

## Dale Smith, George Gray Named to Crosley Posts

**KEY APPOINTMENTS** at three Crosley Broadcasting Corp. stations have been announced by Robert E. Dunville, corporation president.



MR. SMITH

Dale Smith has been named sales manager of WLWD (TV) Dayton, Ohio, and George Gray has been named general sales manager of WLW Cincinnati, Ohio. Mr. Smith had been national sales executive for Crosley since 1951 and previously

was affiliated with the Storer stations in a sales capacity. Mr. Gray joined Crosley in June 1954 as national sales representative in Dayton



MR. GRAY



MR. CRANE

and previously was general sales manager of WKNA Charleston, W. Va., and sales manager of WJLS Beckley, W. Va.

Earlier Mr. Dunville announced that WLWT (TV) Cincinnati sales executive James J. Crane had been promoted to sales manager of the station [B•T, Feb. 27].

## Full Radio Logs Reinstated After Furor in Minneapolis

FULL radio logs have been restored to the radio-tv section of the *Minneapolis Star*, Cowles publication, following a storm of public indignation during a two-week period when only noon-to-midnight radio programs were printed.

The curtailed radio section appeared three weeks ago when the *Star* changed its typographical format. No change was made in tv logs. As soon as the revamped paper hit the streets, phone calls began flooding the WCCO switchboard, jamming it for hours. Irate listeners in most cases blamed WCCO for the change.

In several news programs WCCO explained

it had nothing to do with the newspaper's decision and suggested they call the *Star*. Larry Haeg, WCCO general manager, told B•T the announcements were not designed to incite criticism but merely to tell listeners the station had no part in the change.

WCCO-AM-TV is owned 53% by Midwest Radio & Television, of which John Cowles is 47% owner.

## NBC O&O's Pushing Merchandising Plan

A CAMPAIGN to build additional retail support for their advertisers is underway by NBC's owned radio stations, according to Max E. Buck, director of merchandising, NBC-owned stations.

The drive already has been launched in New York, and similar campaigns now are being opened in Washington, Chicago, San Francisco and Philadelphia. Aim is to sign up "every" food retailer, chain and independent, to the station's "merchandising team."

In New York, the merchandising campaign took the form of invitation—via a night-and-day announcement schedule on WRCA-AM-TV and double-page advertisements in food trade papers—to more than 20,000 food retailers to become part of its "Chain Lightning." This is WRCA's own merchandising plan, which arranges point-of-sale displays for the station's advertisers.

Each of the stations will have a schedule of "airtime credits" which will allow retailers which take part to keep tabs on amounts of time they will get in return for their cooperation in the promotion.

In New York, for example, retailers which do \$1 million a year in volume will be credited \$14 in time on WRCA and/or WRCA-TV for every promotion in which they participate. Other cities will work toward crediting air time, although not necessarily in both radio and tv, according to spokesmen, who pointed out that the campaign is primarily designed for radio.

At WRCA-AM-TV, stores which have a volume of less than the \$1 million annually will be credited proportionately, e.g., a \$500,000-volume retailer will receive \$7 in air time per promotion, stores with \$250,000 in volume will get \$3.50 in time per store-promotion, etc. Under the plan, retailers file certificates of performance after each store promotion.

For some time, WRCA-AM-TV, as part of its Chain Lightning plan, has worked with so-called "quality stores" in the New York area in which retailers had been identified with the stations by displaying a diamond-shaped symbol. These stores received on-the-air promotion.

## Montez to WBRC-AM-TV

LOLA MONTEZ, former actress and producer, has been named community projects director for WBRC-AM-TV Birmingham, Ala. A station spokesman said



MISS MONTEZ

the new position was created in an effort to work closely with local civic groups and to promote group projects which are of interest to the area.

Miss Montez has appeared on the Broadway stage in numerous roles and since 1948 has produced, written and performed for tele-

## Evans Leaves Hawaiian Ltd., Worrall Resumes as Gen. Mgr.

C. RICHARD EVANS, vice president-general manager, Hawaiian Broadcasting System Ltd., has resigned effective March 1 to enter the field of electronics manufacturing in the U. S. He is tentatively planning to establish an electronics factory in Star Valley, Wyo., with offices in Salt Lake City and New York.

J. Howard Worrall, HBS president and for many years its general manager, has resumed his former general managership duties, replac-



MR. EVANS



MR. WORRALL

ing Mr. Evans. Melvin B. Wright, national sales account executive, was promoted to manager of station operations.

HBS owns and operates KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU (TV) Wailuku, all Hawaii.

## KCMO-TV Begins Operations From 1,042-Ft. Antenna

KCMO-TV Kansas City has put into operation what it claims to be the world's tallest self-supported tv antenna.

The new antenna, 1,042 feet above the ground and 1,330 feet above average terrain, cost nearly \$500,000 and is located in downtown Kansas City. It is a Lehigh structural steel tower and was erected by C. H. Fisher & Assoc., Portland, Ore.

KCMO-TV, a Meredith station, currently is planning to double its present studio space in anticipation of color telecasting, according to General Manager E. K. (Joe) Hartenbower.

## O'Neill, Armstrong Named To Mid-Continent Posts

APPOINTMENTS of James F. O'Neill, KOWH Omaha, and William L. Armstrong, WTIX New Orleans, to the post of program director at their respective stations have been announced



MR. ARMSTRONG



MR. O'NEILL

by Todd Storz, president of Mid-Continent Broadcasting Co.

Mr. O'Neill has been with KOWH since 1948 in various capacities and is being moved up from production director to his new position.

Mr. Armstrong has been with Mid-Continent since 1954, first with KOWH and then to WTIX in September of that year.