



NEARLY 300 Madison Avenue timebuyers last Tuesday heard about the new impact of Storer Broadcasting Co.'s WVUE (TV) Wilmington, Del., on the greater Philadelphia market as George Storer Jr., SBC vice president in charge of tv, and other SBC and WVUE executives tendered a luncheon presentation at the Hotel Roosevelt in New York. Under SBC ownership, WVUE recently constructed new transmission facilities at Pitman, N. J., moving from the Talleyville section of Wilmington. Arthur Schofield, SBC vice president in charge of advertising and promotion, gave the highlights of

WVUE's impact on the market with three Ps, "Power, Programs and Promotion." Also present were Maurice Macmurray, national sales manager, and the following from WVUE: J. Robert Kerns, vice president and managing director; Lewis Johnson, general sales manager; Ted Weber, director of sales development; Roy Schwartz, program and promotion manager, and Bill Kelley and Jack Kelley, both New York sales managers.

Pictured at the presentation (l to r): Mr. Storer; Jane Podester, McCann-Erickson; Mr. Kerns; Gertrude Scanlan, BBDO, Ray Jones, Young & Rubicam.

RAB Success Stories Describe Radio Use by Furniture Firms

Radio Advertising Bureau has announced that two radio success stories on furniture companies will be among the components of a comprehensive furniture package mailing to be distributed shortly to RAB members.

The first of the success stories describes activities of the Snow Furniture Co., Denver, which used radio as a primary advertising tool to increase its annual sales from \$84,000 to \$2 million in five years. Snow uses a heavy saturation of spot announcements, particularly during the last three days of the week, supported by a two-hour Saturday program broadcast from the store.

The second story details the profitable use of radio by Ernie Williamson, a furniture and appliance dealer in Enid, Okla. Mr. Williamson found he could attract a large volume of sales by using radio to establish him as a "colorful" personality—"The Mad Merchant of Market Street."

KNX Airs 'Frontier Gentleman'

A new series of live dramatic programs based on life in western America during post-Civil War days as seen through the eyes of a British Army veteran titled *Frontier Gentleman* (CBS Sunday, 2:30-2:55 p.m. PST) premiered Feb. 2. The series is written and produced by Antony Ellis and originates at KNX Los Angeles.

'Put It in Writing' on WABD (TV)

A new panel quiz show devoted to graphology titled *Put It in Writing* debuts on WABD (TV) New York Feb. 25. It brings to the camera several noted hand-

writing experts attempting to decipher a handwriting sample and, in turn, guess the owner. The noted personality whose handwriting is studied will be waiting off stage for the panel's conclusion and brought on camera at end of the game. Participants include WABD (TV)'s Sandy Becker and Virginia Graham, plus Dan Anthony and Dr. Kenneth Wade Thompson, graphologists.

WBC Gives Calendars to Admen

Westinghouse Broadcasting Co. last week mailed to agency personnel the first in a series of pocket appointment calendars similar to the ones WBC executives have been using for themselves. The calendar covers two months at a time, has space in which to jot important dates and phone numbers with sufficient information that the bearer may also be reminded that "in eight major markets no selling campaign is complete without the WBC stations."

ABC-TV Plugs ABN's 'Bandstand'

"Pity This Poor Working Girl" is the title of a new ABC-TV promotion brochure on behalf of ABN's *American Bandstand*. The "unusual wrinkle" of this presentation is that each folder contains an actual letter from a viewer complimenting host Dick Clark and ABC-TV on the program and making specific tune requests. ABC-TV sales presentation writer Jack Singer feels that the network sales pitch is complemented by the ultimate consumer—the viewer. Topic of the brochure is the "tremendous mail pull" of *American Bandstand*.

NEA Plans National Promotion For 'Satellites, Schools' Film

The National Education Assn. has completed production on a half-hour tv show, *Satellites, Schools and Survival!* and is planning a nationwide promotion, according to Richard Krolik, NEA radio-tv representative who produced, wrote and directed the film.

Stars are NBC's Charles Van Doren, narrator and anchor man; Vice President Richard M. Nixon; Sen. Majority Leader Lyndon B. Johnson (D-Tex.); H. Rowan Gaither Jr., board chairman of the Ford Foundation and head of the Gaither Report Committee; Dr. William G. Carr, executive secretary of the NEA, and Dr. James R. Killian Jr., president of Massachusetts Institute of Technology and science adviser to the White House. In the program they comment on the film's 50-year survey of U. S. education.

Satellites, Schools and Survival! is being offered through state education associations for premiere throughout the country on the weekend of March 1, with NBC affiliates getting first refusal. Recorded promotion spots with ad mats, press releases and pictures are being provided stations beforehand. Theatre previews are being staged in Washington Feb. 18 and New York Feb. 17.

After the station showings, SS&S prints will go back to state education groups for showing on the school-PTA-teachers' meeting circuit. The NEA film was shot by Telenews in 35 mm, black-and-white, and 200 prints are being furnished.

News From Soup-Kitchen by KWJJ

A welfare institution serving free meals for the needy is the scene of the KWJJ Portland, Ore., hourly *Happy News* broadcasts. The station's President, Rod John-



AN IDEA netted William E. Stauber (l) of Harvey-Massengale Co., Durham, N. C., \$2,500 from KGNC Amarillo, Tex. The station asked ad men via trade publications and direct mail, for suggestions for a campaign "to make national advertisers and agencies aware of the market delivered by KGNC." The best idea was submitted by Mr. Stauber who is pictured here receiving the prize-money from the station's manager, Jack Liston.