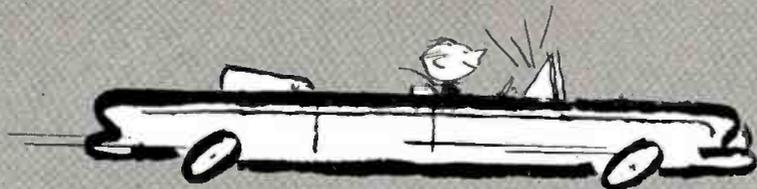


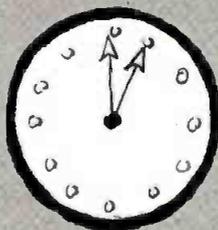
... relaxin' at home



or rollin' on the road...

FLINT TUNES TO 134 NEWSCASTS A WEEK on WKMF

every hour
on the hour



... and with that many newscasts WKMF just can't help but boast the biggest IN-HOME and OUT-OF-HOME audience in Flint! When anyone in Flint thinks of news he naturally tunes to the station that gives him the news regularly, every hour on the hour. Cash in on this ready-made audience of habitual listeners with your sales story and see what we mean!

SAVE..

up to

15%

**By Buying 2 or More of
these Powerful Stations
WKMH WKMF WKHM WSAM**

Dearborn-Detroit Flint, Mich. Jackson, Mich. Saginaw, Mich.
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BUY ALL 4 STATIONS.....SAVE 15%

BUY ANY 3 STATIONS.....SAVE 10%

BUY ANY 2 STATIONS.....SAVE 5%

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**FLINT,
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Fred A. Knorr, Pres.
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KNORR BROADCASTING CORP.



BERNARD L. SCHUBERT

film maker

MAKING FILMS for television is strictly business with Bernard L. Schubert, but business means exacting attention to the "sellability" of the film for station and sponsor as much as the margin of profit for the producer.

For years well known for such radio packages as *Adventures of the Falcon*, *Amazing Mr. Malone* and *Blind Date*, Mr. Schubert plunged into tv at an early date and currently is making another 39 episodes of *Crossroads* for Chevrolet sponsorship next season on ABC-TV. He also is marketing a new series for the fall titled *Key Witness*.

Mr. Schubert is co-producer and owner of *Topper*, first carried on CBS-TV and now repeating on NBC-TV for General Foods. He also has syndicated *Mr. & Mrs. North* in 110 markets. His tv version of *Adventures of the Falcon* is syndicated by NBC Film Div. on 90 stations while *Movie Quick Quiz*, which he acquired from Walter Schwimmer and completely revised, is in more than 30 markets.

"The viewer doesn't care whether a show is on film or live as long as it's a good program," Mr. Schubert says, pointing out the quality control inherent in film programming.

Born Aug. 26, 1917, in New York, Mr. Schubert was saturated with show business from the start. His actress mother put him in the Professional Children's School and he also played summer stock.

He attended the U. of Pennsylvania for a year before jumping into the business world. In 1937 he joined the Phillips H. Lord organization in charge of exploiting and selling all property rights in various media like movies, magazines, books and games, but not radio. In 1939 he became sales manager, including radio, handling properties such as *Gangbusters*, *Mr. District Attorney* (Bristol-Myers sponsored this on NBC 12 years) and *We, The People*.

Two years later he went into business for himself, developing *Counter Spy*, *Adventures of the Falcon*, *Amazing Mr. Malone*, *Mr. & Mrs. North*, *Abbott Mysteries*, *Quick as a Flash* and *Blind Date*.

When tv got underway, Mr. Schubert put *Blind Date* on ABC-TV in 1949 and the next year produced what he claims is the original spectacular, a full-hour musical comedy series, on NBC-TV for Procter & Gamble.

A constant traveler, Mr. Schubert spends a good bit of his time monitoring local television wherever he may be in order to learn what stations are using and what they need. A "confirmed New Yorker," he maintains apartments in both New York and Hollywood.