

# PHENOMENAL



says Charles Keys, General Manager

# KOCO-TV

OKLAHOMA CITY

Socko—Popeye wins again! One Popeye hour couldn't satisfy all the sponsors for KOCO-TV so they had to schedule a second one! Here's the record-breaking, money-making story from Charles Keys:

*"Clients love Popeye even more than kids. Phenomenal Popeye sell-out necessitates scheduling additional Popeye Hour Saturdays 11 to 12 a.m. Regular Popeye Theatre Monday thru Friday 6 to 6:30 p.m. scored whopping 25.0 Nov.—Dec. four week Nielsen."*

Popeye has been piling up sponsors and top ratings scores for years. Kids never tire of him. And sponsors are enthusiastic about the reception he builds for their products.

Popeye is whaling the tar out of competition for KOCO-TV. Want a share of the spinach? Write or phone:

# U.A.A.

**UNITED ARTISTS ASSOCIATED, INC.**

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323

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DALLAS, 1511 Bryan St., RIVERSIDE 7-8553

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## Tv and radio NEWSMAKERS



**Robert E. Britton**, v.p. at McManus, John & Adams, has been named executive director of the newly-created marketing-media-research department, headquartering in Bloomfield Hills, Mich. Britton, who came to MJ&A a year ago from General Mills, will function in a supervisory relationship to similar departments in other MJ&A offices. Henry Halpern, N.Y. v.p., becomes dir. of the dept. for all N.Y.-based accounts; Charles Campbell becomes media dir.-consumer products and supvr. of broadcast media.

**Jack Sandler**, general manager of WQAM, Miami, has been appointed a vice president of the Storz Stations group. His association with Storz dates back to 1949, when he was salesman-sports announcer on KOWH, Omaha. After its takeover by the group, Sandler worked his way up to the sales manager's chair. In 1956, when Storz purchased WQAM, Sandler was named general manager and also acted in the additional dual capacity of national and local sales manager. He will continue in this capacity.



**Charles E. Bell** has been appointed to the newly-created position of executive v.p. for WSAV-AM & TV, Savannah. He comes to the station from WSPA-AM & TV, Spartanburg-Greenville, S. C., where he served as general sales manager since 1956. Following a 10-year career in radio, Bell entered tv in 1949 as director of tv for WBTV, Charlotte. In 1953, he was appointed Southeastern sales manager of Du Mont Tv Labs. Bell also inaugurated and served as general manager of WAPA-TV, San Juan, Puerto Rico.



**Jack Mohler** has been appointed Eastern Sales Mgr. of Television Advertising Representatives, Inc. according to an announcement by Larry H. Israel, gen. mgr. of TvAR. Mohler entered broadcasting in 1941 after graduation from Princeton. His first position was as a research and promotion asst. at WOR, New York. Taking time out for active service in the Army, Mohler returned to WOR in 1953 as an a.e. and asst. sales mgr. He joined CBS Television Spot Sales as dir. of sales div. in 1953 remaining until 1957 when he joined Blair-TV.

