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## our respects

to WALTER ALLISON TIBBALS



IT TOOK Walt Tibbals only one month after joining BBDO to decide "this is where I want my roots." As vice president in charge of West Coast production, almost 13 years later, he continues to meet each agency challenge with the same sure-footed enthusiasm.

Walter Allison Tibbals didn't fall out of the cradle and into BBDO, though. Born in Red Bank, N. J., August 2, 1913, he attended ("and was thrown out of") various prep schools. Instead of taking his scholarship to Rutgers U., he joined Standard Oil Co. of N. J. in 1929 as charter clerk in the marine department. During 1932-34 he worked for several brokerage firms, sold insurance and real estate, opened and closed a N. Y. model agency and sold classified advertising for the *New York American*.

In March 1934 he joined WNEW New York after a friend in his apartment building referred him to the late Martin Sheridan, then advertising manager of Philip Morris, who, in turn, convinced Milton Biow, then president of Biow Co. (now board chairman of Biow-Beirn-Toigo), that young Mr. Tibbals was necessary to the operation of the newly-purchased station. During the hours between 9:30 p.m.-4 a.m. he ran the switchboard, did spot announcements and typed and sent out recipes for a cooking show. A year later he went on daytime, doing fan mail analysis, coverage maps, continuity, announcing, engineering plus sound effects and acting.

Biow used WNEW for talent auditions and Mr. Tibbals got to know Reggie Schuebel, head of the agency's radio department (now head of her own agency). In 1938 she asked him if he'd like to work for Biow. As this was what he had been planning, his answer was "yes."

That spring he joined the radio department and served as production man on Philip Morris programs. From NBC Radio *Philip Morris Program* he progressed to the similar one on CBS Radio and the added duties of timebuyer on such accounts as Postal Telegraph (now defunct), Hills Bros. (Dromedary products) and Sweets Co. of America (Tootsie Rolls). By the end of 1939 he had chalked up service on MBS *What's My Name?* and served as producer-director on the succeeding MBS *Where Am I?* and *Name Three* (Dunhill Cigarettes).

After the agency acquired Eversharp, they bought "a little piece of paper from a guy in Atlanta" out of which came CBS Radio *Take It Or Leave It* with Mr. Tibbals as producer-director.

Leaving Biow in July 1942, he joined BBDO the following month as director on CBS Radio *Bright Horizons* (Lever Bros.). He was then assigned to NBC Radio *Phil Spitalny's Hour of Charm* and, after producing and directing CBS

*Radio Fashions in Rations* (Serval), he got into spot announcements with Bob Foreman (now vice president in charge of radio-tv). During 1943-47 the pair made spot announcements for the 62 BBDO clients using spot radio and out of this period came "Chiquita Banana" for United Fruit, "Wildroot Cream Oil Charlie" for Wildroot and "Smoke Kools, Smoke Kools."

As BBDO is the agency for the Republican National Committee, Mr. Tibbals was assigned to travel with candidate Thomas Dewey in the 1948 Presidential campaign. Back from the election wars, he became agency producer on CBS-TV *This Is Show Business* (Lucky Strike) and *Charlie Wild, Private Detective* (Wildroot).

Long enthusiastic about tv—he had done a closed-circuit tv sales meeting for Bulova in 1940 while at Biow—he was put in charge of the audio portion of NBC-TV *Hit Parade* from 1949-51 with time out to travel with Gov. Dewey's re-election retinue.

In the fall of 1952 he hit the road with the Eisenhower Presidential campaign to produce all radio and tv speeches until after the election was won. The end of that year found Mr. Tibbals on his way to California and by February he was settled in BBDO's Hollywood office with the new title of vice president in charge of West Coast production.

As such, he guides the destinies of CBS-TV *General Electric Theatre* (GE); CBS-TV *Jack Benny Show, Private Secretary* (Lucky Strike); CBS-TV *Lassie*, NBC-TV *Dear Phoebe* (Campbell Soup); CBS-TV *George Burns and Gracie Allen* (B. F. Goodrich, alternating); ABC-TV *Cavalcade of America* (duPont); thrice weekly CBS-TV *Art Linkletter* (Lever Bros.); CBS-TV *Bob Crosby* (General Mills); NBC-AM-TV *You Bet Your Life* (De Soto); West Coast regional tv *This Is Your Music* (Pacific Telephone & Telegraph); western regional tv *Waterfront* (Standard Oil Co. of Calif.); 12 western states tv *Eddie Cantor Comedy Theatre* (Burgermeister Beer); ABC Radio West Coast *Burgie Music Box*; and new quarter-hour *Ames Bros.* for Royal Crown Cola on 195 tv stations.

Believing that programming, in which he is particularly concerned, has made the rounds in popularity from quiz to mysteries to situation comedy. Mr. Tibbals believes the next great category will be science fiction. He also looks for daytime tv to really come into its own within the next several years.

Walt and Marjorie Tibbals make their home in Beverly Hills with their 10-year-old daughter. Now that he is a Californian, he has substituted golf for polo and fox hunting. He can also stand up and be counted among the hi-fi addicts. Adhering to the formula, "if you lose your sense of humor, you're dead," he claims perfect health with nary a sign of an ulcer.