



"We look to Roanoke television . . ."
Mr. J. D. Bassett, Jr., Chairman of the Board

BASSETT FURNITURE INDUSTRIES
BASSETT, VIRGINIA

"Bassett, Martinsville, Roanoke; in fact all of western Virginia has been blessed with rapid industrial expansion and healthy growth since the beginning of Bassett Furniture Industries. Today's highly-diversified manufacturing plants and prosperous economic climate are symbolic of the robust vitality throughout this region.

"I invite you to consider western Virginia because it presents an excellent marketing and advertising opportunity for goods and services, as well as offering prime plant sites.

"We of the Bassett-Martinsville area look to Roanoke television as a

primary source of information and entertainment, as do most residents of western Virginia."

WDBJ Television is privileged to recognize the achievements of Bassett Furniture Industries, the largest manufacturer of wooden furniture in the world. We echo Mr. Bassett's invitation to consider western Virginia.

Whether you are looking for a prime marketing opportunity, or for "A Perfect Test Market," this rich and growing area is a *must* for your advertising and sales plans.

WDBJ-TV

Ch. 7



ROANOKE, VIRGINIA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

OPEN MIKE

Support for memorial

EDITOR: AS ONE WHO HAS PROSPERED THROUGH APPLICATION OF THE TODD STORZ CONCEPT, I HEARTILY ENDORSE JACK SANDLER'S SUGGESTION (BROADCASTING, MAY 11) OF A FITTING MEMORIAL TO THAT GREAT BROADCASTER.—
Charles A. Sprague, vice president and operations manager, WLAJ Grand Rapids, Mich.

EDITOR: . . . Todd Storz was ridiculed, but no less feared, when he took over WJGY. . . . He breathed a whole new life into both the state of the art and the Twin Cities that remains today. I know. I worked for his competition. He was equally disliked in Oklahoma City, that is by his competitors. I know, I was one of them. I've an idea it was true in Omaha and Miami and wherever else he was known.

The ill-fated Disk Jockey Association held its convention in Minneapolis in 1960. This giant of the industry, small as he was, showed up in his impeccable manner offering suggestions and solutions to the group, many of whom were total strangers, aimed at assisting the then-founding association. . . . Many opinions about Todd Storz were changed, I'm sure, then.

Jack Sandler, you're right. What can I do to help?—*John Arthur Bloomquist, Box 764, Palmdale, Calif.*

'Search' didn't switch

EDITOR: Your good profile on Bill Craig (BROADCASTING, May 11) garbled one detail: *Guiding Light* may have been transferred to TV from radio in 1952, but *Search for Tomorrow* was a TV original, created by Roy Winsor at the Biow Agency, went on CBS-TV at 12:30 p.m. Eastern time, Sept. 2, 1951, and stills runs there more than 3,300 performances later.—*Richard Krolik, Time-Life Broadcast Inc., New York.*

Radio's important

EDITOR: SMALL BUT IMPORTANT OMISSION IN YOUR EXCELLENT STORY ON AWARDS (BROADCASTING, MAY 18). LEGION OF HONOR HAS SIX CATEGORIES. ONLY ONE IS EXCLUSIVELY TELEVISION: OUTSTANDING TV PERSONALITY. OTHER FOUR MAY BE IN EITHER RADIO OR TELEVISION OR BOTH. OMITTED IN YOUR STORY IS OUTSTANDING RADIO PERSONALITY. A LOT OF OUR MEMBERS, INCLUDING ED BUNKER, THINK RADIO IS A MIGHTY IMPORTANT PART OF BROADCASTING. YOUR MASTHEAD AGREES.—
Claude Barrere, executive director, International Radio and Television Society, New York.