

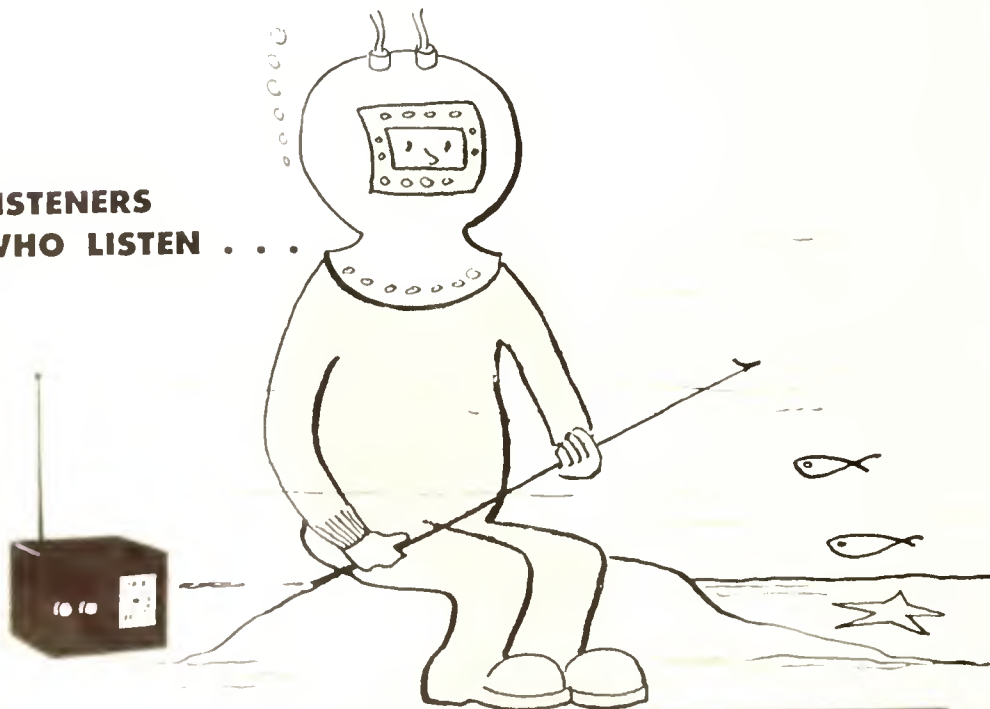


NEWPORT NEWS • PORTSMOUTH • HAMPTON • NORFOLK • WARWICK • VA. BEACH



Buy one station . . . get all six! Mass coverage for the price of one! WGH covers all six cities 24 hours a day . . . 5000 watts. See your forjoe man . . . buy mass coverage on the Station of the Stars — WGH!

LISTENERS WHO LISTEN . . .



LISTEN WHEREVER THEY GO
WHATEVER THEY DO...TO
SAN DIEGO'S ADULT RADIO
STATION

92%

ONLY
OVERALL
AUDIENCE

KGB 1360
ON THE DIAL
FIRST IN SAN DIEGO

MUTUAL DON LEE RADIO
Represented Nationally by
H. R. REPRESENTATIVES, INC.

and makes up a program package part or all of which the station could use to replace the old show or shows.

The firm's sales know-how resulted in pre-tax earnings of nearly \$1 million for the last fiscal year (ending 30 June). President Harold Hackett reported on 20 November that the firm and its subsidiaries earned \$908,000 before taxes compared to \$350,000 the previous fiscal year. Net income of \$124,007 was equal to 16c per share. Distribution commissions and gross profits from sales totaled \$2,735,590 compared to \$1,200,000 the previous fiscal year.

'Hawkeye' to make debut in U.S., Canada, England

TPA stands to reap a quick profit from its new show *Hawkeye and the Last of the Mohicans*. Produced in Canada (it is the first commercial telefilm series produced there) in association with the Canadian Broadcast Corp., the show will have its world premiere on CBC 8 December.

Ziv Tv reports there are now four times as many super market sponsors of Ziv film series than in 1952. Sales v.p. M. J. Rivkin said that seven times the number of markets have been sold to supers since four years ago. Colonial

In the Storz Stations' ad of 10 November the call letters were inadvertently transposed. They should have read:

KOWH
Omaha

WTIN
New Orleans



"I'm amazed that KRIZ Phoenix would say it's suitable for all occasions—"