



*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 **WKTU**, 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.

**1020 KC**  
**THE POPULAR STATION**  
 5,000 watts Los Angeles  
 BROADCAST TIME SALES  
 New York • Chicago • Detroit • San Francisco  
**DORA-CLAYTON**  
 Atlanta