

pets. On TV, one-minute and 20-second spot commercials have been scheduled during prime-time and late night viewing periods in 30 major markets. Television copy stresses the wool label as "the mark to look for" when shopping for carpet.

Prince Motor Co. of Japan plans extensive campaign next year in U.S. and Canada. Agency, Chusenko Co. Ltd., has affiliated with Kastor, Hilton, Chesley, Atherton, New York, and becomes Hilton-Senko Inc. Specifics of campaign are to be announced at later date.

Rep. appointments . . .

- **KBIM-TV** Roswell, N. M.: Venard, Torbet & McConnell, New York. Station plans to go on air Jan 1, 1966.
- **WAIR-AM-FM** Winston-Salem, N. C.: T-N Spot Sales, Raleigh, N. C.

GM accounts dropped

Tatham-Laird & Kudner, New York, has terminated a long-standing relationship with the Fisher Body Division of General Motors and with two GM engine divisions—Detroit Diesel and Allison.

C. R. Standen, TL&K's president, said last week that account service now demands a fully staffed Detroit office

for proper handling and that the agency felt that the account's billings "could not support a complete office in Detroit." TL&K will continue to service the accounts until a new agency is selected. The division bills approximately \$2.4 million, with about \$100,000 of Fisher's billings in network radio.

RAB conferences outdraw '64 series

The 1965 Radio Advertising Bureau Management Conferences ended with sessions in San Francisco last week, with attendance for the six meetings surpassing last year's attendance by 20%.

The large-market session heard James T. Butler, vice president and general manager of WISN Milwaukee, stress that his station salesmen are forbidden to use ratings in selling the station. Instead, salesmen sell the merits of the station—endorsements from advertisers; the in-depth features and the "impact" value of WISN.

Ted Snider, station manager, KAPY Chico, Calif., described promotion techniques which have helped sell the station. He said remote broadcast from fairs and grand openings and maps of the market distributed each year to local businessmen were two particularly

valuable projects.

Other speakers at the large-market session were Clayton Brace, vice president and general manager, and Wilson Edwards, station manager, both of KOGO San Diego; Charles E. Gates, general manager, WGN Chicago; Lou Faust vice president and general manager, WKBW Buffalo, N. Y. and Stan Torgerson, station manager, WMC Memphis.

Speaking at the small-market session were Steve Bellinger, general manager, WZ Decatur, Ill.; Edward A. Wheeler, president, WEAU Evanston, Ill. and Eddie Allgood, vice president sales, WBTM Danville, Va.

National Homes use NBC-TV

National Homes Corp., Lafayette, Ind., has announced marketing plans to begin Jan. 4, 1966, with \$1 million advertising budget, 30% channeled to weekly spots on NBC-TV in first three months.

The program, coincidental with the company's 25th anniversary, asks 780 franchised dealers in 32 states (Maine to Rocky Mountain area) to locally tie-in during last 11 seconds of commercials on NBC-TV's *Today* and *Tonight* shows.

The campaign includes local radio, newspapers and national magazines, agency for National is The Biddle Co., Bloomington, Ill.

THE MEDIA

Major sales total nearly \$8 million

Amarillo and Decatur properties to change hands;

FCC gives its approval to another \$5 million transfer

Two major television sales plus associated radio stations, aggregating almost \$8 million in purchase prices were announced last week. At the same time the FCC approved a \$5 million transaction involving a radio-TV property.

Announced were the sales of KGNC-AM-FM-TV Amarillo, Tex., by Roy N. and S. B. Whittenburg to Stauffer Publications Inc. for \$5.9 million (CLOSED CIRCUIT, Oct. 11), and of WTVP(TV) Decatur, Ill., by Metromedia Inc. to LIN Broadcasting Co. for \$2 million.

The FCC approval involved the transfer of WMBG, WCOD(FM) and WTVR(TV) Richmond, Va., by Wilbur M. Havens to Roy H. Park for \$5,017,185. Also approved by the FCC last week were transfers of control of KNUZ-TV Houston and the ownership of

WEZI(TV) Louisville.

Publisher-Broadcaster ■ Stauffer Publications, which publishes a chain of newspapers in Kansas, Missouri, Nebraska and Oklahoma as well as several national farm publications, also owns WIBW-AM-FM-TV Topeka, KSEK Pittsburg and KSOK Arkansas City, all in Kansas, and KGFF Shawnee, Okla. Stauffer Publications got into the broadcast field in 1957 when it bought Capper Publications which then owned the WIBW stations. Among the Stauffer newspapers are the *Topeka Daily Capital* and *State Journal*, Kansas City (Kan.) *Kansan*, *Cappers Weekly*, and *Independence (Mo.) Examiner*.

The Whittenburgs are the publishers of the *Amarillo News* and *Globe-Times*, and of the *Lubbock (Tex.) Avalanche*

and *Journal* and KFYO in Lubbock. They are retaining the Lubbock radio station.

Willard W. Garvey and family, who own 4.85% of Stauffer Publications, owns KKAM Pueblo, KKF(FM) and KKT(TV) Colorado Springs, Colo. Stauffer Publications is principally owned by Oscar S. Stauffer and his family. Thad M. Sandstrom, vice president and director of Stauffer broadcast properties, said no basic changes of policy or personnel at the KGNC stations are contemplated.

KGNC, which counts its years back to 1922 (it was formed in 1935 by the Whittenburgs through the merger of WDAG and KGRS Amarillo), operate fulltime on 710 kc with 10 kw. KGNC FM, founded in 1958 is on 93.1 m with 14.1 kw. The 12-year-old KGNC TV operates on channel 4. All the stations are NBC affiliates.

Sale of Metromedia's Decatur television outlet came within seven months after Metromedia had sold its Peoria station. Both are UHF.

The Decatur station, on channel 1'