

**Nighttime network tv notes:** The Nat "King" Cole Show gets a new lease on life at NBC TV and will go in as part of the fall scheduling (Tuesday 7:30-8 p.m.), but the show is still unsponsored. Side note: Chock Full O' Nuts announced earlier last week that it was interested in sponsoring the program if they could get it on a regional basis. The coffee company's distribution is limited to the northeast.

**Daytime network tv notes:** *Do You Trust Your Wife* (Seen last winter on CBS TV Tuesday nights) will bow on ABC TV daytimes, Monday through Friday, 4:30-5 p.m. starting 30 September. The former film series will now be telecast live with Johnny Carson taking over as emcee. The quiz takes the spot previously assigned to *Lady Luck* which may pop up elsewhere in the network's plans for expanded live daytime programming . . . CBS TV says its heading for the "greatest daytime sales season" in its history with four of its top daytimers already sold out: *Garry Moore*, *Arthur Godfrey Time*, *Art Linkletter* and *Edge of Night* . . .

NBC TV daytime sales are also going up with \$2.3 million in gross billings added last week. Adding to the network's business are Lanolin Plus, Pharmaco and Chesebrough-Ponds.

**People in the news:** Dale L. Moudy has been named to the newly created position of director of special station services for the American Broadcasting Network. Moudy formerly was vice president the Mid-Continent Broadcasting (Storz Stations) . . . Ralph S. Hatcher has been promoted to national manager of the ABC TV station relations department . . . Harry C. Folts and Aaron Beckwith have been appointed account executives for ABC TV. Folts has been an account executive with the American Broadcasting Network and Beckwith formerly was director of business development for NTA . . . Leslie A. Harris has been promoted to the newly created post of coordinator of national spot sales for the ABC TV o&o stations . . . Ralph S. Hatcher has been promoted to national manager of the ABC TV station relations department . . . Richard G. Cahill, who has been with the ABC TV central division network sales staff, has joined the NBC TV spot sales department in Chicago . . . James T. Ownby, owner of WJXX,

Jackson, Miss. and KONE & KEEA-FM, Phoenix, has joined MBS as field director of the station relations staff. This is a new post with Mutual.

## REPS

H-R has opened a new office in Detroit marking the 10th. outlet for the rep firm.

Andrew M. Gent, former Detroit radio-tv representative for Capper Publications, is the new manager.

Radio-TV Representatives has also expanded with a new office in the

Seattle-Portland area bringing its total up to seven.

Hugh Feltis will head the Seattle-Portland Branch.

**New appointments:** Branham Co. for WJQS, Jackson, Miss. . . Bolling Co. for KOAT-TV, Albuquerque.

**Focus on personalities:** John J. White, formerly broadcast supervisor for K&E, has joined the sales staff of H-R Representatives . . . Kevin McDermott has left the Katz Agency to take the post of account executive in the New York office of Blair Tv Associates.

## What's up in Hartford?



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