

### Personalized Promotion Planned

BILL McGRATH, general manager of WHDH Boston, said last week that he's felt the information about his station heretofore available to timebuyers has been sketchy, at best. So he's going to do something about it.

For one week starting today (Monday), WHDH will rent suite 850 (corresponding with WHDH's dial number) at New York's Waldorf-Astoria Hotel, install a direct hook-up to Boston, allowing timebuyers to get a "personal feel" of the station by hearing its programs and talking to its personnel. On hand to receive the visitors will be Mr. McGrath, Commercial Manager Al Tanger, and members of John Blair & Co., WHDH's station representative.

### KOWH Holds Open House Party

KOWH Omaha held an open house party this month for its newly decorated offices and studios. To help celebrate the occasion, KOWH disc jockeys decided to let their beards grow for a month. Todd Storz offered a \$200 prize to the one with the longest and best groomed beard. Mitch Miller flew in for the occasion to judge the contest. Over 500 agency people and clients were taken on a tour of the offices and then viewed the judging of the beard contest. Mr. Miller decided that Grahame Richards and Harry Holland were both winners. He then shaved the beards off both men in full view of the audience.

### Bans Christmas Music Until Dec. 1

WEJL Scranton has reaffirmed its annual policy this year and will not play any Christmas music until after Dec. 1. The station has done this in order to "retain the true spirit of Christmas and not to destroy it with over-commercialized use of Christmas music far in advance of the holiday." It also will bar rock 'n' roll, novelty and gimmick music for the holiday season because it is "not in keeping with the Christmas meaning."

### Columnist Sent on Wild Chase

STAN ANDERSON, a *Cleveland Press* radio-tv columnist, was sent on a wild chase in the rain by WEWS (TV), same city, in connection with the *I Spy* program carried by that station. A personal ad in the *Press* instructing him to go to an appointed meeting place started him off on the chase. When he arrived at his destination, he found instructions to go somewhere else. The quest finally ended at the Harbor Inn where he found a woman dressed in black sitting at a

candlelit table who told him, "I am the reincarnation of Maria Sorrel, the famous World War I espionage agent. My story will be told on Raymond Massey's *I Spy* series. Dorothy Hart, once of Cleveland will be Maria." Mr. Anderson then returned to his office to write an account of the day's events for his readers.

### 'Pepe' Teaches Children Spanish

KMJ-TV Fresno is featuring a series of Spanish lessons designed for in-school viewing. The series, *Here's Pepe*, is broadcast live on Tuesday and Thursday mornings in cooperation with Fresno State College and is aimed at children of elementary school age. Kinescopes of the lessons are repeated on Saturdays for the benefit of children attending schools that do not have tv sets. A little-boy puppet, Pepe, speaks nothing but Spanish and teaches the language with the help of Mary Lou Garman, an elementary school teacher. Toni Revilla, Fresno State College Spanish instructor, provides Pepe's voice.

### KBKW Celebrates Birthday

IN order to celebrate its seventh birthday, KBKW Aberdeen, Wash., held a "Back-to-School" dance for local teenagers. The admission was free and merchants donated contest prizes such as sweaters, portable radios, a man's suit, shoes and an automobile valued at \$600. A 21-piece orchestra was furnished by courtesy of James Petrillo, AFM president. The station rented the local armory and 1600 teenagers showed up for the dance. The station credits the dance with increased sales and has decided to make the "Back-to-School-Birthday Party" an annual affair.

### Local Students Operate KGHF

AS its contribution to American Education Week, KGHF Pueblo, Colo., gave local high school students a chance to operate the station for a day. The students handled the sales, copy, bookkeeping, announcing, news, engineering and management of the station. Over 130 students participated in the event and KGHF has decided to make this an annual affair.

### EVERYWHERE YOU GO

NIGHT Capt. Jimmie Cox of the Indianola, Miss., police force has written WWL New Orleans a letter stating why he likes the station's *Dawn Beat* with Bill Cason.

Capt. Cox reported that he locked up a 19-year-old boy at 9 p.m. one night and at 5 a.m. the next morning heard a radio playing. Upon investigating, he found that the boy had knocked a hole in the roof, gone home and returned with his radio, crawling back into his cell through the hole. "I wondered what kind of a program would make a man break jail, so I tuned next morning at 2 a.m. to *Dawn Beat* and Bill Cason," the captain wrote. "Have been listening each morning ever since and find the program mighty good company."



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