

**WOW! WHAT A FIRST YEAR**

**THANKS A MILLION FOLKS**



Basic NBC Affiliate, plus  
selected ABC Programming.  
Represented by Peters, Griffin,  
Woodward, Inc.

"Jaxie" and WFGA-TV have enjoyed one year of steadily growing popularity down in Jacksonville—focal point of a \$1½ billion 64-county Florida-Georgia area. During the year, the station won national honors in Two Station Markets, winning 2nd place for General Audience Promotion and 2nd place in Sales Promotion in the Television Age-Billboard promotion competition.

We want to express our appreciation to our good friends and patrons, the agency people and time buyers throughout the country.

"Jaxie" the porpoise with a purpose, is beginning his second year with the same avowed aim—to provide top-flight programming! . . . excellent promotion! . . . hard-hitting merchandising!

**WFGA-TV Channel 12**  
Jacksonville, Florida  
**FLORIDA'S COLORFUL STATION**

*In the Syracuse Market*

## **WSYR's COVERAGE EQUALS THAT OF NEXT TWO STATIONS\***

The amazing coverage superiority of WSYR is illustrated by these facts:

- It reaches 80% more homes than the No. 2 station in Syracuse.
- Its weekly circulation is as great as that of stations 2 and 3 combined!

That's probably because WSYR attracts the *adult, able-to-buy* audience by high quality programming in all major areas of entertainment and public service.

NBC in Central New York

\*Nielsen  
Coverage  
Service No. 2

# **WSYR**

Represented  
Nationally by  
HENRY I. CRISTAL CO.



**5 KW • SYRACUSE, N. Y. • 570 KC**

People are interested in news about tv!

And so, in line with its policy of giving the people what they want, both stations now carry two-minute summaries a couple times a day, highlighting the important evening tv shows in their markets.

Now it's the stereophonic spectacular: WDSU, New Orleans, will hold a series of "spectaculars" designed to acquaint the public with the advantages of stereophonic transmission.

These series will use the stereophonic facilities of both its am and fm stations, and will originate from a local music shop, on South Claiborne Avenue.

FM note: KYW-FM, Cleveland, which began separate programming operations 1 August, has rejected all commercial sales until "we are sure we can deliver an audience to ourselves and our clients," declared Roland Tooke, Cleveland v.p. for the Westinghouse Broadcasting Co.

Sports buy: In what it considered "the largest sports buy in the history of New York radio by a sponsor in volume of hours and dollars," Budweiser Beer will sponsor all games played by the N.Y. Rangers and N.Y. Knicks—to be aired via WINS.

Station sale: KOMA, Oklahoma City, becomes another Storz station, purchased for \$600,000 from Myer Feldman, investor, and other associates.

Ideas at work:

- WHOP, Hopkinsville, Ky., which usually airs from 5:00 a.m. to 11:00 p.m., last week remained on the air around-the-clock for its "one-hundred-hour safety marathon" to cut down accidents during Labor Day weekend. In addition, its mobile news station wagons patrolled the highways, selecting the safe-driver of the hour.

- In line with its constant program for promotion of Indiana's Litterbug campaign, WOWO, Ft. Wayne, handed out thousands of "Litter-Bags" from a special Hospitality Tent set up during the reunion of the "Old Time Threshers and Saw Mill Operators" in the city.

- Last spring, deejays of KING, Seattle, planted a garden using the