



St. Louis' 'Broadcast House' • Top broadcasters and agency executives journeyed to St. Louis for the opening of new \$250,000 studio facilities for WIL, the Balaban Station. Shown above (l to r) are John Box Jr., managing director of the Balaban Stations; G. W. Armstrong, vice president, Storz Stations, and Harry K. Renfro, radio-tv director, D'Arcy Adv.

in Omaha, Neb. went about their Halloween duties asking "It this the KOIL Trick or Treat House?" KOIL, that city, placed more than 100 radios in homes throughout the area. The radio's were awarded to trick or treaters who picked the correct houses.

Football for fund • KFMB-TV San Diego donated the commercial time of its coverage of the Notre Dame vs. U. of California football game to the United Fund Campaign. Local civic and business leaders went on the station to appeal for the fund. A concentrated announcement campaign on KFMB-AM-TV alerted Southern Californians to the event.

Award performance • What is lost in suspense should be made up in publicity for the NBC-TV *Sunday Showcase* Nov. 29, presenting winners of The National Academy of Recording Arts & Sciences awards. Ballot counting took place last week, with winners being announced as they are signed for the show. This represents a departure from tv and motion picture Academy shows, where awards are announced on the air. For the 8-9 p.m. award

disc show, winners will perform award numbers, supporting Academy feeling that "performance is the essential ingredient of show business [and] that's why the first televised award show of the NARAS will be an hour of performances of the 'Best Recordings of 1959'." Sponsor: Watchmakers of Switzerland through Cunningham & Walsh.

Bachelor's party • Authentic surroundings of a playboy's plush penthouse form the backdrop of a new weekly before-and-after midnight live telecast started on WBKB (TV) Chicago, Oct. 24. Titled *Playboy's Penthouse*, the program is characterized as a "playboy party, complete with 'playmates' and outstanding personalities from the fields of entertainment and the arts" who drop in to visit m. c. Hugh Hefner, editor-publisher of *Playboy* magazine. Set for the series is described as the largest and most elaborate ever constructed at the station. Program is aired Saturday, 11:30 p.m., to 1 a.m. Among the props: an "entertainment wall," with tv and high fidelity equipment, an aquarium with mermaid and a balcony complete with a playboy art collection.

WEWS (TV) town meeting • The pros and cons of a complicated county charter were presented by WEWS (TV) Cleveland last Wednesday (Oct. 28). The station has not telecast any paid advertising on the charter as it feels the issue "cannot be argued by slogans." An audience of 100 for the charter and 100 opposing it will mount the WEWS studio soapbox in the program.

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