

GIVEAWAYS CREATE FUROR IN MINNEAPOLIS, OMAHA

Mid-Continent stations and WCCO offered \$460,000 in prizes during contests that ended the past weekend.

TWO major cities—Minneapolis and Omaha—approached the weekend in a state of mild shock as radio listeners scrambled for a potential \$460,000 in prize money.

Two Mid-Continent Broadcasting Co. stations, WDGY Minneapolis and KOWH Omaha, closed separate \$105,000 treasure hunts today (Monday), last chance to find checks hidden by an insurance firm. The two stations have been broadcasting frequent clues supplied by the insurer which charged fees totaling 1/47th of the prize money on a probability basis.

WCCO Minneapolis ran a competing "Cash-orama" contest offering a potential \$250,000 in prizes to listeners who responded to WCCO phone calls by repeating key phrases heard on the air. This contest closed Saturday.

Todd Storz, president of Mid-Continent, told B•T its contest had drawn searching parties from as far away as Bellingham, Wash. Portable radios were carried by listeners and in Omaha the Sol Lewis Appliance Co. sold out its entire stock June 8, second day of the contest.

Some Omaha incidents: One of the twice-daily clues mentioning a street intersection brought a crowd of 7,500 within 20 minutes. A belief that the check was in the Commodore Hotel drew enthusiasts who tore a rug off the floor and ransacked a room—a \$200 damage bill that KOWH cheerfully paid. And a bag of missing checks stolen in a recent drug store robbery was found under a bridge and turned over to police.

In Minneapolis it took 20 policemen to handle a crowd at Hennapin and Yndale intersection and trees everywhere were ransacked in search of the WDGY prize. In both cities phony checks were planted by pranksters.

Chambers of commerce, Mr. Storz said, were delighted "with the tremendous influx of visitors from near and far," and hoped the contests would become annual affairs.

WCCO officials chuckled, they said, when WDGY repeated such prize-winning slogans as "WCCO is always first with the news," in an effort to keep listeners tuned to WDGY. This practice was dropped, they explained, after a few days.

Cash awards offered by WCCO to those who could repeat the key phrase after it was broadcast varied from \$1,000 to \$5,000. Fifteen calls were made per day.

Wagner Named to Head Bartell Atlanta Office

MORTON J. WAGNER, executive vice president and manager of WMTV (TV) Madison, Wis., has been appointed manager of the newly opened Bartell Group eastern division office in Atlanta [B•T, June 4]. Gerald A. Bartell, president, announced last week.

Mr. Wagner also becomes general manager of WAKE Atlanta. His duties will include east coast representation for group purchases of the Bartell stations.



MR. WAGNER



A FIVE-YEAR contract, representing more than \$2.5 million in time and talent, is signed by Frederick S. Houwink (r), general manager of the Evening Star Broadcasting Co. and Connie B. Gay (l), chairman of the board of the Town and Country Network. The contract calls for the exclusive services in the Washington, D. C., area of Jimmy Dean and the Texas Wildcats on WMAL-AM-FM-TV Washington.

Advertising Co-Directors Named by RKO Teleradio

MRS. CARROLL A. ELLIOTT of *McCall's* magazine is joining RKO Teleradio Pictures as director of copy, and she and Arnold Roston, art director, will be co-directors of the advertising department.

The appointments were announced last week by Robert A. Schmid, RKO Teleradio Pictures vice president in charge of advertising and public relations. RKO Teleradio is the parent company of RKO Radio Pictures, Mutual, and



MRS. ELLIOTT

MR. ROSTON

General Teleradio, and the responsibilities of Mrs. Elliott and Mr. Roston will encompass all of these divisions.

Acquisition of Mrs. Elliott's services was seen by Mr. Schmid as an important forward step in RKO Teleradio's staff expansion plans as well as being in line with President Thomas F. O'Neil's expanding interests in the entertainment field. Mrs. Elliott is a former copy chief of advertising and sales promotion for CBS-TV and former managing editor of *Charm* magazine.

KEAR Goes on Auction Block To Satisfy Government Taxes

PUBLIC AUCTION of Stephen A. Cisler's KEAR San Francisco to recover taxes due the U. S. government will be held at the station's transmitter site June 28, the District Director of Internal Revenue there reported Thursday. Treasury officials padlocked the station May 31 and KEAR suspended operation [B•T, June 4]. Mr. Cisler's KXRX (FM) San Francisco was not

attached because of separate corporate status.

The government filed liens totaling \$21,762 in San Francisco and \$3,415 in San Mateo County against Bay Radio Inc., KEAR licensee.

The money due the government is for payroll withholding and unemployment insurance taxes since 1954. The Internal Revenue office said the auction would not be held if the delinquent taxes are paid before 11 a.m., June 28.

Land, transmitter building and technical equipment will be auctioned at the transmitter site, Bayshore Highway, Balmont, San Mateo County. The government also will auction office facilities and technical equipment located at KEAR's studios, 1550 California St., San Francisco. KXRX is licensed to Electronic Service Corp., also at 1550 California St.

Petry Names Maillefert V. P. in Charge of Radio

APPOINTMENT of William B. Maillefert as vice president and general manager of radio at



MR. MAILLEFERT

Edward Petry & Co. is being announced today (Monday).

Mr. Maillefert has been with the Petry Co. since 1950 and had served as New York radio sales manager since July of 1954. The vice presidency in radio is a new post created as the first step in what is described as "an overall expansion of the

Petry radio department."

Before joining Petry, Mr. Maillefert was president and general manager of the Veterans Broadcasting Co., owners of WVET Rochester, N. Y.

WGN Inc. Plans Film Festival For Agency, Film Executives

WARD QUAAL, new general manager of WGN Inc., Chicago, effective Aug. 1, will be principal speaker at WGN-TV's film festival and talent presentation for agency, film and other representatives June 28.

Plans for the fifth annual presentation, announced Thursday by Ted Weber, WGN-TV sales manager, call for previews of selected first-run syndicated films to be available this fall, presentation of WGN-TV talent and a luncheon. WGN-TV will afford film producers and distributors an opportunity to make brief sound-on-film presentations for their products and features will be filmed by the *Chicago Tribune* station for integration in the overall presentation.

With addition of live talent on the program, WGN-TV thus is broadening the base of its annual "film festival" exhibition in line with WGN Inc.'s reappraisal of its position in the industry and greater identification with community interests.

Mr. Quaal, vice president and assistant general manager of Crosley Broadcasting Corp., rejoins WGN Inc. as successor to Frank P. Schreiber, who has resigned as vice president and general manager of WGN Inc. [B•T, June 11].

Taking key roles in this year's program, aside from Messrs. Quaal and Weber, are Elizabeth Bain, WGN-TV film supervisor, and J. E. Faraghan, program manager. Presentation will be held in the Boulevard Room of the Sheraton Hotel from 10:30 a.m. to 3 p.m. Jack Brickhouse, WGN-TV sports personality, will serve as emcee.