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Letter



WRAL - TV

NBC  
REPRESENTED BY H-R

RALEIGH, N.C.

Vol. 2, No. 1

January, 1959



### BUILDING PROGRESS

ALTHOUGH SLOWED SOMEWHAT BY THE HEAVY SNOWS IN MID-MONTH, PROGRESS CONTINUES ON THE CONSTRUCTION OF CHANNEL FIVE'S NEW ADMINISTRATION BUILDING. THE MASONRY WORK IS ABOUT COMPLETED, WITH THE INSTALLATION OF THE PLATE GLASS NEXT ON THE LIST OF THINGS TO BE DONE.

### NEW PROGRAMS IN SIGHT ON CHANNEL FIVE

EFFECTIVE DECEMBER 29, A NEW DRAMATIC SERIAL BASED ON THE POPULAR CHARACTERS OF RADIO'S YOUNG DOCTOR MALONE, REPLACES TODAY IS OURS AT 3:00 TO 3:30 PM WEEKDAYS. AN UNPRECEDENTED MOVE WILL BE MADE IN TRANSFERRING FROM TODAY IS OURS TO THE NEW SHOW. THE SIX PRINCIPAL CHARACTERS OF THE FORMER SHOW WILL CONTINUE ON YOUNG DOCTOR

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# PROGRAM SCHEDULE INSIDE

MALONE FOR THE MONTH OF JANUARY TO COMPLETE THE DENOUEMENT OF THEIR STORY. IT WILL BE SMOOTHLY INTERWOVEN WITH THE STORY OF DOCTOR MALONE AND HIS FAMILY.

THE D. A.'S MAN, A FICTION-BASED-ON-FACT SERIES ABOUT NEW YORK CITY'S UNDERCOVER WAR AGAINST HEAVY RACKETS PREMIERES ON WRAL-TELEVISION JANUARY 3, 10:30-11:00 PM, REPLACING BRAINS AND BRAWN. JOHN COMPTON STARS AS SHANNON, A PRIVATE DETECTIVE, WHO WORKS WITHOUT GUN OR CREDENTIALS. . .OR OFFICIAL RECOGNITION. . .FOR HIS UNUSUAL UNDERCOVER ASSIGNMENTS.

BLACK SADDLE, THE STORY OF CLAY CULHANE, GUNFIGHTER-TURNED-LAWYER, REPLACES STEVE CANYON SATURDAY JAN. 10, 9:00-9:30 PM. STEVE CANYON MOVES TO THURSDAYS, 8:00-8:30 PM, EFFECTIVE JANUARY 8.

COLOR SET OWNERS NOTE TENNESSEE ERNIE IS NOW IN COLOR, EACH THURSDAY, 9:30 PM.

### CHRISTMAS MUSIC

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SEVERAL EXCELLENT MUSIC GROUPS APPEARED ON CHANNEL FIVE DURING THE CHRISTMAS SEASON. THE CAMPBELL COLLEGE CHOIR, DIRECTED BY CHARLES HORTON; THE PEACE COLLEGE CHOIR, DIRECTED BY RAYMOND KREINER; THE PEMBROKE STATE COLLEGE GLEE CLUB, DIRECTED BY MELTON MOORE; AND THE RALEIGH HIGH SCHOOL BAND, DIRECTED BY RICHARD SOUTHWICK, LENT A FESTIVE ATMOSPHERE TO DAYTIME PROGRAMMING WITH APPROPRIATE CAROLS AND SONGS.

### NOTE TO TIME BUYERS ONLY

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THE NOVEMBER 1958 ARB TELEVISION AUDIENCE REPORT, RECENTLY RELEASED, LISTS WRAL-TELEVISION WITH A 48.1 SHARE OF SETS-IN-USE, SIGN-ON TO SIGN-OFF, MONDAY THROUGH SUNDAY. STATION "B" WAS REPORTED WITH A 39.5 SHARE, WHILE STATION "C" RAN THIRD WITH A 11.2 SHARE.



### TEMPUS FUGIT - SNOWBOUND

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WITH TRAFFIC AT A VIRTUAL STANDSTILL THAT FATEFUL WHITE THURSDAY, MOST OF CHANNEL FIVE'S INTREPID STAFF MUSHED, FISHTAILED AND SKIDDED THEIR WAY TO THE STUDIOS TO CARRY ON. GENERAL MANAGER FRED FLETCHER TOOK THE POPULAR TEMPUS FUGIT SHOW OUT-OF-DOORS FOR A SNOWBALL BATTLE, WITH THE HELP OF HERB MARKS, BILL CURRIE, BETTE BENJAMIN, AND OTHER MEMBERS OF THE STAFF. THE ABOVE PHOTOGRAPH WAS MADE DURING THE SHOW.