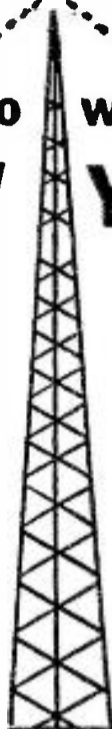


The station for whirl-wind

WWRL

THE FAMILY STATION

5000 WATTS
NEW YORK



On the air 24 hours
DE 5-1600

sales action!

WWRL
beamed to sell
New York's
2,455,000
Negroes
&
Puerto Ricans

WWRL . . . puts the act in action by speaking the language of New York's ever-expanding Negro and Puerto Rican market. Top personalities sell your product 24 hours a day. Get in the sales whirl . . . buy WWRL.

MERCHANDISING PLUS: Ask about our "geared-to-sell" merchandising plan.

FREE REPORT
NEGRO MARKET IN NEW YORK
POPULATION STUDY

in Medicine . . .



it's Gray's Anatomy

in TV and Radio . . .

**IT'S
BROADCASTING
YEARBOOK!**

Make no bones about it. Among medical men, Gray's simple-titled "Anatomy" is **THE** factual authority in its field. And among the busy people who spend money in broadcast advertising, there's no substitute for **BROADCASTING YEARBOOK** — the annual compendium of television and radio information compiled by the business-wise editors of **BROADCASTING Magazine**. Here, within a single set of covers, are all **THE** authoritative facts, analyses, studies and directories that TV- & radio decision-makers will consult again

and again for a full year. The 1959 edition of **BROADCASTING YEARBOOK** comes off the press in August—more comprehensive, more indispensable than ever. Among its 16,000 paid subscribers will be (as usual) the most important people in broadcast advertising . . . men and women who **must have facts** (and know where to find them). In short, it's a perfect place to tell **your facts**. **Deadline for proofs, July 1; final deadline, July 15.** Regular rates prevail. Reserve **NOW** and be sure of a front-row seat! **Call or wire collect!**



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

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 2—Special NAB Tv Public Information Committee, formed to draw up national program, will hold first meeting in New York.

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. Agency panels on fm and its future are planned. Other topics—FCC multiplexing regulation; is multiplex a broadcast or nonbroadcast service; must background and store services be broadcast on a subchannel only; music licensing fees; stereo; fm sales prospects; fm promotion. Dan Hydrick Jr., WGH-FM general manager, is in charge of planning.

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 5—NAB Tv-Music Advisory Committee, NAB hdqrs., Washington.

*June 5—First Gold Liberty Bell Award of Philadelphia Tv & Radio Advertising Club will be presented at club's banquet, Warwick Hotel. Recipients will be Freeman Gosden and Charles Correll (Amos 'n' Andy).

*June 7-9—North Carolina Assn. of Broadcasters, Morehead Biltmore Hotel, Morehead City.

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 8-9—Panel on spectrum allocations before Communications Subcommittee of House Commerce Committee.

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.

June 13-14—Louisiana-Mississippi AP Broadcasters Assn. Jacksonian Motel, Jackson, Miss.

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

*June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

*June 15-19—NAB Combined Boards of Directors, NAB hdqrs., Washington. Committee meetings and indoctrination of new directors June 15-16; Tv Board June 17; Radio Board June 18; joint boards, June 19.

*June 15-26—Summer workshop for communications librarians, Syracuse U. School of Journalism and School of Library Science, Syracuse, N.Y.