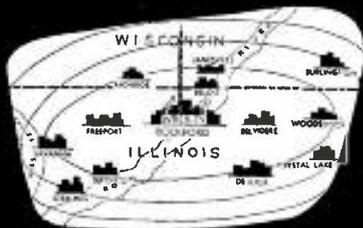


BIG and still growing



ROCKFORD
Area of
market power!

New industries continue to come to Rockford . . . and companies already here continue to expand. That is why Rockford has become the NO. 1 City in Illinois (outside Chicago) . . . and a rich market for your products or services. Rockford is the 2nd largest machine tool center in the world . . . 34th in the USA in expendable income . . . 38th in buying power . . . and 13th in Postal Savings.

BIG and still growing

- Survey after Survey of 14 counties indicates Uncontested Dominance of Northern Illinois-Southern Wisconsin area by WREX-TV.
- Combined rural and industrial following . . . ideal for test campaigns.

WREX-TV
Tops in
sales power!

WREX-TV — "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market. The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford area market consult H-R for the WREX-TV story.

J. M. BAISCH, General Manager
REPRESENTED BY H-R TELEVISION, INC.

WREX-TV
CHANNEL 13
ROCKFORD
ILLINOIS

NETWORKS CONTINUED

ABN Creates Stations Dept.; Merges Sales Service, Clearance

Creation of a new stations department and merger of the sales service and station clearance departments were announced last week by American Broadcasting Network.

ABC President Robert Eastman said Edward J. DeGray, vice president in charge of station relations, assumes the new title of vice president in charge of stations and will head the stations department. The new department encompasses "all the former activities of the station relations department and in addition inaugurates a new concept in special services offered to an affiliate by a network," he explained.

Thomas C. Harrison, ABN vice president in charge of sales, announced that Betty Boucher, formerly head of station clearance, has been promoted to head of the merged sales service and station clearance departments. The merger seeks to effect greater efficiency in dealing with both stations and advertisers, he explained.

The station department "will be separate



MR. DeGRAY



MISS BOUCHER

from regular network services provided," Mr. Eastman said, "and those assigned in various areas will work full-time with our facilities. In addition to Dale Moudy, who will join American as director of special station services, we will also have a station program executive, a station research specialist and a station exploitation specialist concentrating their entire efforts in the field." Mr. Moudy joins ABN Tuesday. He formerly was vice president and engineering director for the Storz stations [B•T, Aug. 19].

MBS Names Wagner, Others

Three MBS executive appointments were announced last week by Bertram J. Hauser, network executive vice president. Harold M. Wagner, night program director, has been named program director while Joseph F. Keating, executive producer, has been appointed manager of program operations. Henry R. Poster, formerly ABC research executive, has been named director of research and sales promotion.



MR. WAGNER

**AMERICAN
BROADCASTING
NETWORK**

SYMBOL of the American Broadcasting Network will be this trylon-shaped "A." The new insignia was designed by Hank Levinson of the network's Sales Development and Research Dept., and was picked from hundreds submitted by ABN employees. The network's agency, BBDO, selected the winning design.

WSM Signs With ABN; Station To Originate New Live Program

Signing of WSM Nashville, one of the pioneer clear-channel radio stations, as an affiliate of American Broadcasting Network was announced Friday by Edward J. DeGray, ABN vice president in charge of stations.

WSM presumably will continue as an NBC affiliate, too. Its affiliation with ABN becomes effective Oct. 7. Meanwhile, WSIX Nashville is ABN's outlet in that area under a contract which is said to run into January.

WSM will originate a new program announced by ABN last week in line with the network's new policy of presenting all-live musical programming. The new show, to start Oct. 7, is the hour-long *Jim Reeves Show* which will star the popular recording artist and also feature the Anita Kerr Singers, Owen Bradley's 16-piece orchestra, a female vocalist yet to be selected and guest stars. It will be carried at 1-2 p.m. Monday through Friday.

WSM, a 50-kw outlet on 650 kc, is owned by WSM Inc., a subsidiary of National Life & Accident Insurance Co. E. W. Craig is board chairman and John H. DeWitt Jr. is president of WSM Inc.

WKST-TV to Join ABC-TV

WKST-TV New Castle, Pa., will become a primary affiliate of ABC Television Network when the station goes on the air in October, according to S. W. Townsend, station president, and Alfred R. Beckman, vice president in charge of station relations for ABC-TV. WKST-TV will operate on ch. 45 in an all-uhf area covering Youngstown, Ohio, and New Castle. The station will have 200 kw effective radiated power with its transmitter and 638-foot tower located in Youngstown. WKST-TV is owned by Cathedral Broadcasting.

KVII-TV Amarillo also has signed as a primary affiliate of ABC-TV, according to Murry Woroner, president and general manager of the new station, and Mr. Beckman. KVII-TV, which will be in operation on ch. 7 before the end of the year, is owned and operated by Southwest States Inc. ABC-TV affiliates now total 216.