

broadcast direct, covering New York, Massachusetts, and Philadelphia . . . **WFBM**, Indianapolis, Marthabel Geisler was presented a plaque in that city by the American Women in Radio and Television "in honor of her 31 years of service to the broadcast industry" . . . **WNNJ**, Newton, N. J., general manager Ronald Hickman was reelected president of the New Jersey Associated Press Radio Association at its annual meeting in Atlantic City . . . In a letter to **WMCA**, New York, the Federation of the Handicapped praised the station for its outstanding work in securing jobs for handicapped workers.

PEOPLE ON THE MOVE :

David Green to director of advertising and promotion for **KMBC**, Kansas City . . . **Suzy Simpson** to promotion and merchandising director at **KFJZ**, Ft. Worth, Texas . . . **William Shela** to sales manager at **KAYO**, Seattle . . . **Mike Hauptman** to director of advertising and promotion at **WABC**, New York from program department at the same station . . . **John F. Crohan** to v.p. and general manager at **WCOP-AM-FM**, Boston

. . . **Ray Miller**, news director at **KPRC**, Houston, to assistant to the manager in charge of news . . . **Robert O'Brien** to administrative assistant at **KGMS**, Sacramento . . . **Richard B. Wheeler**, president and general manager at **KRIZ**, Phoenix, announced the resignation of two of the station's top executives . . . **Richard J. Kelliher** to mid-west manager of **WNEW**, New York national sales . . . **E. J. Hahn** to manager of **WABJ**, Adrian, Mich., from commercial manager of the same station . . . **George Palmer** to general manager of **WSAI-FM**, Cincinnati.

Happy anniversary: **Leon Racusin**, **WCFL**, Chicago, sales executive, celebrated his 20th year with the station last month.

New affiliation: The **QXR Network** has added four new affiliates during the month of October: **WTCX-FM**, Tampa; **KPFM**, Portland, Ore.; **KLSN-FM**, Seattle, and **WDTM-FM**, Detroit.

Program notes: **Storz Broadcasting Company** has bought a series of

"featurettes" entitled *Teen-Beat* and produced by **Sound Ideas**. It consists of 25 different tape recorded featurettes per week.

Offbeat sale: **WAVE**, Louisville, has sold to **General Electric** the complete season of the **Louisville Orchestra**. The schedule includes nine concerts.

Daffydil: **KOL**, Seattle, wants to break a world record for the greatest number of records played during a two week period. The station is giving \$1300 in prizes away to listeners who count the records and send their entry to the station by telegram.

Call letter change: **KQBY**, the MBS outlet in San Francisco, changed call letters 16 October to **KKHI**. The change was effected by the new owner, **Frank Atlass** who bought **KQBY** from the **Gordon** group.

Networks

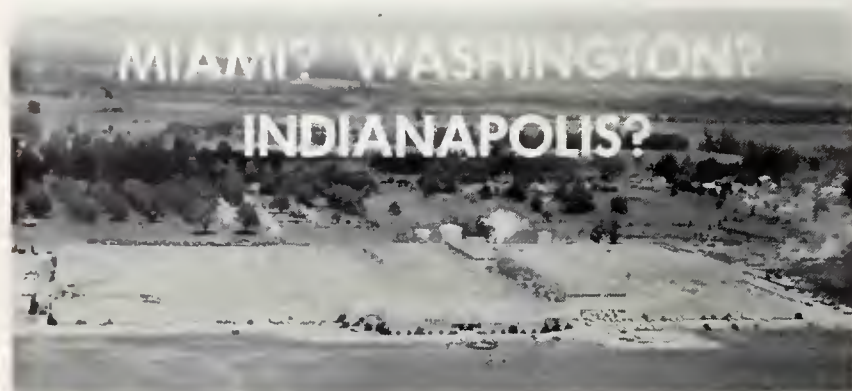
Jack Paar has signed a new contract with **NBC** and will begin a weekly series of prime-time programs next fall.

Paar will terminate his participation in the present *Jack Paar Show* on 30 March 1962. The **NBC TV** late evening program will continue Monday-through-Friday nights with another outstanding personality—as host.

New affiliate: A new radio station in Syracuse, N. Y., **WQSR**, which began operating this week, has been signed as an affiliate of the **ABC Radio Network**. This brings to 385 the total number of station affiliated with **ABC**.

Kudos: **CBS** president, **Dr. Frank Stanton**, was awarded the **Cultural Leadership Award** of the **Sterling Silversmiths Guild of America** in ceremonies at the **Museum of Contemporary Crafts** in **New York City**.

PEOPLE ON THE MOVE: **Daniel P. Galogley** to manager of station clearance at **ABC Radio Network** from account service representative at the same network . . . **Alfred J. Harding** to director of sales planning at **CBS** news division from sales



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income	\$1,761,169,000	General Merchandise	\$ 148,789,000
Food Sales	\$ 300,486,000	Total Retail Sales	\$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

Channel 8

Monroe, Louisiana

The only commercial TV station licensed to Monroe

Photo: Greenville Mill, Division of Mohasco Industries, Inc., manufacturers of the finest carpets and rugs, Greenville, Mississippi.

CBS • ABC

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Represented by

H-R Television, Inc.