

NO HOUSING PROBLEM AT KFSD-TV

To the many ways of selling houses must now be added this one: building a house in a tv studio.

In San Diego, Calif., the idea was conceived by Earle Rast, local sales manager of KFSD-TV, and was promptly bought by Riverside Builders of Vista, Calif. The model home was built by the station's art department under the direction of Art Director Pete Launder. It's made of one-by-three lumber and canvas, with painted effects (spatter paint to look like plaster, etc.). The front door of the house and the garage door, though made of canvas on frames, actually operate without shaking when opened or closed. The roof, actually attached, was covered first with cardboard, then with shingles. The house was built in three sections, each on casters, and can be set up and torn down in 15 minutes. Live plants were set on grass mats for landscaping.

Commercials, running three to five minutes each, were delivered by Lynn Taylor, hostess of KFSD-TV's afternoon movie, and Vic Bonham, president of Riverside Builders. Miss Taylor, hostess of KFSD-TV's after house, gave her pitch and opened the garage door for the English Ford to be driven out. (The copy stressed that an English Ford would be given free to the purchaser of each home in the development.) The commercials were

broadcast inside the afternoon movies (4 p.m., Monday-Friday), *The Honey-mooners* (6:30 p.m., Friday) and the *Friday Movie Spectacular* (10 p.m.).

The campaign, placed direct, was scheduled to run for four weeks but, KFSD-TV reported, "the firm was forced to cancel after two weeks be-

cause it was so swamped with inquiries and orders that it lacked the facilities to handle them. A check 30 days later found Mr. Bonham and his staff still following up leads gained from the tv campaign. He said that final figures have not been totaled up but that sales directly resulting from the tv campaign have run into 'hundreds of thousands of dollars.'

HOUSE FOR SALE—but not this one, built in the KFSD-TV studio by the station's art department in such a way that it could be taken down and stored between uses to advertise the real houses offered for sale by Riverside Builders.



WMCA Editorial in Hill Record

The *Congressional Record* of June 18 reprinted a recent radio editorial by Nathan Straus, president of WMCA New York, which recommended the lifting of passport restrictions and the freedom of travel. Sen. Estes Kefauver (D-Tenn.) who had the editorial inserted in the *Congressional Record*, said, "The problem discussed in this editorial broadcast is an important right which should be safeguarded." Three previous radio editorials by Mr. Straus have been reprinted in the *Record*.

New Studios Being Built by KGB

KGB San Diego, Calif., has announced construction is underway on a new station building expected to be finished by fall. Ground breaking ceremonies were held June 20 at Pacific Hwy. and Coute St., site of the new building. The \$100,000 plant will occupy approximately 4,300 sq. ft. housing KGB studios, newsroom and offices.

New KOCO-TV Building Going Up

A \$300,000 building is being constructed for KOCO-TV Oklahoma City, to house studios, workshop, storage room and film processing laboratory. The studios, measur-

ing 40 x 80 ft. and 40 x 40 ft. are being built on a five-acre tract at N. W. 63rd and Portland. The building will have a terrace overlooking Lake Hefner for the presentation of outdoor shows. Target date for the first telecast from KOCO-TV's new studios is Oct. 1.

NO MENACE TO BILLINGS

Personalities whose willingness to engage in vehement controversy with any available opponent, including sponsors, may be king-size headaches for station management, but can also be good for business. This week's example: Oscar Levant. Last Tuesday (July 1) the temperamental wit and pianist started his new program of chatter, guests and music on KHJ-TV Los Angeles (Tues.-Thurs., 7:30-9 p.m.), following a stormy on-again-off-again season at KCOP (TV) in that city. Before his first program on KHJ-TV, the station's sales manager, Howard L. Wheeler, reported the Levant show was completely sold out, with 15 participating sponsors.

STATIONS SHORTS

WNHC-TV New Haven, Conn., has installed videotape recording equipment.

WWSW-FM Pittsburgh has started multiplexing on 24-hour basis. Station began year and half ago to broadcast separate Muzak programs on supersonic signal while also carrying its regular fm programming.

REPRESENTATIVE APPOINTMENTS

WABC New York names John Blair & Co. (station's national sales rep) for New York area, effective Aug. 1.

KAYO Seattle appoints Adam Young Inc.

KGIL San Fernando, Calif., appoints Branham Co. for all markets except L. A. and Orange County.

WHBS Huntsville, Ala., names Walker-Rawalt Co.

WNLC New London, Conn., names Richard O'Connell, N. Y.