

WING SAFETY SHOW

IN AN effort to make citizens of Dayton, Ohio, more safety conscious, WING that city, the police department and the Junior Chamber of Commerce have launched a weekly program titled *Car 22*, named after the actual number of the official police traffic sergeant's car. The 15-minute, taped program takes listeners to the scene of recent traffic accidents, where the sounds of arriving emergency vehicles and comments of spectators are heard. Those involved in the accident and witnesses to it are interviewed. A description of the scene of the accident is broadcast and the probable cause of the accident is given. Harry Cutler Jr., chairman of the Jaycee safety committee, says it is the only program of its kind in the U. S.

SPOT SALES PROMOTION

CBS-TV Spot Sales is sending a promotional mailing piece to advertisers and agencies which depicts a man getting a double-take on his tv set. He sees a woman at home watching a program and the same woman shopping in a store. The message across the top of the picture is: "You're seeing double . . . in the daytime." "Why, CBS-TV Spot Sales says that the 10 stations they represent in two years have: doubled daytime audiences, doubled gains in multi-station markets and doubled in economy with costs-per-thousand that are as low as 34 cents. The reader is advised that daytime tv is the best way to 28 million housewives who spend over \$204 million each shopping day. The pamphlet closes with the promise that "In 1954 your sales picture will be brighter—all day long—on these ten big-volume tv stations."



KCCC-TV Sacramento stressed its expected power increase to 200 kw April 1 in a Los Angeles presentation of "The Sacramento Story" to advertiser, agency and network executives. l to r: Ashley Robison, general manager; George E. Ledell Jr., KCCC-TV representative in Los Angeles; Edwin J. Metcalfe, Weed Tv, Hollywood, station's national representative; A. J. Richards, assistant station general manager, and Lincoln P. Simonds, Pacific Coast manager, Weed Tv. The presentation is being shown in major eastern and midwestern cities.

beautiful girls were part of the closing day's festivities, according to those stations. Entries were received from parts of four northwest states and Canada and the stations report that the promotion was a great success.

Hollywood in regal style. Raymond R. Morgan Co., same city, producer-packager of show, has ordered a gold-plated Cadillac costing \$25,000 for use on program. Daily "Queen" will ride in the specially decorated automobile, attended by chauffeur and footman in livery.

KSAL NEWSPAPER PROMOTION

THE *Salina* (Kan.) *Journal* ran an ad for KSAL there which pointed up the fact that "KSAL Listeners Really Enjoy Basketball." The ad explains that, during the Kansas U.-Iowa State basketball game, KSAL asked listeners to write and say if they wanted more Big Seven basketball games next season. Mail was received from 36 counties in Kansas, 13 counties in Nebraska and from scattered points in Iowa, Minnesota, Colorado and Oklahoma, altogether, 198 towns. Because the response was 100% in favor of more games, KSAL says it will seriously consider the possibilities for more games next season. The ad declares that estimates are that 170,250 people were listening to the K.U.-Iowa State game. Ad points out "For Blanket Coverage of Salina's Trade Area KSAL, 1150 on Your Dial."

HISTORY DRAMATIZED

DRAMATIZED incidents in American history will be featured on weekly half-hour NBC Radio *Inheritance* (Sun., 7-7:30 p.m., EST), in cooperation with American Legion national public relations office. The series, designed to build deeper understanding of country's heritage, starts April 4 for 13 weeks. First three programs are entitled, "When Washington Refused a Crown," "The Story of Oliver Pollack," and "The Story of Dorothea Dix." Albert McCleery, executive producer, NBC-TV *Hallmark Hall of Fame*, produces and directs the series.

KTVQ (TV) 'SIDEWALK CAFE'

PRODUCTION and Art Director Vlada Dimac of KTVQ (TV) Oklahoma City has introduced a little bit of Europe into that station's programming schedule with a new series called *Sidewalk Cafe*. The weekly show features a half hour of instrumental music, interviews and anecdotes and is built around the European sidewalk cafe where all walks of life gather.

'SPOTLIGHT ON CHICAGO'

TO FIND out if there really is a crime syndicate in Chicago and to learn what happens when a city fails to maintain effective law enforcement, WGN-TV Chicago began a series called *Spotlight on Chicago*, which featured Alderman Robert E. Merriam, former member of the city council's Big Nine crime committee. The station reported that four Chicago newspapers picked up the revelations of "Police-man X," whose comments on bribery of police by gamblers highlighted the second show. To refute claims that no syndicate existed, Alderman Merriam played taped excerpts, which made newspapers' frontpages. WGN reports great listener interest and a large newspaper following.

KXLY CONTEST ENDS

KXLY-AM-TV Spokane's "Magic Word" contest [B•T, Feb. 1] ended March 1 and the stations report 3,500 entries yet to be tabulated and evaluated. One Spokane market resident will receive a 1954 Ford from KXLY and one will receive from KXLY-TV, a 1954 Oldsmobile "88." Music, motorcycle policemen and

AWARDS COLLECTION

WALLS are bare in the executive offices of WTTM Trenton and Fred L. Bernstein, general manager, says they'll remain that way until the many awards which heretofore graced them are returned from exhibition in Columbus, Ohio. The WTTM awards will be exhibited with those of other Peoples Broadcasting Corp. stations in Cleveland (WGAR), Fairmont, W. Va. (WMMN) and Worthington, Ohio (WRFD). The awards won by all the stations belonging to the People's chain, which is owned by the Farm Bureau Insurance Companies of Columbus, Ohio, will be put on exhibit for two weeks at the home office of the corporation.

GOLD-PLATED CADILLAC

FUTURE winners of MBS and KHJ-TV Hollywood *Queen for a Day* program will ride around

'GROUP JOURNALISM' APPROACH

NBC Radio will launch a new program today (Monday) titled *The Heart of the News* (Mon.-Fri., 10:15-10:30 p.m. EST), which will attempt

WENY Information

A PROGRAMMING idea that provides fixed times for basic information services has been developed by WENY Elmira, N. Y., General Manager Dale Taylor reports.

In competition with local tv, WENY has taken advantage of radio's versatility by setting a definite time each broadcasting day for such services as news, weather, time, road conditions, sports news, religious programs, local events calendar, WENY highlights, theatre and feature news and birth, engagement and death announcements. Total of 12 newscasts are scheduled daily.