

# WMBD

**FIRST  
in  
PEORIA**

**FIRST with  
NATIONAL  
ADVERTISERS!**

**70% USE  
WMBD RADIO  
EXCLUSIVELY**

Week of March 16, 1959  
44 Nat'l. Advertisers  
in Peoria Market  
(Scotti Bureau)

**FIRST**

**with**

**AUDIENCE!**

6:00 A.M.—12:00 NOON  
6:00 A.M.— 6:00 P.M.  
6:00 A.M.—12:00 MID.  
(NOV. '58 PULSE)

**FIRST**

**with**

**ADULTS!**

6:00 A.M.—6:00 P.M.  
(NOV. '58 PULSE)  
(AUDIENCE COMPOSITION)

Exclusive National Representatives  
PETERS, GRIFFIN, WOODWARD, INC.

# WMBD

## THE MEDIA

### RAB SEES HIGHER BUDGET Record membership growth also cited

A more than \$1.1 million budget and a station membership of about 1,100 by the end of this year.

That was the good news prediction from Radio Advertising Bureau officials to their board of directors at a semi-annual meeting in New York Wednesday (May 20).

Kevin B. Sweeney, RAB's president, also ticked off several "good news" items for the board. These included predictions for increases in both local and national radio business in the fall (BROADCASTING, May 18) and additional plans for "on target" research (listening habits of actual purchasers of products).

Mr. Sweeney based his membership-budget report on a current record total of 970 stations.

Board actions took in the following: Warren Boorum, director of member service, and Miles David, promotion director, elected vice presidents (see FATES & FORTUNES, page 88); approval of 58% of the budget to develop national business (42% alone going to promotion of an expansion in radio by retailers), and approval of plans to expand the fall regional management conferences from seven to eight (they begin Sept. 2).

**Department Store Business** • Still other results: Authorization for RAB to negotiate a contract with the "victorious" department store in the Bureau's "\$64,000 challenge" competition, election of Gustav Brandborg,

KVOO Tulsa, to the board and Herbert Evans, Peoples Broadcasting Corp., as member of finance committee, and "accelerated" the program for RAB to have its own building in midtown Manhattan after the board heard a preliminary report on available locations.

In the department store competition, RAB plans to co-finance a study of "radio item selling" in the winning store as well as direct the store's radio activities for a full year. The store will be selected in about a week from a list of 41 which are interested and qualified. The meeting was presided over by Allen Woodall, WDAK Columbus, Ga., board chairman.

### Kansas convention

The Kansas Assn. of Radio Broadcasters held its ninth annual convention over the past weekend at the Lassen Hotel in Wichita, beginning Friday (May 22). Sen. Andrew F. Schoepfel (R-Kan.) was to address the Saturday luncheon and his talk to be carried on KFH Wichita. Other speakers: George Armstrong, vice president, Storz Stations; FCC Comr. Robert E. Lee; Clifford Barborka, vice president, Robert Walton, farm director, and Stuart Cochran, all of John Blair & Co., and Douglas Anello, NAB chief attorney.

Delegates heard discussed a proposed radio-tv-newspaper weather relay system for the state. Thomas P. Bashaw, KFH, and James Platt, KBTO El Dorado, planned the KARB convention.



**From the ground up** • ground-breaking ceremonies were held last Monday (May 18) for what is re-

ported to be one of the tallest man-made structures in the world. On this site (see picture) on Brown Hill in Raymond, Me., WGAN-TV Portland is erecting its 1,619-foot tv tower. Clinton A. Clauson, governor of Maine, is shown marking the official start of construction. With him were: (l to r) Creighton E. Gatchell, vice president and general manager of Guy Gannett Broadcasting Services, licensee of the outlet; Mrs. Jean Gannett Williams, president of GGBS; Gov. Clauson, and Samuel G. Henderson, vice president in charge of tv, GGBS. The Kimco tower, designed, fabricated and to be erected by the Kline Iron & Steel Co., Columbia, S.C., will require 100 acres of land for the long guy wires. A new transmitter building will also be constructed.