

RADIO BASICS

AM & FM

You'll find comprehensive data on in and out of home listening, SPOT and network trends, set production, seasonal changes, hour by hour patterns and the unique and growing auto audience.

It should be on every desk of every one in your shop who is in any way involved in the purchase of radio time. They're so reasonably priced you just can't afford to be without them.

**ORDER
YOUR
REPRINTS
NOW**

FILL COUPON
WE'LL BILL YOU LATER

Price Schedule

1 to 10.....	40 cents each
10 to 50.....	30 cents each
50 to 100.....	25 cents each
100 to 500.....	20 cents each
500 or more.....	15 cents each

SPONSOR READER SERVICE • RADIO BASICS

40 E. 49th Street, N.Y. 17, N.Y.

NAME

FIRM.....

ADDRESS

..... QUANTITY.....

Tv and radio NEWSMAKERS



Charles W. Brunt, general manager of the Winston-Salem Broadcasting Company radio station WTOB, Winston-Salem, N.C., since 1955, has been appointed general manager of the company's Birmingham, Alabama, outlet WSGN. Brunt, who joined the Winston-Salem broadcasting group as a salesman in 1950, is an active member of the Merchants Assn., the Better Business

Bureau, the Kiwanis Club, the Twin City Club, and the Sales Executives Club. The WTOB vacancy has been filled by L. G. Jones.

Storz Broadcasting, according to company president Todd Storz, will move its home office out of its present Omaha, Neb., quarters and will set up a national headquarters and recording studios in Miami Beach, Fla., early this summer. The new Storz arrangement will be housed in a building located at 767 - 41st Street. The property, purchased by the company, will be extensively remodeled and completely redecorated. According to Storz, most of the home office personnel will move to Miami Beach.



Franklin H. Small has been named sales manager of the Balaban St. Louis radio station WIL. He comes to WIL from WFBI the Time Life station in Indianapolis, where he was for the past two years station manager. Earlier, and for a five-year period, he was sales manager for the station. A graduate of the University of Pennsylvania, Small's earlier career included a stint as radio director of Burke Advertising, N.Y.C.; and in sales management at WNDR, Syracuse, and WML, Milwaukee.



Walter S. Driskill has been appointed director of marketing for the Miller Brewing Company, Milwaukee. In this position, Driskill will coordinate all field sales and promotional activities for Miller High Life, and Miller's recently acquired A. Gettelman Brewing Company beers. Prior to this affiliate, Driskill was director of marketing for the Jacob Ruppert Brewing Company of New York, and vice president of the Gunther Brewing Company of Baltimore. He has also been president of the Baltimore Colts.

