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## PROGRAMS & PROMOTIONS

### Sullivan, Benny Sponsors Frown On Emmy Telecast Appearances

ACADEMY of Television Arts & Sciences early last week confirmed reports that both Ed Sullivan and Jack Benny would not participate as entertainers in the Academy's telecast of nominations for Emmy awards last Saturday and the awards program next month, both over NBC-TV under the sponsorship of the Oldsmobile Div., General Motors Corp.

An Academy spokesman said the performers' regular sponsors on tv—the Mercury Div., Ford Motor Co. for Mr. Sullivan and The Chrysler Corp., one of Mr. Benny's advertisers—had asked them not to participate in the entertainment portions of the programs. The spokesman said that both Mr. Sullivan and Mr. Benny planned to be in the audience during the ceremonies.

Simultaneously, Mr. Sullivan, who is president of the New York chapter of the Academy, and Johnny Mercer, president of the Los Angeles chapter, issued a joint statement, explaining the nominating procedure for the 1956 Emmy awards, which has been criticized by various producers of television series. The statement said it was "difficult" to establish a method which is "equitable and covers as fully as possible the phenomenal quantity of programming" but claimed the procedure used for this year "comes closest to achieving this goal" and added that efforts will be made to improve the system each year.

### WDGY Holds Open House

IN celebration of the one year anniversary of Storz ownership, its new programming and its recently remodeled studios, WDGY Minneapolis held open house this month. More than 500 Twin City advertisers and ad men attended the affair.

### RAB Mails Radio Success Stories

RAB last week announced that two, new supplementary sales folders, "How Columbus Discovered Lewis Jones" and "For

### LONG WEEK, TALL ORDER

EIGHT DAYS last month made a long week and a tall order for KARD-TV Wichita, Kan., as the station provided three feeds to NBC-TV on President Eisenhower's recent western trip to inspect the drought areas, supplied a remote of the Chief Executive's Abilene boyhood home and presented its first local live color-tv show.

With rapid preparations following NBC-TV's multi-sided request, KARD-TV used four cameras, 12 men and about \$200,000 worth of other equipment for the job.

The station televised Mr. Eisenhower's arrival, speech and departure from Wichita; fed segments to *Wide, Wide World* (remote of the President's boyhood home and color pickup of a local grain elevator), and launched its own first locally-produced live color program.

Thriftmart 'Every Day's A Special Day' With Radio," have been distributed to member stations. The Lewis Jones mailing piece relates the story of a small southern independent supermarket operator, who met chain-store competition and increased sales within five months after beginning to use radio exclusively. The second folder details the success story of a Pacific coast grocery chain which sponsors 7,000 radio programs and 5,000 spot announcements annually.

### KOSA-TV Mails Population Data

KOSA-TV Odessa, Tex., has published a brochure with population and set count figures compiled by its staff after station switched to maximum power of 316,000 watts. KOSA-TV's figures claim that the station covers a population of 468,000; serves 150,273 families and that there are 90,164 tv sets in its area.

### KOOL-TV Covers Golf Tourney

WHEN KOOL-TV Phoenix originated a three-camera remote for an hour and a half each day of the Phoenix Open Golf Tournament (Jan. 31-Feb.3), the first day attendance was reportedly up 30% over previous years. Each succeeding day also set attendance records. Phoenix Thunderbirds, sponsor of the programs, gives a great deal of the credit to KOOL-TV due to its coverage of the tournament.

### WBT Selects 'Woman of the Year'

IN keeping with its annual custom, WBT Charlotte, N. C., has selected a local "Woman of the Year" for her distinguished service to the community. The winner for 1956 is Bonnie Cone, director of Charlotte College, who was presented with a silver tray by the station. WBT was commended by the local press for its "thoughtfulness in giving the awards."

### Stations to Air Braves' Games

WTMJ and WEMP Milwaukee again will carry Milwaukee Braves baseball broadcasts during 1957 under co-sponsorship of Miller Brewing Co. and Clark Oil and Refining Co. Agency is Mathisson & Assoc., Milwaukee. Earl Gillespie and Blaine Walsh will handle play-by-play, with games to be aired direct from the park and fed to a Braves regional network of about 30 stations. Both outlets reported sale of game adjacencies.

### WDAS Explores Local Problems

WDAS Philadelphia, which programs to Negro audience, has launched a new series of public service broadcasts designed to focus attention of the Negro community on its problems. WDAS said it will carry on-the-spot interviews with community leaders, juvenile delinquents, parents, shopkeepers and bartenders.