

WILS

the key station in

**MICHIGAN'S*
MIGHTY MIDDLE
MARKET**

with a 24 hour schedule and

**5000
LIVELY WATTS**

has over twice the number of
listeners than all other sta-
tions combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Venard,
Rintoul & McConnell, Inc.

*17 Central Michigan
counties with
\$1,696,356,000
spendable income.



WILS

music news sports

their approach to the disk business is purely from Major Bowes.)

. . . MGM will continue to hurt for some time to come.

. . . Science fiction will be bigger than ever, will bust through in major fashion on tv. (Sales of magazines in the field are way up.)

. . . The pop music disk jockey convention spearheaded by the Storz stations, and scheduled for March in Kansas City, will be the first in a long line of successful confabs of this group.

. . . More stars will invest more money in radio and television stations, following lead of such wise entertainers as Crosby and Hope. Frank Sinatra's business counsellors have just bought a group of Northwest radio stations, and Jim Lowe, and Jimmy Stewart's investment people are shopping around, to name just a few.

Westerns will stay hot

. . . Rock-and-roll music will continue stronger than ever with the teen age set, although some of the more extreme forms will fade in mass popularity.

. . . Sagebrush sagas will also continue big.

. . . Government will not get off broadcasters' backs.

. . . Radio will have another lush year in spite of softening of national economy, or maybe because of it.

. . . Trading in broadcast properties will reach new peaks.

. . . Mergers of major entertainment operations intra-tv-radio, and inter-entertainment as between tv-radio and other fields will take a spurt.

. . . Instant ratings (ARB, Nielsen—and there'll be others) will lead to an even more laughable and widespread misuse of rating information, and give new zing to top 10 to top 25 lists.

. . . The 700-plus Paramount pre-1948 feature films will hit the tv market.

Executives like it warm

. . . More previously-employed broadcasting executives will acquire substantial pieces of broadcasting properties, as witness Jack Van Volkenberg's move in this direction in St. Petersburg, Fla., and Kevin Sweeney's ditto move in Long Beach, Cal. Note how they search out those sunny climes. Niles Trammell was one of first broadcast leaders to show the way here years ago when he moved into Miami picture, out of NBC's presidency.

. . . Color television will make its largest strides to date, but won't quite bust through as major mass circulation medium.

. . . The NAB Convention in Los Angeles in April will be the most exciting and interesting in years.

. . . Music-news formats will be more popular than ever, and more and more stations will make their own local surveys of top tunes. Top 40 as such, however, will dwindle in usage, with variations on this theme, the order of the year.

. . . Jack Paar's stature as one of tv's all-time major personalities will be enhanced and he will do at least three "Specials."

. . . Other singers will knock themselves out, with little success, trying to emulate Como.

. . . Tv sets-in-use will continue to climb.

. . . We'll fret and fuss over juvenile delinquency, national and international crises, etc., but '59 will dawn with each of us, and the country in good shape.

A happy, healthy one to you!