

NOW! Hooper and Pulse Agree!

NO. 1

Radio Station in Houston is

K-NUZ

Hooper May thru July 1956

Monday thru Friday
7 A.M.—12 Noon
(Sample Size—18,628)

Monday thru Friday
12 Noon—6 P.M.
(Sample Size—23,040)

K-NUZ		23.0
Net. Sta.	"A"	— 12.1
Net. Sta.	"B"	— 9.4
Net. Sta.	"C"	— 11.7
Net. Sta.	"D"	— 13.8
Ind. Sta.	"A"	— 5.9
Ind. Sta.	"B"	— 6.7
Ind. Sta.	"C"	— 13.8

K-NUZ		23.2
Net. Sta.	"A"	— 12.5
Net. Sta.	"B"	— 8.4
Net. Sta.	"C"	— 11.8
Net. Sta.	"D"	— 7.7
Ind. Sta.	"A"	— 7.2
Ind. Sta.	"B"	— 9.6
Ind. Sta.	"C"	— 11.1

Now . . . K-NUZ is the Leader by a **GREATER MARGIN**—
Yet the rates are Low, Low, Low! Join the Rush for
Choice Avails.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—

New York • Chicago • Los Angeles •
San Francisco • Philadelphia • Seattle

Southern Reps.:

CLARKE BROWN CO.—

Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

STATIONS



THE ANTENNA dug a furrow, then was broken into four sections by the impact.

and electrical equipment.

The Seago Construction Co., Dallas, was preparing to remove the antenna to the site of KGEO-TV's new tower (28 miles southeast of Enid) when the accident occurred. Though five construction workers had ridden to the top of the tower daily for two weeks, none were present when the antenna and tower toppled a fortnight ago. The boom and gin-pole being used to hoist the antenna buckled along with the tower, which folded into four huge sections.

George Streets, general manager of KGEO-TV, and Phil Banta, president of Streets Electronics Corp., which owns the Enid station, said officials of RCA (with whom the station has a contract for the operation) have been contacted to rush shipment of a new antenna. In the meantime, KGEO-TV will continue to operate from its temporary antenna in downtown Enid.

WAAM Inc. Names Wolfe V. P.

BEN WOLFE, director of engineering for WAAM (TV) Baltimore since 1949, has been named vice president of WAAM Inc. He continues to serve as WAAM engineering director.

STATION PEOPLE

Russell Gohring, vice president and general manager, WOHO Toledo, Ohio to WPON Pontiac, Mich., as general manager.

John S. Bell, program director, WDOG Marine City, Mich., appointed general manager of station.

Howard DeMere staff announcer-weatherman, KSD-KSD-TV St. Louis, Mo., to station manager, WBOP Pensacola, Fla.

James R. Terrell, news director, WKY-AM-TV Oklahoma City, appointed national sales manager for WKY-TV succeeding John Haberlan, moved to WTVT (TV) Tampa, Fla.

Herbert J. Weber, publisher, to general sales manager, WJBK-AM-FM Detroit.

John H. Hade, WFAS-AM-FM White Plains, N. Y., appointed sales manager.

William Travis, formerly account executive, WJJD Chicago, appointed commercial manager and assistant managing director, WAIT Chicago.