



pulls

*"First All Day"
rating!**

*"Most listened to"... and hottest of any as indicated by recent audience studies!

Top personalities and best news coverage... local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater cumulative audience.

Check WFBM first—where every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June 19, 1958

*to sell the
most Hoosiers be sure
your product is cooking
in the hottest pot!*



Represented Nationally by
the KATZ Agency

Angeles, by the Storer Broadcasting Co. for \$900,000, brokered by Summers, Searle, Brewer & Assoc. . . . WMCP, Columbia, Tenn., to B. C. Eddins and John Crowder for \$59,500—each of whom will buy 50% interest in the licensee. Maury County Boosters Corp. Sale brokered by Paul H. Chapman Co.

This 'n' data: RAB has prepared its latest "package presentation" for member stations: a set of drug store facts aimed at telling the nation's retail druggist about radio . . . Because of further inquiry, the FCC has enlarged the scope of its proceeding looking into possible wider use of Fm Subsidiary Communications Authorizations to include specific data on stereo broadcasting by fm stations . . . The Storz Stations group is planning its "Second Annual Pop Music d.j. Convention and Seminar" 29-31 May at the Americana Hotel in Miami Beach.

Business notes: The Thompson Construction Co., developers of residential projects, for 1,000 one-minute spots on WDGY, Minneapolis-St. Paul . . . Colorado Federal Savings and Loan Association for the 7:00 a.m. newscast, six days a week on KHOW, Denver . . . The International Shoe Co., for Fans in the Stands and Chevrolet Dealers of Greater St. Louis for co-sponsorship of the Cardinal Baseball Games on KMOX, St. Louis.

Anniversary: KLZ, Denver, celebrating its 37th year on-the-air . . . Kudos: The Voice of St. Louis, on KMOX, awarded the "Certificate of Honor" by the American Red Cross.

Station staffers: James Storer named national sales manager of WIBG, Philadelphia . . . Daniel Diener, to vp. and general manager of WUST, Washington, D. C . . . Gny Harris, appointed program director, WERE, Cleveland . . . Joe O'Neill, to head the new production and recording department at KVOO, Tulsa . . . Bernard Pelzer has joined Radio Press, Inc. (the new "voiced" news syndicate) as administrative director . . . Leon Ridings, to station director and Doc Johnston to program director of WBIR, Knoxville . . . Horace Pumphrey, to program director of WAPI, Bir-

mingham . . . Harker Spensley, to local sales manager and Lynn Reed and William Freudenstein to salesmen at KHOW, Denver . . . Russell Pierson to WKY, Oklahoma as farm director . . . Bob McGonagle, to head the news and special events department at WBAB, Babylon, N. Y.

REPRESENTATIVES

Indicative of how tv spot is booming: Katz, this week, added four men to its tv sales staff. The men: David Lambert and Griffith Fulton, to the New York office; Noyes Scott and Robert Loeber, to the tv staff in Los Angeles.

Rep appointments: Young Tv Corp., for the tv properties of the Martin Theatres of Georgia . . . H-R Tv, Inc., for WKTV, Utica-Rome . . . Harrington, Richter and Parsons, for WJAC-TV, Johnstown, Pa. . . . Nona Kirby Co. as the New England reps for WHCT-TV, Hartford . . . Walker-Rawalt Co., for the New England area of WDCR, the

—HONEY, WHAT YOU NEED IS TO HEAR THE EARL McDANIEL* SHOW, CHEER YOU UP IN NO TIME!

*K-POP's Early Morning Sound Salesman
7-10:15 a.m.

K-POP
1020 KC

THE POPULAR STATION
5,000 watts Los Angeles
BROADCAST TIME SALES
New York • Chicago • Detroit • San Francisco
DORA-CRAYTON
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