



from the 106th
nationally ranked
market, to the

69th

...that's how much
METROPOLITAN*
LANSING
has grown in one
year. And...

WILS

has grown right
along with it.

Now...with 190% MORE listeners
than the market's No. 2 station
(C. E. Hooper)...WILS offers the
broadest coverage and the lowest
cost per thousand in reaching
* Metropolitan Lansing's 313,100 res-
idents representing \$588,989,000
spendable income (SRDS, May '59).

BUY LANSING... the fast growing
Michigan market... and specify
WILS to serve it.



1320 kc 5000 watts
LANSING, MICHIGAN

96

ASSOCIATED WITH WILX CHANNEL 10, LANSING AND WPON, PONTIAC

REPRESENTED BY VERNARD, RINTOUL & McCONNELL

utors Show, Conrad Hilton Hotel, Chicago.

*May 19—Film Producers Assn. of New York, annual industry dinner, Hotel Plaza, New York.

May 19—Wisconsin Broadcasters Assn., Plankinton Hotel, Milwaukee. H.V. Kaltenborn, pioneer news commentator, to be featured speaker.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Docket No. 9321 et al.

May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, Highlights for Children magazine, will be chief speaker.

May 21-23 Montana Radio Stations Inc., Great Falls.

May 23—California AP Television & Radio Assn., El Cortez Hotel, San Diego.

*May 25—Testimony commences in FCC's study of use of spectrum in 25-890 mc region. Witnesses permitted to spend 15 minutes on position already stated in comments filed in March. Broadcast representatives bring up tail of witness list. Hearing is before FCC en banc. Docket 11,997.

May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

JUNE

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

*June 4-6—Fm Multiplexing Seminar under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va.

*June 4-6—First meeting of new FM Assn. of Broadcasters, Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.

*June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

June 9-11—National Community Television Assn. annual convention, Mayflower Hotel, Washington, D.C.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 13—UPI Broadcasters of Pennsylvania, Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio, Tex.