



REPRESENTING phase one of the three-phase construction program of WBUF (TV) Buffalo, this structure at 2077 Elmwood Ave. was dedicated last week.

tions, with William Lawless, representing the Mayor of Buffalo, and Charles C. Bevis Jr., general manager of WBUF, participating in the ceremony. Displayed on *Today* were a scale model of the new studio building and a gold replica of the station's antenna tower, which now is 670 feet tall and is slated to go to 740 feet.

### Paul F. De Chant Appointed WMIL Milwaukee Manager

APPOINTMENT of Paul F. DeChant as manager of WMIL Milwaukee, succeeding Neil Searles, has been announced along with station's plans for occupancy of new offices and studios now under construction. Mr. Searles resigned to become vice president, director and general manager of WFOX Milwaukee.

Mr. DeChant has been affiliated with WOKY Milwaukee, and formerly was in the sales department of the *Milwaukee Catholic Herald Citizen*.

WMIL will remotely control its broadcasting operation when it moves into new quarters at 2625 W. Wisconsin Ave., said Gene Posner, president of the 1 kw-daytime independent.

### McClenahan Forms Rep Firm

ESTABLISHMENT of W. E. McClenahan Co. as a station representative firm designed to represent area and regional radio-tv outlets in Milwaukee, Madison and surrounding Wisconsin areas has been announced by W. E. McClenahan, former station executive. Offices will be located at 5415 N. Berkeley Ave., Milwaukee. Mr. McClenahan formerly was assistant sales manager of WITI-TV Whitefish Bay (Milwaukee), commercial manager of KCRG Cedar Rapids, Iowa, and area sales manager for Pabst Brewing Co.

### WNOW-TV to Resume

WNOW-TV York, Pa., ch. 49, which went off the air Sept. 30 because of "uhf troubles," a fortnight ago told the FCC that it intended to resume operation last Friday. The station said that it has received many local comments since going "dark" and that while the immediate outlook remains "unpromising," the station will continue with the hope that conditions will improve.

### WRCV-AM-TV Philadelphia Makes Sales Appointments

FIVE appointments in the sales departments of WRCV and WRCV-TV Philadelphia were announced last week by Lloyd E. Yoder, NBC vice president and stations' general manager.

Ted Walworth, former WRCV-TV sales manager, moves to the newly-created post of WRCV-TV sales director. He has been with NBC since 1952 and previously was with Edward Petry Co. and ABC.

Chet Messervey, WRCV time salesman, becomes WRCV-TV local sales manager, a new position. In broadcasting sales for the past 12 years, he has been associated with Westinghouse Broadcasting Co. and WHPE High Point, N. C.

Harold W. Waddell, WRCV sales manager, moves to the new position of WRCV sales director. A veteran of 28 years in radio, his earlier associations include WGAR and WJW Cleveland and WHBC Canton, Ohio.

William S. Dallmann, WRCV merchandising manager, becomes local sales manager. Mr. Dallmann's former associations include WLW-WLWT (TV) Cincinnati, the former WTAM-WNBK (TV) Cleveland and radio-tv director for Mueller, Lieblich & Parkins, Cincinnati.

Mary C. Doyle, former director for NBC Philadelphia's Feature Foods Inc., fills the merchandising manager position.

### CBS Ups Hughes, Christeon

APPOINTMENTS of Allen J. Hughes as sales development representative in the New York office of CBS Radio Spot Sales and of Gilbert H. Christeon to a similar post in the Chicago office were announced last week by Ray H. Kremer, manager of sales development for CBS Radio Spot Sales.

Mr. Hughes most recently served CBS Radio Spot Sales in the post which Mr. Christeon has assumed with the station representative firm. Previously, he had been with the network sales departments of NBC and ABC. Mr. Christeon previously was an account executive for Weed & Co. in Chicago and earlier had been on the sales staff of WGN in that city.

### KING-TV, KTVR, KTTV Launch M-G-M Package

TWO stations started programming Monday the first of their 725 M-G-M feature pictures acquired from Loew's Inc. on an exclusive, seven-year lease basis, and a third station was to begin on Columbus Day (Friday). Programming details were made final along with promotion, advertising and exploitation plans following a cross-country swing by Monroe Mendelsohn, promotion director of Loew's tv division.

KING-TV Seattle launched its M-G-M feature exposure Monday night at 10:45 with "Night of the Opera," starring the Marx Brothers; KTVR (TV) Denver kicked off its program at 9 p.m. with "Her Highness and the Bellboy," starring Hedy Lamarr, and KTTV (TV) Los Angeles was to begin Friday night at 8 with "Thirty Seconds Over Tokyo" with Spencer Tracy and Van Johnson. KTTV plans to show its M-G-M product Mon.-Fri., at 10:15 p.m., with a double feature on Friday—at 8 p.m. Colgate is sponsoring a film showing weekly. Eventually, the station may re-run some of the films afternoons. KTVR will show two films daily, six days a week, Sun.-Fri. at 3 p.m. and Mon.-Sat. at 9 p.m., while KING-TV will show the films at 10:45, Mon.-Sat.

Sales and promotion aids supplied by Loew's include a three-minute trailer on each picture; introductory ad mats, stills and publicity stories; point of purchase display in stores; a special audition print containing clips of all M-G-M features and 20-second billboard that has the Leo the Lion trademark over which audio can be used.

Loew's Inc. acquired 25% interest in both KTTV and KTVR when agreements for leasing of the films were made.

### KGEO-TV Antenna, Tower Collapse, Crash to Ground

AFTER two weeks of planning and labor the 193-ft., 22-ton antenna of KGEO-TV Enid, Okla., was within three feet of being taken out of its seat atop its 650-ft., 100-ton tower and lifted to the ground when both the tower and antenna toppled over, demolishing an estimated \$140,000 in steel

Advertisemen

### .. the MEN in the GREY FLANNEL SWEATSHIRTS

The "characters" in the KLOR ad on page 75 are definitely *not* Powers Models.

However, they are basic TV men who know the Portland buying habits from stem to stern.

Clockwise, they are: Bill Plummer, Production Manager; Bill Nutt, Merchandising Manager; Sam Herrick, Program Manager; John Schile, General Manager; Jack Provis, Chief Engineer and Jim Sherard, Promotion Department.