

This Solid, Seasoned, Sales-minded, Station Executive is on Target

- This well-known man has an extensive background in radio and television sales, administration and management
- Eleven years with a major network in a demanding executive capacity
- Seasoned in sales management, station representation, and station management—a man thoroughly familiar with the broadcast industry. Presently in New York.

Write P.O. Box 17

The Bolling Co. . . . **E. A. W. Smith** to manage the Detroit office and **Robert Richer**, to the New York sales staff of Adam Young . . . **William Bee**, to tv account executive in New York, Edward Petry . . . **S. William Aronson**, account executive. The Meeker Co.

To the tv sales staff of The Katz Agency: Robert Lefko, in New York, Justin Cassidy and Charles Linton, in Chicago and Layton Miller, in Dallas . . . **To the Katz radio sales staff:** Lewis Greist, in New York, Fred Delahay in Los Angeles and William Fallon. Chicago.

TV STATIONS

“Retailing is the most expanding area in tv today” noted **Howard Abrahams**, v.p.-retail sales at TvB, in the preface of a new TvB selling brochure for member stations.

Abrahams emphasized that lack of understanding is the major obstacle to retailers using tv.

“This new presentation,” the foreword continued, “is aimed at showing how some retailers have used tv so that their results can be used to the benefit of others.”

Ideas at work:

- **Guessing game for timebuyers:** The date **WHYZ-TV**, the new Duluth station, expects to go on the air has been made the subject of a national contest for timebuyers. What they must guess: date, hour, minute and second the station will first hit the airwaves with its test pattern. Prize: Vacations to Bermuda, Las Vegas and Florida.

- **Pulling power:** Five months saturation publicity and promotion on **WECT-TV**, Wilmington, N. C., turned out an estimated 70,000 spectators to the two-day aviation exhibition and air show there. Co-sponsored by the Civic Air Patrol and the station, the program included displays of aircraft and equipment worth over \$100 million plus daredevil air shows.

- **To the fair:** **WWLP-WRLP** moved its mobile camera unit to the Eastern States Exposition grounds in West Springfield last week to bring fair. Stations also taped crowds visit-

ing the live telecasts of the region's largest fair, and played it back on the tv screens that evening.

- **Its a hit:** To help the Salem Rebels, a farm ball team, have a successful season, **WSLS-TV** and **WDBJ-TV**, both Roanoke, staged a baseball game in their stadium, attracting a record-breaking crowd. The game between the personalities of each station was heavily promoted by on-the-air spots.

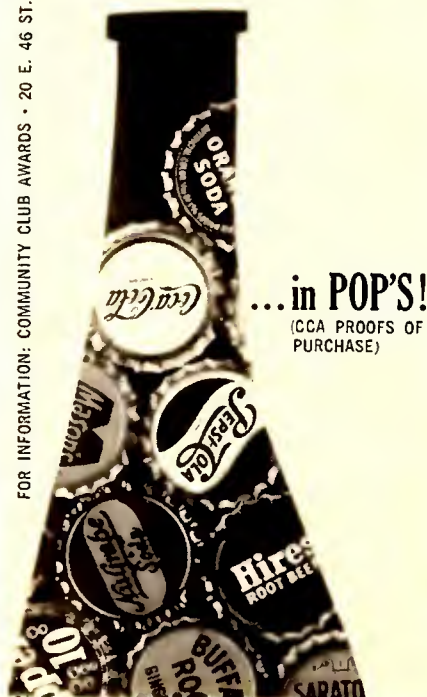
This 'n' data: One result of a meeting of the **Storz Stations'** managers in Chicago last week was the decision to establish a scholarship fund in each of their cities . . . **KIVA-TV**, Yuma-El Centro has completed its new studio production facilities . . . **WCAU-TV**, Philadelphia, will air a weekday a.m. *Tv Seminar*, good for college credit . . . **WPRO-TV**, Providence, R. I., will award \$1,000 for the best tv play script by a New England author . . . For the first time in its history, the Washington Dairy Products Commission will sponsor tv programs via two half-hours on **KOMO-TV**, Seattle.

Kudos: To **Tom Franklin**, Shell news reporter on **KGO-TV**, San Francisco, the 1959 California State Fair Gold Medal . . . To **WCAU-TV**, Philadelphia, the Communications-Media award from the Philadelphia Association for the Blind for its *Return* series.

On the personnel front: **Amos Baron**, to director of tv sales for the Broadcast Division of **NAFI Corp.** . . . **Terry Lee**, to managing director of **WAGA-TV**, Atlanta . . . **Joseph Evans, Jr.**, managing director of **WITI-TV**, Milwaukee . . . **Francis Hunt**, to operations manager, **KTVI**, St. Louis . . . **Arthur Watson**, business manager, **WRCV-TV**, Philadelphia . . . **Dunbar Eberts**, **Lon Rossillo** and **Mort Katoek**, to sales executives of **Trand Associates**, a tv/radio packaging firm . . . **Donald Boyce**, station manager and **Edward Zellefrow**, technical manager, **WSEE-TV**, Erie . . . **Tom Leahy**, to promotion manager, **KTVH**, Wichita-Hutchinson . . . **Jack Williams**, to promotion and merchandising director for **WSAZ-TV**, Huntington, W. Va.



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