned, reservations started coming in for 1959, site unseen. Now that news of city, site, hotel and program is out, the mail turned heavy. Suddenly it's late—almost too late. Space in the seven hotels of Bal Harbour is going fast. Soon we'll have to berth you elsewhere on the Beach.

So don't be shut out—rush the registration form below to Bill Stewart . . . convention coordinator for the Storz Stations:

MEET AND HEAR: Harold Fel-
lows, President, NAB

John Blair, President, John Blair
& Co.

John Box, Exec. V.P., Balaban
Stations

Matthew J. Culligan, Exec. V.P.,
NBC

Bob Eastman, President, Robert
Eastman Co.

Harvey Glascock, General Man-
ager, WHK, Cleveland

Marty Hogan, General Manager,
WCFL, Chicago

Harold Krelstein, Pres., The
Plough Stations

Gordon McLendon, President,
the McLendon Stations

Duncan Mounsey, Exec. V.P.,
WPTR, Albany

Bob Purcell, V.P., G.M., KFWB,
Los Angeles

Frank Stisser, President, C. E.
Hooper, Inc.

Adam Young, President, Adam
Young Inc.

Martin Block, WABC, New York

Ira Cook, KMPC, Hollywood

Howard Miller, WIND, Chicago

Discuss these and a score more
vital subjects:

"Humanizing the Format Ma-
chine"

"Public Service in the Format
Station"

"Counter Programming to Top 40"

"Programming of Music on Net-
work Affiliates"

"Trends in Music"

Meet, hear and thrill to the big
Saturday Night All-Star Show,
featuring Peggy Lee . . . George
Shearing . . . and many other stars
to be announced.

**NO COST TO YOU FOR ANY
OF THE FUNCTIONS . . .** in-
cluding meals, Saturday night's
banquet and show. These are
completely underwritten by Amer-
ica's leading record companies—
thus your expenses are limited
to transportation and hotel ac-
commodations, all of which are
tax-deductible, according to com-
petent legal counsel.

CONVENTION OPENS with
cocktail party Thursday evening
. . . business sessions Friday . . .
Saturday and until noon Sunday.

REGISTRATION GRATIS . . .
and open to all Disc Jockeys . . .
Program Directors . . . Record
Industry Management Personnel
. . . Broadcasting Industry Man-
agement Personnel.

RUSH TO BILL STEWART

Convention Coordinator,
The Storz Stations, 820 Kilpatrick Building, Omaha 2, Nebraska

Name _____

Address _____

Station or Company Affiliation _____

Type of room _____

Rate desired (approx.) _____

Rates in Hotels of Bal Harbour start at \$10 daily for two.

wouldn't be here, and eating all this
steak. Let the listeners be the judge.

*Clarence Jones,
Managing Partner
WBPD Orangeburg, S.C.*

Still earth bound

EDITOR:

They may not be reading BROADCAST-
ING on the moon, but you are likely to
see it any place on earth. Here is yours



truly catching up with the kilocycle
events in Davos, Switzerland. Three
loud yodels to your circulation dept.
for fast and reliable delivery.

*Serge Bergen
Jansky & Bailey Inc.
Washington, D.C.*

Negro study questioned

EDITOR:

I would like to call your attention to
the article, "OK Group Negro study
presented," which appeared on page
144 of the March 16 issue. . . . Dr.
Henry Bullock of Texas Southern U.
stated in essence that the buying habits
of Negro purchasers are apparently pe-
culiar to the race. . . . Dr. Bullock bases
his conclusions on a survey of 150
Negro families and 50 white families.
. . . A sample of 150 out of a 14 million
population hardly seems adequate to be
typical or representative. From my ob-
servations of Detroit Negroes, our mar-
ket preferences are no different qualita-
tively from those of any other ethnic
group. Obviously there are economic
factors that might cause quantitative
variations. . . .

I further submit that it is partly be-
cause of such statements as those utter-
ed by Dr. Bullock, many of us who are
college trained in radio and tv cannot
find employment, whereas our white
classmates can. Here in Detroit it is
virtually impossible for any of us who
have university training in radio and/or
tv to get jobs. . . .

It is my belief that trained Negroes
are not used because the "Negro audi-