

oldest radio and gave first prize to an 1890 radio—with a newer order horn.

• **WINF**, Manchester, Conn., has initiated a free wake up service to residents of the Hartford metro area.

• **WOW** and **WOW-TV**, Omaha, broadcast an eye-witness report of the crash of the United Airlines jet in Denver by passenger Lyle Demoss barely 30 minutes after the accident occurred Tuesday last. The broadcast was believed to be the first word of the accident and to have preceded the wire service report.

• **WBAL**, Baltimore, will give Marylanders an opportunity to hear a recreation of the bloody battle of Bull Run in a documentary to be run 22 July at 9:05 p.m. The program was produced by the radio/tv department of Bob Jones University, S. C. The program is called *First Manassas or the Battle of Bull Run* and is presented as seen by three anonymous narrators or observers who roamed over the battlefield from one side to the other presenting descriptions of the action and interviews with officers, soldiers, and local residents. The station will endeavor to turn back the clock so that Marylanders

can witness history in the making.

• **WKTG**, Thomasville, Ga., has hired a blind announcer, Ned Benton. A junior at the University of Georgia. Ned is working at the station during the summer vacation as Sunday afternoon disk jockey and is doing a top job. He is a radio and tv major at the University and is pioneering the course at school. At the station he runs the Sunday afternoon program featuring Broadway show tunes and some modern jazz. He works alone running three turntables and four tape recorders and Mutual news every half hour.

• **WAMO**, Pittsburgh, Pa., used a group of volunteer phone operators to take phone contributions during the station's all-day radiothon appeal for NAACP membership.

• **KRAK**, Sacramento, set up its broadcast studio right out in the open for a full week during its Western Days promotion at a village shopping center.

PEOPLE ON THE MOVE: Lloyd Webb to station manager, WJOB, Hammond, Indiana, from sales manager of WAIT and WJJD, Chicago

... **Thomas L. Tiernan** to account executive, KYW, Cleveland, from commercial manager, WKEE, Huntington, W. Va. . . . **Don Sherman** to WTRY, Albany, as account executive, from WENE, Binghamton, N. Y. . . . **Bill Tilow** to account executive, WABC, New York, from WDEE, New Haven, Conn. . . . **Dale Drake** to national-regional sales manager, KXOL, Fort Worth . . . **Frank A. Orth** to director of sales, WICE, Providence, R. I., from president and general merchandise manager, Cherry & Webb, Providence . . . **Hermann Maxwell** to sales manager, WINS, New York, from director of sales, WNBC-Radio . . . **Thomas R. Bishop** to general sales manager, WSAI, Cincinnati in charge of sales operations above national and local level, from general manager, KAJI, Little Rock, Ark.

They were elected v.p.'s: **Wendell B. Campbell**, managing director, KGBS, L.A., and **John C. Moler**, managing director, WIBG, Philadelphia, have been elected v.p.'s by Storer Broadcasting . . . **Jack S. Sampson** to v.p. of Storz Broadcast-

OVERWHELMING DOMINANCE*

of **KNOE-TV** proves merit of balanced programming



*ARB—March, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Total Homes	Monroe Metro Ouachita Parish (County)			
Monday-Friday					
Sign on-9 AM	120.0%	70.3%	10 PM-Midnight	248.3%	504.2%
9 AM-12 Noon	89.5%	232.9%	6 PM-Midnight	63.5%	198.4%
Sign on-Noon	116.2%	161.5%	Sunday		
Noon-3 PM	95.7%	326.3%	Sign on-6 PM	69.5%	259.2%
3 PM-6 PM	26.9%	109.0%	6 PM-10 PM	100.5%	203.2%
Noon-6 PM	53.8%	172.7%	10 PM-Midnight	473.3%	1830.3%
6 PM-10 PM	32.7%	105.8%	6 PM-Midnight	115.5%	136.7%
10 PM-Midnight	40.3%	101.2%	Sunday-Saturday		
6 PM-Midnight	33.3%	104.9%	6 PM-10 PM	42.1%	124.7%
Saturday			10 PM-Midnight	91.8%	195.3%
Sign on-6 PM	58.1%	111.1%	6 PM-Midnight	46.9%	132.2%
6 PM-10 PM	42.6%	159.7%	9 AM-Midnight	54.8%	154.3%

*Nielsen Station Index, March-April, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Total Homes
Monday-Friday	
9 AM-Noon	84.4%
Noon-3 PM	129.2%
3 PM-6 PM	64.3%
Noon-6 PM	96.8%
Sunday-Saturday	
6 PM-9 PM	61.4%
9 PM-Midnight	71.6%
6 PM-Midnight	66.5%
9 AM-Midnight	69.5%

KNOE-TV

Channel 8

Monroe, Louisiana

The only commercial TV station licensed in Monroe

CBS ★ ABC
A James A. Noe Station
Represented by H-R Television, Inc.